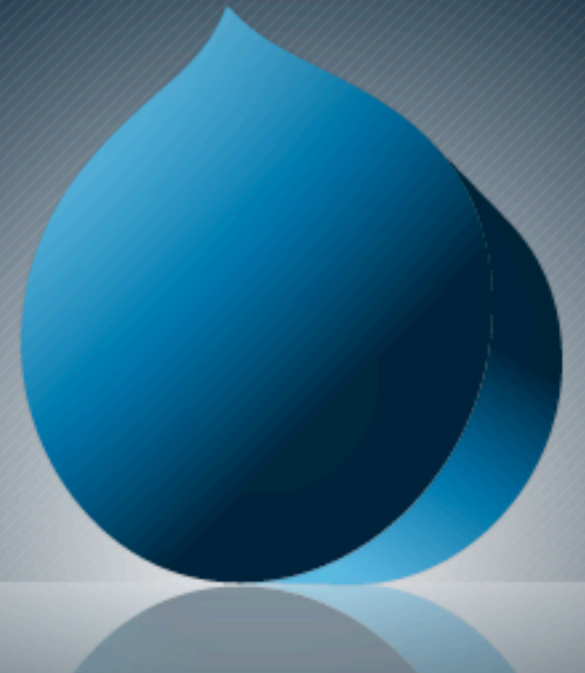


Web engagement (will) = **Serious Drupal AWSOMENESS**

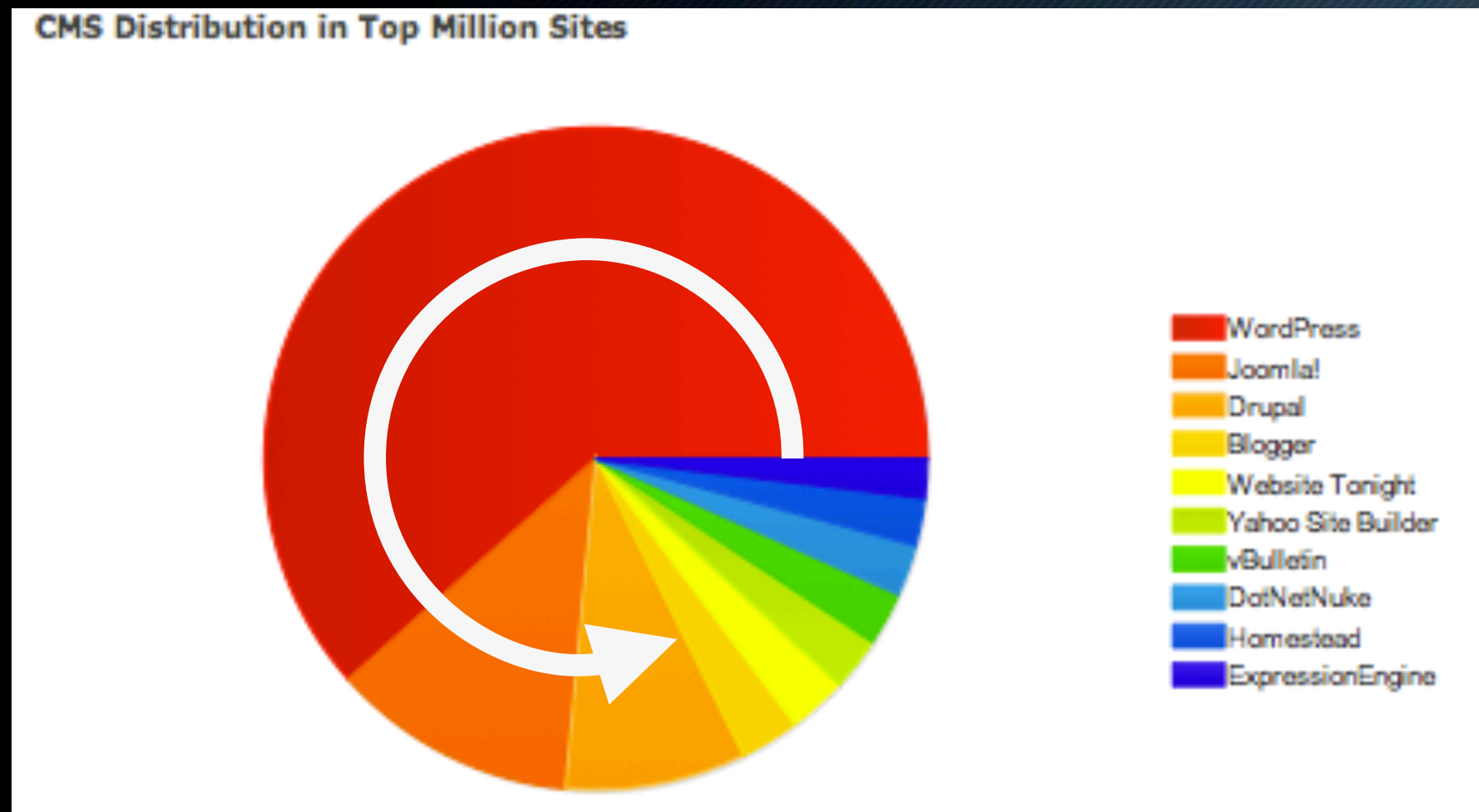
