

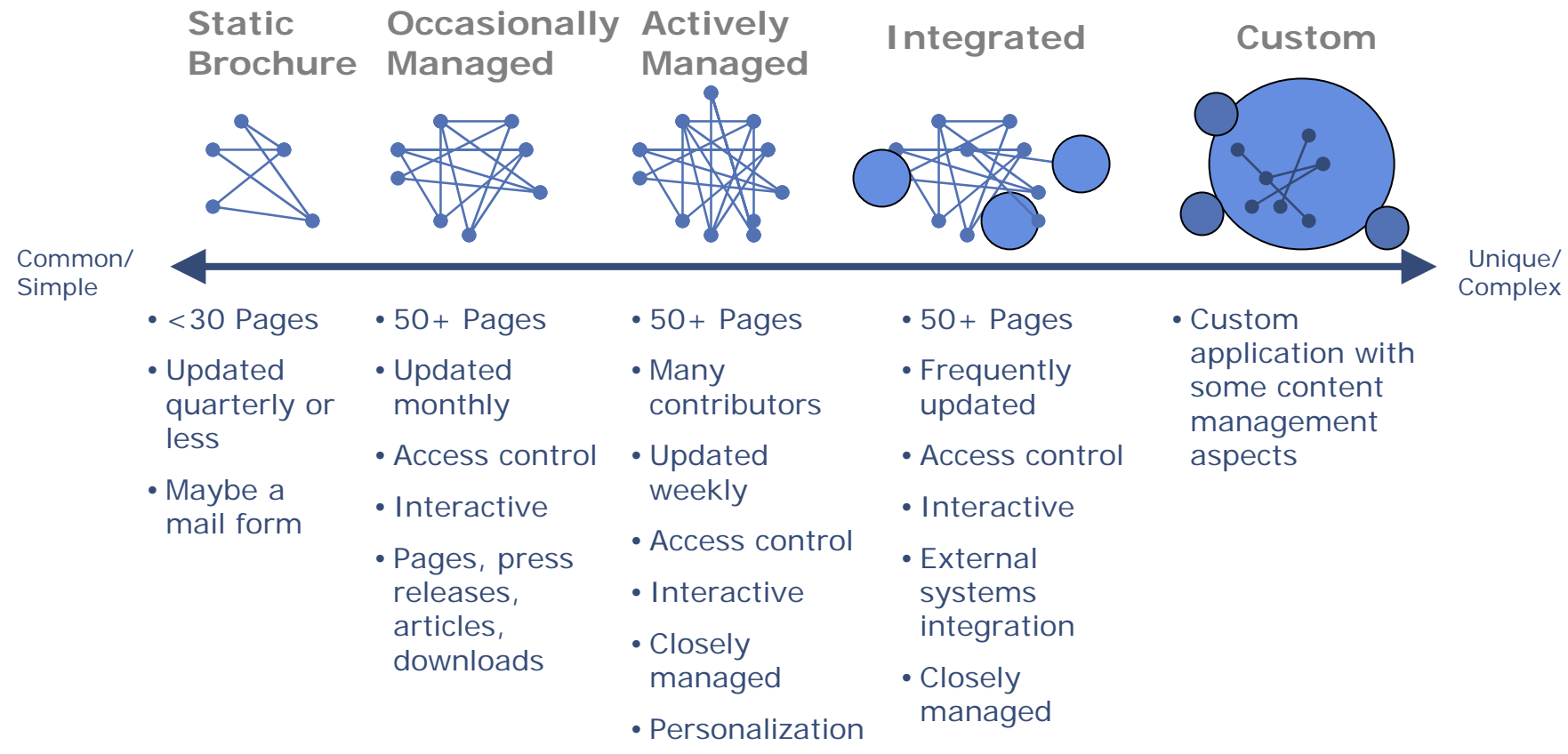


## When Open Source?

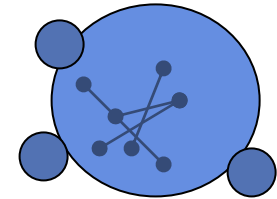
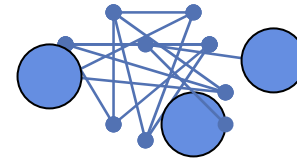
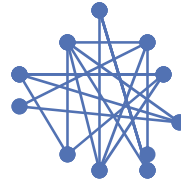
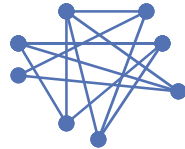
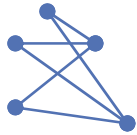
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Gilbane Conferences on Content Management  
Technologies | Boston, 2005

