



## What is a CMS?

Ken Wasetis - Contextual

[ken.wasetis@contextualcorp.com](mailto:ken.wasetis@contextualcorp.com)

twitter: @ctxlken

irc: ctxlken

[www.contextualcorp.com](http://www.contextualcorp.com)

# Benefits of a CMS

What is a CMS? *Why should we care?*

Improves Departmental/Organizational Efficiencies

Helps Ensure Consistent Branding / Theme / Look-and-Feel

Better Optimization of Resources:

- Empowers Content Owners / Quicker Publish Cycles
- IT can focus on Tech rather than Manual Content Updates

Meet Regulations (accessibility compliance, retention policies, etc.)

Better Communication



<http://www.contextualcorp.com>

# What is a CMS?

Database-driven Content Repository

+ User Interface

+ Content Services

-----

= CMS

+ Web

-----

= WCMS



<http://www.contextualcorp.com>

# Content Services of CMS

Version Control / Audit Trail & Rollback Capabilities

Locking (check-in/check-out)

Workflow / Approval Process

Review Lists and Notifications

Content Types - Built-in and/or Custom

Fine-grained Permissions

Searching/Indexing of Content

\*Plone is a *Web CMS (WCMS) Tool* (CMS for managing websites/web content)



<http://www.contextualcorp.com>

# Content Versioning / Audit Trail

The screenshot displays a 'History' panel within a content management system. The panel lists six revisions of a document, all edited by 'Nguyen, T. Kim'. The revisions are as follows:

- Revision 1: Edited on Mar 25, 2013 01:51 PM. Action: View.
- Revision 2: Edited on Mar 25, 2013 01:49 PM. Actions: Revert to this revision, View, Compare to current.
- Revision 3: Edited on Mar 25, 2013 01:48 PM. Actions: Revert to this revision, View, Compare to current.
- Revision 4: Edited on Mar 25, 2013 01:30 PM. Actions: Revert to this revision, View, Compare to current.
- Revision 5: Edited on Mar 25, 2013 12:53 PM. Actions: Revert to this revision, View, Compare to current.
- Revision 6: Edited on Feb 02, 2013 05:39 PM. Description: added link to the Google Plus PSM13 event. Actions: Revert to this revision, View, Compare to current.

Between each revision entry, there is a 'Compare' link with up and down arrows. The interface also includes a 'Published' status indicator at the top right and a sidebar on the left with a '20' badge and various menu items like 'Plone Sy', '2013 :', 'Oshk', 'has', 'What', 'Regi', 'S', and 'T'.



<http://www.contextualcorp.com>

# Built-in Search

The screenshot shows the top of the UCLA Parent & Family Programs website. The header includes the UCLA logo and 'PARENT & FAMILY PROGRAMS'. A search bar in the top right contains the text 'bruin' and a 'SEARCH' button. Below the header is a navigation bar with links: 'Student Living', 'Financial Services', 'Health & Wellness', 'Support & Resources', and 'Parent Involvement'. A large banner image of the UCLA tower is displayed. Below the banner, a search bar contains 'bruin' and a 'search' button. A message below the search bar reads: 'Did you not find what you were looking for? Try the [Advanced Search](#) to refine your search.' The search results section is titled 'Search results — 101 items matching your search terms' and includes a link to 'Subscribe to an always-updated feed of these search terms'. The results list includes: 'Bruin Day 2013', 'Be a "True Bruin" parent' (with a description: 'In committing to UCLA's core values of Integrity, Excellence, Accountability, Respect, and Service, your student is a True Bruin. By supporting your student in ...'), 'Bruin Day Program' (listed twice), 'Bruin Career Connections' (with a description: 'UCLA students, get a super start on your career pursuit this spring by attending Bruin Career Connections.'), and 'UCLABruinAngels' (with a description: 'UCLA Bruin Angels Initiatives PDF').



<http://www.contextualcorp.com>

# Additional CMS Features

Simple WYSIWYG Visual Editor / Rich Text Editing

In-context Editing (sometimes)

Content Preview with Theme Applied

Accessibility (WCAG, Section 508, etc.)

Visual Comparison of Revision Differences

Management of Metadata (tags, keywords, pub dates, author, credits, other)

Sitemap and Taxonomy Management

Scheduling of Publishing/Expiration of Content



<http://www.contextualcorp.com>



# Contextual Editing

The screenshot displays the CMS Chicago Medical Society website. The header includes the CMS logo, the text 'CHICAGO MEDICAL SOCIETY', and 'The Medical Society of Cook County Founded 1850'. A navigation bar contains links for ABOUT, MEMBERSHIP, EDUCATION/EVENTS, NEWS, PUBLICATIONS, and CMS CONNECT. A search bar is located in the top right corner.

