

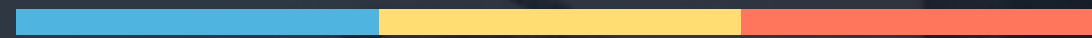


Content Management Systems are not application platforms

By Rouven Wessling

How I became convinced
that content needs to be
nothing but an API.

Hi, I'm Rouven



Developer Evangelist, lover of APIs and cake

@RouvenWessling





Düsseldorf 🥰

ANNETTE FIMPELER (Hg.)

DÜSSELDORF KÖLN

EINE GEPFLEGTE RIVALITÄT



Greven Verlag Köln

DÜSSELDORF-KÖLN

Görs



So wird KÖLSCH gebraut.



I have a history here...

**In 2010 I started contributing to Joomla!
to get help get 1.6 released**



I stayed a while longer



PHP Autoloading

Released with Joomla! 2.5

The screenshot shows a GitHub pull request for the Joomla! CMS repository. The pull request is titled "[#27205] Add a true autoloader to the CMS (Rouven Weßling)" and is in the "staging (#1)" branch. It was authored by realityking and committed by dextercowley on Dec 9, 2011. The pull request shows 8 changed files, with 101 additions and 21 deletions. The code diff for administrator/includes/framework.php is displayed, showing changes to the autoloading logic. The changes include adding a bootstrap for CMS libraries and updating the error handling logic.

GitHub, Inc.

joomla/jooml... autoloader Pull requests Issues Marketplace Explore

joomla / joomla-cms Watch 382 Unstar 2,732 Fork 2,687

Code Issues 425 Pull requests 389 Projects 10 Insights

[#27205] Add a true autoloader to the CMS (Rouven Weßling) Browse files

staging (#1) vPBF4 2.5.0_RC1

realityking authored and dextercowley committed on Dec 9, 2011 1 parent 433a9a8 commit d754ddb774efa8f5a755349832033fe97fe35e18

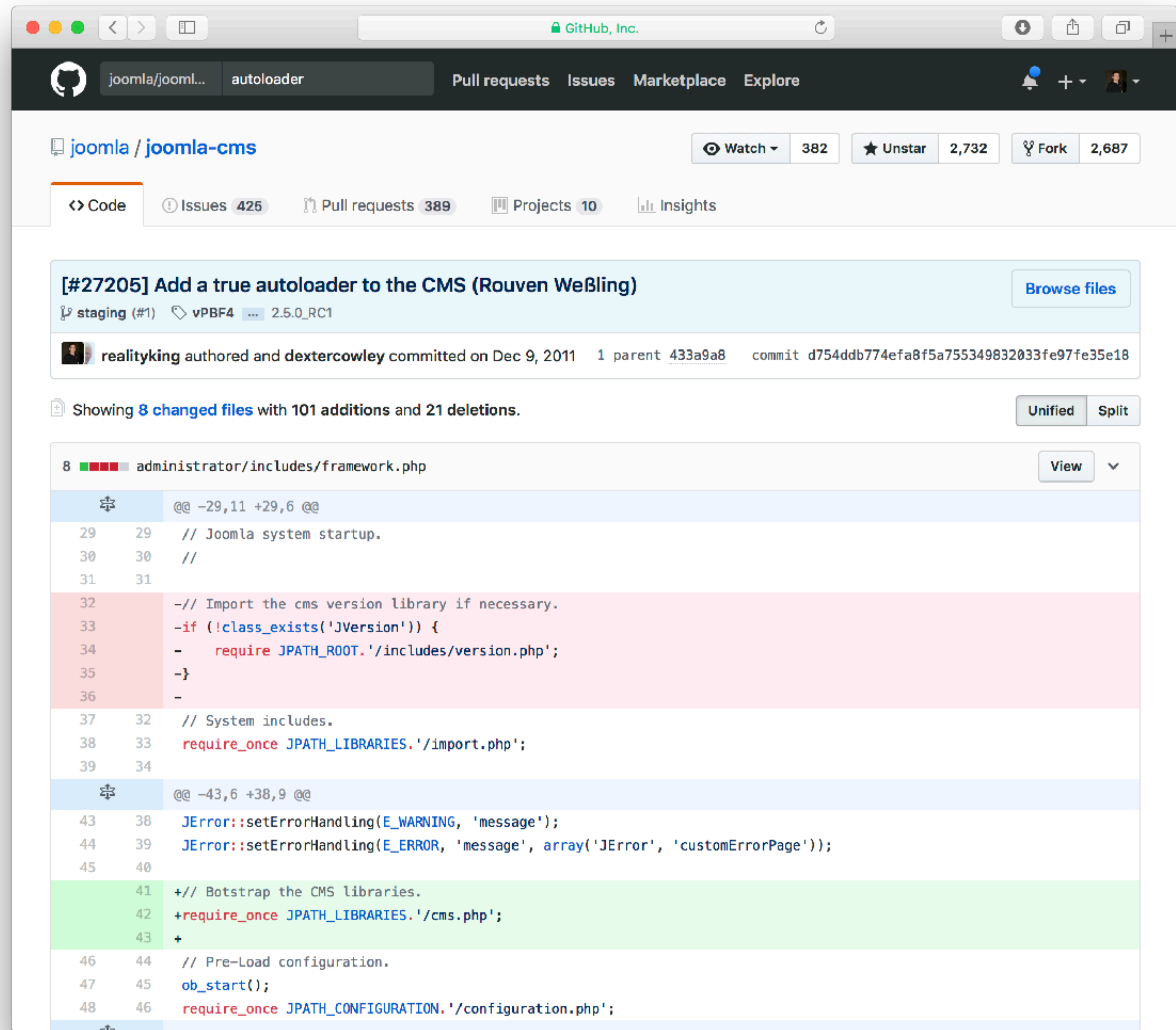
Showing 8 changed files with 101 additions and 21 deletions. Unified Split

