

LEVERAGE

# ALL THE WEB

*not just their web*

WHITEPAPER

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## The Business Case for Open Source

WordPress and the Open Web provides the best Digital Experience Management through wider access to the array of services with faster time-to-market, cost effective pricing, familiar user experiences, and overall lower barriers to innovation.



For more information contact  
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# We Know WordPress

rtCamp is building on over a decade of momentum onto the future of WordPress solutions delivery around the world. Our expertise leverages all of ...

- 11+ Years of Advanced WordPress Experience
- 70+ Team members, including WordPress Core Committers
- 100's of Enterprise Projects Delivered
- Ongoing commitment to innovation, R&D, and growing Open Source solutions in Enterprise scale

Since 2016, rtCamp has been a WordPress VIP Gold Agency Partner, and our leadership holds participations in the WordPress Enterprise Growth Council.



First-Hand experience replatforming large enterprises from



# Facts & Stats

## 36%

Sites powered by WordPress on the Internet

## 63%

Market share among website using any content management system

## \$3bn

Valuation of Automattic

## \$10bn

Size of WordPress economy

## Made for the web

- WordPress has been Open Source and web-based since its inception in 2003.
- Google provides first party integration for WordPress through projects such as Google Site Kit, AMP, and PWA.

“Through Salesforce’s investment and partnership with Automattic, we look forward to deepening our commitment to WordPress and the open web,”



**Bret Taylor**  
President and Chief Product Officer

# Ecosystem

- Open Source project commitments from companies like Frontity, Elementor, forward WordPress experiences to the next level
- Hosting companies like WordPress VIP, Pagely, Pantheon and WP Engine are among the many dedicated to delivering competitive services for consumers and b2b clients
- The largest industry users of WordPress are in the publishing and eCommerce industry, where WooCommerce holds 28% share of the top 1 million store sites on the internet



## The Proprietary Stack

- Adobe Experience Manager (AEM) announced in January 2020 adoption of
- Open Source practices
- Microsoft president Brad Smith acknowledged the importance and value of open source in remarks he made in contrast to past leadership





Photo by [Hermes Rivera](#) on [Unsplash](#)

# WordPress vs AEM

Faster to change, unbounded by technology



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## PART 1

# Own your Success – WordPress Philosophy



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Solutions built on open source are made so you can...

- Own Your Data
- Own Your Solution's Code
- Own Your Choices

WordPress is bound only by your imagination. That's no cliché, it's true. Creators, marketers, innovators, and audiences have the world of possibilities available online. Businesses offering online experiences have the freedom to leverage ALL the tools the web has to offer, and **own their success and technology solutions created just for them.**



AEM for example, has only partially adopted open source in 2020. One of the drawbacks of that half sincerity is that the applications clients invest in using those open source pathways to Adobe, still require licenses and services running in Adobe in order to operate. The solutions built on their technology and methods, require a dependency to the closed-stack core.

In applications centered on WordPress, micro-services are commonly incorporated in-and-out of the solution through web best-practices and flexible connectors.

Examples like Google Analytics, media assets managed by Cloudinary, push notifications run by OneSignal, are not beholden to closed frameworks, and can be rapidly exchanged for competing services.

WordPress in no way fences a client to the choice of “Make AND Subscribe” to licenses for service. Applications built on WordPress and Open Source solutions are self-sufficient and truly open.

~~Make vs Buy~~

**Make vs Subscribe**

Ownership means the data, processes, and roadmap of the unique set of features a company commissions, are directly tied to the company mission.





## PART 2

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# Faster Time to Customer



Think, plan, and deploy in record time.

- Launch a Website Solution or integration without reinventing the wheel
- Ready capabilities for networks of sites (sub-sites or micro-sites)
- Easy learning curve for both technology and content stakeholders

Businesses set directives to compete, and must be ready to act quickly. The diversity available on the web, allows in-house teams and agencies to iterate on known and reliable best practices quickly. Proprietary stacks like Adobe's have a steep learning curve for stakeholders to learn the right vocabulary and become familiar with available modules, in order to ask for the right products or features.

