

The Problem

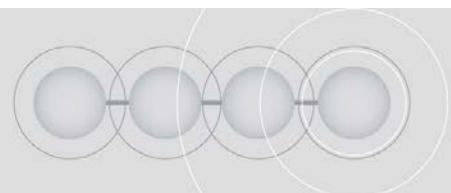
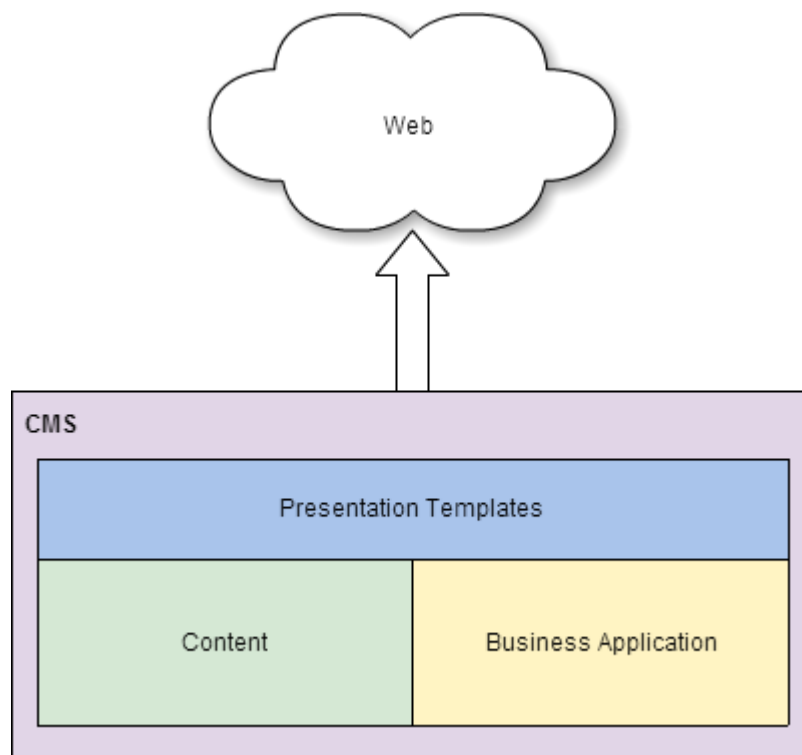
Traditional functional web sites are built and maintained by developers and/or web designers. Any changes to the site content require involvement of the developers which can take days to change the most simple of text due to lengthy development cycles.

Content can sometimes be duplicated across various web sites belonging to an organisation resulting in the need to update many different sources.

Business users wish to update marketing initiatives, sales and promotional information, with a faster Time to market (TTM) and make the changes in one central repository.

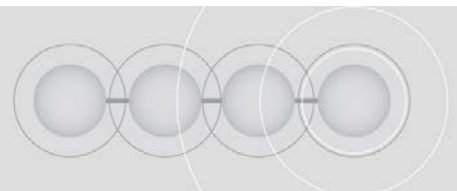
The Solution

Content Management Systems provide business users with a simple interface that allows them to create and edit content.



