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Content Management System (CMS)



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What is a CMS?



What is a CMS?

- A Content Management System (CMS) is software that makes it easier to create, edit and publish content on a web site. The features of a CMS system vary, but most include web based publishing, format management, revision control, search and rollback. Content Management Systems can range from small applications to huge enterprise-wide solutions. Respectively, they can be simple or complex.



What is an ECM?

- Enterprise Content Management (ECM) describes software used to capture, manage, store, and control enterprise-wide content, including documents, images, e-mail messages, instant messages, video, and more. ECM software is used to assist in content control associated with business process, and can be used to assure compliance. [*Gartner*]



What is a WCM?

- Web content management (WCM) is a bundled or stand-alone application used to create, manage, store and deploy content on Web pages. Web content types can include text, graphics and photos, video or audio, and application code that renders other content or interacts with the visitor. WCM may also catalog or index content, select or assemble content at runtime, or deliver content to specific visitors in a personalized way or in different languages. [*Gartner*]



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Why use a CMS?



Why use a CMS?

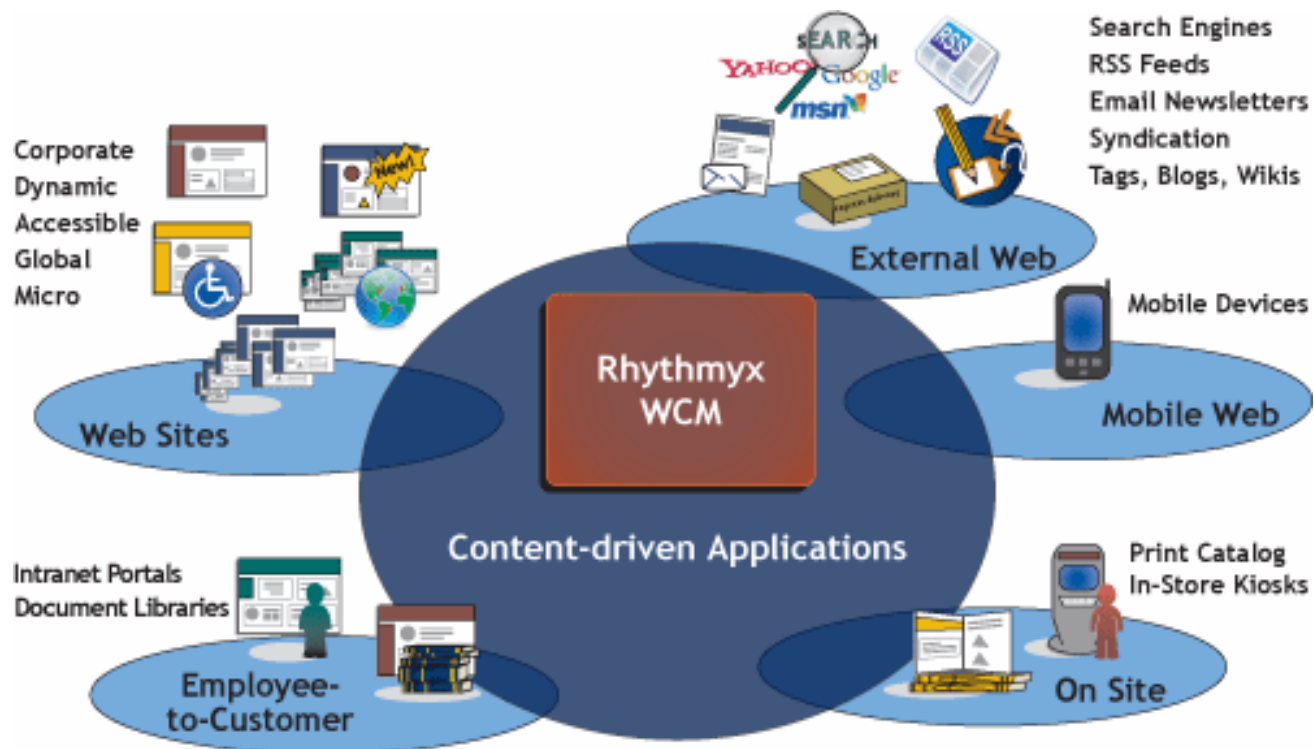
- To provide a process management framework needed to accomplish both organizational desires and requirements for day-to-day management of content and websites.