The maturity of the closed network also doesn't yet lend itself to sharing pluggable solutions among clients, so commissioning purpose-built elements is costly and adds time to launch. Major version upgrades are not always backwards-compatible and can require significant conversion cost to utilize new features as well as avoid deprecated support.



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One of the Four Freedoms in the [WordPress Bill of Rights](#) is the freedom to “To study how the program works and change it to make it do what you wish.” Much of open source shares this philosophy, and competitive commercial services observe common practices that enable customizable and expansible creation (example REST API endpoints, JSON data packages).

This means business applications can be developed and placed in service much faster than bespoke tooling required in a proprietary stack. The open-ness of WordPress, has nurtured a sustainable platform with years of documented secure and performant methods within reach.



## PART 3

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# The Community



Support, Security, Development, Resources ... from all across the web

- Growing repository of plugins, libraries, themes, API's, ...
- Robust network of highly skilled professionals and solution providers
- Reliability through shared security standards and fast response to new threats

The network of solutions around the open source web, has matured over the 15 year growth of WordPress popularity and use in a wide range of settings.

While there are more than 50,000 plugins available for WordPress today, the discovery of the top plugin options for any given requirement, is accessible by way of reviewers, case study, documentation, trial periods, and the all powerful word-of-mouth.



As of today, AEM has about 330 repositories with code and samples available for everyone to use / adapt for solutions building, and a much less mature network of solution providers and professionals with available expertise to compete. This means more time and expense reinventing (and maintaining) the developed features, by in-house teams.

Enterprise class hosting providers like WordPress VIP, Amazon Web Services (AWS) and Google Cloud are competitive and fully support advanced WordPress solutions. Throughout the web, marketing agencies, design studios, and development teams, are able to research and learn WordPress. These groups can offer commercial services competing as individuals or firms with a level playing field of access and freedom as the world class solutions firms like us.

This is the community-marketplace that puts clients at the center, with compelling and complementary solutions to AEM's stack and sprouting network.

Learn more about the WordPress Open Source Community at <https://make.wordpress.org/>



## PART 4

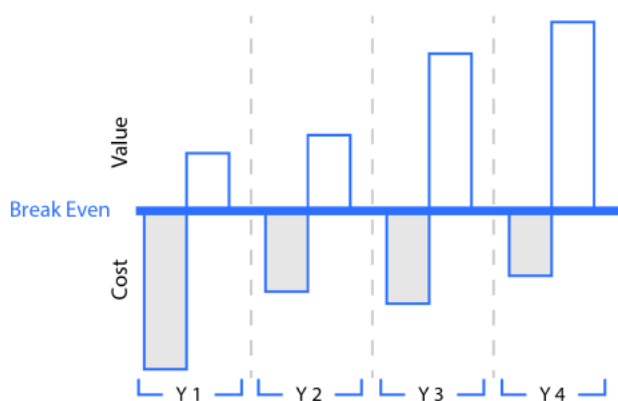
# Empower Business & Content

Marketing and content teams meet at the crossroads of the content system where customers engage with the brand.

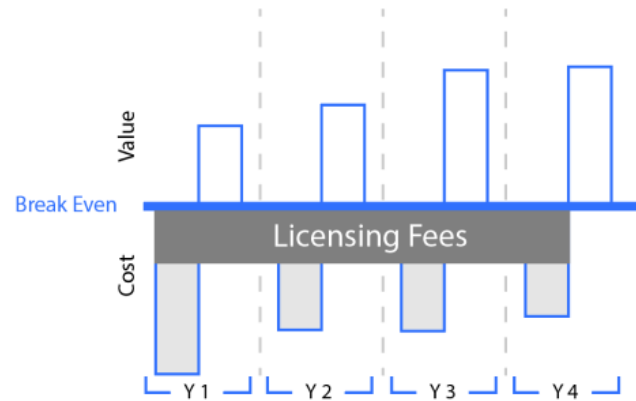
- Creative teams are able to iterate and deploy ideas quickly at low cost
- Content can be monetized in multiple ways, with a common central system
- Functionality can be flexibly changed to fit needs and goals

The publishing world demands speed and seamless workflows from draft through to delivery. While AEM offers capabilities to manage, optimize, and deliver content across multiple channels, the initial investment required, time to place solution in service, and the total cost of ownership (TCO) are all considerably higher against the WordPress ecosystem offerings.