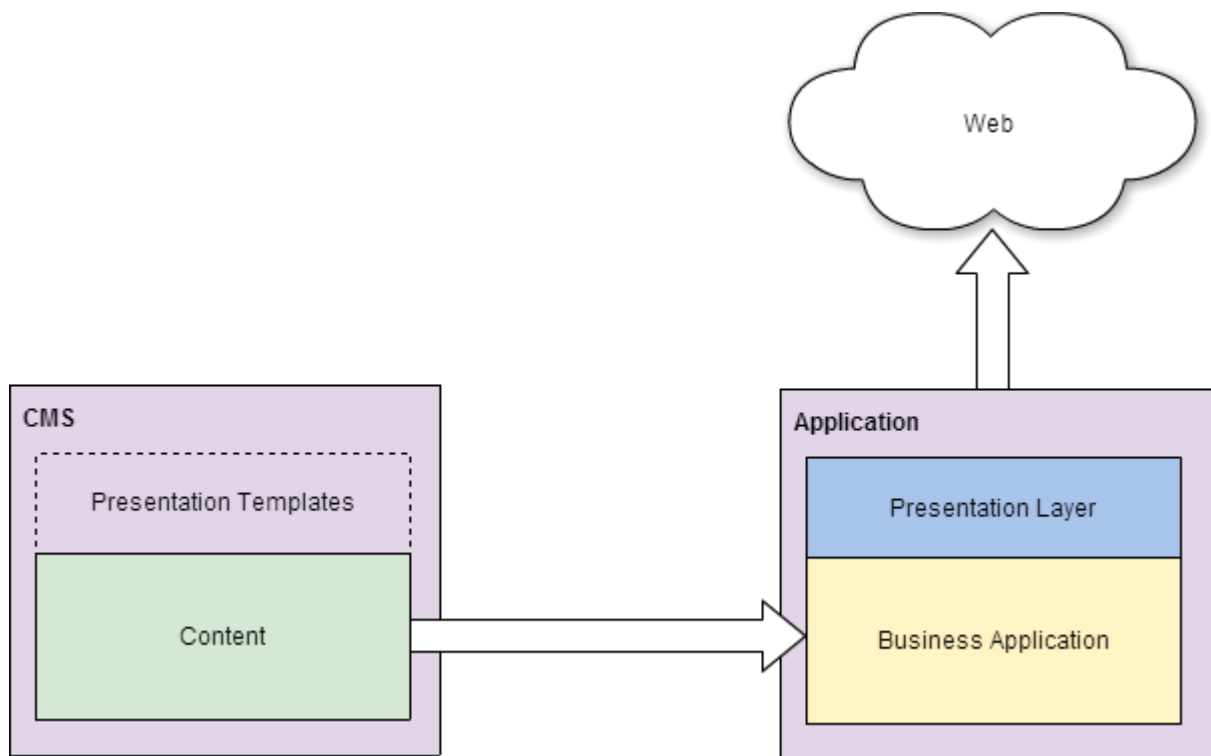
Although using a CMS provides the majority of the solutions for managing your content and presentation layer, it brings with it additional problems:

- You must migrate existing web applications to the CMS.
- You are tied to using CMS as your delivery platform.
- You need to learn the CMS idiosyncrasies, and therefore feature-rich applications are harder to develop.
- Finding skilled development resources for a given CMS is difficult.
- CMS solutions can be overly complicated and hard for the business to use.
- You are tied down to using the CMS security model.
- You are limited to CMSs that support application integration.



Alternate Solution

A better scenario would be to keep the existing application on the customer's application server of choice and not have to perform a complex and time/cost consuming migration to CMS.

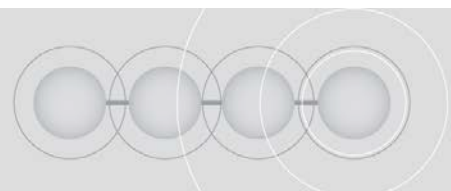


Pros

- Using the existing application server of choice provides scalability, support and flexibility.
- Uses existing security model.
- Recognised skill sets remain for developing the application further.
- No migration of existing applications required.

