



**Nonprofit Technology Network**

Your Voices:

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# **2008 Content Management Systems Satisfaction Survey**

**An NTEN Report  
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# About NTEN: The Nonprofit Technology Network

## What we believe

NTEN aspires to a world where all nonprofit organizations skillfully and confidently use technology to fulfill their missions. As the membership organization for the nonprofit technology community, NTEN plays a unique role in this field. Our work is to connect our members and provide you with learning and professional development. We give a bird's-eye view of the trends, issues, and opportunities that influence nonprofits' use of technology. Our ability to see the big picture and context allows us to identify areas of common opportunity and organize for action.

## What we do

NTEN is a community of peers who share technology solutions across the sector and support each other's work. We enable our members to embrace advances in technology confidently through on- and off-line knowledge sharing, hands-on trainings, and research and industry analysis. Our discounts help our members stay up-to-date with changing technology and valuable resources. We offer news and pioneering industry research and are a channel for the dissemination of innovation and learning in this field.

## NTEN WEBINARS / [nten.org/webinars](http://nten.org/webinars)

NTEN hosts many online trainings and discussions each month on topics related to nonprofit technology.

## ONLINE NETWORKING / [groups.nten.org](http://groups.nten.org)

Do you want to connect with other nonprofit webmasters, talk about open source CMS tools with others passionate about them, or learn ways to use Flickr in your next campaign? Then join one of these NTEN Affinity Groups (or a few of the more than 90 others) and start talking.

## NTEN EVENTS / [nten.org/events](http://nten.org/events)

Attend our conferences and local meet-ups where people like you come together to share experiences, learn, network, make deals, and have some fun.

## NTEN Research / [nten.org/research](http://nten.org/research)

Our industry-leading research is growing and expanding. We have recently published studies on IT Salaries and Investments in the nonprofit sector, the impact of technology consulting, and the challenges of data integration and Open APIs. We cover policy issues such as Net Neutrality, the use of mobile phones or content management systems in nonprofits. Look for more in 2008.

## NEWSLETTERS / [nten.org/signup](http://nten.org/signup)

NTEN Connect is your opportunity to read about the latest issues from a variety of viewpoints. For each issue we ask leaders in the nonprofit technology community to sound off on a topic that's impacting the field.

## NTEN BLOG / [nten.org/blog](http://nten.org/blog)

NTEN's blog is the place to find out about the latest resources, nonprofit tech news, and buzz from the NTEN community.

# Introduction

Your Content Management System (CMS) can make or break your organization's website. A good CMS makes it easy to keep your site up-to-date and engaging. A bad CMS keeps old, stale content to languish on your site while you try to figure out how to post your organization's latest, greatest accomplishments.

Finding a CMS that works for you can be a daunting task. There are seemingly endless options, both open source and proprietary. In fact, when presented with a list of 27 systems, almost 40% of respondents to this survey replied "Other".

With so many choices and so little time to research the options, many of us rely heavily on the recommendations of our peers to cut through the noise and provide some insight. That is why NTEN is proud to present the results of our first CMS Satisfaction Survey.

Over 1,000 people participated in the survey, and we scrutinized the responses (including all those "Other" replies in order to separate out and report on systems not included in the original list of 27) to help you find the CMS that is best for your organization.

## Demystifying CMS

### What is a Content Management System?

**"CMSs are software tools that allow non-technical users to update the text, images, and documents on a website without having to learn to use HTML code. Using a Web browser or a desktop software package, users access, edit and upload content changes to a website using the familiar text editing commands found in software like MS Word. CMS solutions are increasingly popular to simplify website management."**

**-- From the Idealware article "A Birds Eye View of the Content Management Landscape" by Jeff Herron and Usha Venkatachallam (<http://idealware.org>)**

# About the Survey

The term Content Management System generally refers to a system used to manage the content of a website. CMS can be an ambiguous term. For the purposes of this survey, we have included CMSs that are available for purchase as a stand alone product and target nonprofit organizations.

