

SDL Tridion

What it is & how we use it
at the RSPB

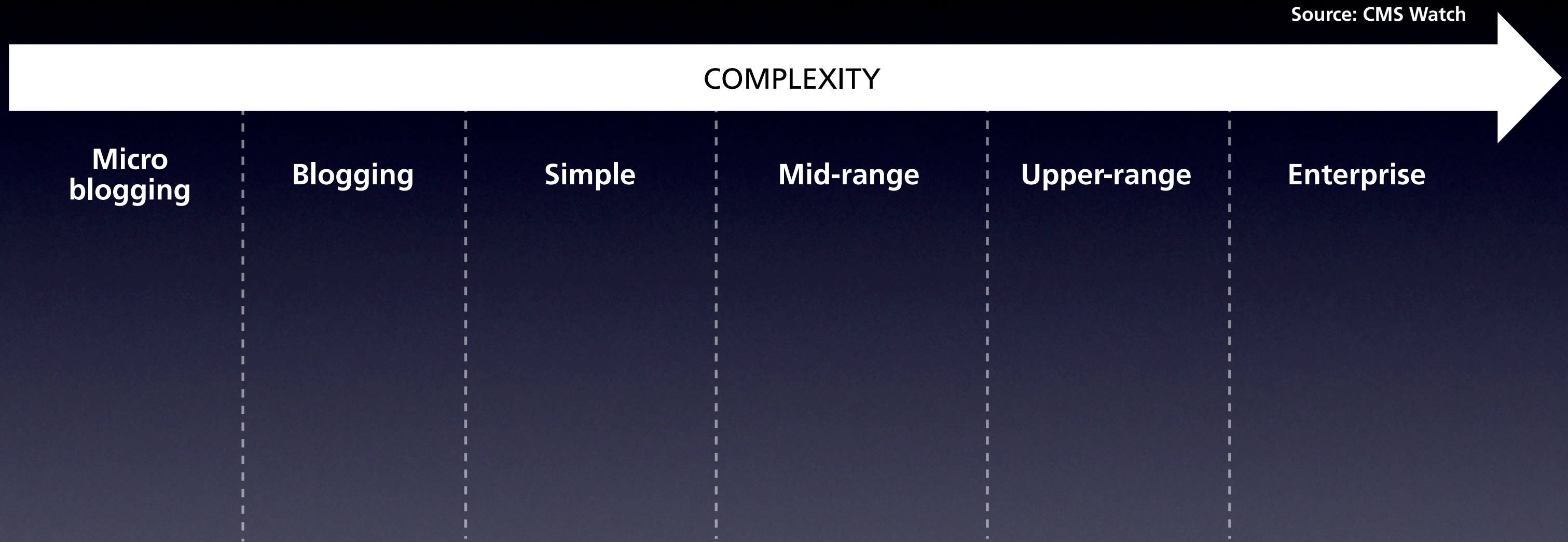
This presentation relates to Tridion 2009 and it's usage at the RSPB, a UK conservation charity
Presentation is copyright Graham Bird

What is Tridion?

- Windows-based Content Management System
- World #1 in Enterprise Web Content Management (Forrester)
- Using it since September 2002 (and we are still happy)
- Distinct front-end and back-end (separate servers)
- Web-based user interface (access from anywhere)
- Actively developed, well supported product
- Active user and developer community

