

Web Content Delivery Systems

@gadgetopia

Blend Interactive

📍 Working in content management since the late 1990s.

📍 @gadgetopia



Sioux Falls, South Dakota



The Point

- 📍 To get you thinking about content delivery, as opposed to content production
- 📍 Identification of various delivery architectures
- 📍 To consider the delivery tier in terms of what services it provides to enhance content
- 📍 To use the delivery tier to enhance content, no matter where it originated

What is content delivery?

That moment when you display some media in a browser window and an end user consumes it.

The Four Disciplines



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NOV 24 | **The Four Disciplines of Content Management**

A lot of stuff gets lumped under the heading "content management." In my experience, however, all the technical activities under the banner of content management can general be broken out into four disciplines.

- 1. Content Modeling**
This is the concept of getting your content to "fit" into a structured content management system. It's the process of defining the content types, their attributes, and their relationships to other content.

This normally a background, development-type activity. Your average content creator will not be involved in it, and — unlike the other items in this list — it's a one-time, non-iterative type thing. However, it's critical and it will affect everything after it.

(See also: [Open vs. Closed Content Management](#) , [The Content Tree](#) , [Discrete vs. Relational Content Modeling](#))
- 2. Content Creation and Editing**
This is the process of actually creating new content — the interfaces and procedures users invoke to make something out of nothing, or to change content already in existence. It naturally subsumes some of the content modeling (how content is modeled will affect

1. Content Modeling
2. Content Creation
3. Content Management
4. Content Delivery

Two Tiers

1. Content Modeling
 2. Content Creation
 3. Content Management
 4. Content Delivery
-
- Production
- Delivery

In the end, delivery is the
only thing the end user
directly cares about.

It's like a duck...



Photo Credit: Flickr user "theharv58"

Production vs. Delivery

- 📍 Content production is everything that it took to create and manage a piece of content
- 📍 Everything up until you press the “Publish” button
- 📍 Content delivery is everything it takes to get that content to a consumable location in a form that allows a user to interact with it

1. Allows consumption

Transmission and
Transformation

2. Allows interaction

Enhancement

The Delivery Tier

- 📍 This is the environment from which the content is served to the user
- 📍 “Delivery / Presentation + Tier / Layer”
- 📍 “The Runtime”

Delivery Tier Enhancements

- 📍 Navigation
- 📍 Commenting
- 📍 Rating
- 📍 Search
- 📍 A/B Testing
- 📍 SEO
- 📍 Analytics
- 📍 Permissions

Delivery Architecture

Coupled vs. Decoupled

Coupled Systems

- Content production and delivery take place on the same system
- Most low- to mid-range systems today are coupled
- Common for .Net and open-source systems

EPiSERVER

 Plone®

 DOTNETNUKE™

ektron



 Joomla!™

 eZ®

 WORDPRESS

 sitefinity

Producers



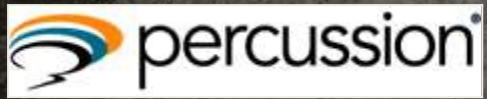
CMS



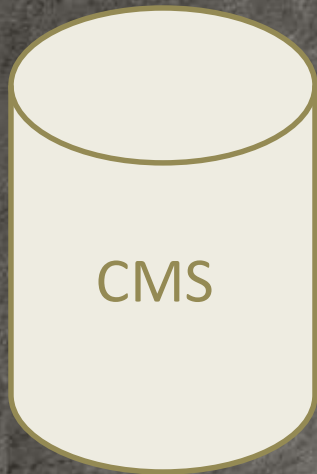
Consumers

Decoupled Systems

- 📍 The delivery tier is decoupled from the production tier
- 📍 Content is produced in one system, then transmitted to another system for delivery
- 📍 Common for Java-based systems
- 📍 Delivery tiers have varying degrees of intelligence



Producers



CMS



Web Servers



Consumers

Survey

Advantages of Coupled

- More immediate for editors
- Delivered content is still connected
- Has the full power of the CMS behind it
- Intake of user-generated content is easier

Advantages of Decoupled

- 📍 Delivery tier can be simpler
- 📍 Delivery tier not bound to CMS platform
- 📍 Easier and cheaper to scale
- 📍 Integrates better with existing systems

How smart is your delivery tier?