# The web CMS requirements spectrum



# Desired Solution Characteristics



<ul style="list-style-type: none"> <li>◆ Low start-up costs</li> <li>◆ Design freedom</li> </ul>	<ul style="list-style-type: none"> <li>◆ Low start-up costs</li> <li>◆ Low operating costs</li> <li>◆ Simplicity</li> <li>◆ Reliability</li> </ul>	<ul style="list-style-type: none"> <li>◆ Reliability</li> <li>◆ Scalability</li> <li>◆ Optimized for usability</li> <li>◆ Monitoring features</li> <li>◆ Admin features</li> </ul>	<ul style="list-style-type: none"> <li>◆ Open API</li> <li>◆ Scalability</li> <li>◆ Configurability</li> <li>◆ Extensibility</li> </ul>	<ul style="list-style-type: none"> <li>◆ Architectural compatibility</li> <li>◆ Extensibility</li> <li>◆ Standards support</li> <li>◆ Future of technology</li> </ul>
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## Solution type

One-off static HTML website

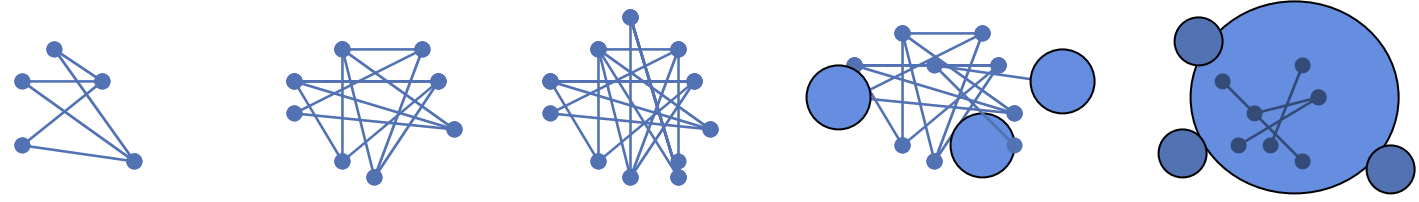
Basic WCM

Optimized WCM

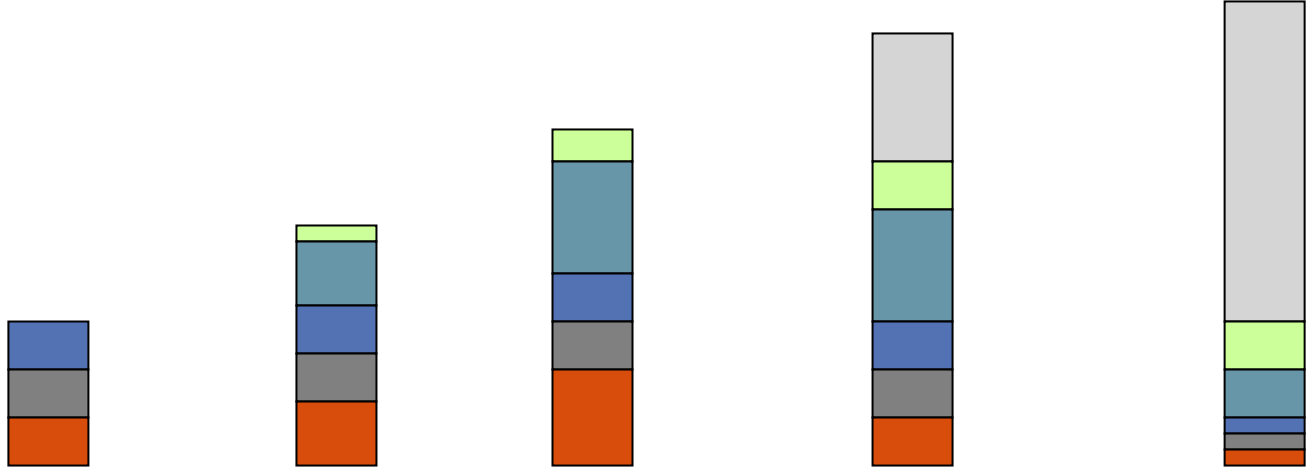
Open WCM

WCM Framework

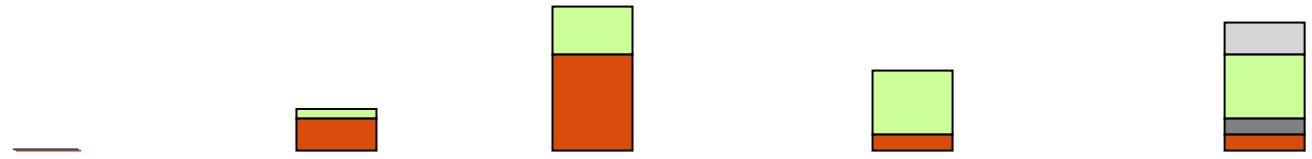
# What goes into these solutions?



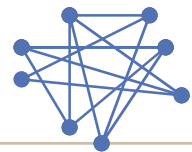
Startup



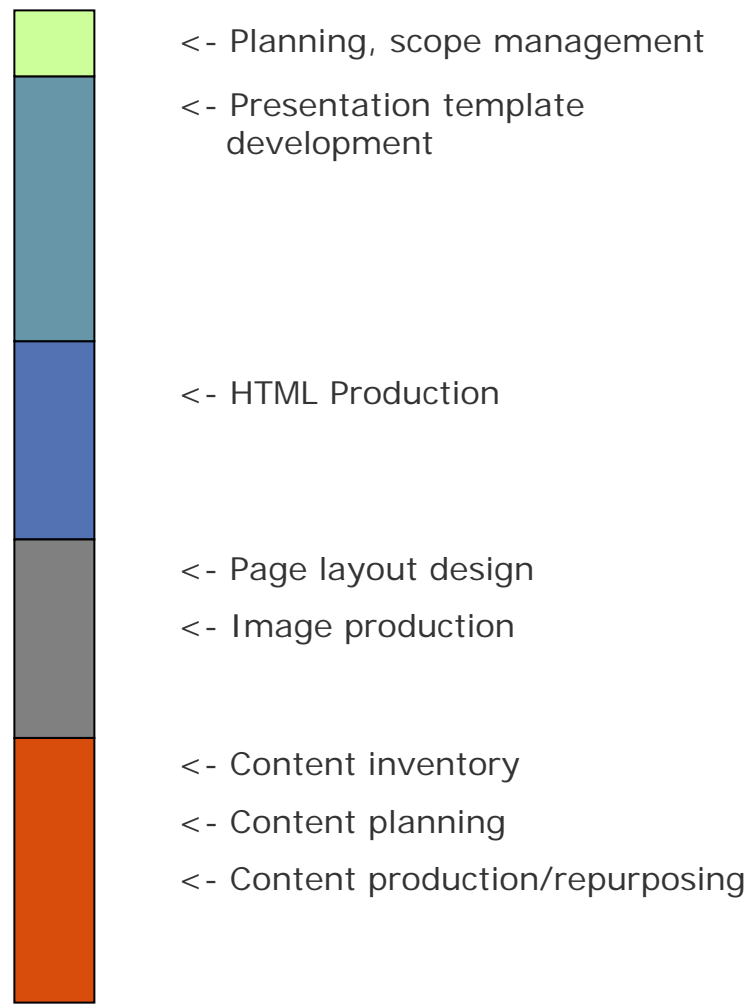
Ongoing



Application dev
Site Management
Scripting
HTML Production
Graphic Design
Content Production



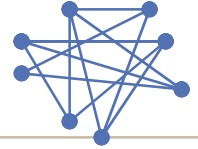
# Basic WCM: project profile



Application dev
Site Management
Scripting
HTML Production
Graphic Design
Content Production