The main content area is titled 'Home / News / MESSAGE FROM THE PRESIDENT'. Below this, there is a green bar with 'View', 'Edit', and 'Sharing' options. The 'Edit News Item' section is active, showing a form for editing a news item. The form includes a 'Title' field with the text 'MESSAGE FROM THE PRESIDENT', a 'Summary' field with the text 'Used in item listings and search results. Being an Advocate', and a 'Body Text' field with the text 'Being an Advocate' followed by a paragraph about the ISMIE Mutual Insurance Company.

The left sidebar contains a 'News' section with links to 'News', 'ISMS Updates', and 'MESSAGE FROM THE PRESIDENT'. Below this is a 'Contact Info' section with the phone number '1.312.670.2550', the email 'cms@cmsdocs.org', and a 'Contact Us' link. A 'Manage portlets' link is also present.

The right sidebar features an 'Upcoming Events' section with a list of events from 06-05-2013 to 06-19-2013, including 'ISMS Executive Committee', 'Rescheduled 2013 CMS Council Meeting & Annual Dinner', 'Physicians Legal Issues Conference 2013', 'AMA-IMG Section Annual Business Meeting', 'AMA Annual Meeting', '2013 CMS Executive Committee Meeting', and '2013 CMS Board of Trustees Meeting'. Below this is a 'Join CMS' section with a link to explore benefits. At the bottom right is a 'CMS Connect' section with a link to join the exclusive community.



<http://www.contextualcorp.com>



# Additional CMS Features

Extensible (available add-on modules or custom dev)

Allows for Custom Themes

SEO-Friendly (helps with search engine rankings)

Portlet Management (arrange widgets on page)

Dashboard (recent edit/publish activity at-a-glance)

Useful Built-in Templates (page, news, event listings, thumbnail layouts, etc.)

Plays Nicely With Others (SSO, LDAP/AD, Salesforce, legacy Oracle/SQL Server DBs)

Provides Maintenance Scripts/Features (Database backup/restore, restarts, etc.)

Reasonable Upgrade Options



<http://www.contextualcorp.com>

# Extensible via Add-ons / Custom Development

The screenshot displays the Plone website's 'Add-on Product' section. At the top, the Plone logo and navigation menu are visible. The main banner promotes 'Get Plone For Your Platform' with the latest release being Plone 4.3 (April 2013). Below this, the 'Add-on Product' section explains that add-ons extend the Plone site with additional functionality, noting that there are currently 2120 projects with 7579 releases available. A 'Submit your Add-on' link is provided. The 'Add-on Product Releases' section features a search bar and filters for 'All categories', 'Plone 4.2', and 'Sort On: Highest Rated'. It shows 96 projects matching the criteria. Two featured add-ons are listed: 'Solgema.fullcalendar' (Aug 22, 2012) and 'zettwerk.ui' (Sep 24, 2012). The right sidebar, 'Browse Add-on Product by Category', lists various categories such as 'Auth and User Management', 'Basic content types', 'Buildout', 'Commerce', 'Communication', 'Calendars/Events', 'Code examples', 'Database integration & external storage', 'Development tools', 'Documentation management', 'Educational', 'Fields and widgets', 'Geospatial', and 'Internationalization'.

**Plone**

Home **Download & Extend** Documentation Get Involved Plone Foundation Support Providers Log in

**Get Plone For Your Platform**  
Latest release: Plone 4.3 (April 2013)  
[Download Plone](#)

**Add-on Product**  
Add-ons extend your Plone site with additional functionality.  
Currently there are 2120 projects with 7579 releases available.  
[Submit your Add-on](#)

**Add-on Product Releases**  
All categories Plone 4.2 Sort On: Highest Rated  
Search  
96 projects matching your criteria.

**Solgema.fullcalendar**  
Aug 22, 2012 in Calendars/Events, Layout and presentation  
Solgema Fullcalendar is a complete Agenda for Plone based on Adam Shaw's javascript Fullcalendar. This is more than a simple calendar view: you can create and ...  
53 likes, 1 dislikes  
Log in to rate.  
Latest release compatible with: Plone 4 , Plone 3 , Plone 4.2 , Plone 4.1

**zettwerk.ui**  
Sep 24, 2012 in Fields and widgets, Layout and presentation, Theming tools, Themes  
Adding jquery.ui's themeroller to plone 4 for easy theme customization.  
32 likes, 5 dislikes  
Log in to rate.  
Latest release compatible with: Plone 4.2 , Plone 4.1

**Browse Add-on Product by Category**  
Auth and User Management  
Basic content types  
Buildout  
Commerce  
Communication  
Calendars/Events  
Code examples  
Database integration & external storage  
Development tools  
Documentation management  
Educational  
Fields and widgets  
Geospatial  
Internationalization