- 📍 In a coupled system, the delivery tier is as smart as the CMS
- 📍 In a decoupled system, it can vary wildly
- 📍 The trend is towards smarter delivery tiers productized by the CMS vendor

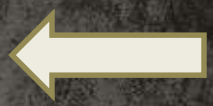
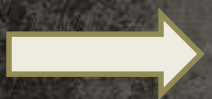
How smart is your delivery tier?

- 📍 “Raw” Web server
 - 📍 Has no idea where the content came from
 - 📍 Has no knowledge of or connection to the CMS
- 📍 Active Delivery Tier
 - 📍 Hand-built or productized
 - 📍 Often serves other purposes
- 📍 Is there another option?

Having content in an ECM system behind the firewall is a long way from publishing it in a usable format.

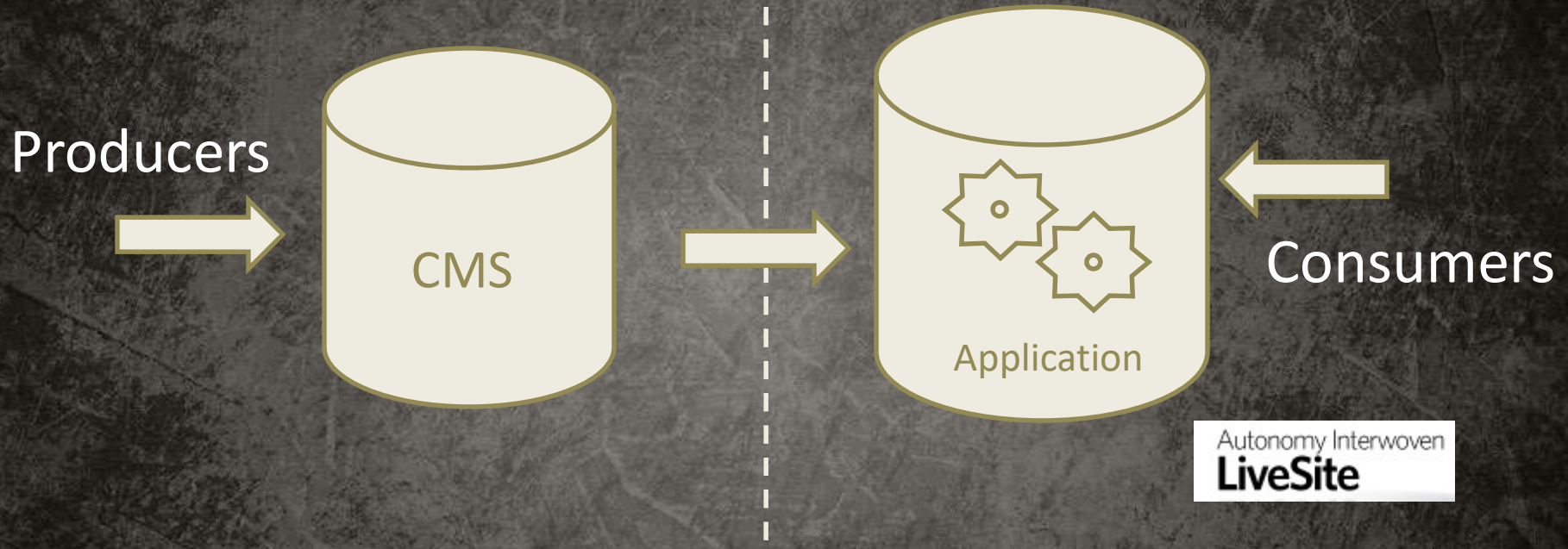
● Day

Producers



Consumers

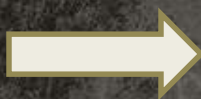
Part of the CMS publishes to the delivery tier.



