

Magic Quadrant for Enterprise Content Management

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Enterprises consider ECM as both a strategy to deal with all types of content and a set of software products with capabilities for managing the entire content life cycle. They want ECM solutions to help them run, grow and transform their businesses.

Magic Quadrant

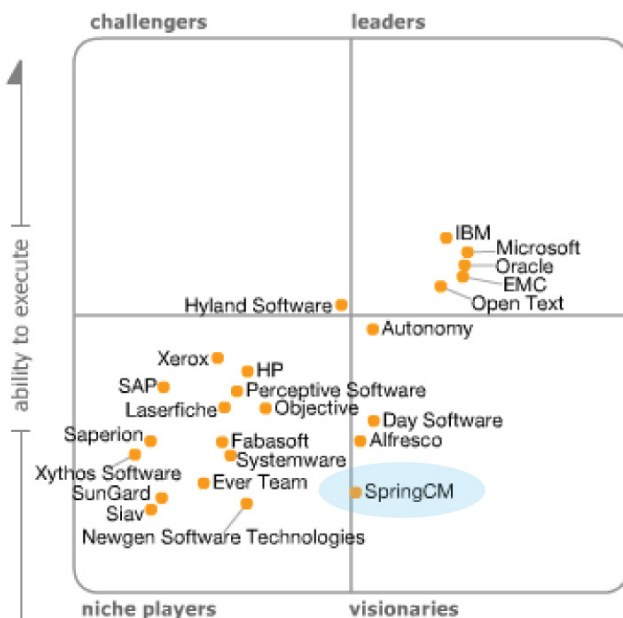
This Magic Quadrant represents a snapshot of the ECM market at a particular point in time. Gartner advises readers not to compare the placement of vendors in prior years as this market is changing — vendor acquisitions, partnerships, solutions development and alternative delivery models are evidence of this — and the criteria for selecting and ranking vendors continue to evolve.

Our assessments take into account vendors' current product 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 strongly advise organizations with ECM technologies that are more than five years old, or with multiple products across departments and geographies, to re-evaluate their content architecture.

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 that appear in the Leaders quadrant. All selections should be buyer-specific, and vendors from the Challengers, Niche Players or Visionaries quadrants may be better matches for your business goals and solution requirements.

Figure 1. Magic Quadrant for Enterprise Content Management



Source: Gartner (October 2009)

SpringCM

Many factors are prompting businesses to focus on ECM as part of a shift toward a SaaS model. The attractions are obvious, and SpringCM is the early trendsetter. SaaS brings with it fewer costs for infrastructure hardware, software and management, and less complexity in the applications layer. Also, many back-office processes (like invoice imaging in accounts payable) have long been supported by business process outsourcing and imaging hosts, so conversions to SaaS should be easy to promote, especially at the departmental and mid-market levels.

Strengths

- SpringCM has an experienced management team and a strong focus on its fundamental value proposition.
- The horizontal and vertical composite content applications 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 and competitive with ECM leaders.
- SpringCM has focused on building its brand and platform. These investments have positioned it well in the market.

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