

# Ektron CMS400.NET as a scalable CMS

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Web site management today means making sure that sites are scalable in a way that gives them meaningful flexibility. In this Web 2.0 world, it is more important than ever that content is managed efficiently and effectively, and that the way it is managed can scale with the Web site's needs.

## Scaling for site traffic and data

For a Web site to be able handle large numbers of visitors, it needs to have enough processing power available to keep the site running smoothly. The most effective method of accomplishing this is via SQL (load balancing) clustering, with a dedicated Database Server alongside the Application Server.

But some CMS's do not use the Database Server as anything more than a data store, eliminating any performance advantage.

Ektron CMS400.NET offloads the database processing to the Database Server, freeing up 40% of the Application Server's processing power and allowing the addition of more Application Servers to balance the traffic load. Furthermore, Ektron CMS400.NET uses "in-memory" caching, saving the most commonly retrieved information in memory and reducing the number of trips to the database, thereby increasing performance.

Kodak.com and Doubleclick.com are powered by Ektron CMS400.NET; they have an average of 18 million visitors per day and 148 million visitors per day, respectively. Both the Seattle Seahawks and Dove's Campaign for Real Beauty use Ektron CMS400.NET to handle their high traffic loads as well. Seahawks.com sees between 10 and 12 million visitors every game day, with 19 million visitors during playoff games. And after a Super Bowl ad in 2007, Campaignforrealbeauty.com saw 14 million visitors. More than 400,000 of those filled out processing intensive online forms in two hours.

It is widely accepted that a single relational database (like Ektron's) utilizing SQL clustering across multiple pieces of hardware is much more efficient than multiple databases that are spread out across multiple disconnected pieces of hardware. The Entrepreneur.com site responds very quickly and efficiently even with 1.5 million pieces of content.

## Flexible functions and features

Besides content and traffic, a CMS needs to do more than just satisfy the current needs of a Web site. With over 70 server controls, Ektron CMS400.NET can fulfill many needs out-of-the-box. But

Ektron's open API offers the ability to completely customize controls or build brand new ones, giving developers the ability to add whatever functionality the site needs.

Because of this high level of customization, a site powered by Ektron CMS400.NET integrates seamlessly with external systems and third party applications, whether they are already in place or something that will be considered in the future.

## Organization and Search

With large amounts of content comes what could be an organizational nightmare. By using a content-level taxonomy (a type of organization that defines content in multiple categories using "one-to-many" relationships), Ektron's relational database limits duplication of data, as all of the content is easily repurposed across the site (and minisites), reusing it in a variety of ways, such as Flash presentations, slideshows, etc.

But how do visitors find content on a site as large as Entrepreneur.com? As a site grows in content and popularity, search becomes the most common way for visitors to find things. With only 3-6 clicks before a user gives up, search must work the way that visitors expect it to.

Using the "one-to-many" relationships of Ektron's taxonomy to drive search allows users to find things in the way that they think of them. In addition to using content-level taxonomy to define content, Ektron's search also suggests results, ranks results by relevancy, and auto generates summaries of the results.

## Language and Localization

Web sites grow across borders, focusing on specific markets or to reach a much more diverse demographic. It becomes necessary to be able to grow a site's language capabilities as well as its content to reflect this.

In order to bring their message to as wide an audience as possible, Dove's Campaign for Real Beauty uses Ektron CMS400.NET's XLIFF support to present its content in 48 different languages. Saint Gobain uses Ektron CMS400.NET to similar effect. As a producer, processor and distributor of materials in 54 countries worldwide, they support their business with 71 Web sites in 15 different languages. Dolby Laboratories supports 8 languages.

## Membership sites

Membership users are playing a larger and larger role in site growth, signing up to take advantage

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of all of the functions and features. A CMS needs to be able to accommodate this growth, and it is critical in creating a strong user experience that will keep them coming back.

Ektron CMS400.NET powers the Web site for the American Institute of Chemical Engineers, a user-oriented site with over 45,000 members who actively participate in forums, blogs, and groups. Another Ektron site, Princeton Review, has 15 million members.

## Content editing and updating

Whether the pieces of content items number in the hundreds or in the millions, the team of people managing the site needs to be able to do it easily and efficiently. Ektron CMS400.NET works efficiently with any size team, and its WYSIWYG editor gives them the ability to update content in an environment similar to a word processor, something they are already familiar with. Here, they are able to update any type of content, from text to photos to multimedia.

Corning, the world leader in ceramics and glass, has 50 users updating content with Ektron CMS400.NET. Empire Medical National Account Services has 300 people managing their Web site with Ektron's WYSIWYG editor.

With so many content authors contributing, Ektron's permissions structure and Smart Forms play a big role in keeping site look and feel consistent. The permissions structure enables a specific approval chain to be put in place, and Smart Forms create templates for content, ensuring approved content and the proper layouts.

Building a Web site with any CMS takes a great deal of planning. While it is extremely important to understand the current needs of the site, the future also needs to be considered. Having a CMS like Ektron CMS400.NET that can give meaningful scalability now and down the road will go a long way towards building a sustainable and growable Web site.

*EKTRON Since its founding in 1998 Ektron has been committed to providing affordable web content management and authoring solutions. Ektron CMS400.NET empowers non-technical business users by providing an intuitive user interface for managing their Web site's content and messaging. Ektron has a complete set of social networking tools and fully supports all Web 2.0 functionality. For more information on Ektron, visit: <http://www.ektron.com>.*

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