

## White Paper


# 10 Pitfalls of Open Source CMS. Customer and Web Developer Perspectives.

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## EXECUTIVE SUMMARY

Free open source software is highly-publicized as a cost-effective alternative to proprietary software, delivering value in flexibility and true ownership. However, software customers should take into consideration a number of factors that diminish this concept's ability to meet real-life business requirements. The ten crucial open source CMS pitfalls overviewed in this white paper emphasize the advantages of hybrid licensed software – an alternative software licensing approach that successfully combines the assurance of pure proprietary solutions and openness of open source solutions. As a result, hybrid licensed software allows web development companies to reduce web projects' costs and time-to-market, while delivering more user-friendly and secure business applications to customers.

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## INTRODUCTION

The content management market is unique. You can hardly come across another industry where free open source software (FOSS) succeeded in gaining such a dominant position, very conspicuously topping the list of the most popular platforms

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According to W3Techs<sup>1</sup> approximately 90 percent of Alexa's 1,000,000 top-ranked websites are running WordPress, Joomla!, Drupal, TYPO3 or other highly-publicized open source CMS products.

At the first glance, the situation may seem to be quite clear. FOSS has beaten back the proprietary software camp and established itself as the indisputable industry standard.

However, drilling deeper into the statistics, the landscape changes dramatically. It turns out that FOSS is primarily used by low-traffic websites with basic functionality. When traffic and online business become the main drivers of a website and its role in an organization, there is a clear tendency to switch to either proprietary or hybrid licensed software.

Why is that? Is FOSS is not as good for online business purposes as it is for personal blogs and static sites? What are the reasons organizations pay for software licenses rather than grab a product for free? Why do some web developers prefer FOSS, others proprietary solutions and still others keep both in their product portfolio?

This white paper overviews ten the most crucial pitfalls of pure open source CMS from a web developer's and a customer's perspective and provides a well-grounded argumentation on how [Bitrix Site Manager](#), an off-the-shelf, hybrid-licensed CMS, can solve these drawbacks to enable web developers to increase development performance, quality and security, customer satisfaction and attain the status of trusted technology advisor for extra up-selling and cross-selling opportunities.

<sup>1</sup> W3Techs' real-time statistics  
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## The Hybrid Software Licensing Model

From a commercial perspective, hybrid-licensed software inherits the business model of proprietary software: vendors get money from selling product licenses. At the same time, this software exploits the FOSS delivery model by making the source code and an open API available.

## PITFALLS? WHAT PITFALLS?

No offence. TYPO3 is good.  
WordPress is awesome.  
Joomla! rules.

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No offense. TYPO3 is good. WordPress is awesome. Joomla! rules. These systems would never have become so popular had they had any sort of fatal errors. They fit most of the requirements of simpler websites and can be customized to run even heavy-traffic online businesses. Basic content management operations can be done in-house with no need to apply to third-party consulting. Qualified developers are available on the market and a wide community is ready to assist in case of any difficulties. Importantly, it's free.

Sounds like a software client's heaven. A web developer's dream. Is this really as good as it gets? Are there no other alternatives that bring obvious business advantages to both parties? Or have we, in the rapture brought on by free software, just lost the desire to investigate anything that isn't FOSS, simply labeling it as inappropriate.

Naturally, the CMS market is one of the fastest-evolving software segments, pressing ahead with technology innovations to keep up with the lightning speed of Internet development. Products may change dramatically in a single year by incorporating new functions and features. Staying tuned to new trends and keeping a critical eye on adopted practices may bring web developers and online businesses an important competitive advantage. Never say never. Especially in the CMS market.

## Demystifying vendor lock-in

If you bother to ask an open source solution provider what the major advantages of FOSS are, you will most probably get the «vendor lock-in»<sup>2</sup> argument among the top three points.

This argument addresses a common assumption: if you don't have the software source code, you are exposed to a wide-range of risks associated with the vendor's strategy and market fluctuations. Naturally, once the vendor gets acquired by another company or changes licensing/product policy or even worse – goes bankrupt, the customer may experience certain difficulties using the software. Multipage EULAs may hide a variety of opaque, non-binding conditions that essentially give the vendor carte blanche for the future product usage and ownership.

