



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

# What is a CMS?

Database-driven Content Repository

+ User Interface

+ Content Services

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= CMS

+ Web

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= WCMS



# 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)

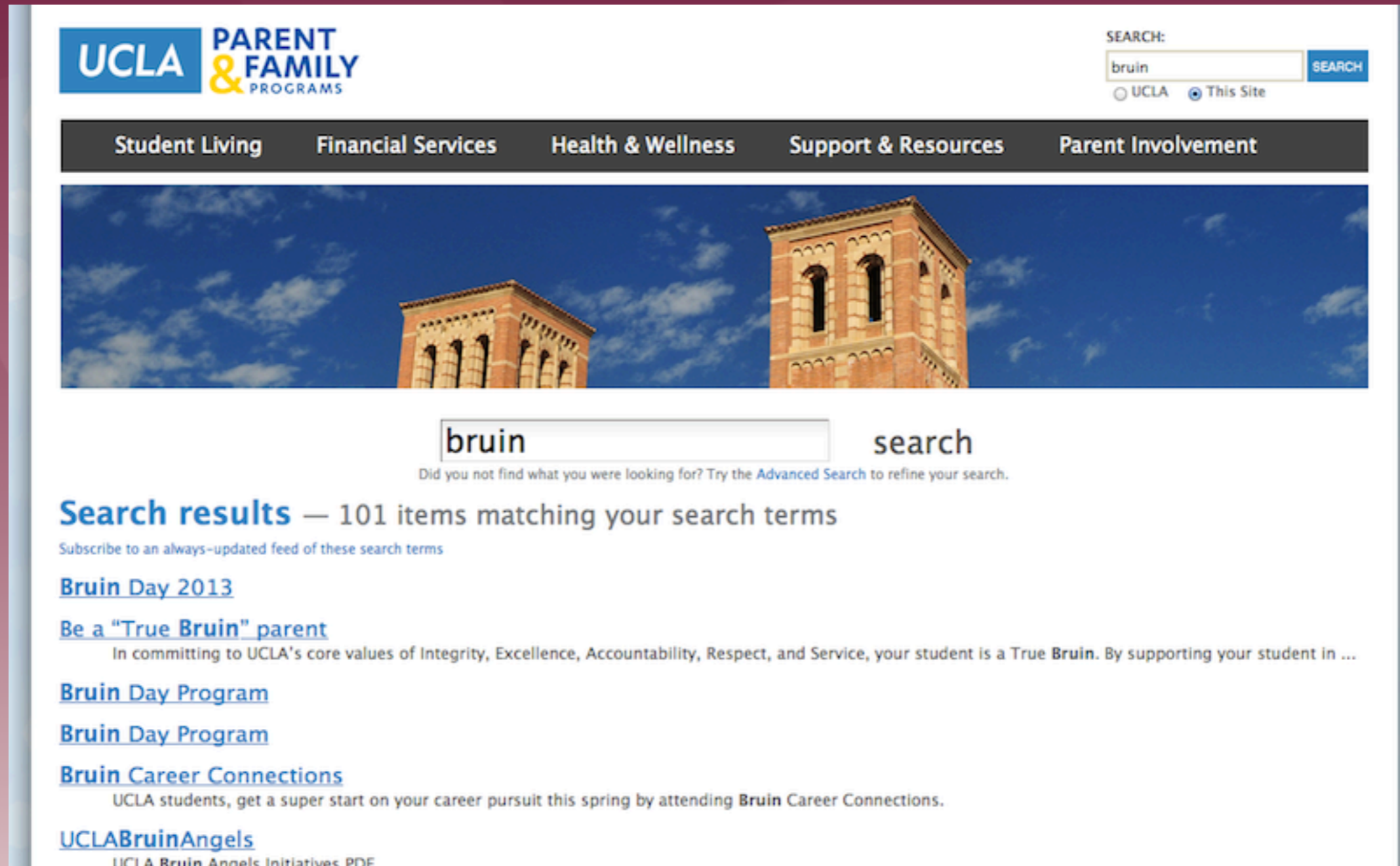


# Content Versioning / Audit Trail

The screenshot displays a 'History' section within a content management system. At the top, there is a header 'Add, edit or remove a portlet above the content'. Below this, the 'History' title is followed by a list of revisions. Each revision entry includes the action performed (e.g., 'Edited'), the user name ('Nguyen, T. Kim'), and the timestamp. The most recent revision is dated 'Mar 25, 2013 01:51 PM'. Each entry has a 'View' link. Between revisions, there are 'Compare' buttons with up and down arrows. Some entries also feature a 'Revert to this revision' button. The content being tracked is identified as 'Published' and '013'. The interface is part of a larger page with a sidebar on the left containing navigation links like '20', 'Plone Sy 2013', 'Oshk', and 'has', and a main content area on the right with a photo and text.

