

Plone as a CMS

- CMS History
 - CMS Features
 - Standard
 - Advanced
 - Myths & Realities
 - CMS Systems
 - Commercial
 - Open Source
 - Where Does Plone Fit?
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Plone as a CMS

- CMS History
 - Became popular during Internet boom (circa 1998)
 - Rush to “go online”
 - > \$1M initial deployment costs
 - High annual maintenance costs
 - Touted to handle content explosion
 - Several Open Sourced based (e.g. TCL and Perl)
- Today
 - Lots of legacy systems still in place due to high cost
 - 2 year old systems considered “legacy”
 - New implementation costs < old maintenance costs

Plone as a CMS

- CMS Features (Standard)
 - Some form of secure editing
 - Versioning and rollback
 - WYSIWYG Editing
 - Content Entry Templates
 - Some form of workflow
 - Separation of content and meta data



Plone as a CMS

- CMS Features (Advanced)
 - Support for dev / stage / production environments
 - Spell checking
 - Some type of system API
 - Separation of content management and content display
 - Publish to one or more display servers
 - Transactionally
 - Meta data database on presentation servers
 - Publish over Internet (SSL / SSH)
 - Multi site capability

Plone as a CMS

- What people are asking for
 - In context editing (Blog or Wiki style)
 - Taxonomy management
 - Navigation management integrated with toolsets

Plone as a CMS

- CMS Myth #1
 - Enables distributed authorship
 - Build it and they will come
 - Web masters will never have to touch content again
- Reality
 - Not always...
 - Many implementations are still managed by web masters

Plone as a CMS

- CMS Myth #2
 - Complex, custom workflows are great
- Reality
 - Standard out of the box workflows are usually sufficient
 - Back-door, rapid promote mechanisms are used more and more
 - Self-promote mechanisms are used more and more

Plone as a CMS

- CMS Myth #3
 - Consistency of content through templates
- Reality
 - Proper templates are usually built during initial buildout.
 - Need for more flexibility leads to a “Generic HTML” template
 - Generic HTML template then becomes primary template for the site

Plone as a CMS

- Commercial Vendors (The Big Three)
 - Vignette
 - Documentum
 - Interwoven

Plone as a CMS

- Vignette
 - Technology
 - Legacy sytem is TCL based, current is Java J2EE
 - Database and File System based backing store
 - Multi site capable
 - Separation of management and display
 - Display is former Epicentric Portal
 - Can be used with custom UI
 - Content receiver agents on display servers
 - Publish over Internet
 - Content Transformation
 - No real transformation
 - Final rendering is programmatic through JSP

Plone as a CMS

- Documentum (Web Publisher)
 - Technology
 - Built on Content Server (Object-Relational DB)
 - User interfaces are Java J2EE based
 - Database and File System based backing store
 - Multi site capable
 - Separation of Management and Display
 - Display agnostic - static, portal or custom display
 - Content receiver agents on display servers
 - Publish over Internet
 - Large scale replication to cluster or farm
 - Content Transformation
 - Extended XSL to drive multi-format output
 - Many rendering engines (e.g. PDF, Office, etc.)

Plone as a CMS

- Interwoven
 - Technology
 - Perl based, some Java J2EE
 - File system data store – no database
 - Separation of Management and Display
 - Display agnostic or use of Interwoven web framework
 - No receiver agents – file system publish only
 - No publish over Internet
 - Attributes published as XML manifest
 - Content Transformation
 - Standard XSL style transformation

Plone as a CMS

- Open Source
 - Examples
 - Open CMS (Java)
 - Mambo (PHP)
 - Plone (Zope / Python)
 - In General
 - Spotty implementation of standard features
 - No separation of management & display
 - Display hard to modify without knowing underlying language and architecture
 - Some workflow
 - No notion of dev / staging / production
 - Minimal to no support of clusters or server farms
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Plone as a CMS

- Why is Plone Different?
 - Matches most open source systems for standard features
 - Provide advanced features of commercial systems
 - Separation of display and management
 - Transactional publishing over the Internet
 - Multi-site support
 - Presentation layer flexibility
 - Has some very cool unique features
 - Cut & paste
 - Standards basis (XML-RPC, WebDAV, RDF)
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Plone as a CMS

- Where does Plone fit?
 - Small to medium websites (< 500 pages or so)
 - Corporate websites, Not for profit, Educational
 - Publishing oriented websites
 - Newspapers, journals, etc.
 - Intranets
 - Corporate, Departmental, Focused, etc.
 - Commerce
 - Real estate, Retail, Travel, etc.

Plone as a CMS

- What will Plone need?
 - Support
 - Implementation services
 - Upgrade cycles need to be relatively painless
 - Backwards compatibility
 - Migration paths and tools
 - Development tools
 - User friendly IDEs for template creation