It is widely believed that FOSS is free from these drawbacks. And this is something that requires clarification.

FOSS also imposes dependence but in a different way.

FOSS is going to be implemented by either the organization's IT department or a third-party consultant. The solution will differ from the publicly-available

<sup>2</sup> Vendor lock-in definition in Wikipedia  
[Read more](#)

distribution due to specific business requirements and correspond to a customized solution owned by the developer. Any changes to it will require additional investments and expertise on the part of the developer, which is how the organization falls into dependence on the developer. It can turn out to be a difficult, time-taking and money-consuming task to change solution providers, as it is often easier to create a system from scratch rather than investigate software code written by someone else.

«Vendor lock-in» subtly transforms into «web developer lock-in»<sup>3</sup>. Thus, from a customer's perspective, the risk of lock-in arises no matter what licensing model is chosen.

Eventually, the vendor lock-in issue is more of an issue for a web development company. Naturally, safeguarding against the ebbs and tides of CMS vendors is a major aspect of business continuity and therefore plays a dominant role in licensing model preferences. Hybrid-licensed software elegantly minimizes this dilemma as products are delivered with source code, a documented API and are normally supported by a well-developed community. Coupled with a number of obvious advantages described below, this model provides a reasonable, and often preferable, alternative to FOSS.

**Bitrix Site Manager** and **Bitrix Intranet** are examples of hybrid-licensed software. The products are supplied with source code, documented API, are supported by an international community of independent web developers and maintain a publicly available marketplace for third-party plug-ins.

## «Free» Doesn't Mean «No Cost»

Indeed, FOSS is provided without charge. A user can download the source code from the official site and use it, with a few exceptions, at his or her discretion.

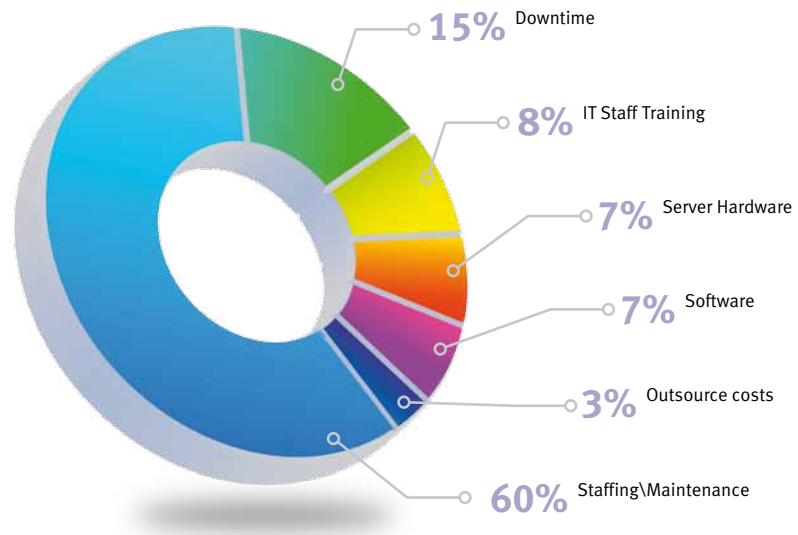
However, the difference between a 'program' and a 'solution' is rather large. This difference is rooted in the inherent complexity of software and its usage, and is revealed in the effort and money required during customization, installation, configuration, maintenance and training. To illustrate, a 'program' is the main ingredient to a meal, but without proper preparation, it will remain unfit to eat.

«Just because something is free doesn't mean that it has no cost,»<sup>4</sup> says Laurie Wurster of Gartner, clearly marking the difference. A much more objective evaluation of 'solutions' is described by the TCO (Total Cost of Ownership) indicator, which has a number of contributing factors, among which license costs is only the most easily measured.

<sup>3</sup> Learn more about the CMS vendor lock-in issue in this blog post [Read more](#)

<sup>4</sup> CNet, «Gartner: 85 percent of companies using open source», November 2008 [Read more](#)

According to an IDC<sup>5</sup> study based on analysis of the costs of about 300 corporate customers over 3 years, TCO of software products consists of the following elements:



The research shows that the savings attainable from eliminating license fees is only 7%. Thus, in the case of developing a website or an intranet, where a company needs to pay for services including site development, maintenance and updates, hosting, and content management, the license cost is likely to be an even smaller percentage of the total cost. Scalability is often an extremely important issue and with it come additional long-term development costs. Also, software vendors tend to provide substantial volume discounts on software licenses. Ergo, the larger the project, the smaller the share of the license fee in total cost.