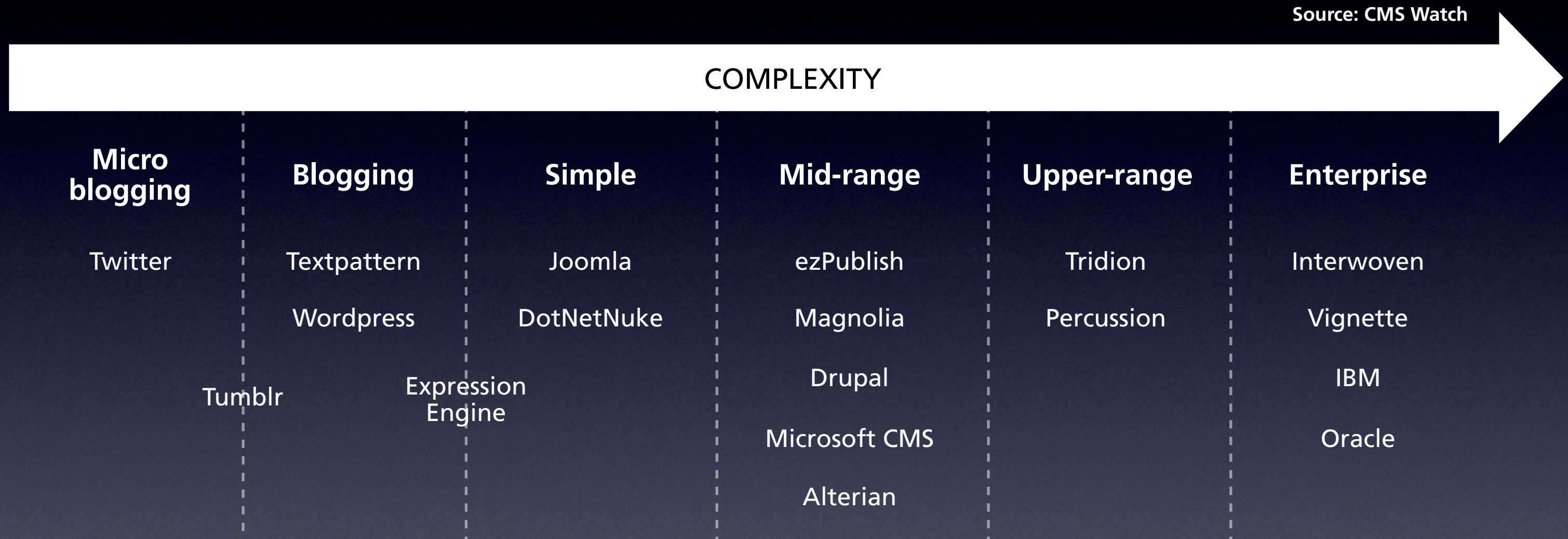
It's a CMS

Source: CMS Watch



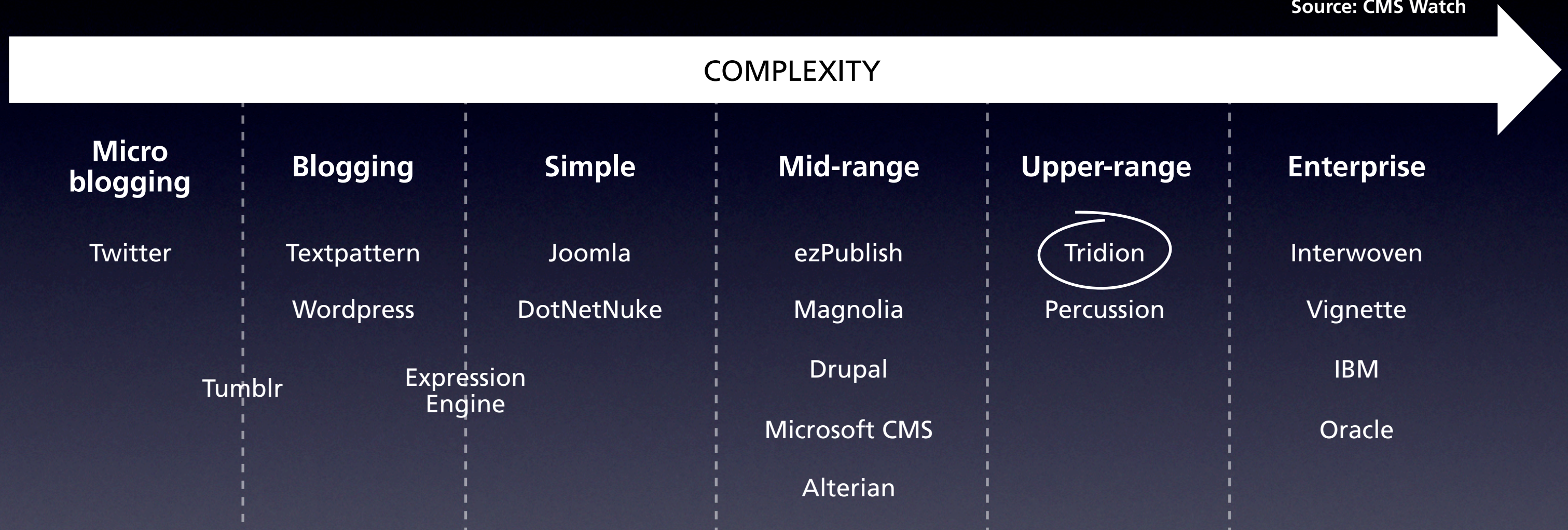
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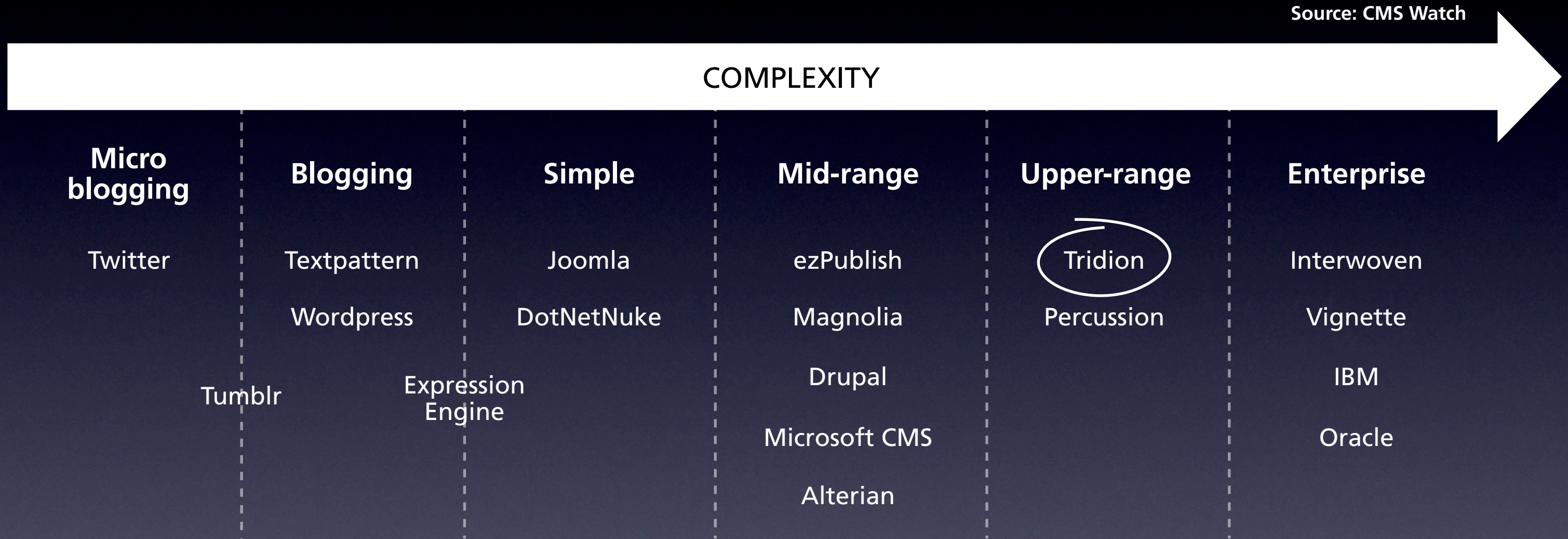
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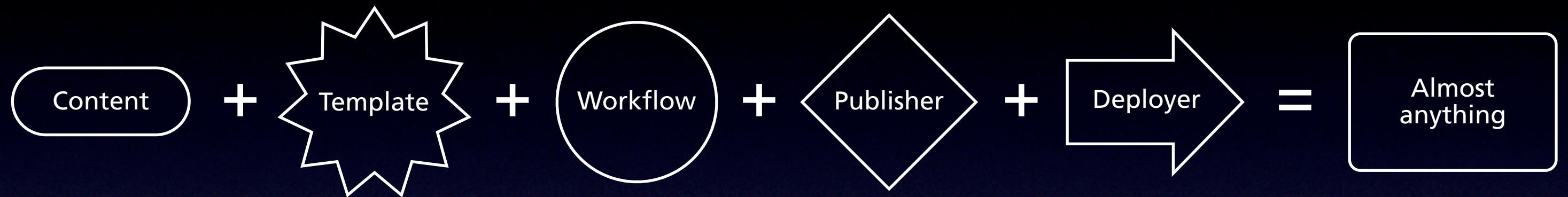
Not Content Management Systems

