Breaking down the door

OpenCMS in the UK Market

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Easily add RSS feeds to an OCMS website

www.futurate.com/resources/ocmscodelibrary/
About Futurate

- Based in northern England
- 10 mixed discipline staff
- Full service agency
- National client base
- Long experience of content management
- Lots of bespoke work
- asp.net/Java/PHP

- No specific commitment to open source….
OpenCMS at Futurate

- Adopted in 2004
- 12 deployments
- Typical project length – 6 months
- Value – upto £100,000
- No ‘out of the box’ solutions
- Why OCMS?
  - Our skillset
  - Modular architecture
  - User experience
  - Customer base
  - Cheap!
Four possible CMS solutions
Each situation is different:
  ◦ Technical fit
  ◦ Budget
  ◦ How closely does our solution fit requirements
  ◦ How can we add value
In most cases OCMS is part of larger package
The phrase ‘open source’ hardly ever appears in an RFQ
Example project - Artsderbyshire

- [www.artsderbyshire.org.uk](www.artsderbyshire.org.uk)
- Derbyshire local authority
- Multiple stake holders
- 1200 registered artists
- 4000 visitors a month
- Lots of bespoke end user functionality
- £100,000+ (80,000 euro)
The Nature of the Buyer
Decisions are usually panel-based
IT Manager is one of many
Solutions are often hosted externally
Buyer is usually very ‘time poor’
A CMS is a communications tool
Marketing and communications are key decision-makers
  ◦ Buyers are non-technical. That is the aim of a CMS….
  ◦ They generally don’t care about the same things as you…
Buyers value – track record

- Who is using OpenCMS?
- How long has it been around?
- Will it be around next year?
- Will the supplier be around next year?
- What known brand names are associated with the product?
- What successful projects are associated with OpenCMS?

A track record helps buyers feel more secure
Buyers value – ease of use

- They want to be able to manage their content without thinking
- They want a slick, well thought through interface
- They want an interface that understands them
- They may never touch user management, database admin etc
Buyers value – feature set

- They want:
  - discussion forums
  - blogs
  - wikis
  - mailing lists
  - RSS feeds
  - membership areas
  - single sign-on

- But they want ease of use
Buyers value support

- CMS adoption is high-risk
- Users have low tolerance for technicalities

Buyers want:
- A helpdesk
- Documentation
- Training
- Accreditation
- Partnership
But what about open source?

- The concept is too difficult
- They are not part of your community
- Their concerns are different to yours
- They want safety and security
- They have enough to do
- The benefits can be a myth
  - Low cost?
  - Flexibility/freedom
- Buyers often don’t care…open source is not a USP
... OpenCMS has lots of competitors ...
## OCMS Scorecard

<table>
<thead>
<tr>
<th>Key concern</th>
<th>Audience score</th>
<th>My score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ease of use</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Credibility</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Feature set</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Developer documentation</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>End user documentation</td>
<td>2</td>
<td></td>
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<tr>
<td>Ease of development</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Product maturity</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Competitive ‘edge’</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>
Driving OpenCMS forward
Improve the user interface

- Enhance direct edit
  - Page creation: Folder creation: Move/rename/delete

- Rethink workplace
  - Improve terminology
  - Reduce clutter
  - Drag and drop
  - Bury administration functionality

- Focus on the end user
  - They love MS Windows
  - Sort out the editor!!

- Make ‘ease of use’ the unique selling point (USP)
Analyse the competition

- What does OpenCMS offer that other products don’t
- Can OpenCMS occupy a niche?
- Is it sensible to compete with SharePoint?
- How is OpenCMS ‘positioned’?
- What do users want?
- Why is Drupal becoming so popular?
Extend the feature set

- Add new features ….
  - Wikis
  - Blogs
  - Forums
- …or provide reliable connectors for other products
- Improve documentation for end users
Where is the community?

- OpenCMS will only flourish with the efforts of a vibrant community
- Java ain’t easy, but OpenCMS development can be …
- Look at what bigger players are doing
  - SugarCRM, Alfresco
- Draw in other disciplines
- Accreditation of third party extensions?
- GET THE INTERFACE RIGHT!!

And remember …..
Evolve or die

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www.futurate.com