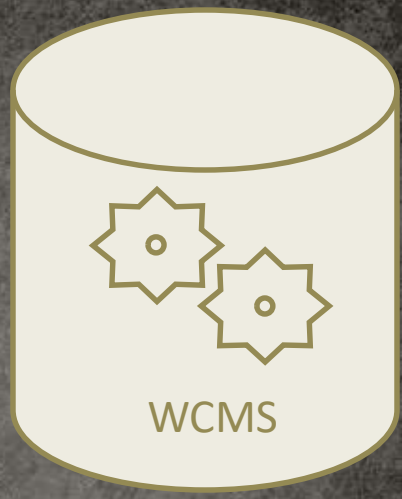
CMS publishes to an application written solely for content delivery.

Autonomy Interwoven
LiveSite

Producers



CMS



WCMS



Consumers

EPI SERVER

EPI SERVER

Sitecore



CMS publishes to a genuine WCMS.

Delivery Tier Enhancements

- 📍 Navigation
- 📍 Commenting
- 📍 Rating
- 📍 Search
- 📍 A/B Testing
- 📍 SEO
- 📍 Analytics
- 📍 Permissions



Web Server



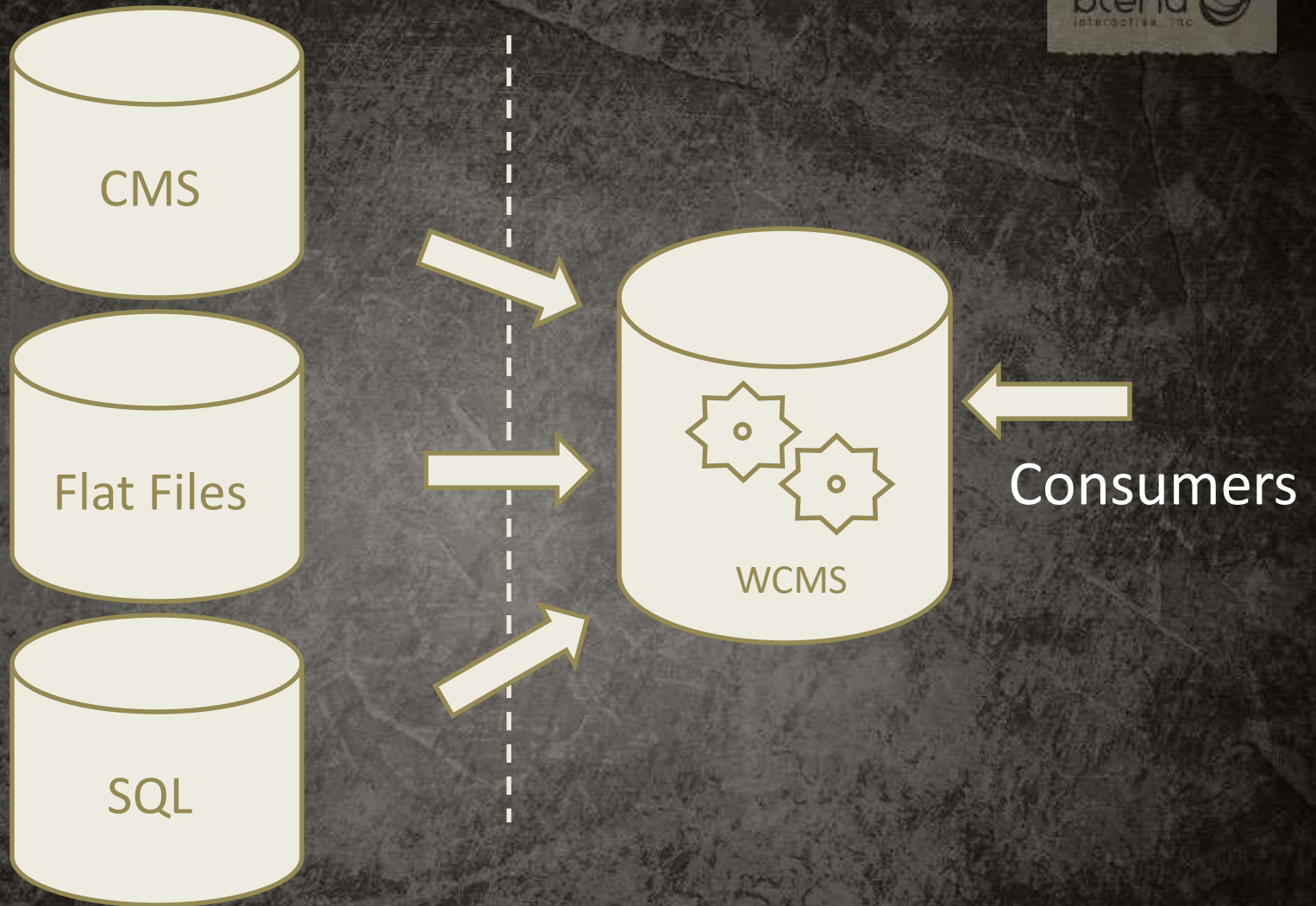
My Press Release

Photo Credit: Flickr user "jhf"