Revision	Action	User	Timestamp	Options
1	Edited	Nguyen, T. Kim	Mar 25, 2013 01:51 PM	View
2	Edited	Nguyen, T. Kim	Mar 25, 2013 01:49 PM	View · Compare to current, Revert to this revision
3	Edited	Nguyen, T. Kim	Mar 25, 2013 01:48 PM	View · Compare to current, Revert to this revision
4	Edited	Nguyen, T. Kim	Mar 25, 2013 01:30 PM	View · Compare to current, Revert to this revision
5	Edited	Nguyen, T. Kim	Mar 25, 2013 12:53 PM	View · Compare to current, Revert to this revision
6	added link to the Google Plus PSM13 event	Nguyen, T. Kim	Feb 02, 2013 05:39 PM	View · Compare to current, Revert to this revision

# Built-in Search



The screenshot shows the top navigation bar of the UCLA Parent & Family Programs website. The logo is on the left, and a search bar is on the right with the text 'bruin' and a 'SEARCH' button. Below the navigation bar is a banner image of the UCLA Campanile tower. A search bar below the banner contains the text 'bruin' and a 'search' button. Below the search bar is a message: 'Did you not find what you were looking for? Try the [Advanced Search](#) to refine your search.'

**Search results** — 101 items matching your search terms

Subscribe to an always-updated feed of these search terms

- [Bruin Day 2013](#)
- [Be a "True Bruin" parent](#)  
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](#)
- [Bruin Day Program](#)
- [Bruin Career Connections](#)  
UCLA students, get a super start on your career pursuit this spring by attending Bruin Career Connections.
- [UCLA Bruin Angels](#)  
UCLA Bruin Angels Initiatives PDF

# 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



# Contextual Editing

The screenshot displays the CMS website interface. At the top, the logo for the Chicago Medical Society (CMS) is shown alongside the text 'CHICAGO MEDICAL SOCIETY' and 'The Medical Society of Cook County Founded 1850'. A navigation menu includes 'ABOUT', 'MEMBERSHIP', 'EDUCATION/EVENTS', 'NEWS', 'PUBLICATIONS', and 'CMS CONNECT'. The main content area is titled 'Home / News / MESSAGE FROM THE PRESIDENT' and features a green 'Edit News Item' button. Below this, a description states 'An announcement that will show up in news listings.' A tabbed interface allows switching between 'Default', 'Categorization', 'Dates', 'Ownership', and 'Settings'. The 'Title' field contains 'MESSAGE FROM THE PRESIDENT'. The 'Summary' field contains 'Being an Advocate'. The 'Body Text' field contains a paragraph about a recent email announcement from ISMIE Mutual Insurance Company regarding lobbying expenditures. On the left, a sidebar menu lists 'News', 'ISMS Updates', 'MESSAGE FROM THE PRESIDENT', and 'Contact Info'. On the right, there are sections for 'Upcoming Events' and 'Join CMS'. The CMS Connect section at the bottom right describes it as an exclusive community for members.



# 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






# 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 content area is divided into two columns. The left column, titled 'Get Plone For Your Platform', features a 'Download Plone' button with icons for Windows, Linux, and Mac OS. The right column, titled 'Add-on Product', explains that add-ons extend Plone sites and provides a link to 'Submit your Add-on'. Below this, the 'Add-on Product Releases' section includes filters for categories, Plone version (4.2), and sorting (Highest Rated). Two add-on releases are shown: 'Solgema.fullcalendar' and 'zettwerk.ui', each with a thumbnail, description, release date, and user ratings.

**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

# 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

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

# Plone Project Activity

**Ohloh** BY BLACK DUCK Follow @Ohloh Ohloh Meta Sign In Join Now

**Projects** **People** **Organizations** <sup>Beta</sup> **Tools** **Code**

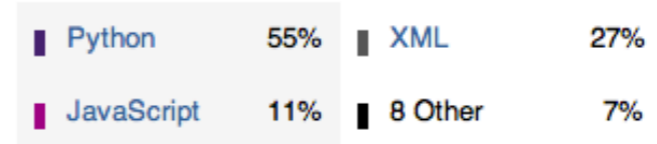
 **Plone** Settings | Report Duplicate 209 Very High Activity I Use This!