It is reasonable then to assume that additional expenses associated with FOSS balance out the initial economy. This claim is based on the additional expenses involving customization, service, training, and losses associated with system instability and downtime. According to research by Forrester, 57% of small and medium businesses expressed significant concern over the complexities of installing FOSS<sup>6</sup>.

<sup>5</sup> IDC, «Demonstrating Business Value: Selling to Your C-Level Executives», April 2007  
[Read more](#)

<sup>6</sup> ComputerWorld UK, «Forrester: Open source security fears persist», June 2009  
[Read more](#)

<sup>7</sup> The free software definition at GNU.org  
[Read more](#)

**«Free software»** is a matter of liberty, not price. To understand the concept, you should think of «free» as in «free speech» not as in «free beer».<sup>7</sup>

From a web development company's perspective, an open source CMS may also turn out to be less effective in terms of the project cost. For instance, the retail price of Bitrix Site Manager starts at \$249 (lifetime license, Start Edition) with a partner discount of up to 45%. Taking into consideration the obvious advantages in usability, integrated features, security and vendor-based support (see below for more details), this option is a viable alternative to a FOSS-based system, allowing a web development company to reduce development costs and time-to-market, strengthen the competitiveness and deliver customers a user-friendly and secure solution.



**Total Cost of Ownership (TCO)** is a financial indicator reflecting the direct and indirect costs of a software product occurring at acquisition and during operation.

## Reinventing the Wheel

In the widest sense, a FOSS CMS can be described as a framework that delivers a foundation for the development of custom solutions. Most web projects require development of additional modules or the usage of third-party plug-ins from the development community to meet specific customer requirements. Naturally, web development companies tend to rely on certain plug-ins and home-made modules to meet these requirements. However, is it really worth starting from the ground floor on every project and distracting web programmers from their core activity of delivering business solutions?

The market offers a number of content management systems that provide solid functionality ready for immediate implementation without the need for install third-party plug-ins. For instance, Bitrix Site Manager features a Swiss Army Knife approach, containing [over 30 modules](#) for a wide range of applications. Among them are e-commerce, e-marketing, advertising, newsletter, blogs, forums, web analytics, SEO, helpdesk, e-learning, media player, multi-lingual full-text search, records and business process management. Most of the company's 4,000+ certified partners find the functionality sufficient for even the most comprehensive projects. Nevertheless, a public marketplace is also available where web developers can share custom modules tested and certified by Bitrix.

This solid framework architecture significantly accelerates development speed and quality, and improves fault-tolerance with all the components working in concert.

## Questionable Usability

FOSS development looks somewhat like theoretical science. The goal of FOSS developers is rarely connected directly to market requirements; rather, it is often an addition to a product that holds theoretical interest, but is not in demand among the collective body of developers and customers. Among the most obvious consequences of this rudimentary fact of FOSS development is a shortcoming in usability exhibited by the vast majority of products across the industry.

” An illustrating example of hybrid-licensed CMS usability is the Amber Ergonomics<sup>8</sup> concept integrated into Bitrix Site Manager, which effectively addresses the widespread demand for streamlined web development and easy website management.

In contrast to FOSS, a successful commercial product will have a long, guided path of development through several editions. This process is directed by the needs of the majority of clients of the product, not by the desires of developers. The division of development duties allows specialized tasks to be performed more easily and efficiently, and in tune with market tendencies and the needs of the target audience. From the customer's perspective, it provides a large degree of long-term confidence and transparency concerning the future of the product.

In general, commercial development focuses more attention on practical problems and business benefits, which are not of great interest to independent developers. Thus, it is natural that more attention is given to user interfaces, issues of usability, and well-developed real-life scenarios in commercial systems than in FOSS.