Sharepoint Server

Community Server

Database-driven websites

It's a code generator



HTML

CSS

Javascript

ASP

C#

VB.Net

XML

RSS

JSON

YAML

KML

POI

XSL

TXT

E-mail

Indesign

Other customers

- Canon
- De Montfort University
- Derby District Council
- Emirates
- Goodyear
- Lexus
- KLM
- Ministry of Justice
- National Curriculum
- Renault
- Ricoh
- Royal Society for Chemistry
- Scania
- Suzuki
- Toyota
- Unilever
- Visit Britain
- Yamaha
- YHA

What do we use it for?

www.rspb.org.uk

intranet.rspb.org.uk

extranet.rspb.org.uk

Client requirements

- Internet Explorer 8 (in Tridion 2009)
- Allow browser to access data sources across domains (for SiteEdit inline editing)
- Staging sites need to be added to Intranet zone
- No popup blockers (eg Google Toolbar)



The bits of Tridion

Essential

- ✓ Content management
- ✓ Component linking
- ✓ Workflow
- ✓ Publishing Queue
- ✓ Deployer
- ✓ Dynamic linking
- ✓ SiteEdit
- ✓ Users and Groups
- ✓ Content Broker

Useful

- ✓ Events system
- ✓ SOAP interface
- ✓ Personalisation
- ✓ Blueprinting
- ✓ Custom scripting
- ✓ WebDAV connector
- ✓ Dreamweaver integration

Not used

- Content Porter
- Word Connector

Don't own

- E-mail module
- Web forms module
- Sharepoint connector
- Indesign connector
- Translation module

