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Writing Assignment for Employment @ Hannon Hill

1. Who are the three main competitors for Hannon Hill's Cascade Server?

How do they differentiate themselves?

In my research I found that Wordpress, Joomla, and Drupal are the three main competitors for Hannon Hill’s Cascade Server. Even though all of these CMS’s are free and claim to be easy to download and easy to create websites they do have differences.

WordPress claims to have significantly more plug-ins, themes and other customizations available for it than any other CMS.

Drupal can be set up for anything from a simple blog to a content portal used by large corporations. It is also possible to edit root files of the program, making it the most flexible of the three content management systems.

Joomla is powerful like Drupal and customizable like Wordpress but you can also use it to create Social Networks. Joomla also claims to make creating Ecommerce faster and easier, and has more native support for these types of things.

2. What's the difference between SharePoint and Cascade Server?

SharePoint is software that enables teams and users to share ideas and collaborate on different projects. Cascade Server is software that enables users to easily create and manage their web content, which helps for them keep their business relevant and release their information faster to the consumer or users.

3. What are the three most popular web development technologies? What is the relationship with those and Cascade Server?

PHP, ASP and ColdFusion technologies are popular for web development. Cascade server is the only CMS system that offers the flexibility to integrate these technologies.

4. What are the three main industry verticals for Hannon Hill? Why are they the main ones?

Higher Education, the healthcare industry and Government are three main industry verticals for Hannon Hill. For all of these verticals, Cascade Server gives them flexible deployment, 100% browser based interface, and unlimited site management.

5. What are some of the new opportunities in the CMS market?

Integrating mobile device capabilities, the ever changing social networking technologies, and more industries are starting to implement the Agile Methodologies, all of these are new opportunities in the CSM market.