An illustrating example of hybrid-licensed CMS usability is the Amber Ergonomics<sup>8</sup> concept integrated into Bitrix Site Manager, which effectively addresses the widespread demand for streamlined web development and easy website management.

Editors can modify content and structure directly on website's frontend with a single click that activates the editing mode. The changes are instantly visible on the website and the opportunity to roll them back to the previous state, also with a single click. The ribbon-style administrative console also offers quick access to commonly used web tools such as search engine optimization, web analytics, template wizards and performance monitor.

Fine tuning and implementation of additional modules can be done in the user-friendly backend powered by an adaptive interface. The adaptive inter-

<sup>8</sup> Amber Ergonomics overview  
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face stores the editor's activity patterns and settings (favorites, filters, tool-bars, etc.) and creates a portable personal workspace that brings the user's preferences to any computer and browser the editor may use.

Amber Ergonomics also delivers clear advantages to web development companies. Coupled with the ready-made website templates, Amber Ergonomics significantly accelerates the development process<sup>9</sup>. It allows much more to be accomplished in less time, which is important when time is short, when time is money. A sample comparison of ten typical CMS operations performed in TYPO3 and Bitrix Site Manager revealed that the latter product allows an increase in development speed by 28% on average, while the most distinguished disparity scored 57% in favor of the Bitrix CMS. At the same time, the product assures a higher rate of customer satisfaction and enhances the developer's reputation as a trusted technology advisor, leading to more business opportunities.

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<sup>9</sup> Amber Ergonomics video guide  
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## Security: You Can't Be Too Careful These Days

According to a study by IBM X-Force, among the top ten most dangerous applications in 2009 were the 4 most famous free CMS products (Drupal, Joomla!, TYPO3 and Wordpress). Furthermore, only 33% of the vulnerabilities discovered in these systems were fixed.<sup>10</sup> When it comes to plug-ins, the situation proves to be even worse generally and less predictable. For example, 80% or more of the vulnerabilities affecting plug-ins for Apache and Joomla! had no patch.

### Percentage of Web Application Platforms and Plug-in Vulnerability Disclosures without a Patch

Platform	Percent of vulnerabilities with no patch	
	Base platform	Plug-ins
Apache	23%	86%
Drupal	18%	13%
Joomla!	8%	80%
PHP	42%	15%
TYPO3	5%	51%
Wordpress	13%	57%

Source: IBM X-Force 2009 Trend and Risk Report

For these reasons and others, the market in general is still cautious in its use of FOSS. Forrester reports that security issues with FOSS concern 58% of IT professionals.<sup>11</sup>

Naturally, patch management plays a major role in web security strategies among customers especially in the CMS market, which is the contact point with the hostile web environment<sup>12</sup>. There is no point in acquiring a product that is head and shoulders above its competitors in functionality, if it does not provide an acceptable level of security. A single incident can bring substantial damage to the reputation of both the customer and web development company, not to mention a wide range of threats to the business continuity, regulatory compliance and financial losses.

A hybrid-licensed CMS poses an advantageous alternative to FOSS in terms of security. This option encompasses the opportunities for comprehensive source code auditing and immediate patching of critical breaches. At the same time, it brings the obvious advantages of commercial software with a secure development environment, integrated security features, robust testing and automatic real-time updates.

<sup>10</sup> IBM X-Force, «2009 Trend and Risk Report», February 2010  
[Read more](#)

<sup>11</sup> Forrester, «The State Of SMB Software: 2009», June 2009  
[Read more](#)

<sup>12</sup> Featured white paper: 10 Ways to Keep Hackers in Check and Ensure Safe Web Resources  
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Bitrix Site Manager, for example, contains an integrated security framework<sup>13</sup> that protects web assets starting from their first second online. The framework includes the Web Application Firewall that filters malicious web requests and neutralizes hacker attacks including XSS, CSRF and SQL Injections. Importantly, it allows overcoming of the human factor in web development by covering

Web application security has become a composite of many dynamic processes which demand constant maintenance. Failing to understand this concept will inevitably lead to a hot air balloon-like effect: a single hole causes the whole vessel to go down.



