

Magic Quadrant for Enterprise Content Management

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ECM offerings remain in demand as organizations embrace the vision of managing content assets throughout their life cycle. Process-centric solutions, social content management and integration are key factors differentiating the vendors assessed in this document.

MAGIC QUADRANT

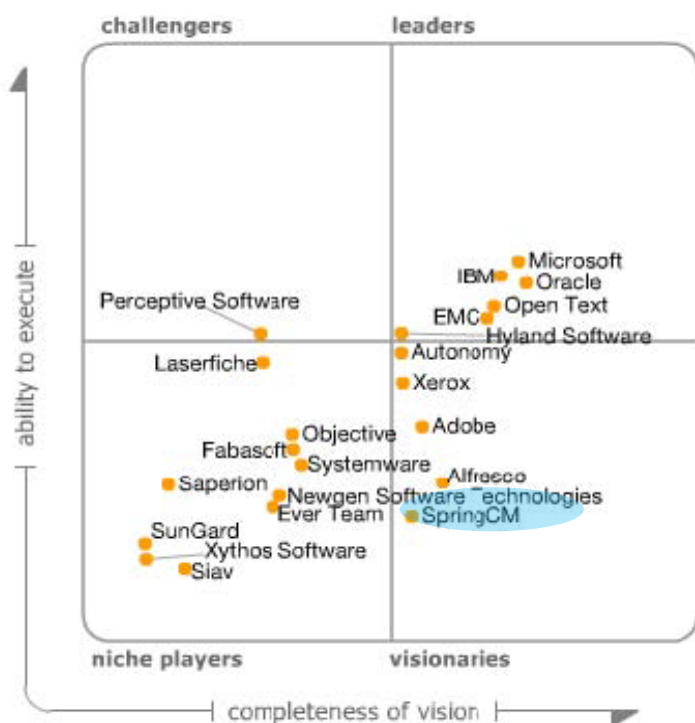
This Magic Quadrant represents a snapshot of the ECM market in 2010. Gartner advises readers not to compare the placement of vendors in prior years, as this market is changing fresh acquisitions and partnerships, solutions development and the appearance of alternative delivery models are evidence of this and our criteria for selecting and ranking vendors continue to evolve. Our assessments take into account vendors' current offerings and overall strategies, as well as their planned initiatives and product road maps. We also consider how well vendors are driving market changes and adapting to changing market requirements.

This Magic Quadrant will help CIOs and business and IT leaders who are developing ECM strategies to assess whether vendors have the right products and enterprise platforms to support them.

ECM technology has changed greatly in recent years, with broader suite functionality, better process control, improved ease of use and a stronger focus on records. As a result, we continue strongly to advise organizations with ECM technologies more than five years old, or with multiple products across departments and geographies, to re-evaluate their content architecture with a view to possible consolidation of functionality and vendors.

Use this Magic Quadrant to understand the ECM market and how Gartner rates vendors and their packaged products. Draw on this research to evaluate vendors based on a customized set of objective criteria. Gartner advises organizations against simply selecting vendors because they appear in the Leaders quadrant. All selections should be buyer-specific, and vendors from the Challengers, Niche Players and Visionaries quadrants may be better matches for your business goals and solution requirements.

Figure 1. Magic Quadrant for Enterprise Content Management



As of November 2010

SpringCM

Cloud-based content management solutions are gaining maturity and increased user interest. SpringCM is one of the early movers in this field, which promises to deliver lower costs for infrastructure hardware, software and management, and less complexity. In addition, many back-office processes ² such as invoice imaging in accounts payable ² have long been supported by business process outsourcing and imaging hosts, so conversions to cloud content management offerings should be easy to promote, especially at departmental and mid-market level.

Website: www.springcm.com

Strengths

SpringCM has hired senior managers with good experience of content management. Subscription growth and procurements from larger enterprises underscore its perceived scalability and stability.

The horizontal and vertical CCAs listed among SpringCM's departmental and industry solutions represent those in greatest demand from business buyers of on-premises versions. If SpringCM's resellers, consultants and independent software vendors can help create traction, the company could become much more relevant.

SpringCM has focused on building its brand and platform. These investments have positioned it well in the market as a visionary driver of SaaS-based content management.

Market Definition/Description

ECM, defined as a strategy, can help enterprises take control of their content and, in so doing, boost productivity, encourage collaboration, and make information easier to share.

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