The CMS Satisfaction Survey asked members of the nonprofit technology community about the CMS they use and the vendors and/or communities that support those systems. We wanted to find out:

- What criteria are important for retaining your business/customer loyalty?
- How you would grade your CMS system and vendor/community on their:
  - Quality and Reliability
  - After Sale Support
  - Ability to Deliver on Promises and Deadlines
  - Usability
  - Value for the Price and Time Required to Implement

Respondents were asked to give each CMS that they use consistently a grade from A+ to F in each of the five categories.

## How to Use the Survey

There is no one perfect CMS for all organizations. The choice of a CMS is influenced as much by the needs of your organization as by the system itself. The information in this report is not intended as a starting place for choosing a CMS. It cannot replace an organizational needs assessment. Nor does this report provide information on the different features offered by different systems. For overviews and reviews of Content Management Systems and their features, you may wish to look at articles at [www.idealware.org](http://www.idealware.org) or [www.techsoup.org](http://www.techsoup.org).

According to CIO magazine, the recommendation of peers is one of the most important factors influencing decisions about technology vendors. We've surveyed hundreds of your peers in order to provide you with a wide array of opinions about CMSs, and the characteristics of the vendors providing those products. Once you have identified two or three systems that meet your organization's needs, this report can help you to make your final decision as to which system is right for your organization.

# About the Results

More than 1,000 people provided at least some demographic information and 650 completed the full survey. Because the responses were split between more than 27 systems, some CMSs received very few assessments. In small sample sizes, scores that are extremely high or low can greatly influence results. Therefore, we are presenting grades only for the systems that received more than 10 responses.

Of the CMSs graded, nine systems received more than 10 assessments and 18 received between zero and nine. By separating out the “Other” responses, we were able to add information about six additional systems receiving ten or more responses, including the use of a custom system.

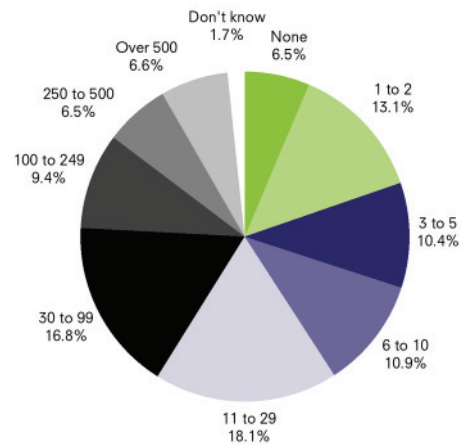
In order to make the information in this report as relevant as possible for your particular organization, we’ve reported not only the overall usage of each CMS, but also usage by organization size. For the purposes of this report:

- Small organizations are defined as having budgets under \$500,000.
- Medium sized organizations have budgets between \$500,000 and \$3 million.
- Large organizations have budgets over \$3 million.

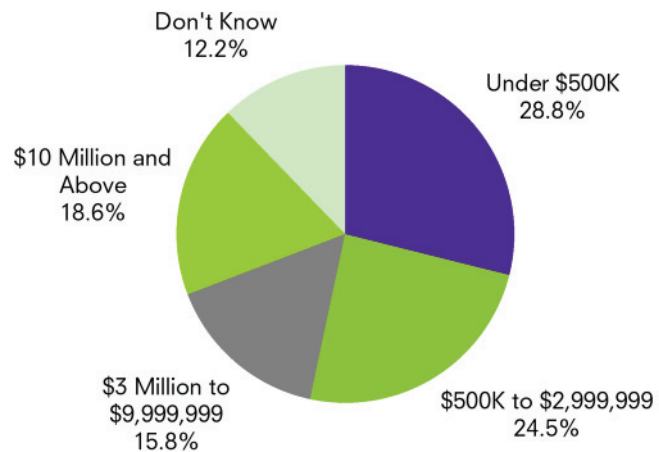
The information contained in this report is not to be used in marketing or promotional materials. If you have any questions, please contact NTEN.