<http://www.contextualcorp.com>

# What Else Should a CMS Have?

Easy to Learn

Easy to Use

Available Books (see: <http://www.packtpub.com/books?keys=plone> )

Active Community (see: <http://www.ohloh.net/p?ref=homepage&q=plone> )













Support:

- Mailing Lists
- IRC
- Events



<http://www.contextualcorp.com>

# Plone Books on Amazon or PacktPub.com

	<b>Professional Plone 4 Development</b> Published: August 2011 Our price: \$59.99 <a href="#">Buy</a> <a href="#">See more</a>		<b>Practical Plone 3: A Beginner's Guide to Building Powerful Websites</b> Published: February 2009 Our price: \$49.99 <a href="#">Buy</a> <a href="#">See more</a>
	<b>Plone 3 for Education</b> Published: December 2009 Our price: \$39.99 <a href="#">Buy</a> <a href="#">See more</a>		<b>Building Websites with Plone</b> Published: November 2004 Our price: \$44.99 <a href="#">Buy</a> <a href="#">See more</a>
	<b>Professional Plone Development</b> Published: September 2007 Our price: \$39.99 <a href="#">Buy</a> <a href="#">See more</a>		<b>Plone 3 Theming</b> Published: July 2009 Our price: \$39.99 <a href="#">Buy</a> <a href="#">See more</a>
	<b>Plone 3 Products Development Cookbook</b> Published: May 2010 Our price: \$44.99 <a href="#">Buy</a> <a href="#">See more</a>		<b>Building Websites with ExpressionEngine 2</b> Published: September 2010 Our price: \$44.99 <a href="#">Buy</a> <a href="#">See more</a>
	<b>Plone 3.3 Site Administration</b> Published: July 2010 Our price: \$39.99 <a href="#">Buy</a> <a href="#">See more</a>		<b>Plone 3 Multimedia</b> Published: May 2010 Our price: \$44.99 <a href="#">Buy</a> <a href="#">See more</a>
	<b>Turinio valdymas su Plone [Lithuanian]</b> Published: June 2007 Our price: \$49.99 <a href="#">Buy</a> <a href="#">See more</a>		<b>Plone 3 Intranets</b> Published: August 2010 Our price: \$44.99 <a href="#">Buy</a> <a href="#">See more</a>



<http://www.contextualcorp.com>


# Plone Project Activity


**Ohloh** BY BLACK DUCK

Follow @OhlohOhloh MetaSign InJoin Now

ProjectsPeopleOrganizations<sup>Beta</sup>ToolsCode

ProjectsSearch...

**Plone**  
Settings | Report Duplicate

**209**  
Very High Activity  
I Use This!

Analyzed 1 day ago based on code collected 5 days ago.

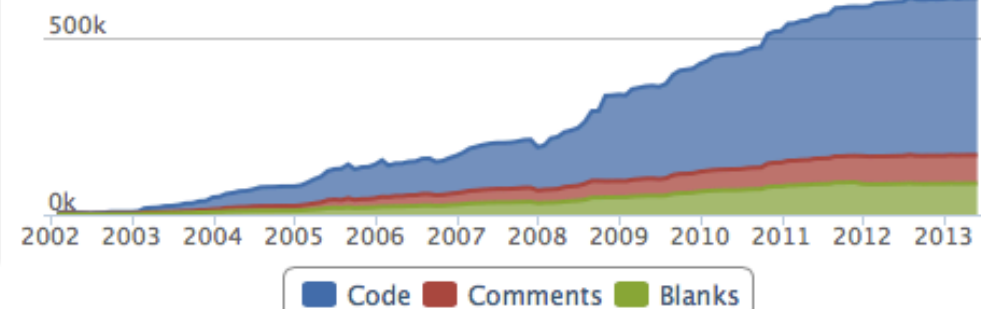
## In a Nutshell, Plone...

- ...has had 58,896 commits made by 723 contributors representing 443,634 lines of code
- ...is mostly written in Python with an average number of source code comments
- ...has a well established, mature codebase maintained by a very large development team with decreasing Y-O-Y commits
- ...took an estimated 117 years of effort (COCOMO model) starting with its first commit in February, 2002 ending with its most recent commit 5 days ago