Jay Batson
BADCamp
22 October 2011



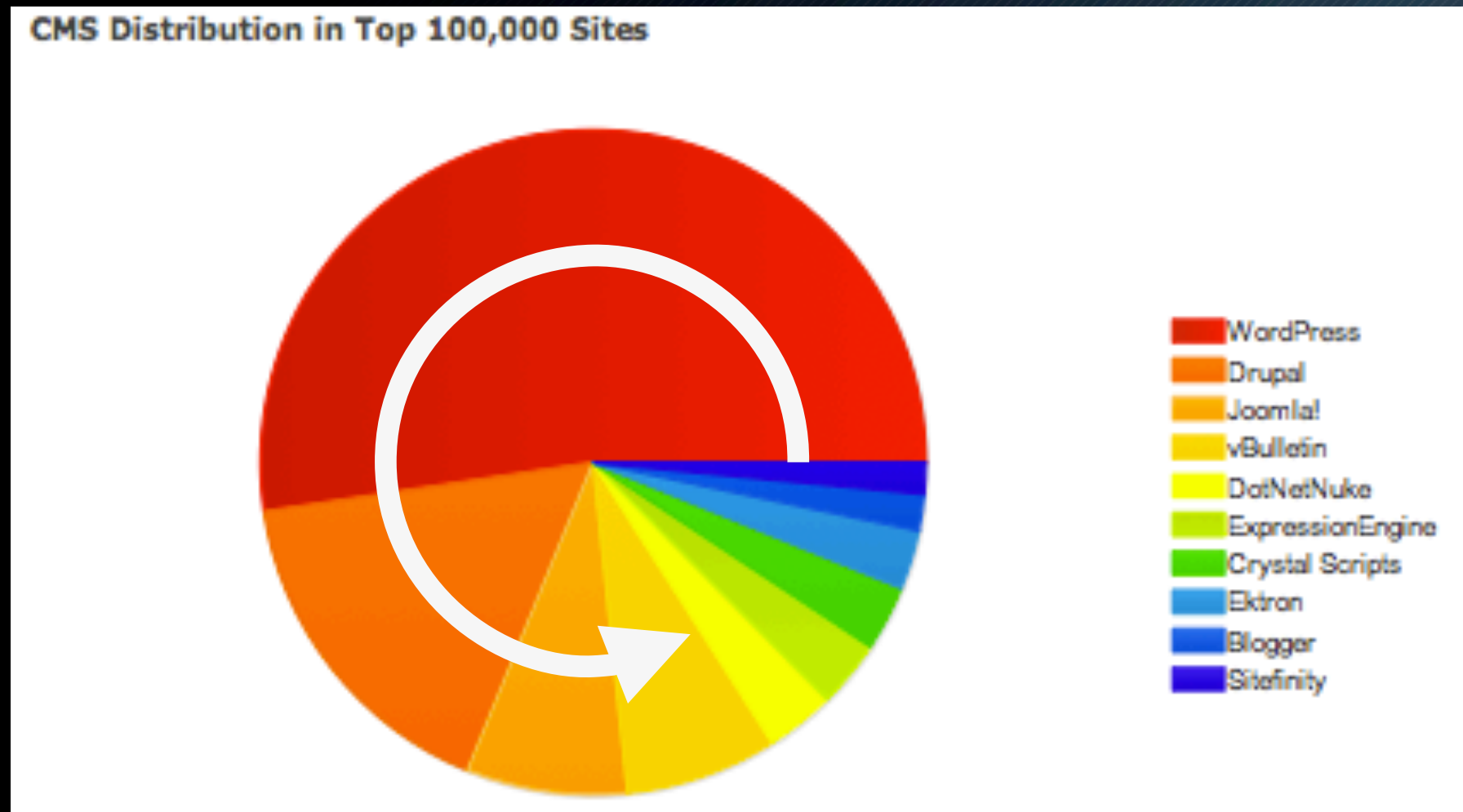
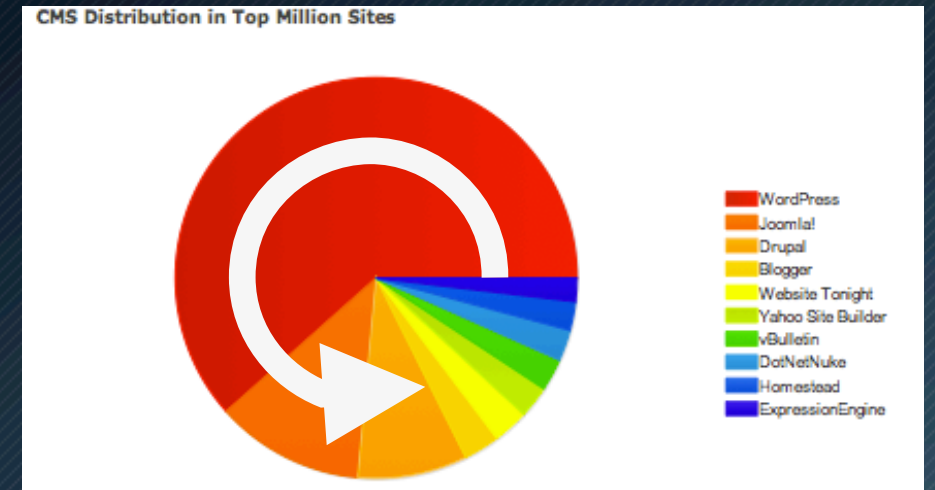