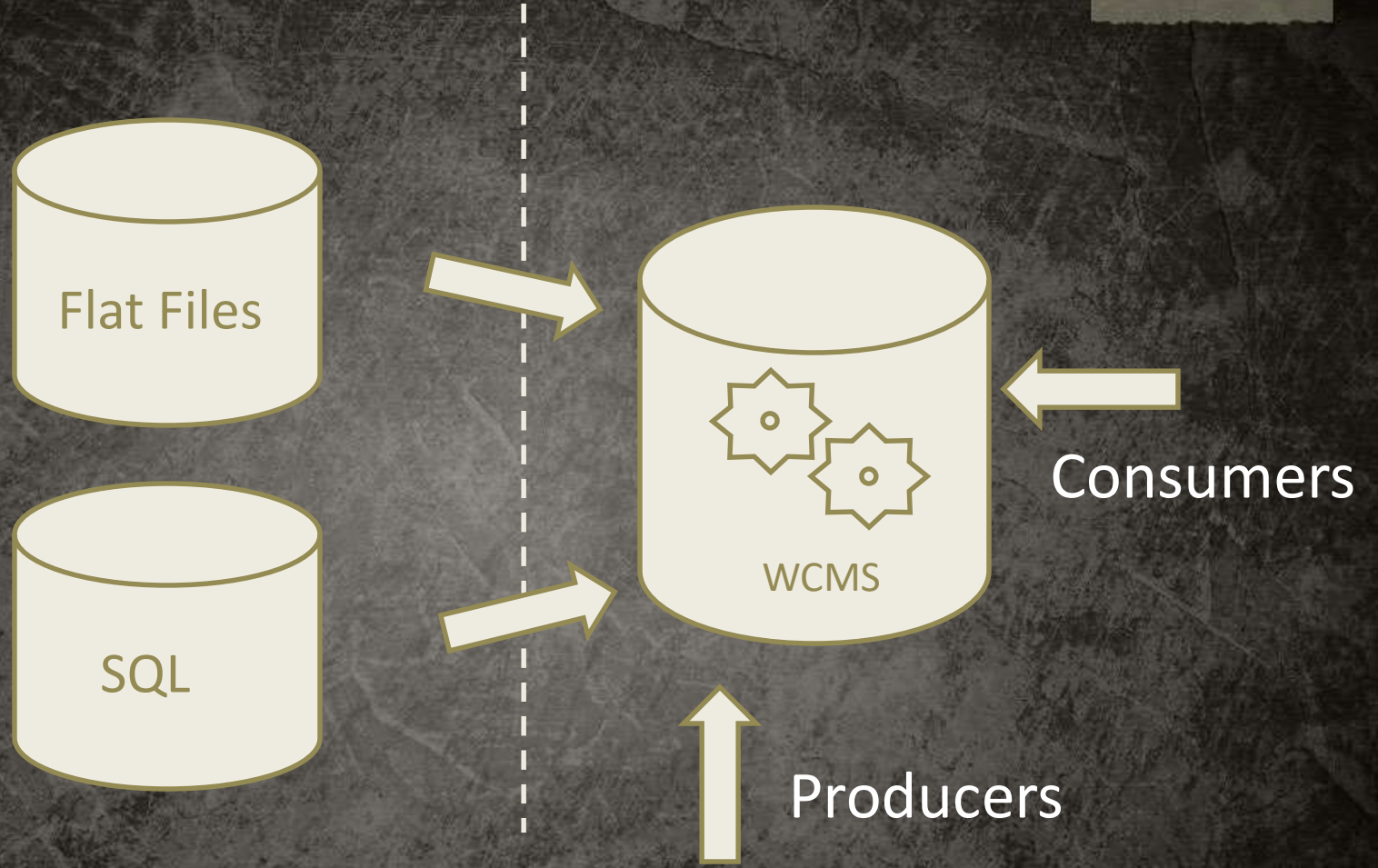


Photo Credit: Flickr user "Tjflex2"

The delivery tier must not only deliver content, but much enhance it.

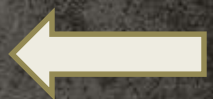
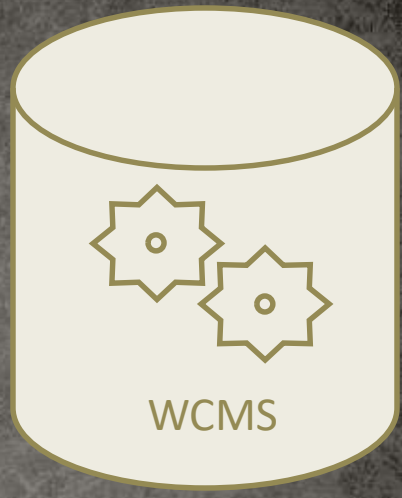
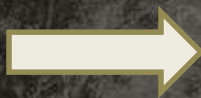


Allow content to be aggregated in the delivery tier



Allow content to be aggregated in the delivery tier

Producers



Consumers

CMS publishes to a portal

JUN
13

The Dawn of the Web Content Delivery System (WCDS)

We need to start looking at Web content management (WCM) differently. We tend to look through the lens of the Web content management system (WCMS), which says that we have a content production, storage, and delivery