## Languages

Python	55%	XML	27%
JavaScript	11%	8 Other	7%

## Lines of Code



<http://www.contextualcorp.com>

# Plone Project Velocity

## Activity

### 30 Day Summary

Apr 28 2013 — May 28 2013

414 Commits

44 Contributors

including 3 new contributors

### 12 Month Summary

May 28 2012 — May 28 2013

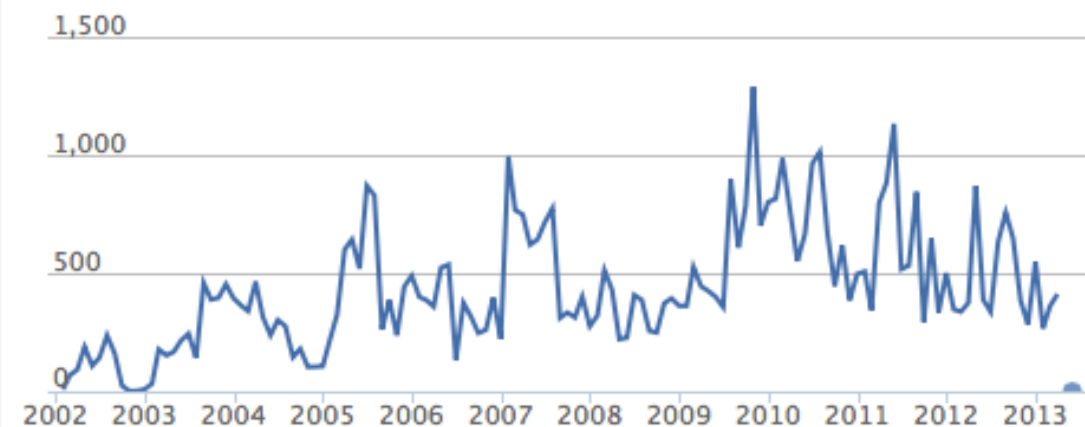
5448 Commits

Down -1285 (19%) from previous 12 months

235 Contributors

Up +34 (16%) from previous 12 months

### Commits per Month



## Community

### Ratings

109 users rate this project:

★★★★☆ 4.3/5.0

Click to add your rating

☆☆☆☆☆

Review this Project!

### Most Recent Contributors



Maarten Kling



maartenkling



David Glick



Eric Steele

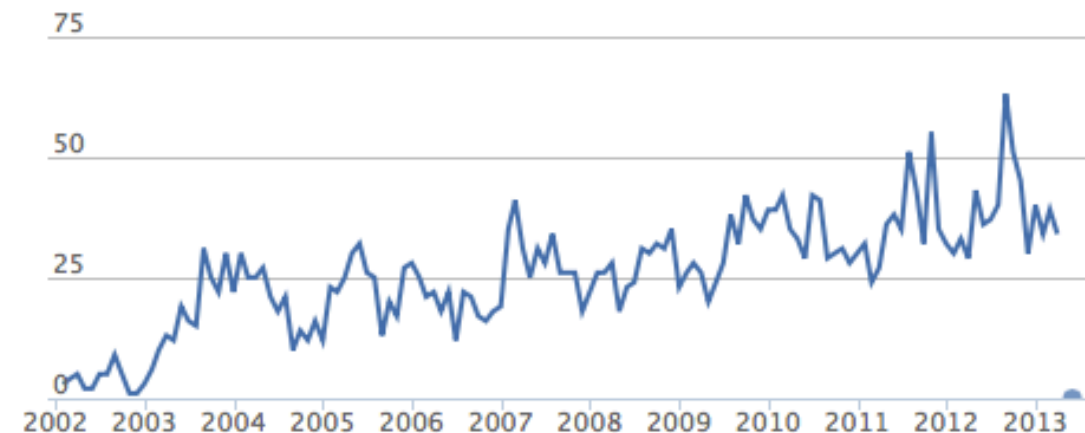


Roman Kozlovskiy



...Ulrich Hasecke

### Contributors per Month



<http://www.contextualcorp.com>



# Overlap with WCMS

**DMS** - Document Management System (office docs, OCR/scanning, print)

**ECM** - Enterprise Content Management (DMS/WCM/multi-channel/integrations)

**Portal** - Pull content from various areas/systems into one dashboard

**WXM - Web Experience Management =**  
CMS

+ eMarketing + eCommerce

+ Email Campaign Mgt

+ Analytics

(the next 'new big thing')



<http://www.contextualcorp.com>



# Specialized Tools vs. CMS Add-on

Wiki - wild west of self-publishing; little editorial control

Blog - your sometimes lengthy thoughts, but with threaded comments

Forums - interactive discussions amongst many members (plus anonymous, sometimes); sometimes moderated, sometimes not



<http://www.contextualcorp.com>

# Typical Add-on Features/Modules

Web Forms

Slideshows

Calendar

Microsites

Faceted Navigation/Search

Embed Videos

RSS Feeds/Syndication

SEO Enhancements

Email Campaign Management / Integration (with MailChimp, others)

CRM/Salesforce Integration

Content Migration Tools



<http://www.contextualcorp.com>

Ken Wasetis

[ken.wasetis@contextualcorp.com](mailto:ken.wasetis@contextualcorp.com)

twitter . irc . skype: ctxlken

 **CONTEXTUAL**  
*Empowering Content*