The bits of Tridion

Content management

The bits of Tridion

Content management

Schema

The definition of an item

Job vacancy

The bits of Tridion

Content management

Schema

The definition of an item

Job vacancy

Components

Items of content

Chief Executive

Fieldworker

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Component Templates

Display the same content in different ways

List view

Full details view

RSS item

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Component Templates
Display the same content in different ways

List view

Full details view

RSS item

Page Template
Controls the rest of the page

Webpage

RSS feed

Tridion templates

- Written in C#, Vb.Net, VBScript, XSLT or JScript
- Extremely powerful and flexible
- Component Templates for individual items
- Page Templates for page layout

Component linking



- A special field for connecting components to each other
- One way, but can see both ways programmatically
- Creates dynamic links on website
- Can also be used creatively in all sorts of ways

Workflow

- Very powerful & flexible
- Uses Microsoft Visio diagrams (plus VBScript)
- Approval & audit trail
- Circular & branched routes
- Makes complex things simple for users (auto-publishing, etc)

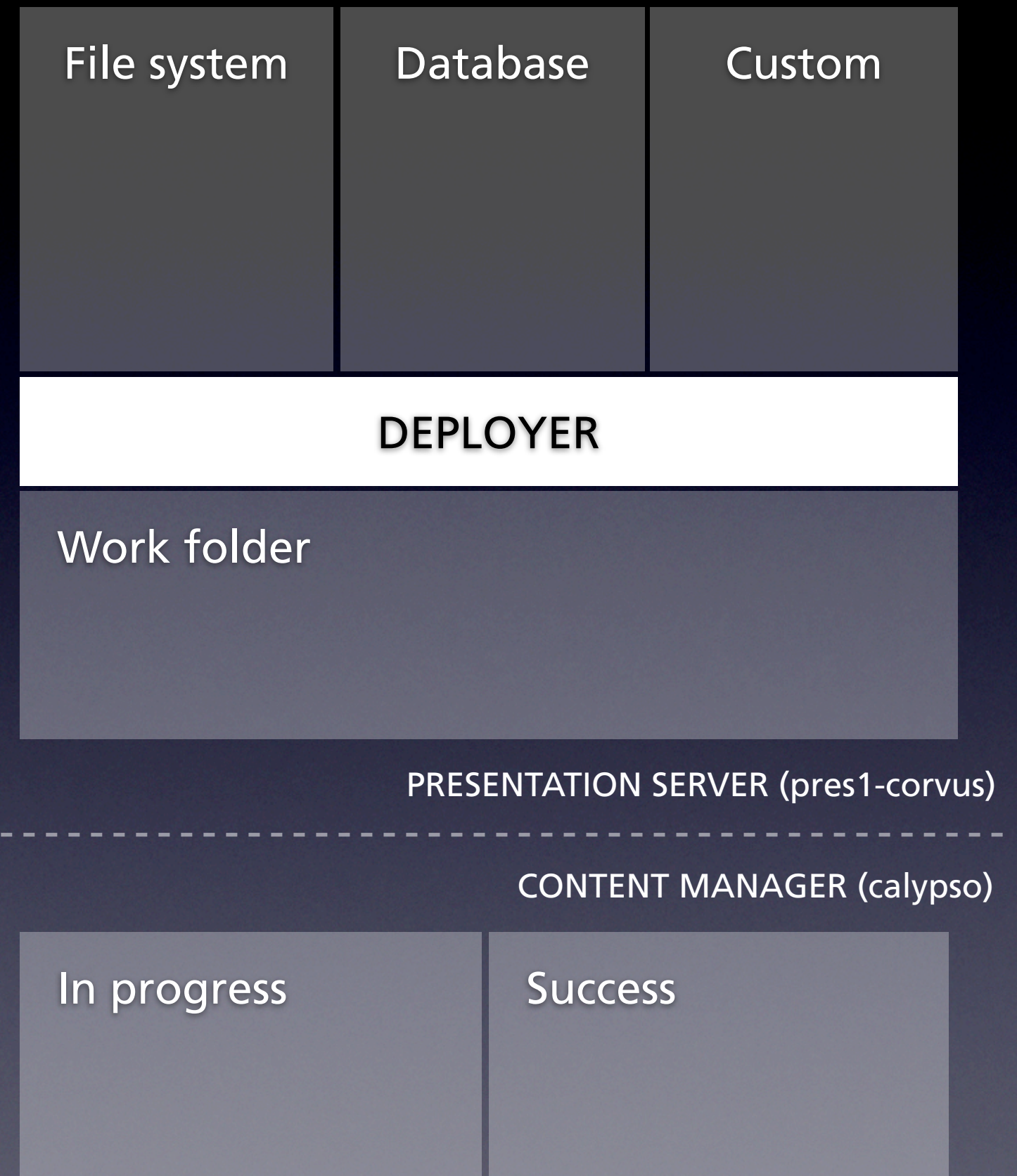
Publishing Queue

- One queue for all sites combined (OOTB)
- Many simultaneous renderers (usually 2 or 4)
- Immediate or scheduled publishing
- No automatic repeat publishing (but is a workaround)
- One page may require deployment of many items

