



The EContent 100 list is now in its 14th year, and it has not gotten any easier for the judges to narrow down the list to just 100 companies. This year, we had three new judges and lots of new companies to consider. We also included a new category: Big Data. These days, data is the driving force behind almost everything on the web. From the targeted ads you see while surfing your favorite sites to the articles and videos that those sites serve up to you, data is behind it all. The cross-channel experiences we now take for granted are made possible by the data that is collected and analyzed by some of the companies we have honored on this year's list. We look forward to seeing what new and innovative experiences

these companies can help content providers come up with next year.

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COMPANY NAME	CATEGORY
Access Innovations, Inc.	SEO & Search Analytics
Acquia, Inc.	Content Creation, Web Content Management
Acquire Media	Distribution & Delivery
Acrolinx GmbH	Content Creation
Act-On Software, Inc.	Content Creation
Adobe Systems, Inc.	Content Commerce, Content Creation, Web Content Management
Aerospike, Inc.	Big Data
Aexea Interactive	Content Creation
Amazon.com, Inc.	Big Data, Distribution & Delivery, Mobile Content
Anamatrix, Inc.	SEO & Search Analytics
Apple, Inc.	Distribution & Delivery, Mobile Content
Aptara, Inc	Content Creation, Distribution & Delivery, Mobile Content
Aquafadas, Inc.	Content Creation, Distribution & Delivery, Mobile Content
 ASTORIA SOFTWARE a TRANSPECT Company	Content Creation, Distribution & Delivery, Mobile Content
Author-it Software Corp.	Content Creation
Automattic, Inc.	Content Creation, Web Content Management
Bitly	Social Media
Brightcove, Inc.	Distribution & Delivery, Web Content Management
Cengage Learning, Inc.	Distribution & Delivery
Cloudwords, Inc.	Content Creation
Conductor	SEO & Search Analytics
Connotate	Big Data
Content Analyst Co., LLC	SEO & Search Analytics
Copyright Clearance Center	Content Commerce, Distribution & Delivery
CoreMedia AG	Web Content Management
Crafter Software Corp.	Web Content Management
CSG International	Content Commerce
Curata, Inc.	Social Media

COMPANY NAME	CATEGORY
Data Conversion Laboratory	Content Creation, Distribution & Delivery
Digimind	Big Data
DNN Corp.	Web Content Management
EBSCO Industries, Inc.	Distribution & Delivery
Ektron, Inc.	Web Content Management
Elsevier B.V.	Distribution & Delivery
Empolis Information Management GmbH	SEO & Search Analytics
EPIserver	Web Content Management
e-Spirit, Inc.	Web Content Management
Facebook	Distribution & Delivery, Social Media
The Financial Times Ltd.	Mobile Content
Flipboard, Inc.	Distribution & Delivery
Google, Inc.	Content Creation, Social Media, MobileContent, SEO & Search Analytics
Hewlett-Packard Development Co., L.P.	Big Data
HighWire Press, Inc.	Content Creation, Distribution & Delivery
Hippo B.V.	Web Content Management
Hootsuite Media, Inc.	Social Media
HubSpot, Inc.	Content Creation, Web Content Management
Hulu	Distribution & Delivery
IBM	Big Data
iCopyright, Inc.	Content Commerce, Distribution & Delivery, Content Commerce
iHeartMedia, Inc.	Distribution & Delivery
Impelsys	Content Creation
Ingeniux Corp.	Web Content Management
The jQuery Foundation	Mobile Content
Kaltura, Inc.	Distribution & Delivery, Web Content Management
Lexalytics, Inc.	SEO & Search Analytics
LinkedIn	Social Media
Lucidworks	SEO & Search Analytics
MadCap Software, Inc.	Content Creation
Magnolia International Ltd.	Web Content Management
Maker Studios, Inc. (a Disney company)	Content Creation
MarkLogic Corp.	Big Data
MediaPass	Content Commerce
Netflix, Inc.	Distribution & Delivery
Open Source Matters, Inc.	Web Content Management
Oracle	Big Data, Web Content Management

COMPANY NAME	CATEGORY
OverDrive, Inc.	Distribution & Delivery
Pandora Media, Inc.	Distribution & Delivery
Pivotshare	Content Commerce
Postwire	Mobile Content
ProQuest, LLC	Distribution & Delivery
RAMP	SEO & Search Analytics
Recorded Future, Inc.	SEO & Search Analytics
Reprints Desk, Inc. (a Derycz Scientific Co.)	Content Commerce, Distribution & Delivery
Revizzit, LLC	Distribution & Delivery
Rightscorp, Inc.	Content Commerce
RSI Content Solutions	Content Creation, Web Content Management
SDL, PLC	Web Content Management
Sitecore	Web Content Management
Siteworx, LLC	Content Creation, Web Content Management
Skeyword, Inc.	SEO & Search Analytics, Web Content Management
Smartling, Inc.	Content Creation
Snapchat, Inc.	Social Media
Solve Media	Content Commerce
Spotify AB	Distribution & Delivery
Sprout Social, Inc.	Social Media
The Star Group	Content Creation
Stitcher	Distribution & Delivery
T3Media	Content Commerce
Teradata Operations, Inc.	Big Data
ThinkAnalytics Ltd.	SEO & Search Analytics
Transifex	Content Creation
Transparesee Systems	SEO & Search Analytics
Twitter	Social Media
VigLink	Content Commerce
Vimeo, LLC	Distribution & Delivery
VK	Social Media
Volacci Corp.	SEO & Search Analytics
WEBTRENDS	Big Data, Content Commerce, SEO & Search Analytics
Wolper Information Services	Content Commerce
YUDU Ltd.	Content Creation

has a unique performance culture built on a common set of values whose team is focused on our shared vision of transforming the enterprise through our Mobile Platform.

There is no question that Information Development is one of the most important aspects of customer engagement. Customers scour this information for answers to their questions, and they form strong opinions about products based on how well that information helps them to use products effectively.

Traditional approaches to content management help writers improve content quality in the hopes that good quality improves customer experience. The problem is that a traditional approach has no mechanism for truly engaging the customer. Companies must use approximate measures—page views on Websites, Wikis, and customer-support metrics—to determine whether or not technical documentation is really driving customer engagement.

Astoria addresses these issues by extending its component content management system to mobile device platforms so that companies deliver the content that end-users seek while gathering data that improves the end-user's content experience. Astoria Software's mobile strategy enables customers to understand what users want to find (search terms), what they found (search results), and how they felt about the content they selected (feedback). These results let Astoria Software's customers determine which content drives customer engagement, which content needs attention and improvement, and—ultimately—which content drives higher revenue.

Astoria Software's strategic technology vision is confirmed by our diverse customer base of leading Fortune 500 Companies including Cisco, GE Healthcare, Micron, Citrix, Siemens Healthcare and Northrop Grumman.

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View from the Top



by
Michael Rosinski,
President & CEO

Astoria Software has been at the forefront of two of the biggest trends transforming large and small enterprises today: SaaS (software-as-a-service) and Mobility. We were first-to-market in 2007 with an enterprise-wide SaaS solution for Component Content Management, and we are first-to-market with solutions that engage users on mobile devices. Astoria Software