

## Amplience Is A Strong Performer Among Content Management System (CMS) Providers

Excerpted From The Forrester Wave™: Agile Content Management Systems (CMSes), Q1 2021

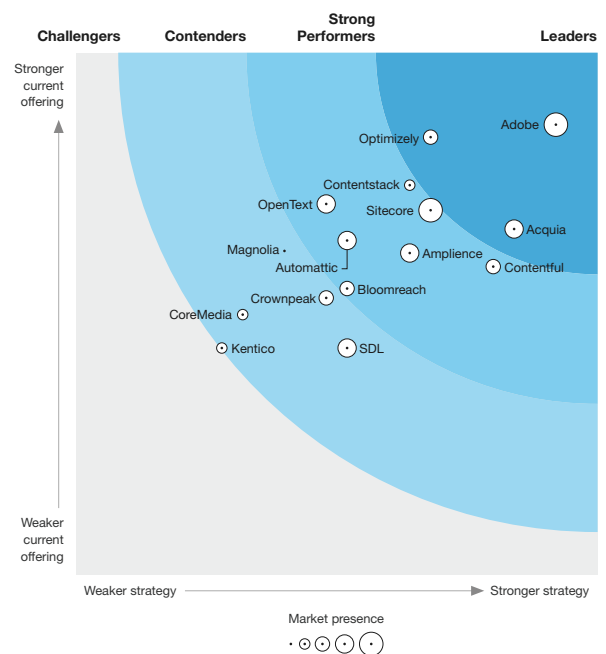
by Nick Barber with Allen Bonde, Sara Sjoblom, and Madison Bakalar | February 22, 2021

### Amplience Offers Strong Capabilities For Retailers But Limited Practitioner Features

Despite being in the CMS market since 2016, Amplience keeps a low profile. But after making its name in the retail sector, it's been branching out and raised an additional \$20 million in funding since our last evaluation. The firm's relatively small product revenue but relatively high deal sizes mean that its smaller customer base gets a lot of attention. In addition to selling a CMS, it focuses on headless commerce and powering a broader set of B2C and B2B experiences. Amplience is a member of the MACH Alliance.

Amplience offers strong capabilities in channel support, with superior decoupled delivery capabilities. It also stands out with its front- and back-end components that enable both developers and practitioners. But the company's collaboration and planning capabilities are weaker than others we evaluated. Customer references liked the support they got from Amplience, with one reference saying, "Training and development has been good, and they have been good about connecting us with peers." Amplience is a good fit for retail and B2B companies that are focused on modernizing their digital experiences and require a headless-first CMS with tight integrations to commerce platforms.

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## Amplience Evaluation Overview

### CURRENT OFFERING

#### Content hub

Content repository	Amplience has capabilities on par relative to others included in this evaluation, such as frequent adoption as an enterprise content hub and integration with a Leader or Strong Performer in “The Forrester Wave™: Digital Asset Management For Customer Experience, Q4 2019.”
Global governance and compliance	Amplience has capabilities on par relative to others included in this evaluation, such as centralized/localized control for administration and support for GDPR and SOC2 compliance.

#### Collaboration and planning

Workflow and approvals	Amplience has capabilities on par relative to others included in this evaluation, such as support for ad hoc tasks and serial and parallel workflow and a connector into a product in the Strong Performer category of “The Forrester Wave™: Collaborative Work Management Tools, Q4 2020.”
Commenting and annotations	Amplience has capabilities below par relative to others in this evaluation, such as only supporting basic annotations for images and pages.

#### Content services

Personalization	Capabilities are on par with others included in this evaluation. Amplience’s capabilities include features such as automation for contextually linked assets (e.g., automatic first-pass translation and multidevice formatting).
Metadata and taxonomy	Amplience has capabilities on par relative to others included in this evaluation, such as AI-powered metadata tagging, cascading metadata, and control for multiple taxonomies.
Content analytics	Amplience has capabilities on par relative to others included in this evaluation, such as basic business user support to view content performance and integrations into web reporting tools like Google Analytics.