The bits of Tridion

Deployer

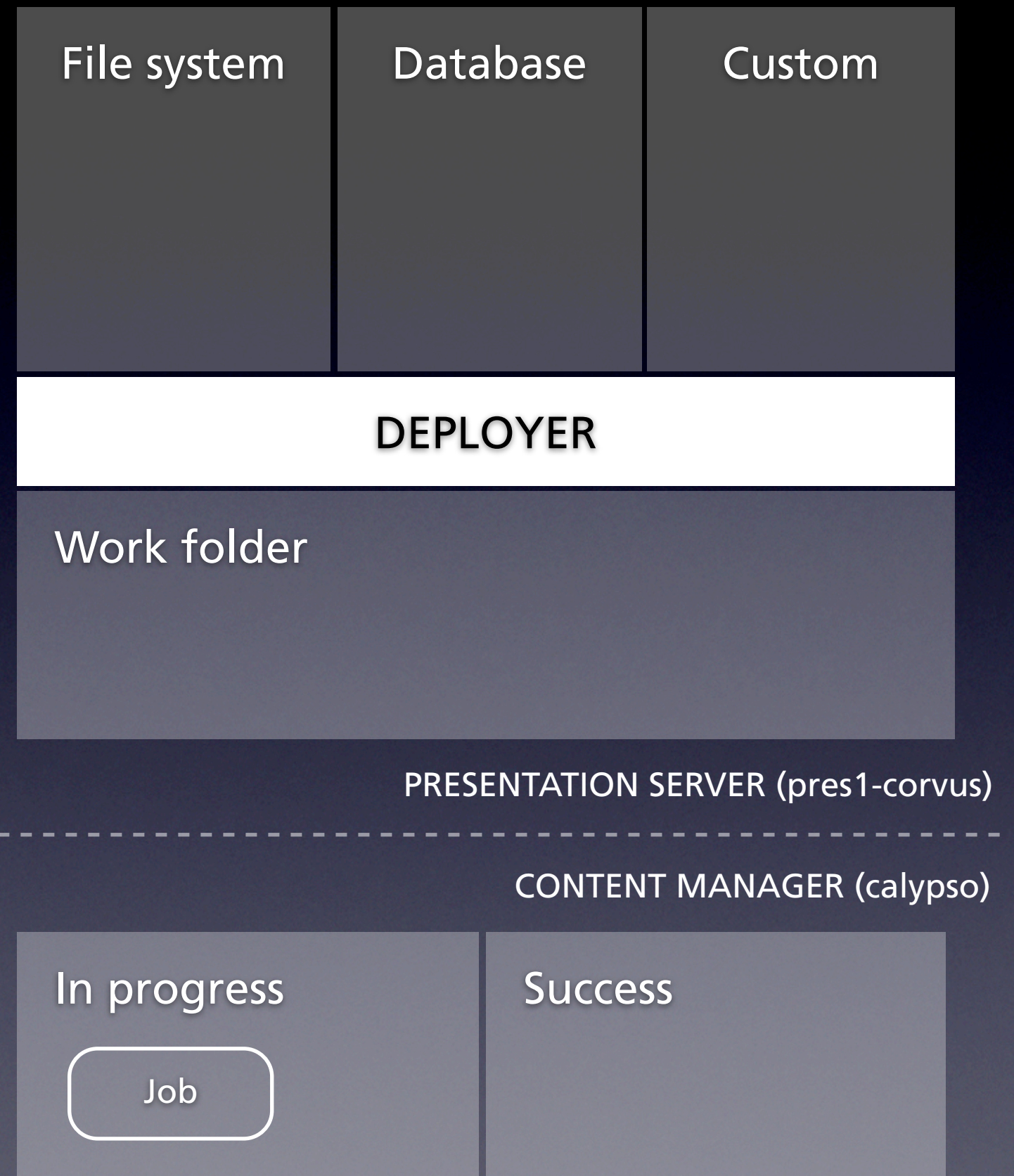
- Part of the Presentation Server software
- Listens for ZIP files in Work folder
- Deploys content
- Now or scheduled



