



Content Management For the Masses

Cost Effective Content Management
January 27th, 2010

we do more.



Agenda

- Housekeeping
- About Centare
- Introductions
- Definition
- Key features
- Licensing
- Demo (WordPress, Kentico)
- Call to action

About Centare Group

- Company Facts:
 - Established in 1999
 - Privately held
 - Headquartered in Brookfield, WI
 - Specialists in:
 - Custom Application Development (.NET, Java, PHP)
 - SharePoint Development and Customization
 - User Experience
 - IT Strategy and Optimization
 - Interactive Development
- Mission:

Help our clients achieve success through the delivery of *appropriate* technical solutions



Introductions

- Alex Hardin
 - Centare Group Consultant / Kentico Specialist
- Adam Rivera
 - Centare Group Consultant / WordPress Specialist



Definition

- A CMS is a web application that allows efficient and simplified control over the content of a website



Simplified

- Usable by non-technical users
- Developers/designer and templates
- Content editors and pages
- Similar to word processing tools

Efficient

- Streamlined web interface
- No calls to IT!

Why Use a CMS?

- Simplify and control website processes
- Tracking and moderation
- Empower non-technical

Licensing

- Open Source vs. “Free”



Open Source

- Several different licenses
- Allow viewing, modification and distribution of original source code
- Free to use
- Usually a large community driving development
- Free support

Open Source - Examples

- Firefox
- Filezilla
- Open Office (free office suite similar to MS Office)
- Joomla, Drupal, Wordpress
- PhpMyAdmin, XAMPP, TortoiseSVN, DotNetNuke, Hibernate



Non Open Source Free

- Not able to view or edit source code
- Free to use within the terms of the license
- Any extensions or modifications will come from the company
- Usually restricted functionality
- Support is not free
- May not be licensed for commercial use without a fee

Non Open Source Free - Examples

- Kentico
- Internet Explorer
- Safari

Licensed

- Purchased product
- Product is backed by a company

Plugins

- Extend the core functionality of a product
- Could be open source or paid product



Plugins - Examples

- Twitter feed plugin
- Event calendar plugin
- Newsletter plugin
- Custom Developed plugin

Demo

- WordPress / Kentico background
- Templating
- Media
- Governance and Workflow
- Plug-ins
- E-Commerce

Questions?



Call To Action

- Contact Tim Eiring to schedule a CMS Fit Analysis for your website.
 - Tim.Eiring@centare.com

Thank You!!

- Alex.Hardin@centare.com
- Adam.Rivera@centare.com
- Slide deck will be available at www.centare.com

