

Content Management Systems (CMSs)

Continued

The Industry

- EVERY large website uses a Content Management System
 - Too much content requires: distributed content management
 - UR, UPMC, Xerox, Kodak, Excellus BCBS ...proprietary CMSs (Cascade, Kentico, Ektron, IBM Websphere)
 - Cornell University, The Whitehouse ...open source (Drupal)
- Small company/organization requirement: edit thy content
 - Autonomy from web developers for the small stuff
 - WordPress = most popular; plugin & theme development community

Web Developers and CMSs

- Each CMS: very different; a lot in common
- Dynamic Website = Design Complexity x 1,000%
 - Test for each browser
 - Test for each page
 - Test for each condition
- CMS = a lot of constraints!
 - Dozens (hundreds?) of PHP Includes
 - Lots of PHP-wrapped SQL statements
 - Themes/Plugins ...buggy and/or not extendable (dead-end)
 - Customizations = risk
- Developers must "Back the Right Horse"
 - Learning curve
 - Frameworks
 - Themes
 - Plugins
 - Remember *Movable Type*? (nobody does)

The Promise vs. Reality

- "Anyone can do it"
 - "Fire the web developers!", "People on the dock will be able to update the website."
- *Ektron Salesman, 2012*
- Trade-off: flexibility vs. ease of use