WORLD DOMINATION WELL UNDERWAY

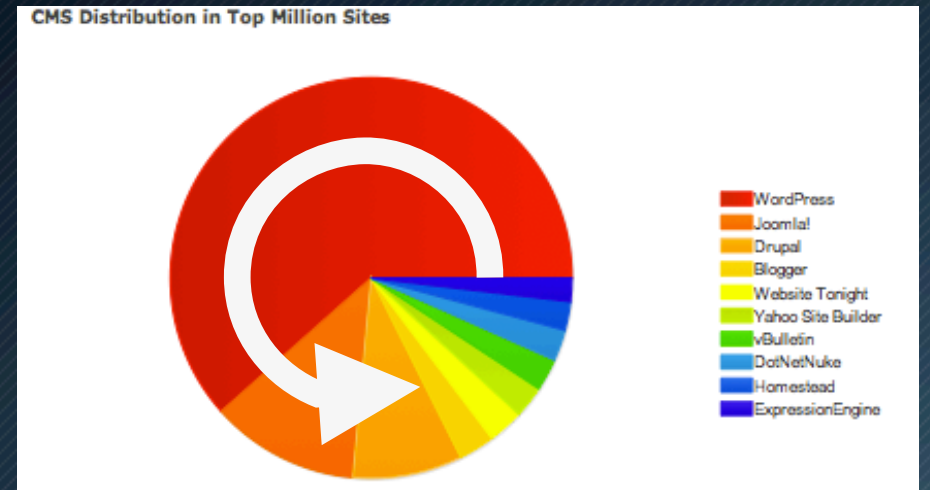
Open source wins over proprietary, no matter how you look at it