## Wordpress Solution



## AEM Solution



Bar graph illustration of the cost against the value a solution will bring to a company, a difference between investments made to build the solutions in the first year, where value gained is lessened in proprietary solutions with a minimum fixed cost of licensing fees.

The WordPress ecosystem has a wealth of information available for consumer level features and services, which can be applied to the enterprise and large scale solution setting.

Clients who commission creation of a site solution, place in service workflows and integrations in Year 1 with full ownership of the data and processes, gaining the benefit of efficiencies and cost savings right away. Solutions built on proprietary stacks require a lengthy commitment to license contracts, as a base cost whether they choose to develop enhancements in the future, or not. The subsequent years of work for open source solutions are at will. Business leaders have the discretion and set the pace they wish to keep for new features, enhancements development, without a minimum (license) cost.

The value an open-source solution is captured on a much faster timeline, and is unbound by heavy investments a system requires.



## WordPress VIP

WordPress VIP is the highest standard for WordPress at scale, and we are glad to offer it as the first choice for infrastructure and application support.

Every account includes a suite of security, monitoring, performance, and support services that assure continued delivered excellence.

Services and Add-ons include:

- NewRelic Monitoring
- Elasticsearch
- Cron Management
- Github Repository and Deployment Workflow
- Data Sync
- Domain Management
- Backup
- Support Ticket SLA
- Unlimited Bandwidth & Storage
- CDN
- Escalated Priority\*
- Dedicated Support Team\*
- Dev-to-Dev Support\*



# The complete Ecosystem

World of possibilities ready to meet known and new challenges.

Adobe Product	Features	WordPress Options
<b>Adobe Analytics</b>	Web analytics, marketing and cross-channel analytics, attribution and predictive analytics.	Google Analytics
<b>Adobe Audience Manager</b>	Data management platform, audience segmentation, audience insights, real-time action.	Google Marketing Platform
<b>Adobe Experience Manager</b>	Content management system, digital asset management, digital enrolment and forms, managed services.	WordPress (Core)
<b>Adobe Campaign</b>	Email Marketing, customer journeys, omnichannel marketing.	ConstantContact, MailChimp, MailPoet
<b>Adobe Advertising</b>	Demand-side platform, search marketing management, TV advertising, creative management.	Google Ad (Manager)
<b>Adobe Target (Personalisation)</b>	A/B and multivariate testing, omnichannel personalisation, AI-powered automation and scale.	Piano.io  vip, Tensorflow, Pytorch
<b>Adobe Commerce Cloud or Magento</b>	Omnichannel experiences, unified commerce, commerce intelligence, operational confidence.	WooCommerce, DigitalRiver  vip, LaterPay  vip
<b>Adobe Marketo Engage</b>	Lead nurturing and management, account-based marketing, cross-channel engagement, integrated sales applications, marketing measurement and attribution.	ActiveCampaign, Pardot, anything including Engage



## PART 6

# Plug-N-Play Solutions

Open source and competitive commercial solutions are readily available to deliver success in business goals.


Features	WordPress Alternatives
Learning/LMS	LearnDash, Sensei, Kajabi
Events & Ticketing	WooCommerce ,The Events Calendar Plus, Eventbrite
Real Time Mobile Notifications	One Signal  , Firebase
Appointments & Bookings	WooCommerce Bookings, Bookly, Google Calendar
Media & Assets Management (Video)	Cloudinary  , Getty Images  , WebDAM
Analytics & Metrics	Google Analytics, Woopra, Metorik, Piano.io, Hotjar
Dynamic Content	WordPress Multisite, WordPress Multi Language (WPML)
Private Forums	BuddyPress, bbPress







Photo by [Aaron Burden](#) on [Unsplash](#)

# Case Studies

Faster to change, unbounded by technology



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CASE STUDY

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# Custom Editorial-Publishing Workflows

Clients with editorial teams enjoy the familiarity of WordPress for their tailored writing workflows.

