

To replace or to upgrade? That is the question.



What are we going to do about the old CMS?

No matter what industry you work in from fast food to farm tractors, content is king, and in some cases, the lifeblood of your company. Managing content is critical for day-to-day operations, growth, and profitability. The right Content Management System (CMS) allows you to create amazing digital experiences for your customers and your employees. Better digital experiences lead to more engagement and higher loyalty. Your CMS is what keeps your digital marketplace, branding, and e-commerce doors open.

If your CMS is not meeting your requirements, you could be at a disadvantage. You can lose ground to competitors and lose relevance with customers. Most companies are using outdated and back level CMS platforms and wonder why it's underwhelming.

The question arises: to replace or to upgrade? While it may seem best to start over, you might be tossing the baby with the bath water. Here are a few reasons to consider upgrading instead.

Reasons to Upgrade

Your existing CMS has new features you could be using but aren't. Maybe updates were missed or the bells and whistles your existing CMS were overlooked. Your existing platform might already have many of the features you're looking for like cloud capability, personalization, multi-site support, enhanced security, and extensibility. First, check into its features and make any necessary updates so those features are available before considering a full replacement.

You are in-between redesigns. You aren't quite ready to start the process of a redesign. You know it's coming in the not-so-distant future, but it may make sense to wait on a total CMS overhaul. Instead, see if there are any partial upgrades that can provide some of the features or functionality you need.

An update is less daunting than a full CMS replacement. It is often less costly and time-consuming than a full CMS replacement. The familiar interfaces, the existing content, and known processes all save time and can make updating your CMS the best choice.



Keeping your CMS upgraded is vital to thrive in today's digital-first world. When you do an upgrade, take the time to familiarize yourself and the team with the new version's features, bug fixes, and changes.

Asponte has the expertise to guide your team on the best way to upgrade and even help train your team.

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