

# Exploring CMS Migration

## The Challenge



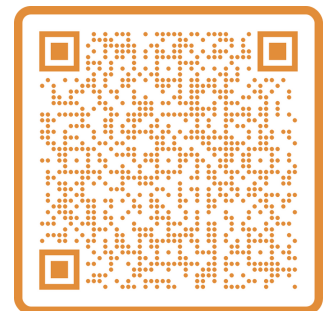
AMERICAN UNIVERSITY  
WASHINGTON, D.C.

Over a 10+ year period American University has heavily invested in making their CMS, coupled with extensive integration, the de

facto go to for all things American University (AU). As needs grew and changed, various systems were introduced to handle domain specific tasks and integrated with the CMS. These integrations usually required customizations within the CMS templates and content types to create the expected user experience which increased the CMS complexity. **Over time the growing complexity of the CMS slowed the development of new features, while maintenance became a primary focus. A desire to address that high maintenance burden and its complexity came to the fore. This required a detailed understanding of currently available products and of the commitment and level of effort needed to migrate.** With this knowledge, they could determine if migration to a new CMS was appropriate or if they should continue investing in ongoing enhancements, updating, and further integrating the current CMS. More and more staff time was dedicated to keeping things running vs innovating and moving forward, and many ideas were discarded or not pursued due to the effort required.

## The PTKO Approach

ParsonsTKO helped the American University team change conversations about how they would deal with “lots” of content and templates into practical estimates of the effort required that could be used to put financial dollar values on the effort. This framing allowed them a better lens to more objectively consider the value proposition of their vast content holdings. Through the use of a number of tools designed to determine the level of effort needed to migrate the CMS templates and combined with the triaged migration plan **we were able to determine an overall level of effort based on time and cost.**



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