# Survey Demographics

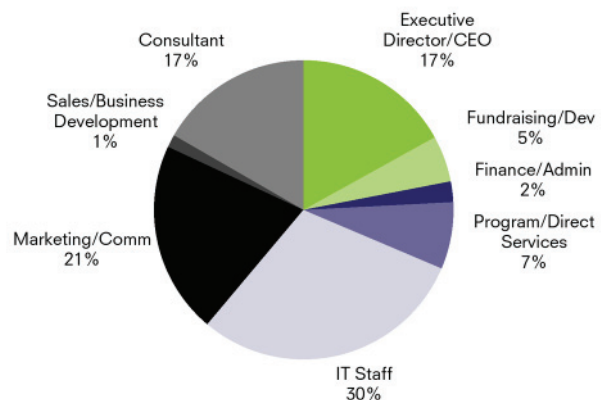
## Number of Employees



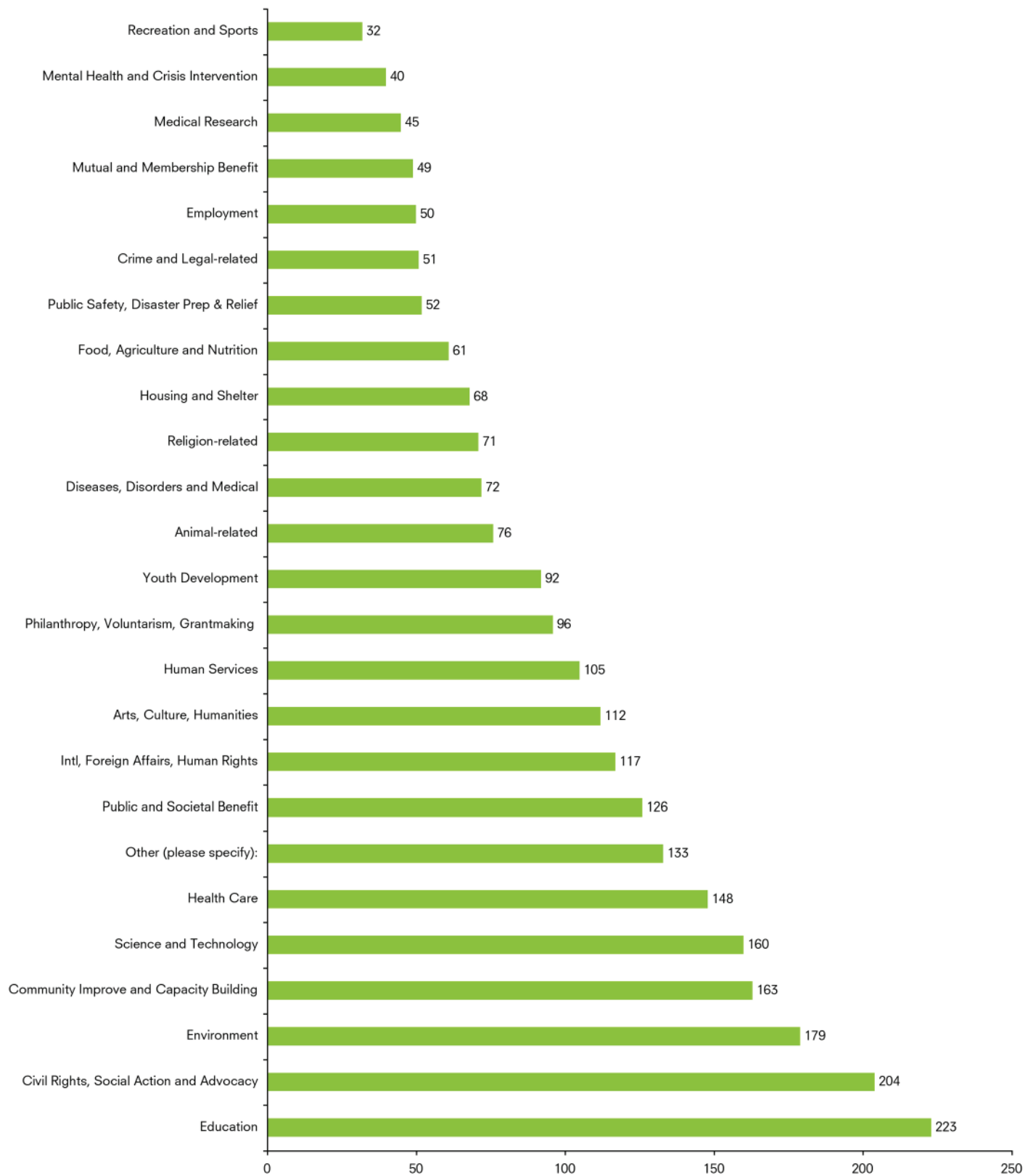
## Budget Size



## Title Breakdown



# Survey Demographics: Industry



# Important CMS Attributes

Respondents were asked to select the three attributes - without regard to a specific vendor - that they felt were most important for retaining their business/customer loyalty. Therefore, the total possible percentage is 300.

A user friendly interface and the availability of after sale support were the most valued attributes. Both were ranked in the top three more than 55% of the time. A vendor's ability to deliver on their promises was the third most important quality in this survey.

Of the 79 "Other" responses in this category 20, or 25.3%, mentioned the importance of open source systems and values.

## Question: Which of the following CMS vendor and software attributes do you consider critical when it comes to retaining your business/customer loyalty?

### Respondents selected three of the following:

	Response Percent	Response Count
User friendly/intuitive interface design	66.5%	562
Provides ongoing support after the sale and implementation	56.7%	479
Delivers on promises	42.8%	362
Understands our organization	35.4%	299
Values our relationship	20.6%	174
Sets clear and consistent price structure	18.7%	158
Delivers on time	16.9%	143
Sets realistic deadlines	12.9%	109
Provides advance notice of product/service changes	10.5%	89
Forecasts and explains technology trends	9.6%	81
Other	9.3%	79