#### Channel support

Decoupled delivery	Amplience has superior capabilities relative to others included in this evaluation, such as a cloud-native, headless CMS that supports GraphQL and JSON-based APIs with software development kit (SDK) support for the widest range of front-end and web frameworks. Customer references validate the benefits of this approach.
Experience management	Amplience has capabilities on par relative to others included in this evaluation, such as experience creation based on contextual variants, single-page app experience management support, and prepublishing planning support.

## Amplience Evaluation Overview

API management	Amplience has capabilities on par relative to others included in this evaluation, such as all the capabilities of a “1” score, plus CRUD-based controls via RESTful APIs, custom UIs, and workflow extensions that can be built on top of the APIs, and clients report heavy use of API-based content management and delivery to support omnichannel experiences.
<b>Developer and practitioner tools</b>	
Components	Amplience has superior capabilities relative to others included in this evaluation, such as low-/no-code tools for use by both technical and nontechnical users, the ability to combine components for interactive experiences (e.g., forms builder, communication integrations [e.g., Slack/Facebook]), components formally maintained by the vendor (e.g., partners and customers are informed about fixes and updates via the support channels), and emerging automation capabilities such as autolayout features.
Deployment and system performance	Amplience has superior capabilities relative to others included in this evaluation, such as a deployment and configuration UI console, configuration command-line interface support, 99.99% uptime, and preview experience for the content practitioner, and references cite easy integration into robust continuous integration/continuous deployment environments.
Back-end extensibility	Amplience has capabilities on par relative to others included in this evaluation, such as an API management layer (e.g., an adjacent product or service bundled in) and low-code tooling to facilitate building lightweight extensions.
Testing and optimization	Amplience has capabilities below par relative to others in this evaluation, such as basic functionality support and/or prebuilt connectors to third-party tools.
Customer analytics	Amplience has capabilities on par relative to others included in this evaluation, such as out-of-the-box dashboarding related to asset interactions and repeatable integration to multiple best-of-breed partners.
<b>Community</b>	
Practitioner program	Amplience has capabilities below par relative to others included in this evaluation, such as a practitioner program that is limited to a mix of ongoing education (e.g., webinars) and engagement activities (events).
Developer program	Amplience has capabilities on par relative to others included in this evaluation, such as a program that allows for developers to self-start via publicly available documentation, APIs, and freemium offerings.
Marketplaces	Amplience has superior capabilities relative to others included in this evaluation, such as all the capabilities of a “3” score, plus it is listed on one of the large-size marketplaces in Forrester’s “Now Tech: SaaS Marketplaces, Q2 2020.”

## Amplience Evaluation Overview

### STRATEGY

Vision	Amplience has an on-par vision relative to others included in this evaluation. The vendor's vision incorporates a foundation of automation, data, content, and analytics in service of omnichannel engagement and conversion.
Delivery model	Amplience has a superior strategy relative to others included in this evaluation. The vendor's cloud strategy includes cloud-native architecture, self-provisioning and automation, portability of workloads via containerization (e.g., Docker), and global/local deployment to accommodate local data and regulatory needs. References embrace cloud deployment.
Partner ecosystem	Amplience has an on-par partner ecosystem relative to others in this evaluation. The vendor's program contains a diverse mix of partners by size, geography, and vertical expertise to enable complex, global deployments.
Market approach	Amplience has an on-par market approach relative to others included in this evaluation. It's capable of targeting clients in retail, healthcare, and financial services with both direct sales and channel partners.
Supporting products	Amplience provides on-par supporting products relative to others included in this evaluation. It delivers natively or resells at least two other core DX modules, including other content systems, commerce, customer data platforms (CDPs), analytics, marketing automation, etc.
Supporting services	Amplience provides on-par supporting services relative to others included in this evaluation. It offers in-house services for implementation, onboarding, and ongoing support services and partners with a vendor in "Forrester's Now Tech: Digital Transformation Services, Q2 2020."

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