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Assignment 2

Content management systems are software or a group of applications that facilitates the creation, management, and publication of digital content. Content management systems offer the service of ease for any adopter of the system. CMS is normally adopted by individuals who don’t necessarily want to write their own code in order to produce a website from scratch, but would rather pay for the necessary foundations that are pre-built. Many large CMS companies today are backed by an even larger group of developers who provide extensible features such as new templates, plugins, online marketing tools, support forums, multilingual support.

Content management systems provide a wide range of utilities to support an even larger range of needs for users and organizations alike. A large attribute of CMS is the ability to create and manage a website with high performance and scalability. The high performance stems from the framework with which the CSM is actually constructed on which also lends itself in part to the achievement of being scalable. Also aiding in scalability is the feature extensibility of the system such as adding new sections, newer components, and other modular website pieces.

Content management systems also provides the end-users and organizations a sense of security with regard to stable performance. This particular aspect of any CMS is why many organizations gravitate to widely successful CMS -- meaning that because a CMS has so many adopters, it's unlikely that the CMS company will be underfunded and unable to pay software developers to manage and maintain the system. This quality-assurance offers a peace-of-mind for end-users and organizations.

Content management systems, whether proprietary or open source, benefit from third party management and development of the software. This translates into the alleviation of adopters having to worry about managing their website’s back-end. This is a crucial selling point to many people out there in the real world who want a website of their own to manage and push content, but not want to learn all the types of coding languages such as HTML5, CSS3, Javascript, Bootstrap, Node.js, AngularJs, Ruby on Rails, Python, PHP, C#, and many more.

The five open source CMS tools that we’ve found are as follows:

* Drupal
* Ghost
* WonderCMS
* Mobirise
* Pimcore.

Drupal is of the highest quality open source CMS platforms in the list above. Having been adopted by 9 percent of all nonprofit websites, it is a proven website that is second only to WordPress. Drupal is implemented by many institutions for having the ability to create new sites quickly and on multiple user platforms. An additional strength would be that Drupal is touted as a robust CMS in that it is stable with no single point of failure. On the other hand, Drupal has been noted to have weaknesses such as: usability, backwards compatibility, and performance.

Ghost is of similar quality to Drupal, however its adoption is lackluster in comparison. It is important to note that, although Ghost isn’t widely adopted, it is highly praised in the marketplace for having a large variety of publishing tools, a fully managed PaaS, and being directed by a nonprofit. Ghost’s weaknesses are that it is not as secure as other platforms simply because it is built on the Node.js library which is not meant for a shared hosting environment, and also because of Node.js running server-side it demands a large amount of processing resources.

WonderCMS claims to be the smallest CMS in the world which helps shed some of the time necessary for loading webpages. Another strength for WonderCMS is its ability to manage content from the user-perspective, as in, live on the page. For having such a small footprint on the website resource files, WonderCMS still offers plenty of plugins for the users. An obvious weakness with WonderCMS is that it isn’t as scalable, and isn’t as responsive to different platforms as other systems are.

Mobirise is similar to WordPress except that they focus primarily on mobile platforms such as tablet computers and capable cellular phones. They offer the ability to create small to medium websites, and various web sites. Their website is notably targeting “non-techies”

Proprietary CMS’s have their advantages and disadvantages, like anything else. They are built and maintained by that company and source code is not open to the public, although an open framework (API) can be provided. The company that created the CMS will typically host and will license it for a fee to other businesses wanting to use it. Some of these types of CMS’s include:

* Episerver
* OU Campus
* Altitude3.Net
* IBM
* Kentico

Episerver operates on the Microsoft platform with C#, ASP.Net and MS SQL Server. A fully customized platform ranges from about $40,000 to $250,000 and requires both internal and external developers to implement and maintain. It is rather expensive, but it can be tailored to perfection for that company’s specifications.

OU Campus is a CMS that was designed specifically with universities in mind using Java. There are many tools and add-ins that make this CMS functional for the purpose of higher education; however, that is all that it can truly serve.

Altitude 3 is a .NET CMS that supports SQL Server databases and utilizes Search Engine Optimization. One downside is that is does not support commerce, which is important for business growth.

IBM CMS is one of the most powerful proprietary content management systems ever developed. IBM describes having designed the system to focus on bringing people, information, and business processes together.

Kentico is a .NET based CMS that supports a number of features including eCommerce, blogging, forums, and messaging, preventing the user from having to utilize add-ons. This helps create a seamless system for the user, all while being fully customizable.

Charities (nonprofits) have a unique opportunity when it comes to the utilization of a content management system. First and foremost, they are almost always operating on little resources in regards to their operations, let alone their online content. A CMS is a great opportunity as it allows for easy setup and maintenance for free or a low subscription cost. In addition, most CMS’s have a user-friendly interface, so that almost anyone can use it at any stage. This allows them to create and maintain a website on their own at a low cost as well as not having to pay for someone to help with the maintenance.

npENGAGE conducted a study of 808 nonprofit organizations’ websites to see how many CMS’s were being utilized and what CMS’s were being used most. They found that 42% were using industry leader Wordpress, with 96 other CMS’s covering the other 58% of nonprofits. This seems to be the favorite because of it’s ease of use; many charities do not want to spend a considerable amount of time and staff resources learning a CMS that will too complicated to setup and maintain.