# CMS Adoption

Excluding responses of “Other”, **the three most commonly used systems at small and medium sized organizations as well as at organizations of all sizes were Drupal, Plone, and Joomla!**, in that order. Large organizations reported using Convio CMS (formerly GetActive WSM) most commonly followed by Blackbaud and Drupal.

Content management systems seem to be making an important contribution to keeping costs at small and medium sized nonprofits low. The three most commonly used systems at small and medium organizations (and the third most commonly used system at large organizations) were all open source and **more than one third of total respondents reported using an open source system.**

**Question: Of the CMS Products you are currently using, which do you consider your PRIMARY system? We are going to ask a few questions about this CMS.**

	All Orgs Count/Percent	Small Orgs Count/Percent	Medium Orgs Count/Percent	Large Orgs Count/Percent
Other	216 / 28.6%	43 / 20.5%	55 / 27.6%	87 / 30.7%
Drupal	114 / 15.1%	40 / 19.0%	45 / 22.6%	20 / 7.1%
Plone	62 / 8.2%	31 / 14.8%	15 / 7.5%	13 / 4.6%
Joomla!	59 / 7.8%	31 / 14.8%	14 / 7.0%	11 / 3.9%
Convio CMS (Formerly GetActive WSM)	52 / 6.9%	2 / 1.0%	7 / 3.6%	35 / 12.4%
Antharia	49 / 6.5%	16 / 7.6%	10 / 5.1%	13 / 4.6%
Blackbaud	47 / 6.2%	4 / 1.9%	8 / 4.0%	26 / 9.2%
iMIS	26 / 3.5%	0 / 0.0%	10 / 5.0%	14 / 4.9%
Kintera Sphere CMS	26 / 3.5%	2 / 1.0%	9 / 4.6%	12 / 4.2%
ImpressCMS	20 / 2.6%	9 / 4.3%	5 / 2.5%	6 / 2.1%
WordPress	18 / 2.3%	10 / 4.8%	5 / 2.5%	1 / 0.4%
Ektron	14 / 1.8%	0 / 0.0%	5 / 2.5%	7 / 2.5%
Custom	14 / 1.8%	2 / 1.0%	6 / 2.9%	4 / 1.4%
XOOPS	13 / 1.7%	10 / 4.8%	0 / 0.0%	1 / 0.4%
Convio PageBuilder	12 / 1.6%	1 / 0.5%	0 / 0.0%	9 / 3.2%
CrownPeak	11 / 1.5%	0 / 0.0%	1 / 0.5%	9 / 3.2%
<b>TOTAL</b>	<b>754</b>	<b>210</b>	<b>199</b>	<b>283</b>

