BARTON WEBSITE REDESIGN TIMELINE

Summary of Research and Planning Phase

- **Options:**
  - Stay with OMNI
    - Advantages: limited re-training of web-editors and users, new version (Version 10) launching in December 2013 with updated features
    - Disadvantages: doesn't fit within our current proposed timeline, contracted 3 years at a time, cost (currently in negotiations, but there will be an implementation cost around $15,000, plus $15,000 per year to continue with the license), unsure of whether the new version will actually fulfill needs from web-editors
  - Choose a new all-inclusive CMS solution (design, implementation and license for software)
    - Advantages: all trouble-shooting done within that system, great features and training typically included in costs
    - Disadvantages: doesn't fit within our current proposed timeline, cost (can be more expensive), usually contracted
  - Combine in-house services with a CMS solution (our design and implementation, we pay licensing each year)
    - Advantages: Flexibility of design and more control for back-end users, minimizing costs by keeping it in house, we control the pace of the redesign
    - Disadvantages: Increases workload for parties involved in website redesign, may require more training up front instead of after the website has been built
  - **Recommendation: replace OMNI with a new CMS that will allow:**
    - **Customization and templates built in house**
    - **Ease of use for web-editors in the content editing areas**
    - **Improved organization throughout website**
- **Open Source CMS vs. Proprietary CMS (Licensed/Software)**
  - Open Source CMS (Not licensed)
    - Advantage: Cost – typically they are close to free, with much lower subscription costs. No long-term commitments.
    - Disadvantages: No direct support (support comes mostly from community forums). Security risks are greater. Typically lacks features like workflow management.
    - Products sampled: Concrete5, Business Catalyst (Joomla! and Drupal can be investigated, but they are known to have similar disadvantages)
  - Proprietary CMS (Licensed/Software)
    - Advantages: support! More access to a support team that can assist with issues and know the software and the code well. Better/more features for our purposes (i.e. the ability to "check-in" and "check-out" pages to edit, <u>accessibility laws</u>, common content, etc.) More flexibility to build a completely custom site rather than have to implement (and purchase) and theme/template for an Open CMS, typically there is better support

for licensed software because it is a purchased product, rather than having to solely rely on community forums in the case of some Open CMS solutions.

- Disadvantages: Cost – licenses can be expensive, but there are great options at about half the cost of OMNI per year.

- **Designing with Muse – Main site and child/external sites**
    o Muse can create both websites and template pages, so it will work well between updating child/external sites and allowing consistency on the main website templates (i.e. header/footer, colors, styles, logos, etc.).
    o Muse works well with other Adobe programs, specifically Photoshop and Dreamweaver, so images, graphics, etc. can be brought in Muse from Photoshop to accentuate the websites, then Muse's code can be exported and opened in Dreamweaver for further editing on the back-end.
    o Muse and Business Catalyst:
        - In order to publish a (whole) Muse website and edit in a CMS with multiple web-editors, we must use Business Catalyst. (See "other CMS" item below)
        - In preliminary experiences, Business Catalyst doesn't seem to have the same ease of use and user-friendly interface that other proprietary CMS solutions are offering. Several reviews aren't kind to the program, and Adobe Support seems to be extremely limited and sometimes inaccessible.
    o Recommended Solution: (Muse and Percussion, iModules, Open Source, etc.)
        - There is also the option to build templates in Muse, upload to a CMS, then build out a site within that CMS to manage content. With the extended features and potential in other CMS solutions, this seems to be the most reasonable solution at the current point in time.

- **Recommendation:**
    o Paid products are going to offer a security to our website because they are licensed, where Open Source CMS solutions (especially the low-cost versions) have very little accountability when something goes wrong on our website.
    o Build child/external sites and main website templates in Muse, then use Percussion as a CMS solution for the main website, and use the FTP Upload feature to host the child/external websites on the Network Solutions server.
    o Percussion is currently the leading solution for our website redesign assuming negotiations go well, because:
        - **Savings:** The annual cost we have been able to negotiate is less than half of what we currently spend, with the exception of our startup cost, which basically matches what we currently spend (pending negotiations).
        - **Timeline:** Percussion encourages an accelerated process and can help us attain our goal within the timeline we set.
        - **Future-Proof:** The product has a greater potential to serve not only our current needs, but our needs in the future (i.e. re-branding, future website re-designs, users and training, following web trends)
        - **No Commitment:** We will not be locked into a 3 year contract like our current situation

- **User-Friendly:** The user interface is easy to control and edit for web-editing purposes, and there are many features that will be extremely helpful in keeping our website organized and navigable.
  - OMNI can't offer what other CMS solutions can for the same amount of money or same amount of time:
    - The only reason we have continued to consider OMNI in our redesign is because of the new Version 10 update which promises more features, a new UI, etc. However, this won't be available until December 2013, shifting our timeline by 4 months.
    - Although they are willing to negotiate annual costs, there is still the 3 year contract stipulation, as well as an implementation fee, which defeats the purpose of trying to save money, especially when we have to pay the fee for a product we already have.
  - Business Catalyst will continue to be an option, particularly since we can continue to "practice" on the platform with a trial to see if it is possible to create a site that fulfills all of our needs.