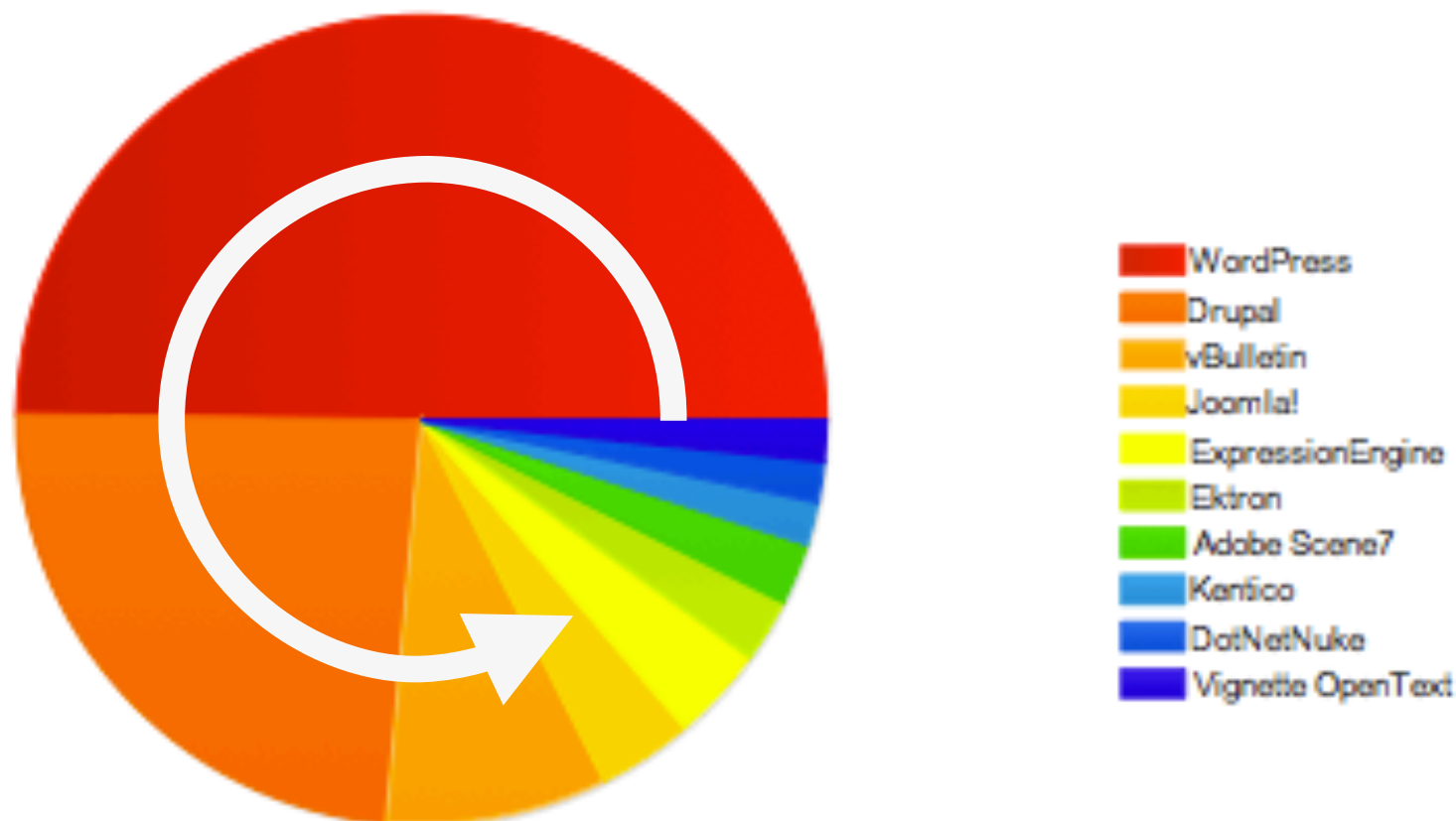
Open source wins over proprietary, no matter how you look at it



