

This is a snippet of the full document.

Content Management System

A web content management system (CMS) is a center for managing online content. All CMS's allow users to perform the same types of tasks:

- Adding, editing, distributing, and archiving pages, articles, and blogs
- Creating and editing events and products
- Handling product orders and invoices
- Collecting data and statistics
- Managing users and their access to the website (Kohan, 2010)

While implementing a CMS does not have a qualitative ROI, a CMS does have several features that save businesses both time and money:

- Editing a CMS is not limited to the development team. Content on a CMS can be added, changed, updated, or archived without needing a development team or an extensive knowledge of coding languages. In the case of Georgia.gov, using Drupal resulted in a 65% reduction in operational costs and a 10 to 15 times faster editing process (2016).
- A CMS allow users to edit content separately from the page design. This means that design overhauls do not interfere with the content on the website, and important web features such as navigation or footer menus are not overlooked (as they are on the current website shown in *Figure 26*. Furthermore, the content can be moved easily across hosting services and CMS's without extensive recoding (Rouse, 2016).
- The security of the website increases due to a CMS's internal security features including password encryption and preventative software against malicious data entry (Drupal, 2016).
- CMS implementation is not limited to those internal to the company. For a fraction of the cost to implement internally, an external implementation by a team in a foreign country is possible. This will help reduce the cost, reduce the time necessary to implement and ensure any future updates are possible.

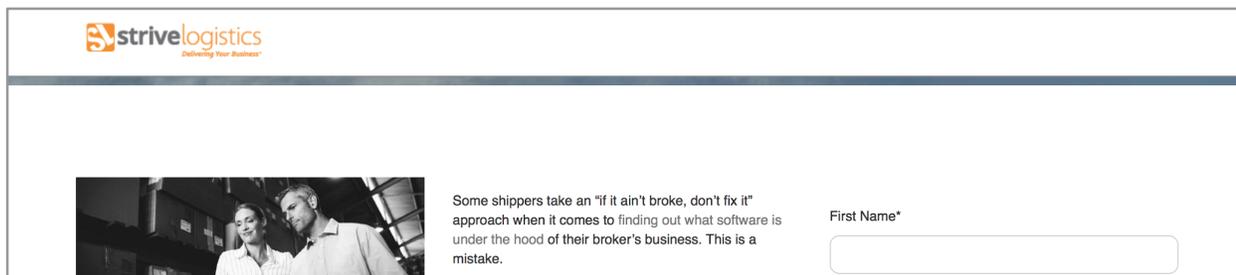


Figure 1: Missing Navigation on Strive's Website (Source: <http://info.strivelogistics.com/4-reasons-why-your-brokers-tms-matters>)

While there are many options for CMSs that vary in flexibility, security level, ease of use, and cost, we recommend that Strive uses Drupal, an open source, developer-friendly CMS that provides a strong balance between flexibility and security.

Benefits of Drupal

Drupal is an open source CMS. Unlike proprietary CMSs, open source CMSs do not require a license to use. More businesses are now choosing open source CMSs due to the low cost of use, increased customization options, ease of use, and increased amount of features (Wolfe, 2016). While other open source CMSs such as WordPress and Joomla also offer these features, Drupal's flexibility, ease of use for developers, and strong security make it the recommended choice for Strive's CMS.

Flexibility

If it can be coded, it can exist on a Drupal site (Barron, 2016). Drupal is known as the "developer's platform" (Hawk, 2016) because it provides the greatest amount of customization at the cost of being harder for non-developers to use. Since Strive has an in-house development team, the steep learning curve is easier to overcome. Drupal provides the same amount of flexibility as building a website from scratch, but with added benefits.

Security

Of the top three open source CMSs, Drupal has the highest level of security. Drupal's system offers secure, encrypted access including granular user access control, which keeps some content restricted to certain viewers (Drupal, 2016). Drupal also protects against outside security attacks including cross-site scripting (XSS), cross-site request forgery (CSRF), brute force attacks, and denial of service (DoS) attacks.

Efficiency

Drupal also includes modules for our recommended LeadGen software including Pardot, Google Analytics, Salesforce, and Olark. These modules synchronize your LeadGen use into one place, which improves the efficiency of your LeadGen use.

Cost of Drupal

Drupal is a free CMS. There are no licensing fees involved and the modules are covered by the LeadGen budget. The cost of Drupal comes from initially moving the existing website into Drupal software. Drupal users identified that creating a website takes approximately 30-45 hours (Drupal Groups, 2009). However, it may take less time since Strive already has an existing website and content. Assuming 30-45 hours of work and an average developer salary of approximately \$33.97 per hour (Bureau of Labor Statistics, 2016), moving your platform to a Drupal site will cost somewhere between \$1019.10 and \$1528.65

Increase Effectiveness