Marcel Nizam,  
Head of Web Security Development at Bitrix, Inc.

security flaws made at the development stage. Other features of the framework include web anti-virus, one-time passwords, behavior blocker, phishing protection and integrity control. As a result, web developers are free from a burden of integrating mission-crucial security features, while customers experience better business continuity and savings over implementing a third-party security software.

The reliability of Bitrix products is confirmed by a certificate from Positive Technologies, an independent web security development firm. The product was also tested in the annual security challenge at the «Chaos Constructions CC9 Festival», where Bitrix products successfully repulsed 25,000+ real-time hacker attacks.

## Support That Cuts Both Ways

An open source CMS customer doesn't really have much choice in terms of technical support. The first option is to apply to the user community and search for answers in forums. This entails the presence of a qualified programmer capable of interacting with this community and keeping the system running. The other option is purchasing a support plan from a service provider. Both options lead to extra expenses, which in some cases can surpass the cost of commercial software acquisition that normally has technical support included. Moreover, Forrester finds that 68% of small companies express concern about the risks of service and support associated with FOSS<sup>14</sup>.

From the perspective of a web development company, dealing with support requests distracts the workforce from core activity and negatively influences



Bitrix products are certified by Positive Technologies, an independent web security expert

<sup>13</sup> Bitrix PRO+PRO™ security framework video presentation  
[Read more](#)

<sup>14</sup> ComputerWorld UK, «Forrester: Open source security fears persist», June 2009  
[Read more](#)

business performance. With hybrid-licensed software, a service provider can redirect support issues to the CMS vendor and concentrate on their core business.

Naturally, service requests slowly but surely absorb the profit the web developer gets from the customer. On the other hand, maintaining a dedicated support department may prove to be a questionable investment in terms of economic efficiency. Is it really worth making things more complicated when an affordable and qualified vendor-based support is available?

” Are there no other alternatives that bring obvious business advantages to customers and web developers? Or have we, in the rapture brought on by free software, just lost the desire to investigate anything that isn't FOSS, simply labeling it as inappropriate?

As a practical example, the retail price of Bitrix Site Manager (starting from \$249 depending on the product edition) includes one year of technical support, updates and upgrades. The renewal fee is 22% of the software acquisition cost (from \$55). Additionally, the partner discount (up to 45%) clearly tips the scales in favor of this CMS rather than keeping the support headache in-house.

## A Highly Competitive Market

The W3Techs' market analysis clearly demonstrates that SMB-oriented web development services are mostly dominated by FOSS CMS. A recent report, «2010 Open Source CMS Market Share Report», from Water & Stone<sup>15</sup> reveals that more than 75% of business websites are operated by WordPress, Joomla! and Drupal. Taking into consideration that 90% of the overall market is using open source CMS, one can't help but come to the conclusion that web development companies encounter rather daunting competition in winning over customers with unique selling points (USP) when they are offering the same fundamental product as their competition. Clearly, most of them are more or less resigned to being «yet another open source CMS solution provider» in the field.

At the same time, differentiating oneself from competitors plays a major role in business development. With a hybrid-licensed CMS, web development companies can approach prospects with a more attractive proposition and clear competitive offset, leveraging the advantages mentioned above and the growing popularity of this model.. Importantly, both the service provider and client can benefit from the vendor's support and adopt knowledge and experi-

<sup>15</sup> 2010 Open Source CMS Market Share Report  
[Read more](#)

ence in customer engagement accumulated from worldwide practice. For example, Bitrix maintains a cooperative marketing program that allows certified partners to cover up to 50% of their marketing expenses. The company offers free technical, sales and marketing training that significantly reduces the learning curve and speeds up mastering the new CMS. A comprehensive partner kit provides valuable advice for starting business with Bitrix Site Manager and making the most of arising opportunities, while a set of marketing collaterals enables clear communication of the unique selling points to prospects.

## Medium and Large Enterprise Market Prejudice

Internet statistics confirm that with the growth of an organization's size, their preference for FOSS CMS slowly declines. Among Alexa's top 1,000 websites, the market share of FOSS CMS experiences a major shift, giving way to commercial software.

It turns out that medium and large enterprises, as well as heavily-trafficked websites, are wary of FOSS CMS pitfalls and prefer the assurance, performance and usability of commercial CMS.

