

Shopping the CMS Feature Mart

A Plone-centric Review of the CMS Marketplace

What makes you so special?

- Nothing, really, but...
- Where I'm coming from
- Where I think a lot of developers are
- What can we do?
 - Change/charge your batteries once per year
 - Keep an open mind
 - Share, learn, adapt - OSCON, O'Reilly, LinuxWorld, CMPros

So, what is this?

- Seeing the Forest through the Trees
- CMS Feature Window Shopping
 - Mmmm, eye candy!
- Validation/Checkpoint/Questions for Plone
 - It's still a good idea to question things, right?
- A SWOT Assessment
 - (Strengths, Weaknesses, Opportunities, Threats)

Plone Existentialism

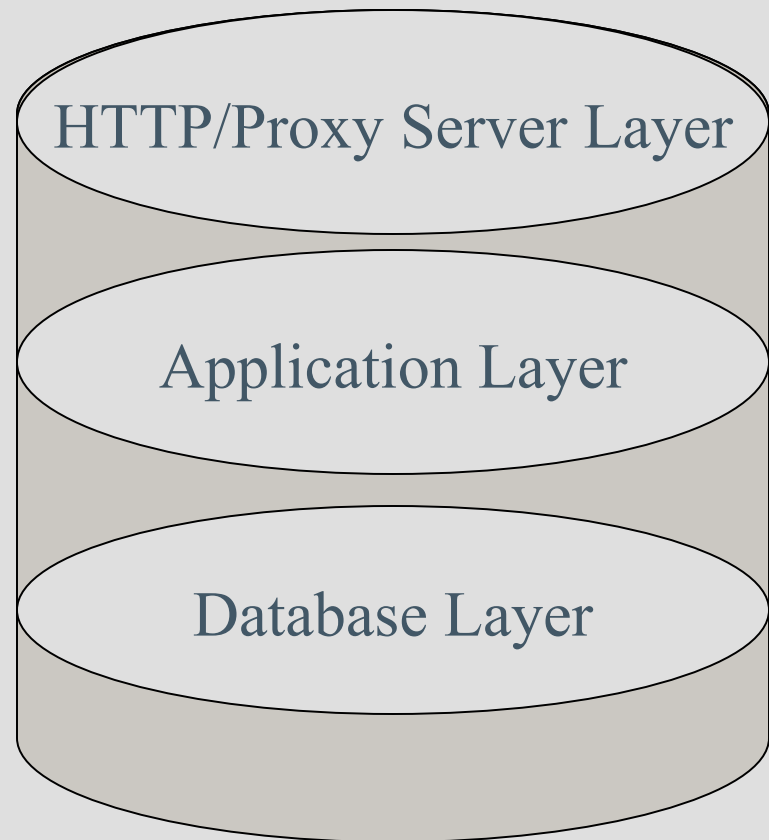
- I Plone, therefore I am
- Where does Plone fit in?
- What is its competition?
 - Drupal? RedDot? Interwoven?
- Why does it exist vs. what has it become?
- CM, Portal, RAD, Platform? All of the above?
- *‘The Ball Thing’ – I [Heart] Plone
 - A moment of clarity, perhaps
 - *Reference to I Heart Huckabees movie – see it, if you haven’t

So, what is Plone, again?