Successful use-cases from around the web include

- Editor-Author roles and capabilities management for large networks of publications
- No-code content creation features such as content reference (pulling from external sources), and simple importing from word processing applications
- Approval process for content publishing / syndication with scheduled publishing and multiple draft standard
- Simplified handling of media assets and multiple source references
- Monetization and Paywall for various content



	Open Source	Proprietary System
<b>Core Writing Experience</b>	Core Writer–Author experience interface already in place, along with content data structure along with endpoints for facilitated integration with other systems (push–pull content from outside of WordPress)	<ul style="list-style-type: none"> <li>While reusable elements such as components, fragments, and page templates are available, content creation may be handled in disparate module (Experience Manager) from distribution (Campaigns)</li> <li>Each content type requires dedicated purpose–built workflows, data structure, and user interface for input and management</li> </ul>
<b>Time to Customize</b>	Time required to adapt existing methods to a unique application, is significantly less compared to proprietary systems	Time required to create new workflows in proprietary systems greatly depends on the level of complexity and the number of modules involved in management and delivery (media assets and text content may be handled very differently)
<b>Cost</b>	<b>Build:</b> \$\$\$\$\$ <b>Cost to Own:</b> None	<b>Build:</b> \$\$\$\$\$\$ <b>Cost to Own:</b> \$\$\$\$\$\$ License Fees

## Content Can Take Many Forms

Content is a general term given to an “article” to be managed, it can be a playlist, an album, a gallery, a landing page, a video, a store location, or property listing. The process by which a business user enters and manages that content for consumption, matters a lot, and it has a direct business impact in time and energy needed to curate and convert into success.



## CASE STUDY

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# From Article to Newsletter

While the cold call still tries to hang on for dear life, email remains a very successful channel full of opportunities. High value emails like those sent out by associations and professional networks, illustrate a need for seamless creation and management of content, that will facilitate distribution.

Innovative use-cases from our experience include:

- Simplified (time saving) newsletter creation process within the same content management and publishing system
- Shared content structure between original source content and newsletter compilations
- Streamlined publishing of source content, and newsletter compilations
- Templated format optimized for email delivery across devices
- Smooth connection with commercial analytics and distribution services (ConstantContact, MailChimp, HigherLogic, Metorik)



	Open Source	Proprietary System
<b>Considerations</b>	<ul style="list-style-type: none"> <li>Content is in a known and expandable data structure</li> <li>Endpoints available to pull data from management into email template(s)</li> <li>Email body can be automatically populated with most recent content, and allow for flexible editing</li> </ul>	<ul style="list-style-type: none"> <li>Custom data structure will require programmatic endpoints to be developed</li> <li>Separate systems may need to be consolidated in order to compile email newsletter components (assets from one module, text content from another)</li> <li>Author-user interface for compiling newsletters must be fully created</li> </ul>
<b>Time to Customize</b>	Custom Post Type & Email Feature Development: 5-6 weeks	Development of Data export system, Email Template: 3-6 months
<b>Cost</b>	<b>Build:</b> \$\$\$\$ <b>Cost to Own:</b> None	<b>Build:</b> \$\$\$\$\$ <b>Cost to Own:</b> \$\$\$,\$\$\$ (additional) <b>License Fees</b> for Distribution and Analysis elements

### Real life example

One of our clients, the Mortgage Bankers Association, redesigned their web presences recently, and was able to successfully incorporate a simplified newsletter creation process within the same WordPress instance where they manage their published industry insight. The case study is available in detail at the link below, and a webinar was hosted by WordPress VIP and rtCamp in the spring of 2020 showcasing the value in time saved to the editorial team members.

[Click Here](#) to view the MBA Case Study and webinar recording.



# Wrap-Up

## Focus on the Big Picture

The big picture of a technology and web system is to enable and push forward the mission of a business. While both proprietary and open source systems meet those needs in their own ways, the depth of momentum and variety available in the open source world are compelling against the commitments and cost needed to enter a small club.

Businesses and teams need ALL the tools and resources the web has to offer, within reach, and ready to be placed in service FAST.