The bits of Tridion

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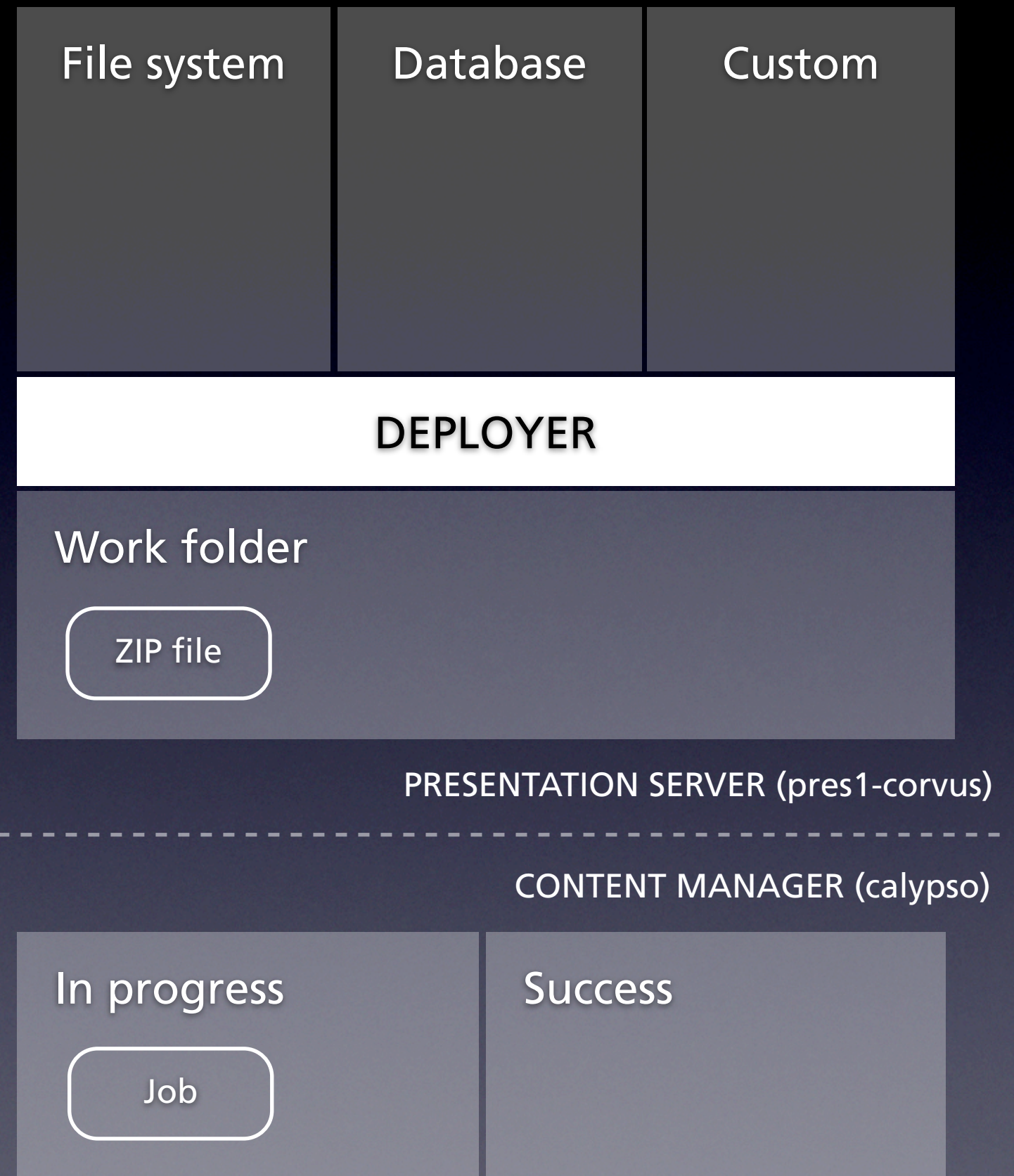
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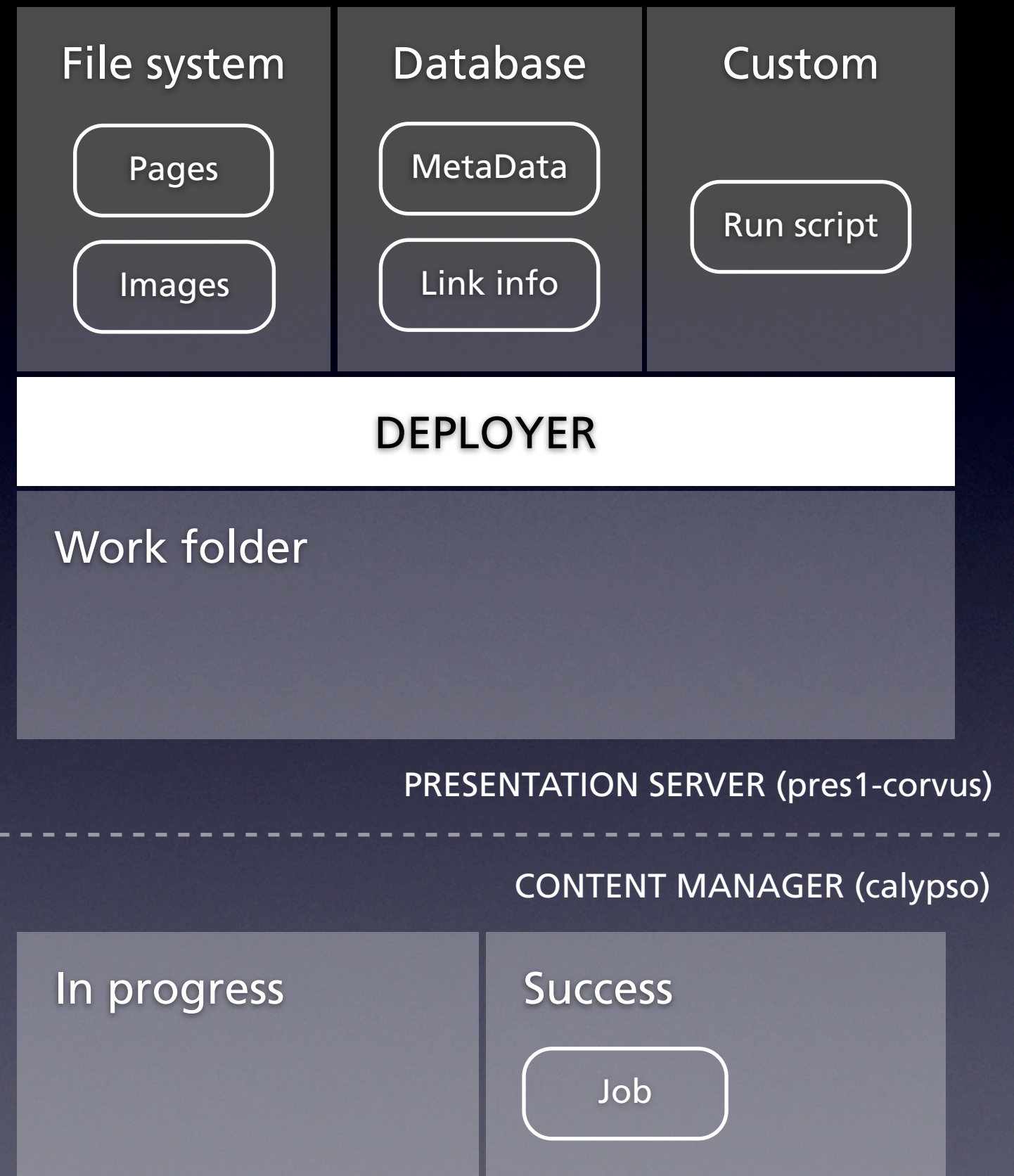