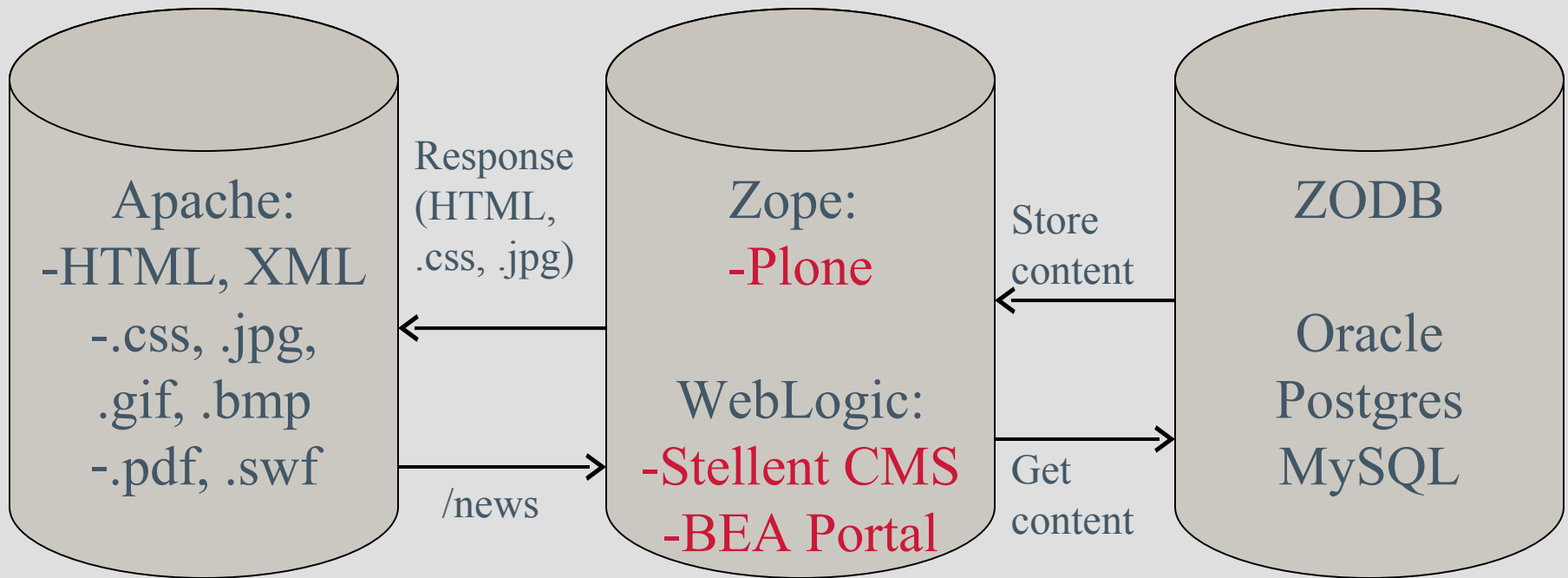
- Plone is a CMS
 - Structured content, metadata, workflow, authoring environment, versioning/rollback, roles, taxonomy
- Plone/Zope is a platform
 - Bug tracker, project management, job board, GoogleMaps, Blogs, Forums
 - You've got your chocolate in my peanut butter!
- How much should Plone do?
 - (FOSS vs. Commercial and 'ECM' models)
 - RAD temptation too great to pass up?

Application Stack

- Apache, IIS, Squid, Pound
- Zope, WebSphere, WebLogic, JBoss
- ZODB, Oracle, MySQL, Postgres, SQL Server
- Think of all-in-one Plone installer – ouch!



Content Management vs. Delivery



Notice: CM vs. Portal/Personalization Duties

RFPs and Checklists – ugh!

- Plone actually stacks up very well
- Matrix of weighted factors 1-10, etc.
- Then divide your rating/\$ and you'd have to explain why you're not using Plone
- Selecting CMS via RFP/Checklist
 - Common, but similar results to hiring based upon certifications (get what you deserve for being lazy)

Typical Starter Checklist

- Ease of use / WYSIWYG editor
- Staging vs. Live Site ‘Editions’
- Locking, Version Control, Rollback
- Section 508, SOX, etc. Compliance
- Reuse of content across sections/sites
- Workflow, annotations, audit trail
- Structured content types, metadata, taxonomy
- Integration with Outlook, Word, Dreamweaver

ECM Checklist Items

- Integration with Document Mgt Sys with OCR
- Integration with ERP (SAP), CRM (SalesForce), DAM (MediaBin, Artesia), DRM (CoreMedia)
- Integration with Email, IM
 - Because U.S. Chief Compliance Officers are running scared
- Enforce retention (deletion/shredding) policies

Things that make users go ‘Wow!’

- You were waiting for the eye candy, right?
- Take workflow actions from Outlook; don’t even login to CMS web interface (IWOV, Stellent, FatWire)
- Drag-n-Drop uploads of file from desktop to link on page
- The ‘Time Machine’ – see RedDot
- True ‘In-Line’ WYSIWYG editing
 - Less structured and separated (content/view), but users love
- Edit Flash menus directly
- PDF download for all generated HTML pages

Ooooh!