For the purposes of this report small organizations are defined as having budgets under \$500,000; medium sized organizations have budgets between \$500,000 and \$3 million; large organizations have budgets greater than \$3 million.

# CRM Grades - Overview

Respondents were asked to assign grades to Content Management Systems that they are currently using.

Grades were generally high for the systems reviewed, with no CMS rating less than a C in any given category and only two of the 15 systems evaluated receiving a majority of Cs. The three most commonly used systems, Drupal, Joomla! and Plone, all scored very well with mostly A's and no score lower than a B.

## After Sale Support

**The most commonly cited complaint about support was lack of documentation.**

The average "Usability" score, the quality that was considered to be the most important in this survey, was a B+. The most common complaint about usability across all the systems was a steep learning curve. However, most people that made this comment also noted that the pay off made the learning curve worthwhile.

The second most important quality, "After Sale Support", also received an average grade of B+. The most commonly cited complaint in this category was the lack of good documentation.

The ability to deliver on promises and deadlines, the third most important quality according to this survey, had the lowest average grade of all the categories with a B. Not surprisingly, the most common complaints here were missing deadlines and overselling the capabilities of the system.

The remaining qualities, "Quality and Reliability" and "Value for the Price", both had average grades of B+.

It is interesting to note that, with the exception of Antharia, open source systems scored generally higher than commercial systems and custom systems were rated near the bottom of the pack.

# CMS Grades

Response size must be taken into account when considering grades given. Content Management Systems with fewer than ten responses were omitted from this section of the report.

**Question: Using the scale below, please assign [CMS] an approximate grade based on its quality and reliability, after sales support, ability to deliver on promises and deadline, usability, and value.**

	Quality and Reliability	After Sales Support	Delivers on Promises and Deadlines	Usability	Value	Number of Responses
Drupal*	A	B +	B +	B +	A	128
Joomla!*	A	B +	B +	B +	A	71
Plone*	A	B +	B	A	A	55
Convio CMS (formerly GetActive WSM)	B	B	B	B	B	54
Antharia	A	B +	B +	A	A	47
Kintera Sphere CMS	C +	C	C +	C +	C +	37
Blackbaud	B +	B +	B	B	B	30
iMIS	B	B	C +	C +	C	21
ImpressCMS	A	A	A	A	A	20
Wordpress	A	B +	B	A	A +	15
Ektron	B +	A	B +	A	A	12
Custom	C +	B	C +	B	B	12
XOOPS*	A	A	B +	B	A	11
Convio Pagebuilder	C +	C +	C +	C +	C	10
CrownPeak	B	B +	B	C +	B	10

\* Open Source Systems

# A Final Note

## The Success of Open Source Content Management Systems

If your organization has been considering the use of open source software, a CMS may be the place to start. The fact that more than one third of respondents reported the use of open source CMSs and generally graded them quite well as compared to commercial systems may be the information you've been waiting for to feel comfortable using an open source system.

Michelle Murrain, the Coordinator of the Nonprofit Open Source Initiative and NTEN board member, offers some reasons for the success of open source CMSs at nonprofits.

- No fees for acquisition
- No maintenance fees if it is a low to medium traffic site
- Low hosting costs
- Solid software: for most organizations, as good, or better than a system they would pay for
- Active development and communities mean lots of improvements and new features, plus lots of help
- Generally easy installation and maintenance
- Very customizable - easy to add custom functionality