Increase productivity and reduce costs

- Simple method for contributors to handle their many content-centric tasks
- Automates efforts and unifies the work of people in a multitude of roles. (Managers, content specialists, designers, etc...)
- Collaborate in a Web-based environment by providing tools to manage email, threaded discussions, and configurable workflows and approval chains
- Enables managers and site administrators to assign and monitor tasks
- Reduce the complexities of managing information



Percussion Rhythmyx





Expectations

- A CMS will make your tasks easier to manage by enforcing a workflow-driven process. An established business process and workflow are keys to the success of your project.



Business process

- A set of tasks that accomplishes a business goal. Each business processes is composed of certain standard sets of tasks performed in a particular sequence. Example: processing a project request, scheduling a meeting or hiring an employee.



Workflow

- Very simply, it is the way work gets done from start to finish. Describes the tasks, procedural steps, organizations or people involved, required input and output information, and tools needed for each step in a business process.



Enterprise Content Management Applications

- Serena Collage, <http://www.serena.com/>
- Percussion Rhythmyx, <http://www.percussion.com/>
- Ingeniux, <http://www.ingeniux.com/>
- What basic features do all these CMS applications provide?



Content Authoring, Editing and Management

- Web-based interface
- Content stored and managed in database repository
- XML and XSLT stylesheet templates
- Document upload, drag 'n drop
- WYSIWYG editing
- Desktop application integration (e.g. Office, Photoshop, Excel, etc...)
- Document comparison and content versioning
- Content preview and staging
- Content re-use in a one or more websites
- Accessibility compliance
- Spell check



Workflow, Collaboration, and Security

- Workflow management
- User and group permissions
- Document check-in/check-out
- Authentication (Active Directory, LDAP, ect...)
- Rollback
- Full content search
- Scheduled backup of all site content (including documents and images)
- Archiving
- Change tracking and auditing
- Metadata management (content categorization)
- IM, email, forums, notification, approval process
- Task management



Publishing

- Scheduled and manual publishing
- Multi-site publishing
- Publish to external database
- Friendly URLs
- Printer friendly pages
- Native content syndication (RSS, NewsML, etc...)



Standards Support

- Section 508-A compliance
- Web services support (WSDL, SOAP, ect...)
- Support for common scripting languages (ASP, JSP, PHP, CFM)



Technical specifications

- Dedicated CMS server
- Dedicated Database server
- Dedicated Web Server

Technical roles and responsibilities

- **CMS Administrator**
 - Installs and configures the CMS, updates and patches, daily back-ups, read daily logs and monitors the application's performance. Subscribes to vendor blogs and lists to keep abreast of issues, new modules, tips and upcoming development. Creates user accounts with associated access privileges. Provides technical support for the CMS application and acts as the liaison between the vendor and ITS
- **Developer**
 - Custom programming for CMS (modules, templates), create new templates
- **Database Administrator**
 - Manages database and user accounts, daily back-ups, performance monitoring, updates and patches



Technical roles and responsibilities

- **Web Developer/Designer**
 - Website design and graphics, Information Architecture, manages digital content, customer support
- **Systems Administrator**
 - Manages web server, read logs, updates and patches, monitor performance, configuration, back-up and recovery, user management, hardware upgrade

CMS - Roles and responsibilities

- **Department/Division Project Manager**
 - Manages website projects, primary contact person for CMS projects, defines project requirements and roles, approves content and pages, schedules content updates, and develops, refines and manages workflow
- **Content Specialist**
 - Writes, edits and publishes content
- **Technical Lead/Web Developer**
 - CMS Administrator (creating and managing user accounts/roles), information architecture, create pages, manage digital content, training and provide technical assistance



Joomla!

- ITS Communications interim CMS
- Joomla! is an open source CMS that is freely available to everybody
- Joomla! is a production of Open Source Matters, the same team that developed Mambo Content Management System.
- <http://www.joomla.org>



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