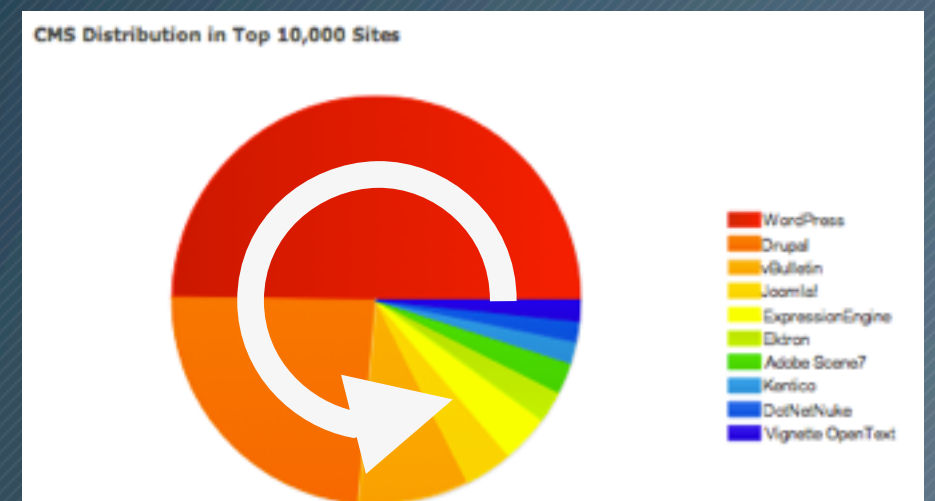
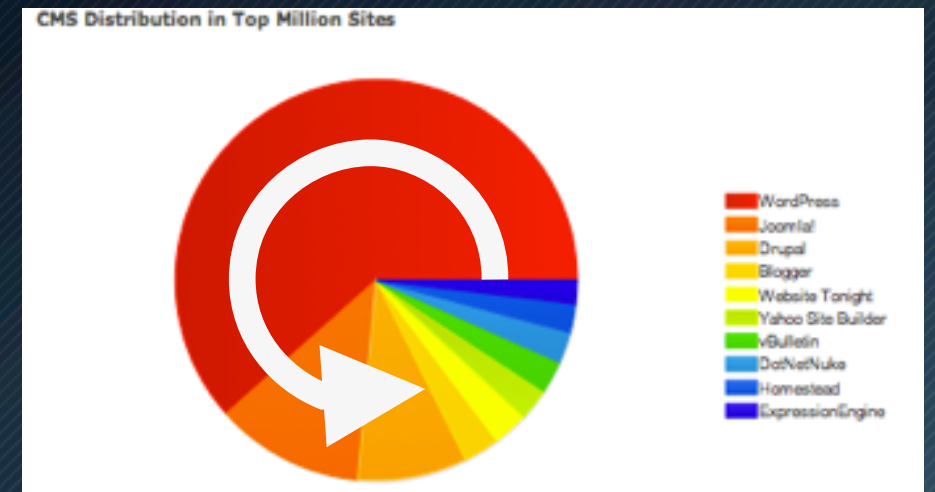
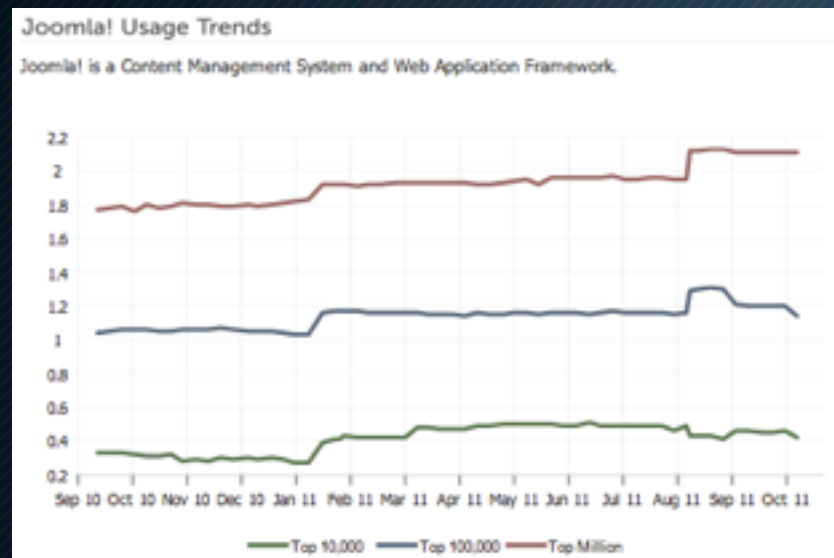
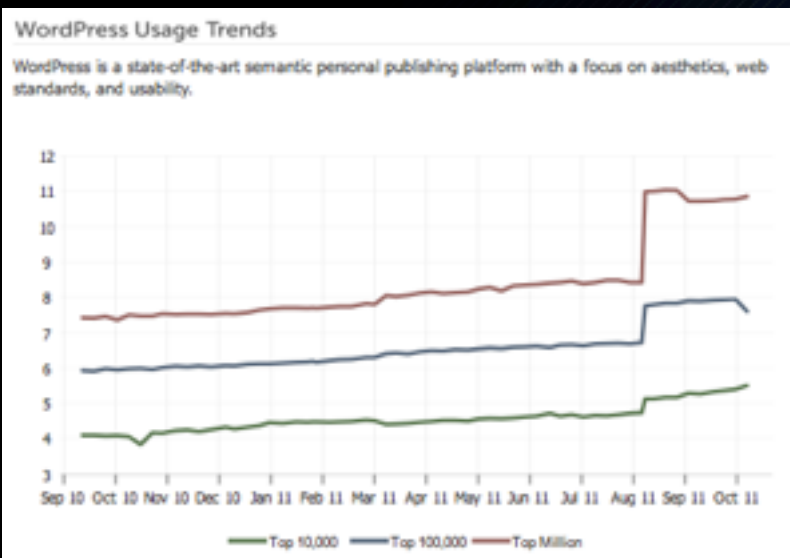
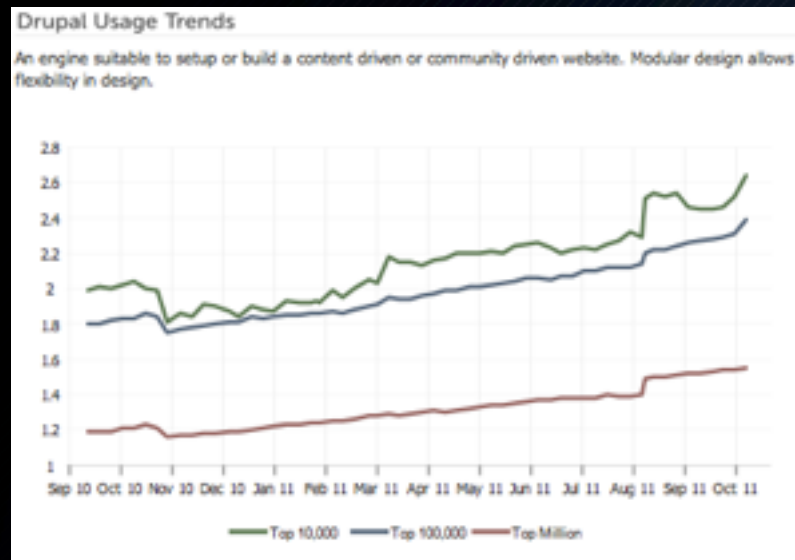
Open source wins over proprietary, no matter how you look at it