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

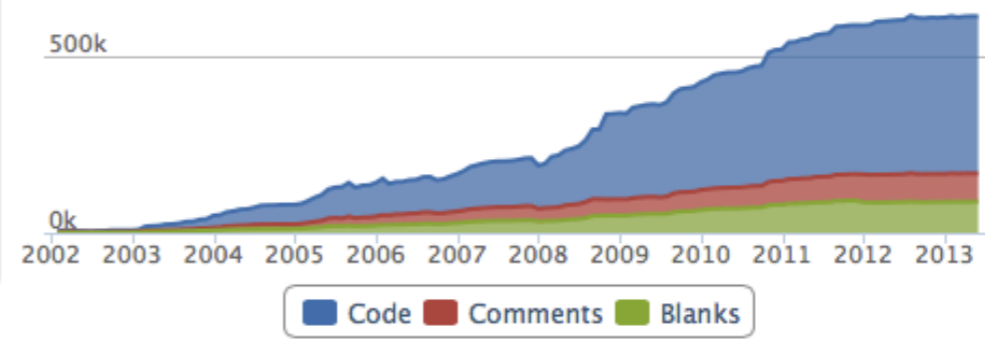
## In a Nutshell, Plone...

- ...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



## Lines of Code



# 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

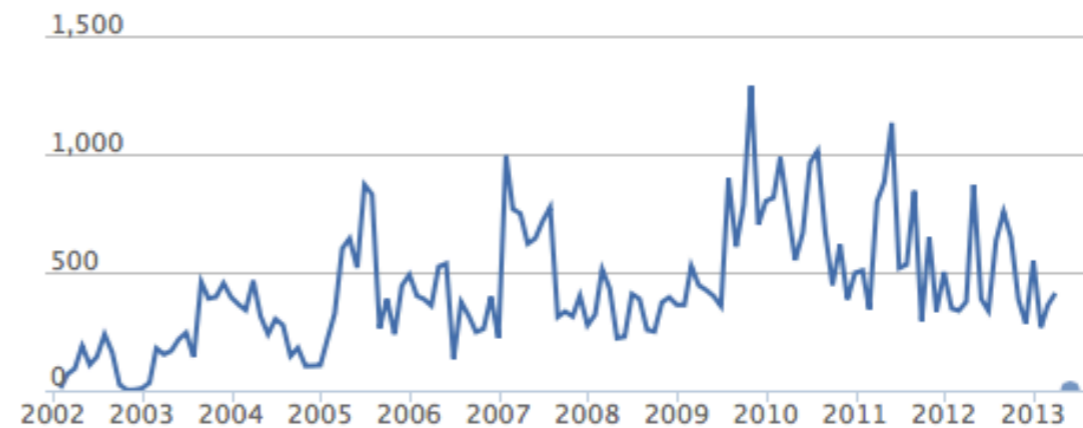
5448 Commits

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

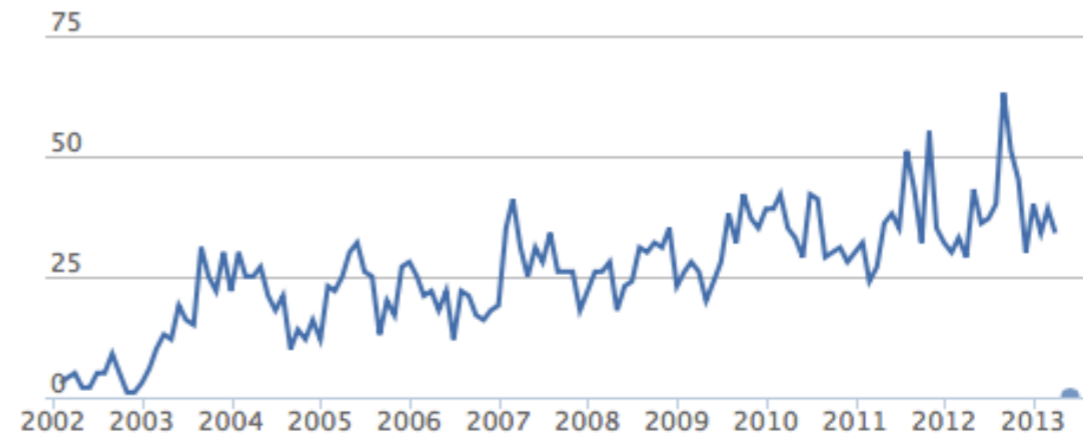


Roman Kozlovskiy



...Ulrich Hasecke

### Contributors per Month



# 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')



# 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



# 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



Ken Wasetis

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

twitter . irc . skype: ctxlken

 **CONTEXTUAL**  
Empowering Content