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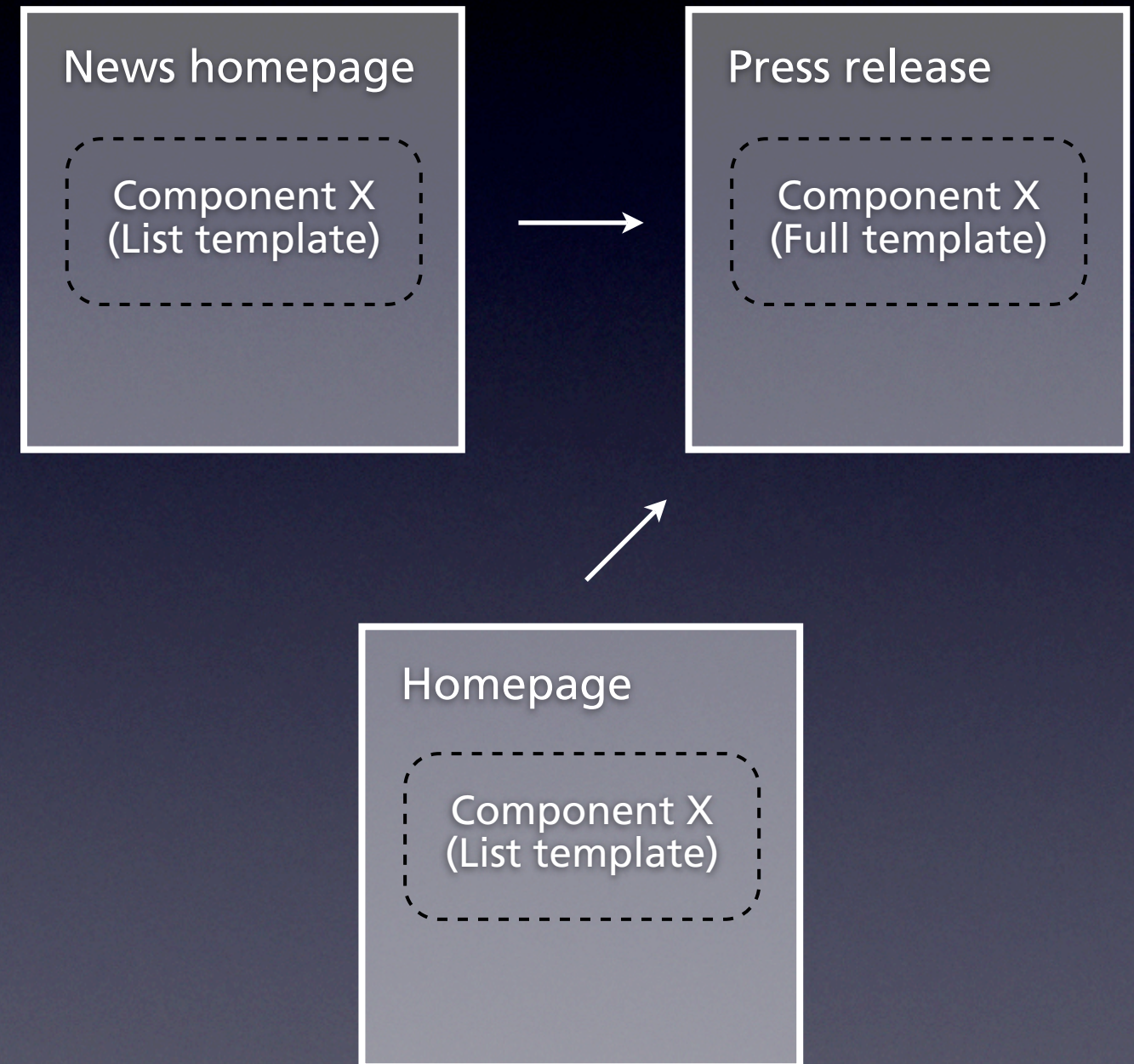
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Dynamic linking

