Breaking down the door

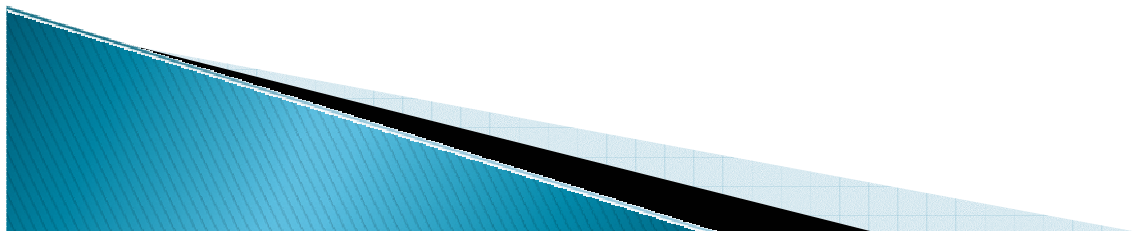## OpenCMS in the UK Market

Jonathan Grove
Managing Director – Futurate, UK
jonathan@futurate.com

Download this!

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!

Pitching OCMS

- 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
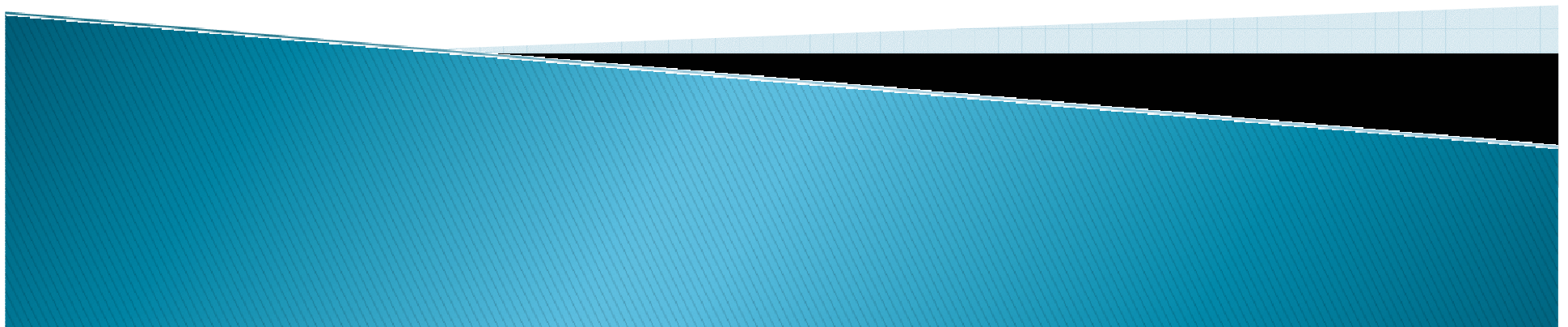- The phrase 'open source' hardly ever appears in an RFQ
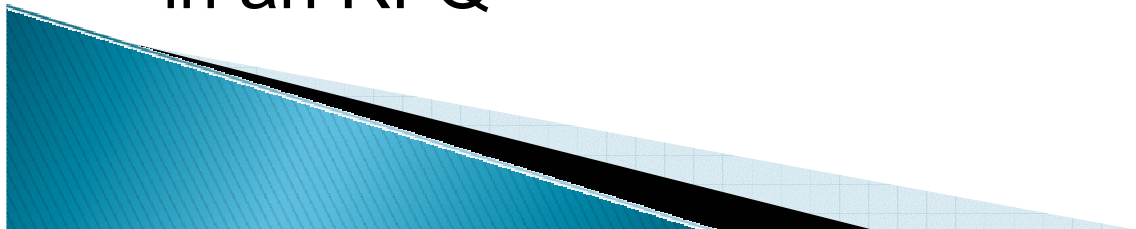
Example project - Artsderbyshire

- www.artsderbyshire.org.uk
- Derbyshire local authority
- Multiple stake holders
- 1200 registered artists
- 4000 visitors a month
- Lots of bespoke end user functionality
- £100,000+ (80,000 euro)
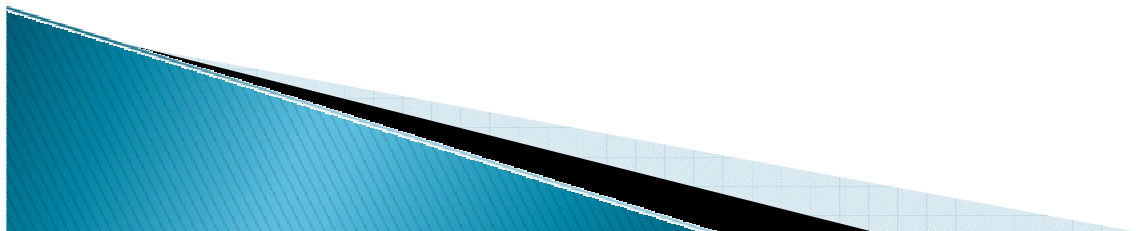
The Nature of the Buyer