	<b>AEM</b>	<b>WordPress</b>
<b>General Pricing</b>	Licensed per module, per year	Free
<b>Developers &amp; Solution Providers</b>	<ul style="list-style-type: none"> <li>• Short supply of skilled vendor suppliers (low competition)</li> <li>• Quote-based Consultancy</li> <li>• Limited Access to Technology</li> <li>• Defined editable modules / parameters</li> </ul>	<ul style="list-style-type: none"> <li>• Competitive network of skilled professionals</li> <li>• Varied Service Models (Hourly/Project-Based Consultancy)</li> <li>• Complete Access to Technology</li> <li>• Unlimited Potential for Customizations</li> </ul>
<b>Start-Up Costs</b>	<ul style="list-style-type: none"> <li>• Entry Level Licensing \$ 300,000</li> <li>• Average New Solution Buildout \$ 500,000 (Enterprise Level)</li> </ul>	<ul style="list-style-type: none"> <li>• Entry Level Solution Build</li> <li>• \$ 250,000 (Enterprise Level)</li> </ul>



	<b>AEM</b>	<b>WordPress</b>
<b>Ready Pluggable Solutions</b>	330 public projects available	<ul style="list-style-type: none"> <li>• 50,000 plugins available</li> <li>• Observed Open API standards</li> </ul>
<b>Cost to Own</b>	<ul style="list-style-type: none"> <li>• Negotiated pricing for additional features / modules</li> <li>• Specialized Hosting and Storage Costs</li> </ul>	<ul style="list-style-type: none"> <li>• Commercial Hosting Costs</li> <li>• Commercial Products / Services generally available in marketplace</li> </ul>
<b>Unified Management</b>	Adobe-Central Hub for All Modules	WordPress Powered Experience Dashboards

#### Notable Sources

6d Global: [AEM vs Open Source](#)

Fyresite: [AEM, The Good, The Bad, The Ugly](#)

Cypress North: [Open Source CMS vs Proprietary](#)

Suyati: [Top Six Proprietary CMS](#)

Trust Radius: [AEM vs WordPress](#)

Gartner: [AEM vs WordPress](#)



# Take Action

Are you ready to leverage ALL of the web?

Get all the benefits of the open web with WordPress.

## Migrate from AEM

- We have experience working with complex Adobe Experience Management solutions, and have developed accelerators for migrations and digital transformations.
- We will move AEM content and processes to WordPress, and the best suite of open web applications available in optimal time.
- With over ten years of experience in enterprise service, rtCamp holds an excellent track record of successfully navigating complex global legacy system replatforming, and strategic business solutions delivery.

## Maximize The Open Web

- Our team counts on years of individual and corporate experience to expertly create solutions that maximize all the web to best serve content and audience with excellence.
- Whether you're on a proprietary solution, or have visions of new features for content, rtCamp will partner with you to deliver web success.





# About rtCamp

We, at rtCamp, believe in making life better by building beautiful and robust solutions. Our aim is not only to deliver comprehensive WordPress business applications, but to do it in a way that is impactful and engaging for everyone who uses the web.

From our beginnings as a blog network in 2006 with focus on the publishing, we expanded into well rounded WordPress enterprise consultancy in 2009. We became WordPress VIP Gold Agency Partner in 2016, and over the past eleven years gained deep experience in custom development, re-platforming and migration projects, API integrations, and change management.

Our globally distributed team is 70 person strong, all of us driven by our three core values: Good People, Good Work, and Good Karma.

We are ready to Leverage ALL the web for your success.





## Mervin Hernandez

Director of Client Solutions, USA

Mervin is the Director of Client Solutions for rtCamp USA and a long time WordPress Community member and organizer. Mervin brings both a strong business perspective with first-hand technical knowledge about web technologies in practical and strategic approach for every project.

He has worked extensively with c-suite stakeholders on complex initiatives around talent and program management. Mervin continues to be an active part of the global WordPress community by facilitating a meta project, and as Lead Organizer of WordCamp NYC. He joins a team of world-class developers, project managers, engineers, designers, and thinkers ready to deliver web excellence today.

## Speak with Mervin and the team today!

Email [mervin@rtcamp.com](mailto:mervin@rtcamp.com)