- Keeps hyperlinks up to date
- HTML link tag replaced with VBScript or C# function
- Used in navigation and also component links



Content Broker

- A front-end SQL database
- But, only contains meta-data and chunks of rendered HTML
- Basic querying
- Basic caching
- Improved in Tridion 2011

Personalisation

Implicit personalisation:
update profile as user browses

News home

Press release

Explicit personalisation:
update via user preferences

Tick
checkbox

Create groups based on criteria

News reader

News fanatic

Personalise pages

Homepage

Homepage
+ extra news

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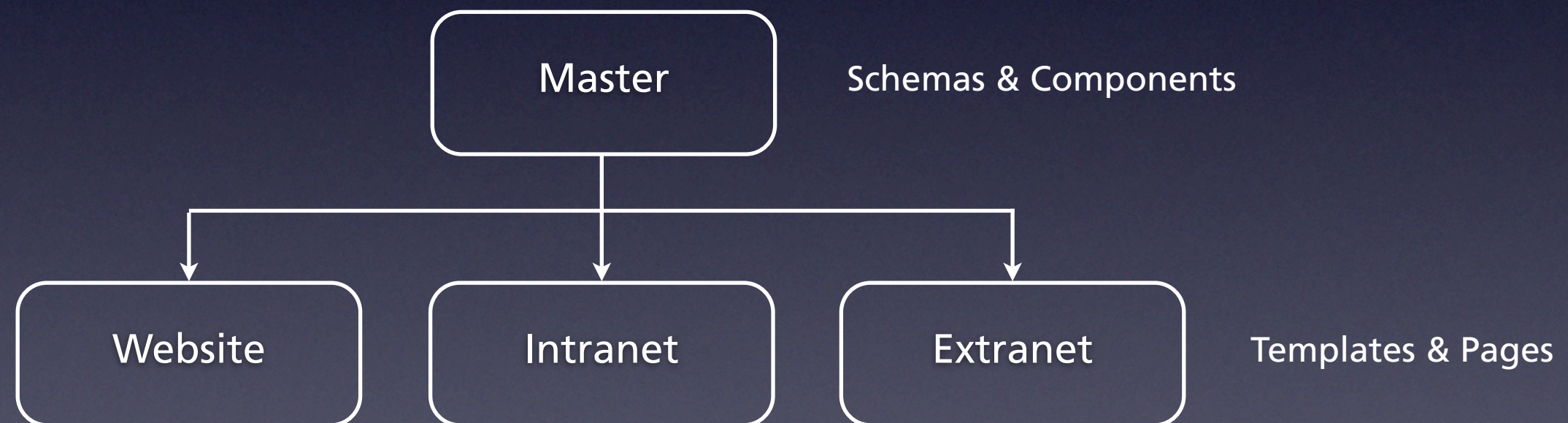


Personalise pages



Blueprinting

- Share content downwards but not up or sideways
- Very useful for language translation



What doesn't it do?

- Lots of small sites (too expensive)
- Other languages on the presentation side (C# only)
- Search (we use Google hardware)
- Community (we use Telligent Community Server)
- E-commerce