EDUCASCE 2014
ANNUAL CONFERENCE
Web Content Management: Two Schools, Two Philosophies, Two Solutions

Mark Albert – George Washington University
Aren Cambre – Southern Methodist University
The Products
The products

- GW: Drupal
- SMU: Sitecore
The Institution
Institutional relationships

- GW: External Relations
- SMU: Integrated Marketing (Public Affairs)
Selection process

- **GW:** stakeholders, RFP, demos, scoring
- **SMU:** Gartner, *CMS Watch*, RFP, expert-driven
Where are you in your CMS world?

- Have open-source CMS
- Have commercial CMS
- Doing CMS source selection
- Thinking about CMS
The Cost
Software acquisition cost

- GW: free software, expensive knowledge
- SMU: upfront licensing and training

Overall start-up cost roughly equal!
Total Cost of Ownership

- GW: continuous development - higher opex
- SMU: higher capex, lower opex
Staffing

- GW: 2.75 FTE
- SMU: 2 FTE
The Software
Product Orientation

- GW: developer-oriented, agile feature set
- SMU: developer-oriented, agile feature set
Flexibility

- GW: extreme = Dates/Dollars/Deliverables
- SMU: API to extend
Code reuse across enterprise

- GW: easy feature reuse
- SMU: easy feature reuse
Content Reuse

- GW: easy, not out-of-the-box
- SMU: easy, built in
Enterprise suitability

- GW: many sites, “cookie factory”
- SMU: one site
OOTB readiness

- GW: Drupal limited, requires modules
- SMU: Sitecore ready from start
Features roadmap

- GW: stakeholder demand + module availability
- SMU: Sitecore has feature roadmaps
Usability

- GW: works well
- SMU: tree-based content architecture
Systems integration

- GW: available but intentionally limited
- SMU: .NET Framework stack/utilities
Network diagram (GW)

Foggy Bottom Datacenter

Web 1
Caching (Varnish)
Content Creation

MySQL 1
(primary)

MySQL 2
(replication)

Ashburn Datacenter
(business continuity only)

Web 2
Caching (Varnish)
Content Creation

Netscaler
Loadbalancer

Web 3
Caching (Varnish)
Content Creation

MySQL 3
(replication)
Network diagram (SMU)

- Firewallzors
- teh interwebs and tubes
- SQL Server cluster
- Netscaler
- www content delivery environment 1
- www content delivery environment 2
- www authoring environment
- wcmsqa dev environment
- SQL Server
The Process
Time to market

- GW: 7 months pilot + 5 months cookie factory + 7 months migration
- SMU: 4 months pilot + 6 years migration
What is your development/design resourcing?

- In-house
- Outsourced
- Hybrid
Development/design resourcing

- GW: in-house developers
- SMU: in-house developers
Product support - In/Out

- **GW**
  - In-house: 2 FTE developers, 1.25 FTE server support
  - Outside: custom support options

- **SMU**
  - In-house: 2 FTEs of Sitecore developers and product owners
  - Outside: vendor support
Upgrades

- GW: testing, variable complexity
- SMU: major upgrade = 1 business day
Upgrade frequency

- GW: planned for every 6 months
- SMU: once a year
Routine maintenance

- GW: weekly, outage window, stakeholder notification
- SMU: during business hours, rare outages
The Risk
Risks

- GW: for-profit transition
- SMU: vendor company health/acquisition
Vulnerabilities

- GW: Drupal community quick with fixes
- SMU: no change required due to vulnerability
Exit strategy

- GW: have access to all data
- SMU: have access to all data
What is your hosting model?

- In-house
- Outsourced
- Hybrid
Hosting opportunities

- GW: in-house, cloud, colocation, third-party
- SMU: in-house, cloud, colocation, vendor
Business continuity

- GW: assembled on own
- SMU: hot failover, geographically dispersed cluster
The end

- GW: Mark Albert – malbert@gwu.edu
- SMU: Aren Cambre – acambre@smu.edu

- Thoughts?
- Questions?
- Comments?
- Concerns?
Help Us Improve and Grow

Thank you for participating in today’s session.

We’re very interested in your feedback. Please take a minute to fill out the session evaluation found within the conference mobile app, or the online agenda.