

6 SIGNS IT'S TIME FOR A NEW CCMS





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Have you outgrown your CCMS?

A robust and efficient Component Content Management System (CCMS) is vital to your Content Operations. However, an outdated or inadequate system comes at a high cost to you and your company.

Your company will struggle to meet customer expectations for product support, and technical communication teams could fail to get visibility and credit for their outstanding work. You may have a content operation strategy or a CCMS that no longer meets your expectations.

Perhaps your original CCMS worked well for a time, but as your business has grown and changed, you need more capabilities than your CCMS can offer.

Another issue we see is content strategies that don't get visibility and recognition, leaving the rest of the organization to wonder what value your team brings. Whatever the case, it's always good to reevaluate whether your current tech stack meets your needs.

This whitepaper will discuss **six telling clues** that it may be time for a new CCMS. You can use these insights to help identify if it's time to upgrade to a more powerful CCMS.



Six Signs It's Time For A New CCMS

First Sign: Authoring, collaborating, and user experience difficulties

A good CCMS should make the authoring process easy and collaborative. Outdated CCMS systems require you to check in and check out of documents, and only one author can check out a document at a time. These outdated CCMS systems may also require you to use different authoring, reviewing, and publishing tools.

As your organization grows, you may find it cumbersome to constantly coordinate document authors when your content is locked up in the system. Ideally, multiple authors should be able to access the same document “Google Docs” style. Collaborative authoring makes the process faster and easier to review.

Your CCMS platform should be intuitive enough for new users and powerful enough for seasoned pros. A modern CCMS enables users to easily find and access the information or content they seek. The navigational scheme features should feel natural and logical to users.

Second Sign: Issues with version control and content organization

Version control is vital to keeping organized and staying compliant. When you don't have a Single Source of Truth, different versions of the same content can be created and published, confusing your customers and potential errors in the content. Without proper version tracking, you can lose track of what changes were made and who made them.

When it's time for a content audit or compliance check, these issues are a nightmare. Regulators may require proof that the company controls its versions in regulated industries. A modern CCMS should make it easy to use comprehensive versioning capabilities and a clear content audit trail.

Another issue many organizations face is content duplication. When authors aren't aware a piece of content already exists, they may make a new one, duplicating efforts and wasting valuable time and resources.

Using a Single Source of truth reduces content duplication by creating one place to locate authoritative information. This makes your content library more accurate and, ultimately, more valuable.



Third Sign: Disregarded platform standards

Many CCMS vendors claim that they base their platform on a standard like DITA or Docbook. Using an open standard has lots of benefits. When you know your content is adhering to a broadly recognized standard, you'll be able to integrate with other systems seamlessly, and you'll be able to switch systems easily, preventing vendor lock-in.

In mergers and acquisitions, bringing standardized content into the acquiring company's system is faster, easier, and significantly less expensive than attempting to transform and revise content.

Content that is unstructured or in a format that's not easily compatible with the acquiring company's platforms can be a significant post-acquisition challenge and expense.



Open standards also have large user communities creating tools and resources to help you use your platform better.

However, some CCMS vendors advertise an open standard, but in reality, they make small or large "customizations" (i.e. changes) to your system that leaves you with non-standard content that is less portable than initially advertised.

When you dig into the technical specs and discover that the standard has been deviated, you are left with a big problem.



When CCMS vendors don't strictly adhere to those platform standards, integrating your CCMS with other systems, like content delivery platforms or translation management systems, can create challenges.