Same of commercial, ASP, and OSS

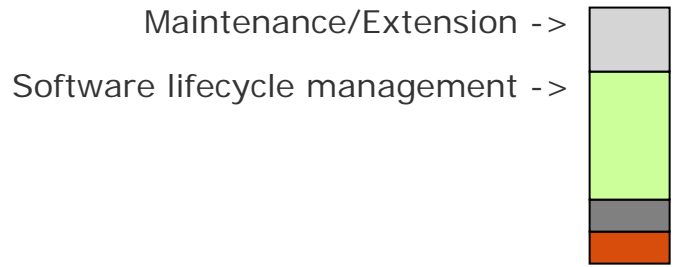
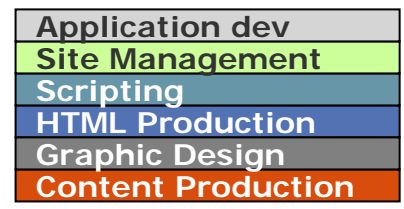
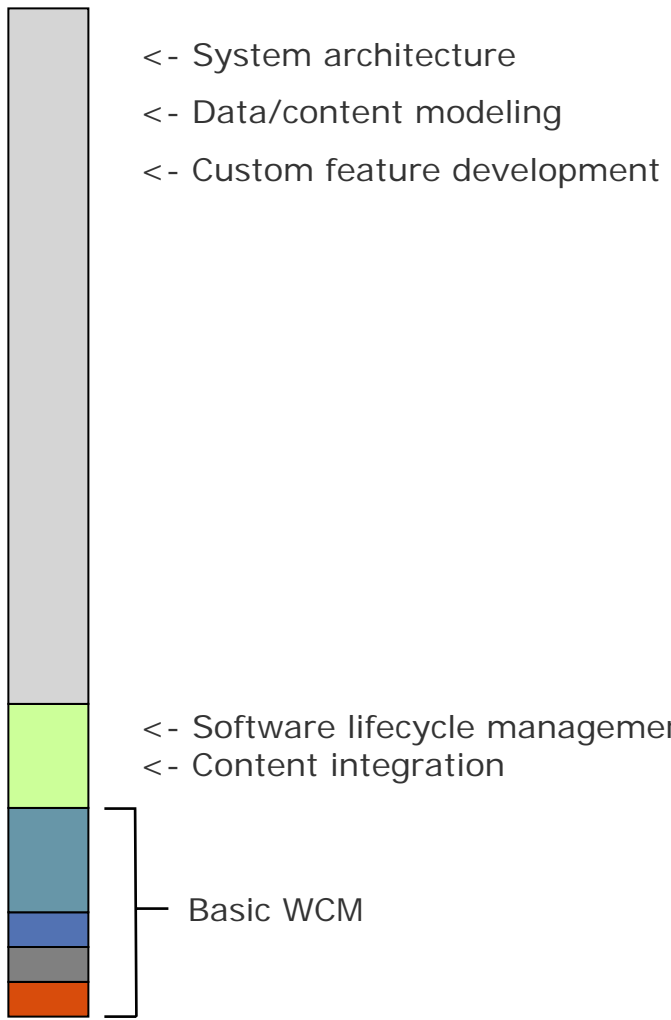
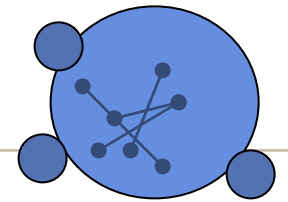


## Basic WCM: why open source?

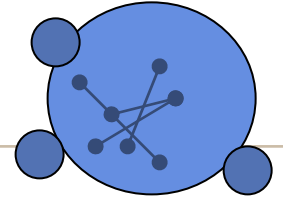
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- ◆ Low software costs (license and support).
- ◆ You have minimal support needs.  
Leverage the community when needed.
- ◆ You have minimal advanced management needs. You can make compromises in the UI.
- ◆ Your solution can evolve over time by adding modules and extensions.
- ◆ This segment of the commercial software market is extremely volatile.