Context

- 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…
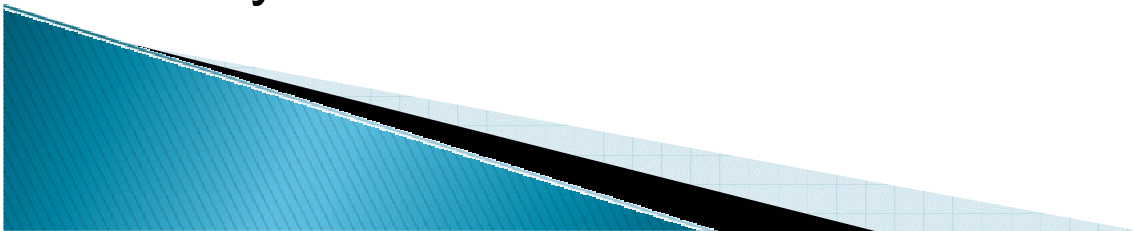
Buyers value – track record

- 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
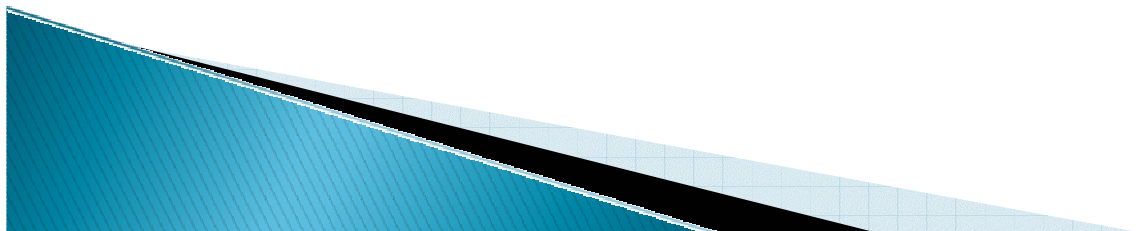
Buyers value – ease of use

- 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 <u>them</u>
- They may never touch user management, database admin etc
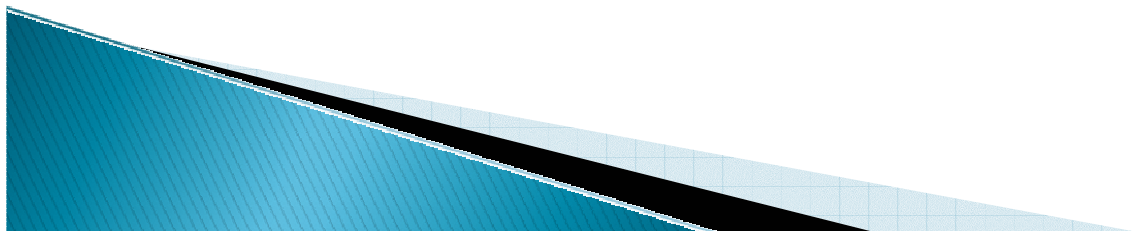
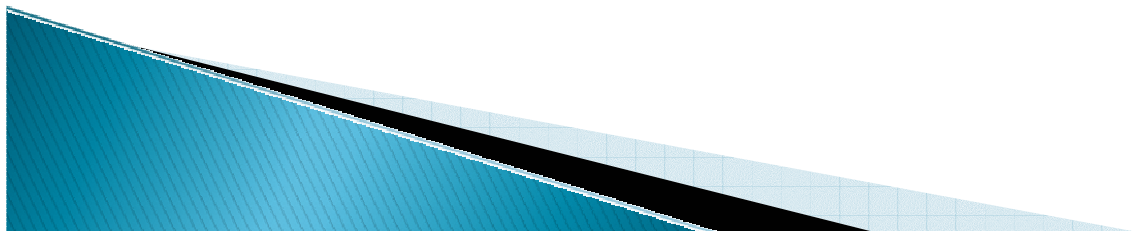# Buyers value – feature set