When attempting to migrate content with non-standard markup from one system supporting DITA to another, several challenges may arise:

- **Compatibility:** The target system may not recognize or support the non-standard markup, leading to issues during migration. The new system may require additional customization or adjustments to accommodate the non-standard markup.
- **Data Integrity:** Transferring content with non-standard markup between systems can risk the integrity and structure of the data. The target system may not interpret the non-standard markup correctly, leading to data loss, errors, or inconsistencies in the migrated content.
- **Migration Effort:** Migrating content with non-standard markup can involve additional effort and complexity. The migration process may require manual intervention, analysis, and transformation of the non-standard markup to adhere to the target system's standards or specifications.
- **Loss of Functionality:** If the target system lacks support for specific functionalities represented by the non-standard markup, migrating the content may result in losing certain features or capabilities. This could impact the overall performance or behavior of the content in the new system.
- **Validation and Testing:** Validating and ensuring the correctness of the migrated content becomes challenging when dealing with non-standard markup. Extensive testing and validation procedures are required to verify that the new system's migrated content functions as intended.

If preventing vendor lock-in and syntactic interoperability with other tools is important, it may be time to evaluate your current CCMS.

By transitioning to a CCMS that strictly adheres to open standards, you can avoid these risks and gain more flexibility and long-term viability.



Fourth Sign: Limited Scalability

As your business grows, your content needs will also increase. Many companies find their tech stack growing too large and becoming unmanageable.

This can affect your ability to support the evolving needs of your business. Managing several different systems to author, review, publish, and manage your content leads to delays and can make the entire process cumbersome.

If you find your tech stack growing too large, look for a single platform that can consolidate steps and streamline your process.

With a versatile CCMS, you can author, review, manage workflows, and publish from one platform. This should all be included in a straightforward price.

Using fewer tools reduces costs and how long the content creation lifecycle takes. You can increase your efficiency by decreasing your tech stack.

Fifth Sign: Translating content is too challenging

If your company is global, translation and localization are vital to your content operations.

The process can become complicated and time-consuming when your platform doesn't adequately support your localization needs. Using multiple tools with fragmented workflows can delay the content from being translated and lead to errors, which cost extra time and money to fix.

Without streamlined translation management, it becomes challenging to collaborate with translators, track translation progress, and maintain content integrity across multiple languages. Outdated models require the entire piece of content to be retranslated whenever it's updated.

But when you use a modern CCMS, you can save a significant amount on translation costs by only sending new content sections out for translation.

A modern CCMS should make translating easier by supporting robust translation memory, built-in translation workflows, and seamless integration with TMS platforms.



Sixth Sign: Poor publishing options

Once you get your content operations in order, you still need to ensure your CCMS can support the publishing scenarios you need.

Where do you publish your content? If you're simply publishing these documents to an internal repository, you're missing out on huge benefits for your technical communication teams and, ultimately, the whole business.



Many companies have a basic documentation portal, but you can't do much more than digitally hand your customers a PDF and wish them good luck.

Customers expect you to leverage digital capabilities in your portal to provide them with quick, easy-to-understand, and accurate answers. Most customers want a consistent customer experience across all channels, including a documentation portal.

Your CCMS should have robust omnichannel publishing capabilities so that you can provide users with the answers they need whenever and wherever they want them.

Your documentation portal should provide the same high-quality experience as all your customer service channels.

A powerful CCMS enables you to create a branded portal that uses Single Sign On, federated search, and content personalization to strengthen the customer help experience.



So...Is it time to switch?

If the problems in this eBook seem all too familiar, it may be time to evaluate your current system and see if it's time for an upgrade.

Some CCMS platforms may meet the needs of small businesses with relatively straightforward documentation needs. However, for enterprise-level businesses dealing with a range of products across multiple versions and languages or operating within highly regulated industries, ensuring that your CCMS can handle the complexity and scale of the tasks required is imperative.

It may seem like a lot of work to switch, but if your CCMS isn't providing you the functionality you need, then the cost of not changing is much more burdensome than the cost of finding a better platform. A little work now will pay off in the long run when your team has a more straightforward content process.

The right CCMS partner will make the transition as smooth and quick as possible while providing support and training. Heretto is the modern CCMS platform to deploy docs and dev portals that delight your customers.

With [Heretto](#), you can streamline your Content Ops, save time and money on authoring and translating, and create exceptional help sites that empower customer self-service. If you want to discover how Heretto can help your business, [book a demo today](#).