” It turns out that medium and large enterprises, as well as heavily-trafficked websites, are wary of FOSS CMS pitfalls and prefer the assurance, performance and usability of commercial CMS.

This doesn't mean that web development companies have to give up FOSS CMS. However, it is at least worth keeping an alternative commercial framework in the product portfolio to address the high-margin medium and large enterprise market.

## Platform Dependence

FOSS CMS normally relies on certain Linux/Unix distributions and supplementary software (databases, web servers) with limited opportunities to switch to alternative platforms like Windows or MacOS. If an organization decides to change its IT standards, this inflexibility may lead to extra expenses associated with CMS customization or migration to an alternative solution.

From the perspective of a web development company, this restriction limits market coverage and reduces sales opportunities among medium-sized businesses and large enterprises. Another major risk introduced in this area is that an existing customer may decide to change internal IT standards and switch to a competitor offering a CMS that supports the new environment.

The nature of hybrid-licensed software lies between FOSS and proprietary software in many aspects, including cross-platform support. For example, Bitrix Site Manager is distinguished for covering major operating systems (Windows, Linux and MacOS), programming frameworks (PHP and ASP.NET), databases (MySQL, Microsoft SQL, Oracle) and web servers (Apache, Microsoft IIS). Unlike TYPO3, it supports third-party templates including Smarty and XSLT. Last but not least, a free supplementary product, Bitrix Virtual Environment, allow Bitrix Site Manager to be run in VMware, Parallars, Microsoft Hyper-V and Amazon EC2 virtual environments, producing savings up to 50% on product deployment and maintenance.

To summarize, cross-platform support enables smooth and painless migration of a CMS to a new IT standard and flexibility in addressing existing system requirements.

## The Legal Complications

Although there is a certain friendliness in the FOSS community, it can hardly be said that it is without danger. Communities can and do have their intrigues, some of which can obtain witch-hunt proportions.

More concretely, there are several dozen different types of licensing arrangements which are grouped under the 'open source' label, including four types of GNU, MIT, BSD, Creative Commons, CDDL, AROS, and Mozilla Public License. «Free», as stated before, doesn't mean without restrictions, and while private users are unlikely to run up against the barriers put up by such agreements, organizations should read these agreements no less carefully than end-user agreements from commercial vendors.

An experience by network equipment maker Cisco can serve as an example. In 2008, a claim was made against the company's use of a program which was distributed under a GPL license. As a result, the Free Software Foundation brought a suit against Cisco, which settled the matter with a contribution to the Foundation.<sup>16</sup>

When implementing FOSS into an information system, «Companies must have a policy for procuring [open source software], deciding which applications will be supported by [open source software], and identifying the intellectual property risk or supportability risk associated with using [it]. Once a policy is in place, then there must be a governance process to enforce it»,<sup>17</sup> according to a Gartner research director.

For the business user, there is more than meets the eye concerning legal issues in the FOSS model. Web developers and customers should pay attention and investigate the usage of FOSS-based web solutions to safeguard their companies against possible lawsuits.

<sup>16</sup> Wikipedia, «Free Software Foundation v. Cisco Systems»  
[Read more](#)

<sup>17</sup> Daniweb, «Gartner Report Exaggerates Open Source IP Concerns»  
[Read more](#)

## HYBRID-LICENSED CMS: WHAT’S IN A NAME?

It is a well-founded choice, which incorporates the advantages and evens out the disadvantages of these licensing models.

The table below summarizes the main features of hybrid-licensed CMS and illustrates its benefits to customers and web development companies using Bitrix Site Manager as an example.