CMS Distribution in Top 10,000 Sites

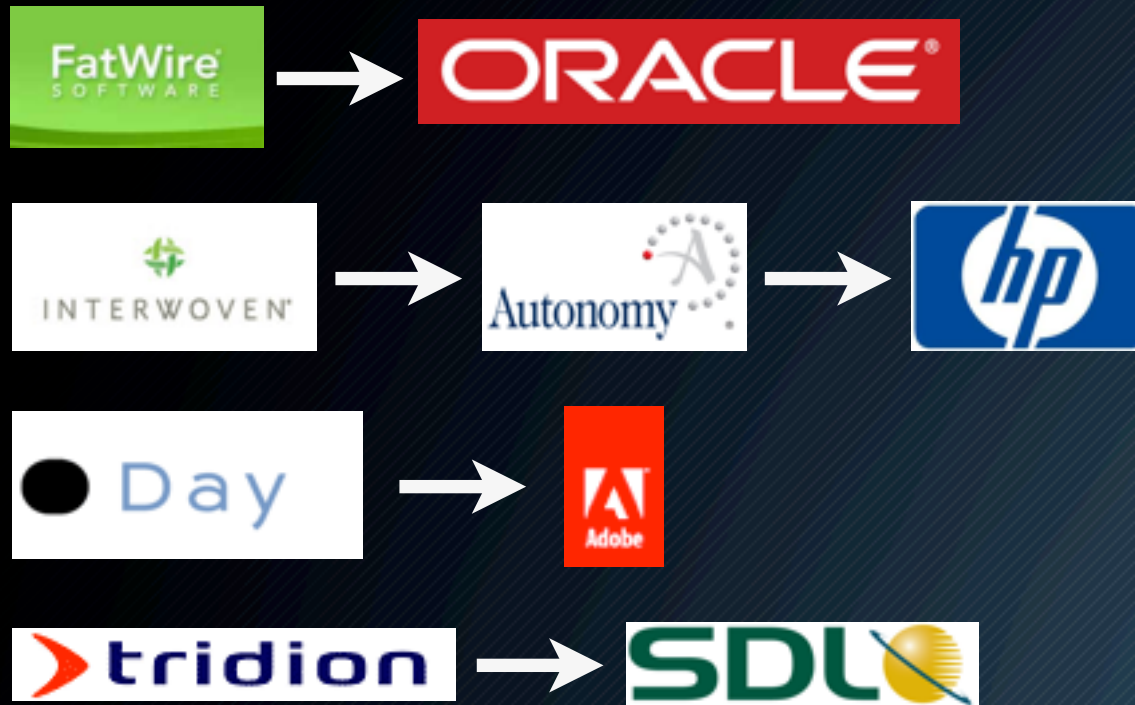


Open source wins over proprietary, no matter how you look at it



Result: Proprietary CMS meat grinder

- Gobbled up



- Burgers waiting to be flipped



- Raw meat (spoiling?)