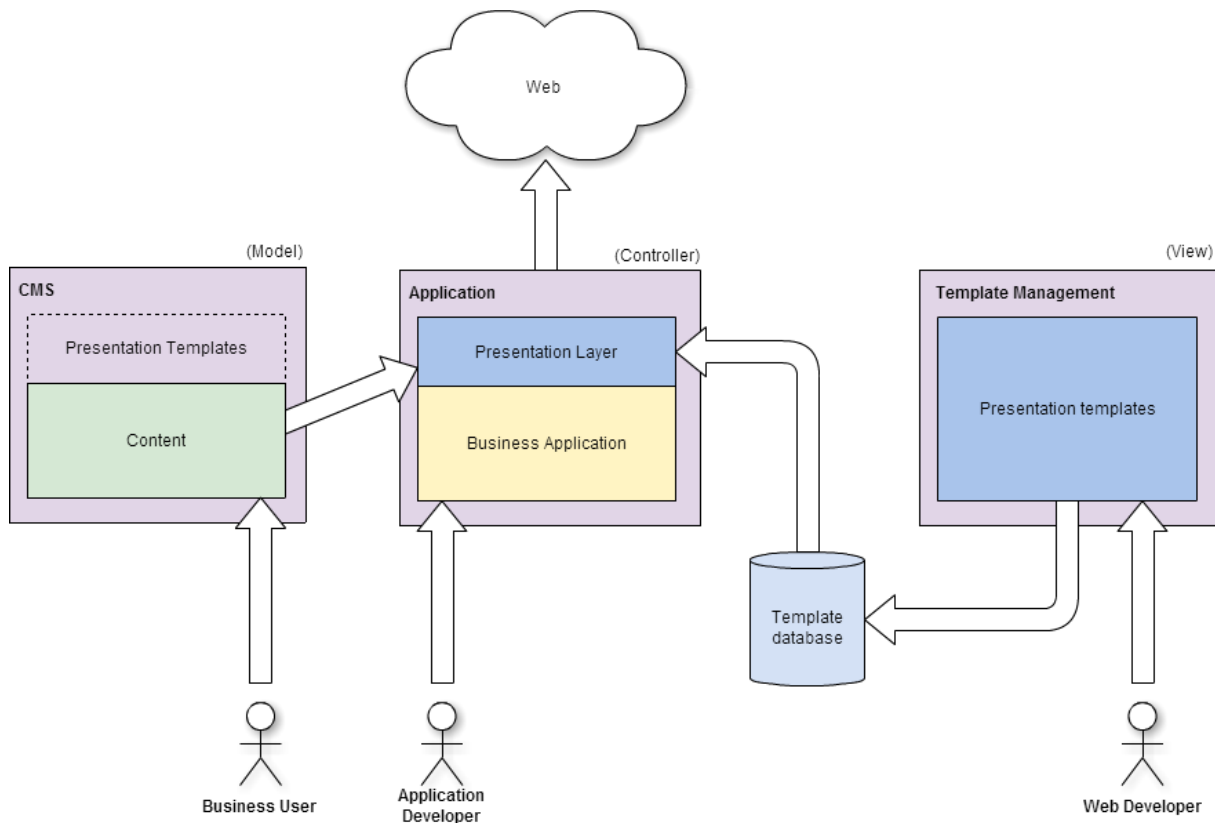
Cons

- Presentation layer still exists within the application – changes to design look and feel are still tied down to the lengthy development release cycle.
- No standard way to integrate CMS content.



RDF's CMS Integration Solution

RDF's solution follows the MVC paradigm and keeps the application on the client's application server of choice. Our solution provides for a standard and painless way of integrating with the CMS, putting the business in control of content. It also ensures the presentation layer is maintained in isolation of the business application, thereby enabling web developers to make changes to the look and feel with faster TTM.



Pros

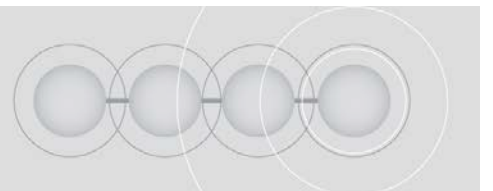
- Using your technology stack of choice provides scalability, support and flexibility.
- Uses existing security model.
- Recognised skill sets remain for developing the application further.
- No migration of existing applications required.
- Simple CMS integration.
- Separate delivery cycle for presentation templates (navigation, look and feel).
- CMS agnostic. Can integrate with any CMS system (that provides required access to the content).

Cons

- Multiple environments may not suit small scale business contexts.

Solution Features

- Clear separation of concern between developers, web designers and business users.
- Full control of design given to web designer.
- Leverages features of the CMS for work flow and versioning of content/images/media.
- Internationalisation enabled (subject to support on chosen CMS).
- Multi web-site enabled.



- White label enabled.
- Template versioning.
- Secured using Spring security.
- CMS agnostic. Not tied down to any particular CMS (CMS must support external access to content).
- Use of Twitter Bootstrap brings multi-channel capability (Subject to web designer's use).

Technology Used

The solution integrates well into Spring based web applications and supports JSP, Velocity or JSF.

Conclusion

Converting existing java based web applications to use a CMS can be a very risky, costly and time consuming exercise. Our solution mitigates these risks by providing an elegant way to enable customers to keep their existing application on their chosen platform with minimal impact on their overall application architecture. Migration to this solution can be made piecemeal; our CMS integration solution can be installed alongside existing applications without any downtime allowing the customer to draw up a low-risk migration strategy to migrate static content to the CMS. New projects can also benefit from being developed using this solution.