Feature	Web Developer benefits	Customer benefits
Source code and open API availability, off-the-shelf functionality	<ul style="list-style-type: none"><li>• No vendor lock-in restrictions</li><li>• Flexibility in developing highly-customized solutions</li><li>• Accelerated development</li></ul>	<ul style="list-style-type: none"><li>• No solution provider lock-in restrictions</li><li>• Opportunity to fulfill specific business requirements</li><li>• True software ownership</li></ul>
Improved usability	<ul style="list-style-type: none"><li>• Workforce productivity growth</li><li>• Increased development speed and better time-to-market</li><li>• Reduced project cost</li><li>• Improved competitiveness</li><li>• Increased customer satisfaction resulting in up-selling and cross-selling opportunities</li></ul>	<ul style="list-style-type: none"><li>• Easy website management</li><li>• Reduced website maintenance costs</li><li>• Online business agility</li><li>• Streamlined decision-making</li></ul>
Solid architecture	<ul style="list-style-type: none"><li>• Increased development quality</li><li>• Development forecasting</li><li>• Quick implementation of new features</li></ul>	<ul style="list-style-type: none"><li>• Website scalability to support new business initiatives</li><li>• Better fault-tolerance and improved downtime indicator</li><li>• Increased resistance to security threats</li></ul>
Cross-platform support	<ul style="list-style-type: none"><li>• Tailored web solution for customer IT standards</li><li>• Foster long-term customer engagement</li><li>• Reach a new target group of medium and large enterprises</li></ul>	<ul style="list-style-type: none"><li>• Flexibility in choosing IT standards</li><li>• Moderate migration costs and timeframe</li><li>• Improved business continuity and minimum launch delays</li><li>• Reduced implementation and maintenance costs</li></ul>
Software license fee	<ul style="list-style-type: none"><li>• Doesn’t significantly increase the solution’s cost</li><li>• More than pays for itself with faster development, vendor-based technical support and customer satisfaction</li></ul>	<ul style="list-style-type: none"><li>• Qualified vendor-based technical support included</li><li>• Freedom in changing solution providers</li></ul>

It is clear that hybrid-licensed CMS is a reasonable alternative both to open source and proprietary solutions.

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Feature	Web Developer benefits	Customer benefits
Integrated security framework	<ul style="list-style-type: none"> <li>• Constantly updated security provided by vendor</li> <li>• No need to integrate third-party security tools</li> <li>• Development speed increase</li> <li>• USP for better customer engagement</li> </ul>	<ul style="list-style-type: none"> <li>• Improved business continuity</li> <li>• Effective protection of brand reputation and online assets</li> <li>• Regulatory compliance</li> <li>• Simplicity in web security management</li> <li>• Reduced web solution cost with no need for third-party tools</li> </ul>
Vendor marketing and sales support	<ul style="list-style-type: none"> <li>• Quick mastering of the new CMS</li> <li>• Share marketing expenses</li> <li>• Piggy-back vendor's marketing activity</li> <li>• Leverage vendor's knowledge and experience</li> <li>• Improve customer engagement with the best world-wide practices</li> <li>• Effectively advance CMS USPs to customers</li> <li>• Stand out in the highly competitive and look-alike FOSS CMS market</li> </ul>	<ul style="list-style-type: none"> <li>• Better awareness of CMS capabilities</li> <li>• Full-throttle CMS usage</li> <li>• Free training to keep up with new features</li> <li>• Stay one step ahead competition in online business</li> </ul>
Vendor-based technical support	<ul style="list-style-type: none"> <li>• Shift secondary activity onto vendor and focus on core business</li> <li>• Concentrated business efforts result in improved business growth</li> </ul>	<ul style="list-style-type: none"> <li>• Qualified vendor-based technical support</li> <li>• Guaranteed response to business critical requests</li> <li>• Improved business continuity and agility</li> </ul>
Legal aspects	<ul style="list-style-type: none"> <li>• Simplicity in understanding software license terms</li> </ul>	<ul style="list-style-type: none"> <li>• No extra expenses for license violation research</li> <li>• No hidden threats for future lawsuits</li> </ul>



**Bitrix** is a privately-owned company developing an **advanced business communications platform** to bridge SMBs with their customers (Internet), partners (Extranet) and employees (Intranet).

## ABOUT BITRIX

Founded in 1998 and located in Alexandria, VA, [Bitrix](#) now incorporates [90+ staff](#), [40,000+ customers](#) and [4,000+ partners](#) worldwide. The customer list includes Hyundai, Volkswagen, Panasonic, Gazprom, Xerox, PricewaterhouseCoopers, DPD, VTB, Samsung and Cosmopolitan. Localized into 13 languages, the company's products are distinguished for their pioneering technology, unique [security features](#), extreme [performance capacity](#) and unmatched ease-of-use.

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