WHY **OFFICE 365** IS A COST-EFFECTIVE CLOUD CMS FOR ENTERPRISES

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ABSTRACT

A content management system (CMS) is used for creation, management and modification of digital content. A CMS ideally supports various users in a collective environment and is used for both enterprise content management (ECM) and web content management (WCM).

Choosing a CMS is sure to be a big responsibility. It is the epicenter from where you create your website and store the entire content that you publish there. Whether it's about designing a website from scratch or checking for some unique options, it is always desirable that your CMS has all the requirements needed to manage and maintain the website as seamless as possible. In this context, we present a detailed study to understand why Office 365 is opted as a cost-effective cloud CMS for enterprises.

1 Office 365: Highly adopted Cloud CMS by corporates

The recent gartner survey for top cloud cms provider clearly shows that Office 365 stands at top of the table by providing a complete solution with high visionary. In the cloud CMS arena, Office 365, IBM Connections Cloud, Adobe experience manager, Google Gsuite, Jive, Drupal etc take up the lead. Microsoft Office 365 has been progressive and versatile in it's journey. Be it a simple website or complex collaboration portal SharePoint has become a prefered platform to do. With the range of Social Collaboration features, Office Apps and Productivity apps on Microsoft store it become the most soughted CMS.

An user can quickly accomplish their basic business needs with simple configurations, thanks to the rapid adaptation of "No-Code" by Microsoft in Office 365 Suite. With Office 365, enterprises will be equipped to develop their Office Automation software. Microsoft's keen focus on SharePoint for more than decade with constant upgrades has helped organization continue with the tool without hassles for a longer duration.

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Magic Quadrant for Content Collaboration Platforms

Source: Gartner (July 2018)

2   Office 365 - A Cost Effective CMS

With Office 365 suite, the most compelling features of the service is the price. Office 365 hence becomes for most of the small and mid-size enterprises. Organizations with fewer number of employees typically don't have dedicated IT administration team, they lack skillset and budget to afford for the infrastructure necessary to deliver what Office 365 does. These companies get the benefit of e-mail, Lync instant messaging, SharePoint collaboration, Power apps, Microsoft online office apps and other Office productivity suites for comparatively a cheaper cost.
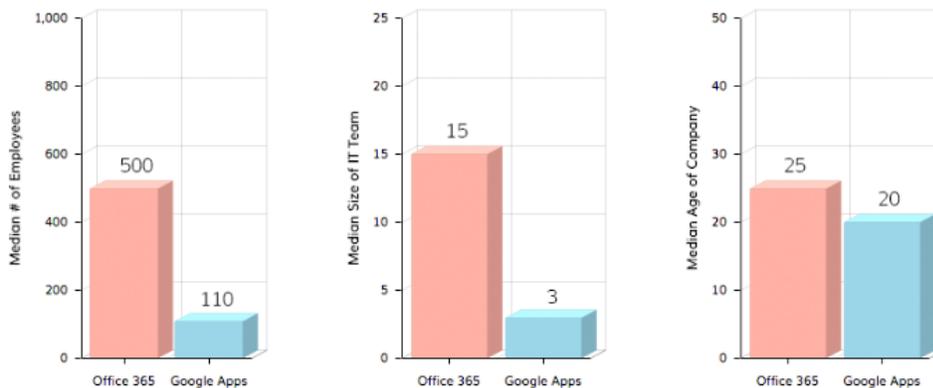
Office 365 do benefit larger enterprises. The ROI of larger organizations has considerably increased by adopting Office 365. There are a lot of productivity apps which are either free or inexpensive for corporates to benefit from. Microsoft delivers Office 365 for geographically dispersed location with a financially backed 99.9 uptime SLA.

Office 365 provides a pay as you use mode of licensing. This ensures that you pay for only for what you have used unlike for G-suite, IBM Connections you must pay and purchase the licenses upfront even if you don't use it.

With most of the Office 365 plans you get the desktop versions of their products as well as the cloud-based ones. You can install the full on-prem versions of Word, Excel, PowerPoint, Outlook etc. on your desktop machine and work offline on these applications. Despite opting to go on cloud, a multitude of businesses still send each other files created locally using these applications. This allows your team to work more easily with these file formats. Apps provided by Google in G-Suite, IBM Connections applications, Lotus notes application are lot basic when compared with the rich features provided by Microsoft office apps.

If you want to work on some advanced numbers, crunching excel will do better than Google Sheets, Smart art is supported in "MS word" and not on Google Docs. If you need to have a gist of animation in your presentation it is achievable in Microsoft PowerPoint than in google presentations.

Demographic Information (Medians)

Larger organizations are far more likely to run Office 365 as opposed to Google Apps.

With Microsoft promising for higher reliability offering 99.9% uptime guarantee via financially backed SLA. From cost efficiency and scalability to the peace of mind that comes from working with Microsoft, Office 365 has plenty to offer the enterprises of all sizes than other Cloud CMS providers like Google's Gsuite, IBM Lotus Notes, IBM Connections etc.