

## Scenario Fits

### Simpler

Corporate Brochure	-
Community-Oriented Site	-
Basic Interactive	-
SMB/Departmental Intranet	-

### Mid-range

Enterprise Intranet	-
Interactive Marketing	✓
Microsites	✓ -

### Complex

Global Intranet	-
Enterprise E-business	✓
Global Enterprise	✓ -
Multichannel Publishing	-
Ultra-Large Single Site	✓ +

Figure 1: Real Story Group's evaluation of Autonomy/Interwoven's fit against 12 different Web site scenarios. No product will provide a good fit for more than a handful of different scenarios, so consolidation on a single platform for the enterprise can lead to significantly greater cost and development.

Complex  
Enterprise  
Platforms

**Big, expensive, often oversold**

Upper-Range  
Platforms

**Big, expensive, more focused**

Mid-Range  
Platforms

**Complex, but lower-priced**

Mid-Range  
Products

**Easy to deploy, harder to extend**

Simpler  
Products

**Most "out of box," least extensible**

Source: [www.realstorygroup.com/Research/Channel/CMS/Vendors](http://www.realstorygroup.com/Research/Channel/CMS/Vendors)

Figure 2: The Web content management marketplace can be divided into five tiers that de-mark, roughly, levels of price and complexity.