**State of Nevada**

**Department of Administration**

**Enterprise IT Services Division – Enterprise Application Support**

**Replacement of current State of Nevada Content Management System**

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 **EXECUTIVE OBJECTIVE**The Enterprise Web Team has been working towards a resolution for our State CMS replacement, Ektron. Currently we are on Ektron Version 8.7 SP3 and are looking to migrate off after the Ektron merger with EPiServer in 2014. At that time, we were told that Ektron would eventually reach end of life. Currently we are past end of life for the Ektron Version 8.7 SP3. On this platform, we have stopped receiving security updates and software patches for bugs and enhancements.

Along with not receiving security updates and software patches from the vendor, we no longer can upgrade or patch our server, Microsoft Server (MS Server) 2008 R2, and SQL Server 2008. With our ever-growing concern for security, staying on the Ektron environment does not coincide or meet with Administrative Services Division standards.

**Recommendation:**We recommend we migrate to a Digital Experience Platform (DXP). Migrating to a DXP will mitigate the risk of future security vulnerabilities to the state as we will go from Ektron that is deprecated, to a web content platform that will regularly be receiving software security patches to vulnerabilities and bugs. From a technical standpoint we will also mitigate the risk to our servers as we will be using a newer software that can run on our new server and database environments that are regularly be patched.

**Benefits
(DXP)**: An emerging category of enterprise software seeking to meet the needs of companies undergoing digital transformation, with the goal of providing better customer experiences and engagement. DXPs can be a single product but are often a suite of products that work together. DXPs provide an architecture for companies to digitize business operations, deliver connected customer experiences, gather actionable customer insight so we can serve inspiring and compelling content.

A confluence of factors has led many companies to start radically reengineering their business practices to be extremely customer-oriented and seek software platforms like a DXP. Using a DXP will enable you to:

* Use digital channels, devices and touchpoints (web, mobile, and social media) as a way for customers interact with different State of Nevada entities.
* It provides an integrated and unified view to all its users across various applications and enables a seamless flow of business processes for its users.
* It enables developers to use modern web technologies to develop rich, interactive and responsive web experiences.
* Provide great experiences like Google, Apple, and Facebook.
* Provides unstructured ways for customers to engage with and influence public sentiment for State of Nevada entities.
* Using mobile devices, provide location and immediacy giving State of Nevada entities more ways to keep in touch with customers.
* Provide State of Nevada entities data insight making it possible to target an audience segment of one person with a highly personalized experience.
* Active customer engagement on all devices throughout the user journey
* Increased customer stickiness and loyalty
* A unified view of all customers interactions, activities, and data across multiple applications, user journeys, interactions, touchpoints, and channels.
* Greater insight into customer behavior, interests, transaction history, helping target the content, and campaigns using this information.
* Enhance productivity through self-service and information discovery.
* Ability to develop platform for agile delivery with faster time to market.

**Adobe Software Benefit:** Nevada Entities will be able to take advantage of well-designed, personal and consistent customer experiences including Adobe’s Advertising Cloud, Analytics Cloud and Marketing Cloud. Adobe will help the State of Nevada Entities know and serve customers better through analytics and audiences. Help create, store and manage content through experience management. Give the ability to deliver the right message, using the right channel, to the right person at the right time with campaign management. Enable State of Nevada Entities to personalize customer journeys in ways that are relevant and build long-term value through testing, targeting and optimization.

**Summary:**Ektron, our old CMS has really opened our eyes to the future. Though the platform falls short today, 12 years ago when the platform was introduced into the state it fulfilled its purpose of enabling agencies the ability to easily provide content to their customers without developer intervention. Meeting today’s standards Ektron falls short on a security level, as well as the features it offers our customers. With a DXP we can once again provide the State of Nevada new tools that give them the ability to help agencies provide relevant content and services to the customers they server based on how people utilize, and access web content in 2018 and the unforeseeable future.