



**Gartner, Forrester and other independent sources provide useful Content Services Platforms (CSP) or Enterprise Content Management (ECM) product assessments based on product features, capabilities and limitations. However, companies find it difficult to make investment decisions based on this information alone. As a vendor-independent consulting firm, Astral has 20+ years' experience evaluating CSP / ECM products against multiple sets of business and technical requirements.**

Investing in a CSP or ECM platform is a major decision for any organisation. These platforms have touch points across every process and role and can be transformational from a business perspective. Understandably, businesses want to feel sure that they are making the very best investment they can.

Until recently, the standard approach has been to evaluate options against a detailed range of functional requirements. This approach is becoming rarer. The reason is that most, if not all, leading products have now matured to the point that they offer comprehensive functionality. This does not mean that all solutions are alike or align to your organisation's strategic roadmap – there are a range of factors that need to be considered when selecting the right solution.

Astral has assisted many organisations to evaluate solutions using a combination of approaches, with a focus on strategic business alignment, business and technical integration opportunities, cost and ROI factors, usability, and the long-term sustainability of the solution. Using these factors, we can generate a 'scorecard', such as the generic example below.

### Organisation Strategic Drivers Alignment



This brings together a complex range of business-specific evaluation data into a format that can be used at an executive level to inform strategic investment decisions.