**Assignment 2**

CIS 320 – Section 1

Due: 1/31/18

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A content management system is a software tool that helps create and manage digital content. This is a very easy way to manage users and content and is an attractive application for those who are not tech-savy, such as the current HOOF members. Instead of starting from scratch and making a website from code, a CMS can be used to quickly and easily integrate an organization’s database, ideas, and users and allow them to modify it when needed.

There are many types of content management systems that offer a range of services and features. Some features include plugins which make it easy to connect the organization’s social media accounts. There are also multiple simple features offered such as search and retrieval, themes and layouts. Some also have one-to-one marketing which make the website more user oriented. Amazon uses this feature. If a user looks up a product, they will start displaying similar products or producing ads of that product. These features are very useful for both the user and the organization.

Open source content management systems are very attractive for an organization such as HOOF because they can modify it whenever and however they want and is also free and available. WordPress is currently the most popular CMS available with over eighteen million installations. Its strength is that it is very popular, meaning it is easy for the site to gain traffic, but of course it is also its weakness because it is an easy target for hackers. Therefore, constant software updates must be made, which is more work for the organization’s admin. Joomla! is the second most popular with over 2.5 million installations. Drupal is also another popular CMS. Their strength is that some functionalities are included without installing extensions, but its extensions are harder to install and may need someone who is more experienced in information technology for assistance. TYP03 is popular for larger companies, which is harder for smaller companies such as HOOF to implement due to its level of difficulty and training. Contao is a smaller community and has high security standards. It is great for small organizations, but if an organization were to get bigger, Contao would not be a good CMS because it does not support multi-level workflows.

Unlike open-source, propriety CMS are not free, and users usually have to pay a licensing fee. Telerik Sitefinity, Expression Engine, Kentico, Episerver, and Sitecore are five popular propriety CMS with the most popular being Telerik Sitefinity. None are as popular as open source CMS, with the Telerik having about 700,000 users. All offer the basic features such as templates and flexibility. All their strengths are that they are mobile ready and very customizable. Kentico’s biggest weakness is that it is the hardest CMS to learn and adapt. All share a similar weakness, which is the fee. Telerik fees reach up to $30,000 being the most expensive, and Expression Engine being the cheapest at $300 per website. Propriety CMS is also the less popular of the two as open source CMS offers these features for free.

Currently, HOOF does not have a big budget for a website as most of their money goes to their summer camp activities, therefore open source CMS is the logical path to go. Out of the five, WordPress and Contao are the recommended CMS. They are both easy to use and learn, offers multiple features and free. Contao would be the choice for short-term ease and financially and technologically, but for the long-run it is much safer to invest in WordPress. WordPress is the most popular CMS which will bring national traffic to this small, local non-profit organization. With its downside being its constant updates, new computers may be needed for the organization to keep up with the updates. The money that could have been used for a licensing fee if they were to choose a propriety CMS could be used for new computers, which the organization desperately needs.

Payment management systems allows user or companies to manage transfers of money from the consumer/donator to the company. This play a huge roll in allowing the intake of cash into the company. There are many payment systems available, but they vary in their capabilities and limitations. HOOF has a variety of payment systems that they can use that are free of charge other than transaction fees.

These systems allow users to manage payment data and track where the money has come from. Many PS come with security features the allows for encryption of important data. PS acts as an online middle man for cash and its very important that its distribution and transfer is secure. Many PS sees limitations in customer support and adequate features for the sizes of organizations.

Fundbox is easy to register and integrates with quickbooks which the current payment tracking HOOF is using. Fundbox does not have a mobile system which would be nice to have in a small organization.

Braintree has windows mobile support and has similar features to Fundbox. The downside to Braintree is its customer service. According to reviews their customer service takes a while to respond to question.

Stripe is also an option with very great reviews and has much of the features as Braintree but is more towards iPhone and Android mobile apps. Stripe although lacks features such as quickbooks support.

Square Point of Sale is one of the best free PS available with many features such as inventory tracking and a loyalty program. This PS only has quickbooks online which can be an issue when transferring data.

Venmo is one of the simpler PS but has very developed security features with data encryptions. Its online support is also one of its upsides. There are features lacking such as no inventory tracking.

PaySimple is $49.95 a month which is a lot, but it comes with HTTPS for all pages, PCI and DSS security, and encryption for data. Most reviews say that this is not a PS that is good for expanding companies but should be sufficient for HOOF.

PayPal is $5 a month, its very well known and is currently what HOOF is trying to set up. PayPal comes with excellent security, mobile management and inventory tracking. Quickbooks online is also support. PayPal has similar features with man free PS such as Square Point of Sale and Stripe.

My recommendation for HOOF would be PayPal, considering it’s the most known and very easy to get started. HOOF already has interest in using this system and $5 subscription fee is very minimal. PayPal offers accessibility to a lot of users considering is very popular. PayPal offer top of the line data encryption and foreign theft protection. The inventory management and mobile support features provide convenience.