A close-up photograph of a hand clicking a white computer mouse. The mouse is connected to a white cable that runs towards the left. In the background, a white computer keyboard is partially visible. The entire scene is set against a bright, white background.

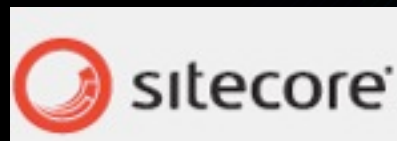
Are websites successfully
converting visitors to customers?

***Marketers are increasingly
accountable for results.***

Not (merely) site builds.

WEM, CXM, CCM ...

Many acronyms, but it's the new CMS



- Give marketing tools to do their job, and prove their results
- Change CMS selection criteria, & decisionmaker

The goal is simple:



Deliver what
visitors are seeking



as quickly
as possible



to the
intended visitors



via the
channel they're using

Drupal does a lot of this already.

(It just sometimes needs help getting out of its own way)

<http://groups.drupal.org/cms-feature-reviews>

Typo3 [placeholder]

Submitted by [webchick](#) on Tue, 2011-10-18 14:14

Last updated by [webchick](#) on Tue, 2011-10-18 14:14

[1 comment](#) · [1 new comment](#)



Ektron CMS400.NET

Submitted by [batsonjay](#) on Wed, 2011-10-12 13:42

Last updated by [batsonjay](#) on Wed, 2011-10-12 18:15

Ektron CMS400.NET (**version 8.5** as of this writing) is targeted at Microsoft-oriented IT shops & developers building marketing-oriented sites. The company makes a determined effort to have some type of widget for everything under the sun, from document management to group spaces to calendar widgets to e-commerce & order processing, and on and on (with varying levels of depth & sophistication).



[Add new comment](#) · [Read more](#)

SiteCore CMS

Submitted by [batsonjay](#) on Mon, 2011-10-10 11:58

Last updated by [batsonjay](#) on Wed, 2011-10-12 11:08

SiteCore CMS (**version 6.5** as of this writing) is targeted at highly-interactive marketing sites with fast-changing content & layouts, supplying an editor-friendly .NET-based framework, with an increasing focus on Web Engagement Management (**definition**, "**5 Pillars**" of WEM).



[Add new comment](#) · [Read more](#)

Adobe Customer Experience Solutions

Submitted by [batsonjay](#) on Mon, 2011-10-10 09:30

Last updated by [batsonjay](#) on Mon, 2011-10-10 17:17

Adobe Customer Experience Solutions ("ACES" herein) is a bundle of products including:



- **Web Experience Management**, which is essentially **CQ5** and the other products acquired from **Day Software** (plus some enhancements since the acquisition)
- **Digital Enterprise Platform**, which is the new name for the formerly-named **LiveCycle** and **CRX** platforms.

The remainder of the information on this page focuses on the WEM/CQ5 product only. However, Adobe had now budled the products, so that new customers must (apparently) purchase the LiveCycle/CRX products in conjunction with their CQ5 purchase.

[Add new comment](#) · [Read more](#)



WordPress media features

Submitted by [webchick](#) on Thu, 2011-09-29 14:05

[drupleg](#) has done an incredibly detailed analysis of the media handling features in WordPress, which you can find in the **Media module** issue queue at <http://drupal.org/node/1291736#comment-5052814>.



[Add new comment](#)

Squiz CMS

WEM feature list is long

Enable *marketers* to create engaging experiences without developers

Reach prospects using multiple delivery channels & user interfaces

Turn visitors into customers with effective analytics and targeting

Drupal's got much covered

- Layout controls for non-developers
- Rich media integration
- Multilingual
- Enterprise workflows
- Content re-use across sites, channels
- Custom application modules
- Personalized content
- Visitor tracking & scoring
- Multichannel publishing
- Community plumbing
- Microsites / multisite native
- Web, real-time, conversion analytics
- EMM & CRM integration (partial)
- A/B-MV testing
- Segmentation
- Targeting