- Granular control over editions; can be sections/folders, whole site, or arbitrary assets packaged as a *project* (Stellent, others, even OpenCms)
- More *advanced workflow* options- voting, forking, workflow-ing a bundle of assets across the site, time limits
- Draw *annotations*, add Post-It notes in workflow (IWOV)
- Clone Site option (IWOV) – single-click
- MetaTagger - guestimates keywords meta tag – big deal – Google ignores 😊 (IWOV)
- Heavier integration with MS Word as editor (enter metadata in Word); login via Word (FatWire)
- Decent Single Sign-On stories among commercial tools

Open Source Alternatives

- Built-in forums, blogs, indexing office docs
- Well integrated newsletter and mailing list tools
- Event registration
- Shopping cart
- Polls, surveys, etc.
- Drupal, Mambo/Joomla, OpenCms, Alfresco

CMS vs. CMS/Portal vs. Army Knife

- Should Plone stick with only CMS and some portal features (personalization) in core?
- Should Plone bundle everything under the sun?
- Should Plone possibly have multiple *distros*?
- What would the current distros look like?
- As it is, Plone sits in the middle
 - ECM comparison- Have to download CMFEditions, DAVPack, ExternalStorage, TextIndexNG3?, CMFDeployment or Entrant, etc.
 - FOSS comparison– Must download Ploneboard, Quills, EasyBlog, PlonePostOffice, PloneMall, etc.

Too many choices, too little time

- Check out <http://opensourcecms.com>
- http://en.wikipedia.org/wiki/List_of_content_management_systems
- <http://www.cmsmatrix.org>
- Where would one start? They can't review them all.
- Many evaluators are unlikely to download the community or ECM slanted add-ons for each tool being evaluated
- So, it's vanilla Plone (impressions of features and performance most likely) vs. vanilla Drupal, Joomla, Alfresco, OpenCms, Typo3, etc.
- What would happen?
- (Remember the candy)

Need Configuration Distros (not just product bundles)

- Case in point – eWeek Labs:
 - <http://www.eweek.com/article2/0,1895,1983366,00.asp>
- Open Source vs. .Net Stacks Report
- Used unmodified Zope config, all-in-one, etc.
- Perhaps Plone could follow the MySQL (and Apache) model and provide additional example configuration files – small, med, large/high-vol.

Marketing

- Plone.net (we know, we know)
- Conferences and trade-shows
 - LinuxWorld, Gilbane, OSCON, O'Reilly, AIIM
- Take a look at <http://dev.alfresco.com/>
- Good idea of what they want to do (funding too)

My Experience

- Plone does well, when patiently evaluated (download add-ons, etc.) and in checklist situations
- Plone does very well for clients that have *serious needs*, but *less* than substantial *budget*
- If a client **really** needs true ECM features, Plone doesn't have all the integration points, handling of document management, etc. like the big commercial boys
- If a client wants to flip switch **presto** = community site (mail-in forums, newsletters, etc.) it's also a tougher win
- Where Plone *does very well* currently is where clients have custom *workflow* and *content model* needs.

My Experience (cont...)

- What if had to download AT and DCWorkflow?
- Slower adoption rate?
- Need to walk a tight-rope on the core, but obviously need distros for target needs

SWOT

- Already covered some Strengths/Weaknesses
- Opportunities?
 - Plone market is very strong; but need more developers!
 - Distros could inject more life and adoption of Plone
 - Think of a distro with forums, blog, Gmaps, Flickr, Captcha etc. bundled
 - Don't underestimate the eye candy

Threats? You talkin' to me?

- Plone has a reputation for being slow that needs to be overcome
 - Recommended pre-built configs, GenericSetup builds
 - Case studies of large orgs
 - Tougher to then add in more modules to distros? ;)
- Commercial? Not normally – due to budgets.
- Open Source? Possibly – Drupal and Alfresco
- Number One Threat? Of course... Bears!

(<http://www.youtube.com/watch?v=jHwMOG10IYg&mode=related&search=>)

Thanks!

Now, let's sprint!!!