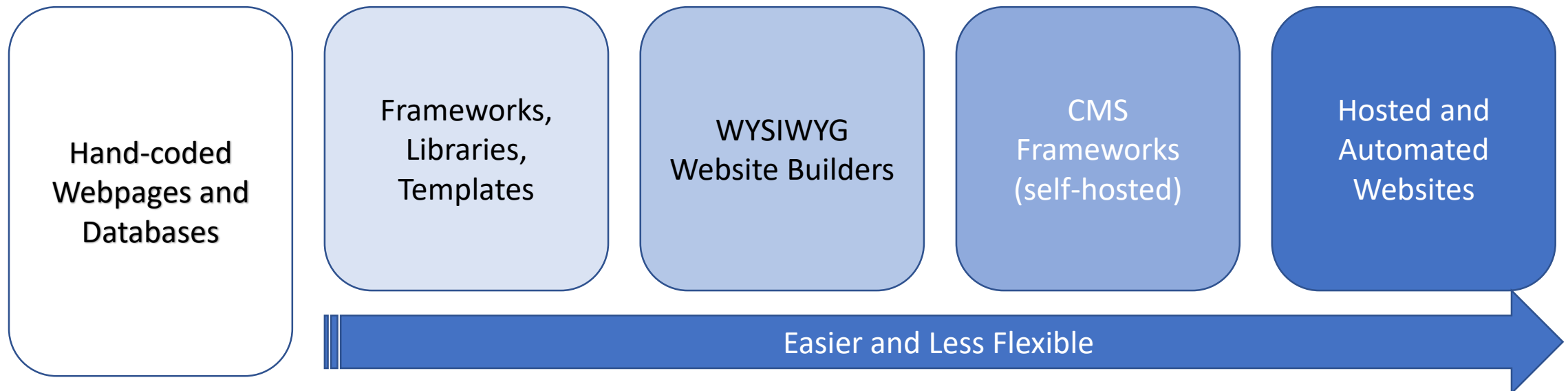


# Content Management Systems (CMSs)

Continued

# 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



# The Industry

- EVERY large website → CMS
  - Required: 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: less dependency
  - 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)