# WCM framework: project profile



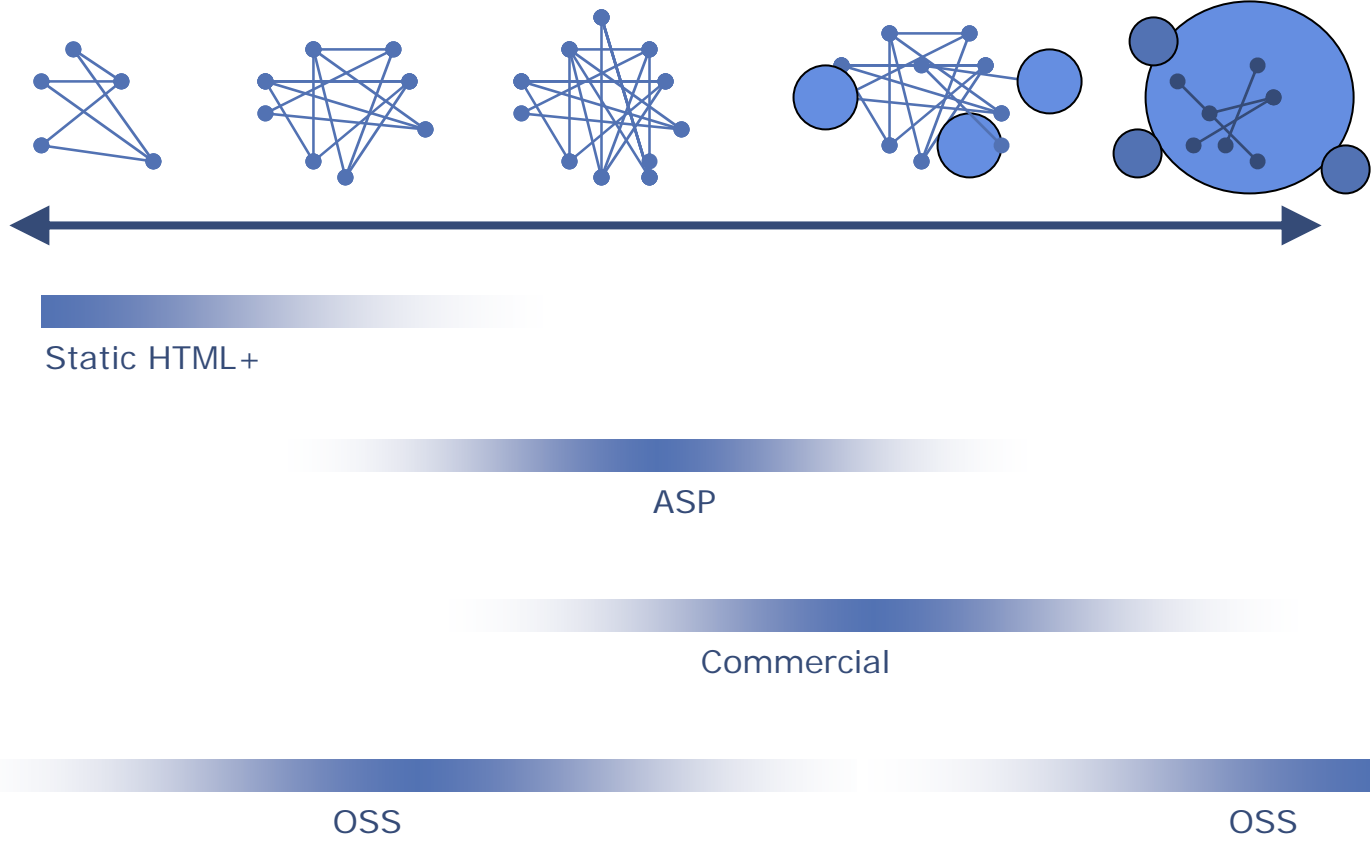
Same of commercial and OSS



## WCM framework: why open source?

- ◆ The solution is going to require extensive customization. “Out of Box” functionality will frequently be re-written.
- ◆ You already have in-house software development capabilities.
- ◆ Focus investment on the unique parts of the application. Assemble the rest.
- ◆ Investing so much on a proprietary platform is risky.
  - Future of the product
  - Forced upgrades
  - Difficulty in support
- ◆ Adherence to standards is critical.

# The Spectrum: Web Content Management



## Other factors

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- ◆ Existing technology portfolio and skills
- ◆ Organizational dynamics
  - Relationship between I.T. and business units
  - Accounting factors
  - Culture
- ◆ Outsourcing policy
- ◆ Nature of the content

## Some parting thoughts

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- ◆ Technology is just one aspect of content management
- ◆ CMS implementations always involve some degree of “building”
- ◆ There are compelling opportunities for OSS beyond traditional web site management:
  - Community portal
  - Collaborative workspaces

# Thank you

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