A TALE OF TWO PLATFORMS

THE DIFFERENCE BETWEEN WORDPRESS VIP & BRIGHTSPOT

Brightspot is a platform offering flexible, customizable elements to speed the publishing process. Wordpress' reliance on third parties creates unlimited options but complicates finding, integrating and maintaining the elements to make you successful. Stop evaluating plugins and start publishing.

"There is really no editorial experience in Wordpress."
Matthew Beckman, Craftsy/Bluprint

	WORDPRESS VIP	BRIGHTSPOT®
COST	Up to $25,000 per month for a maximum of 5 sites with limited support seat.	Half the cost of market leaders. No per seat price and lower maintenance costs by managing your instance yourself.
TIME TO LAUNCH	Pre-deploy code review and strict requirements delay site launches and updates.	Handshake to go live in 90 days, or less.
INTEGRATIONS	Thousands of plug-ins make it impossible to quickly find the right solution.	API-first approach with 200+ out of the box integrations.
CONTENT TYPES	Limited content types (primarily blogs) require customers to rely on third party plug-ins.	Dozens of content types out of the box for various types of media (articles, video, podcasts).
WORKFLOWS	Not native, requires a third party plug-in which will require ongoing developer time to maintain.	Drag and drop workflows empower non-IT admins to create and update workflows.
HEADLESS/ DECOUPLED	Presentation layer closely tied to the chosen theme - can be made decoupled but only with significant effort.	Naturally headless and/or decoupled and supports live content previews.
USER EXPERIENCE	Plug-ins require development work to behave in a manner consistent with the rest of the UI/UX.	A consistent UI developed from one code base across the platform.
PUBLISHING SPEED	Publishing anything other than blogs can be complicated and time consuming.	Non-technical users can easily publish content to various channels.
UPGRADES	Wholly dependent on the implementation, plug-ins chosen and features included.	Start publishing content after less than 10 minutes of training.
MAINTENANCE	Must rewrite entire site when upgrading an instance with customizations.	Designed to be seamlessly upgradable to future versions of the platform.
PUBLISHING APPROACH	Basic. Lacks sophisticated tagging, no custom fields and poor search capabilities.	Flexible. Designed to adapt to your publishing requirements.
SEARCH	Search is very basic and doesn't come with standard relevancy or boosting.	Flat, federated, semantic search delivers any asset to creators.
IMPLEMENTATION TEAM	Requires an implementation partner with no direct access to Wordpress.	Access to Brightspot's developers, professional services, and implementation teams.