- They want:
  - discussion forums
  - blogs
  - wikis
  - mailing lists
  - RSS feeds
  - membership areas
  - single sign-on
- But they want ease of use
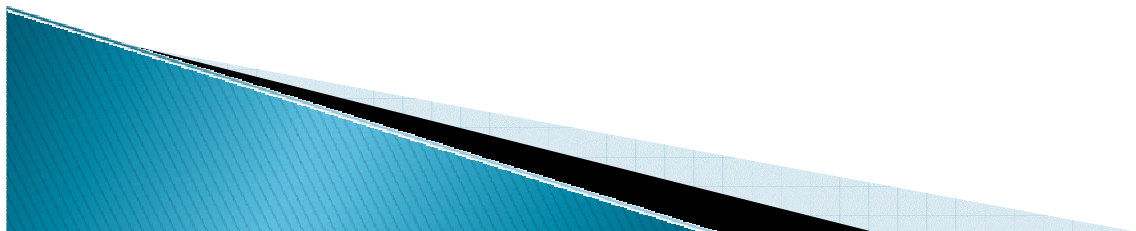
Buyers value support

- CMS adoption is high-risk
- Users have low tolerance for technicalities
- Buyers want:
  - A helpdesk
  - Documentation
  - Training
  - Accreditation
  - Partnership
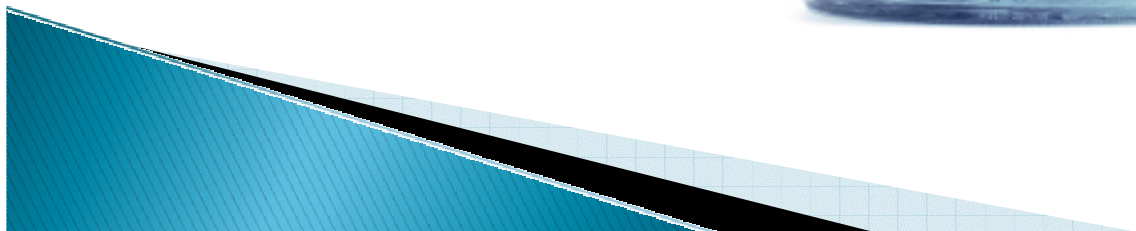
But what about open source?

- 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
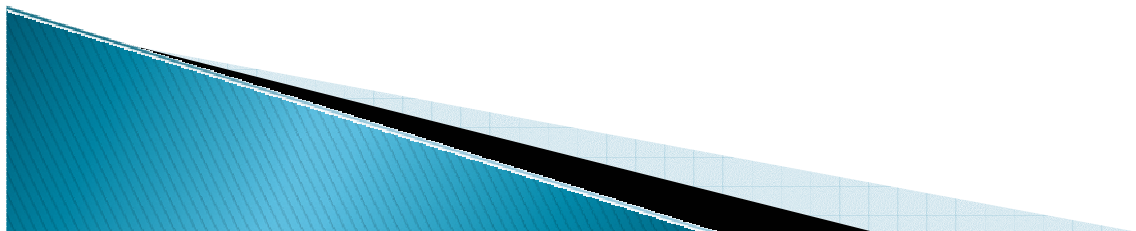- Buyers often don't care…open source is not a USP
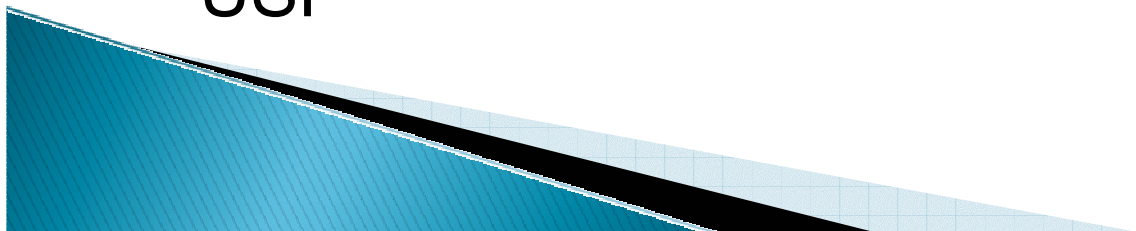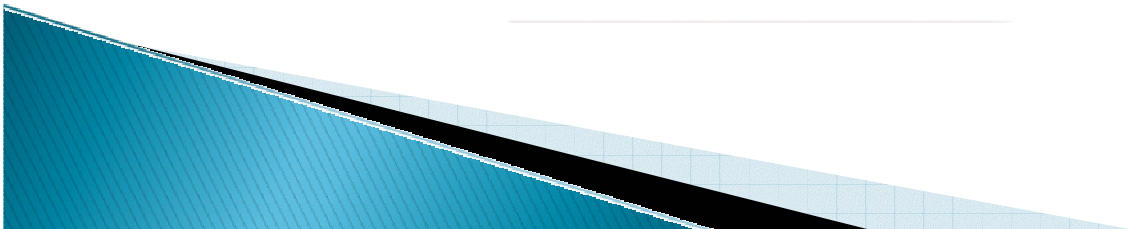
… OpenCMS has lots of competitors …