system all-in-one. As time wears on, and organizational needs get more sophisticated, I think more and more that this definition is simplistic and needs to evolve.

It's time to a
delivery. W
is changing

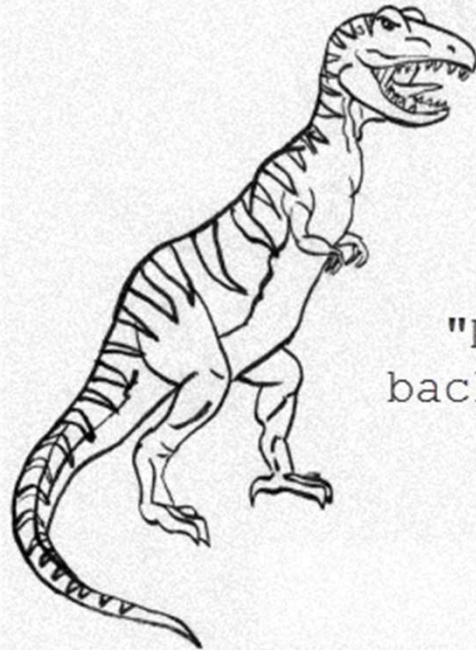
Take a leap
system sole

I'll give you

by [John Petersen](#), June 14, 2010 4:39 AM

Deane, how is what you've described not a portal?

“Uh...”



"Mainframes. We're
back and we're PISSED!"

Photo Credit: Flickr user "aaipodpics"

Are portal-ish products the
future of content delivery?

Things to look for

- 📍 Solid API and integration points
- 📍 Strong import/export functionality
- 📍 Repository abstraction

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