OCMS Scorecard

| Key concern	Audience score	My score
Ease of use		5
Credibility		7
Feature set		4
Developer documentation		7
End user documentation		2
Ease of development		5
Product maturity		7
Competitive 'edge'		3

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)
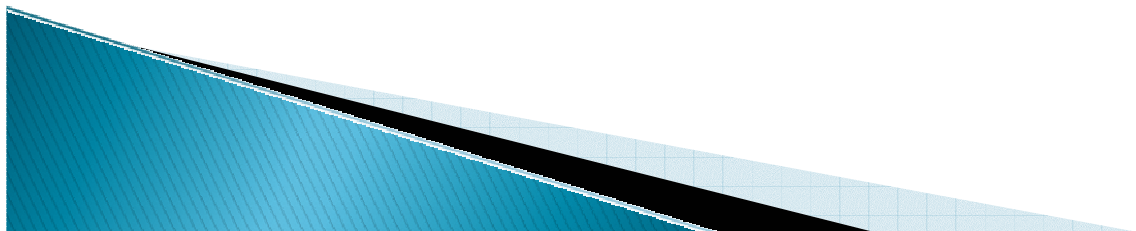
Analyse the competition

- 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?
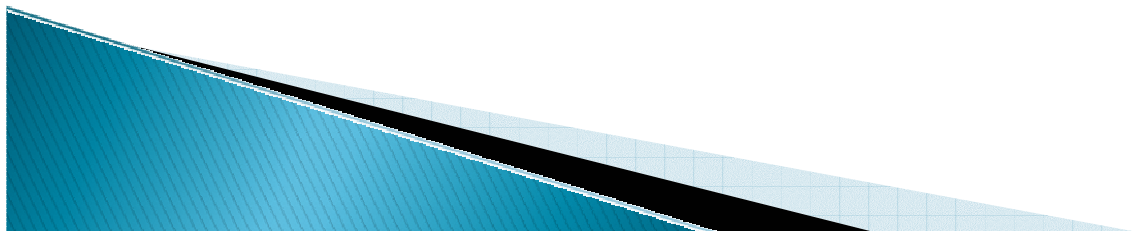
Extend the feature set

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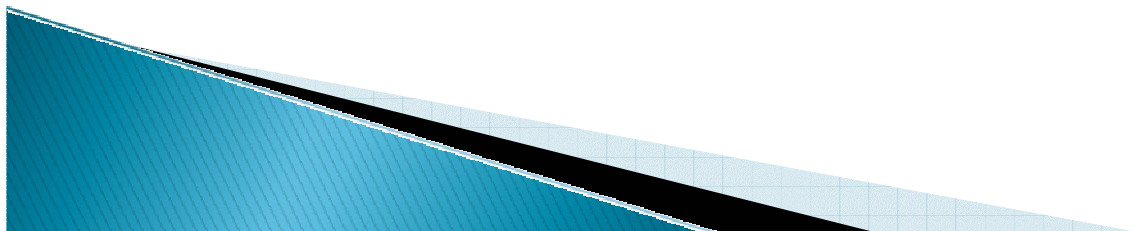
Where is the community?

- 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 …..
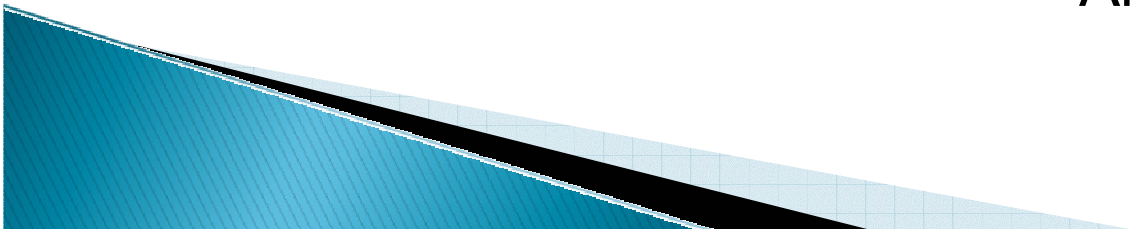
Evolve or die

jonathan@futurate.com
www.futurate.com