8 administrator/includes/framework.php View

```
@@ -29,11 +29,6 @@
29 29 // Joomla system startup.
30 30 //
31 31
32 -// Import the cms version library if necessary.
33 -if (!class_exists('JVersion')) {
34 -    require JPATH_ROOT.'/includes/version.php';
35 -}
36 -
37 32 // System includes.
38 33 require_once JPATH_LIBRARIES.'/import.php';
39 34
@@ -43,6 +38,9 @@
43 38 JError::setErrorHandler(E_WARNING, 'message');
44 39 JError::setErrorHandler(E_ERROR, 'message', array('JError', 'customErrorPage'));
45 40
41 +// Bootstrap the CMS libraries.
42 +require_once JPATH_LIBRARIES.'/cms.php';
43 +
46 44 // Pre-Load configuration.
47 45 ob_start();
48 46 require_once JPATH_CONFIGURATION.'/configuration.php';
```


AJAX Installer

Released with Joomla! 1.7.3



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GitHub, Inc.

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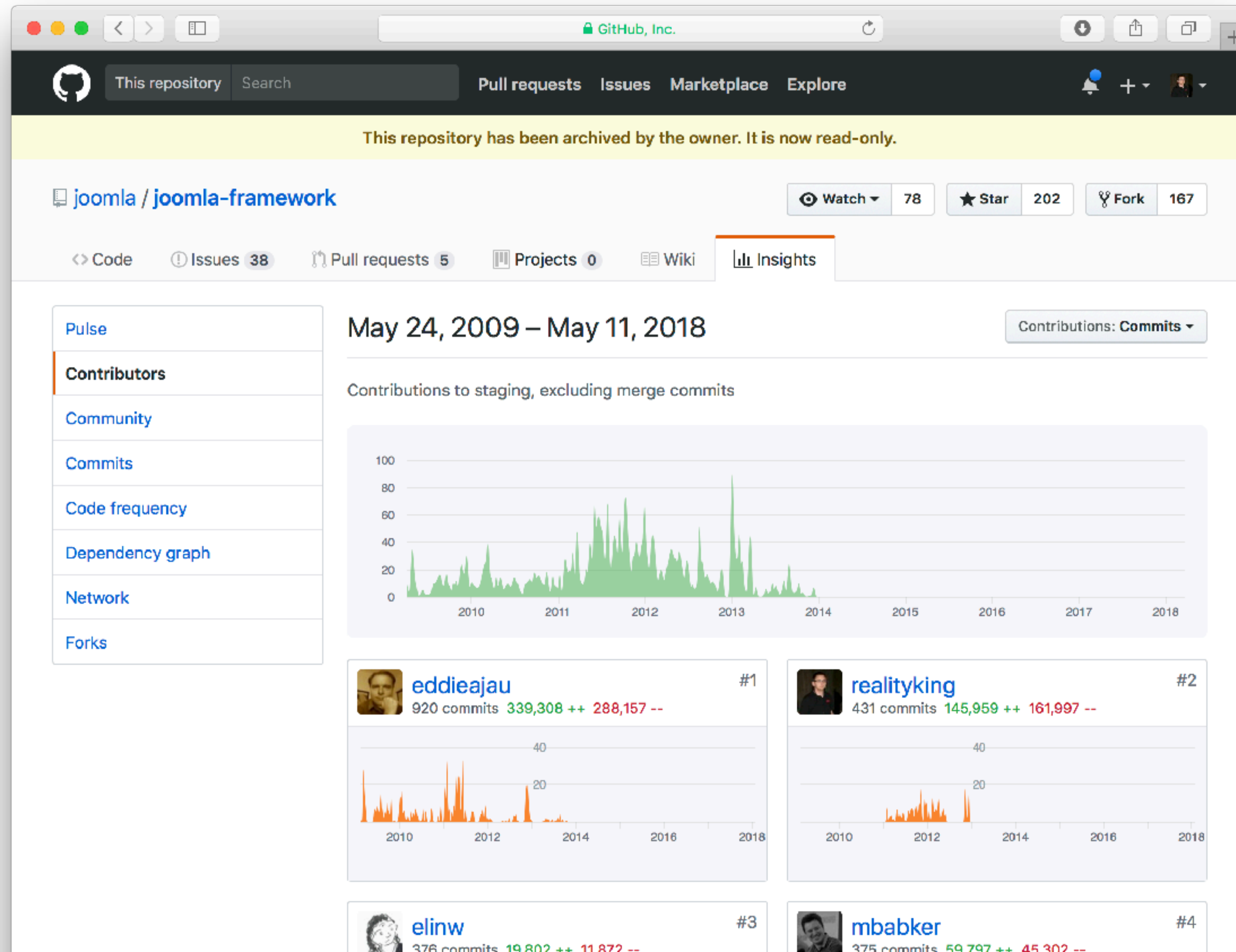
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47 45 ob_start();
48 46 require_once JPATH_CONFIGURATION.'/configuration.php';
```


Joomla Platform/Framework



Change in philosophy



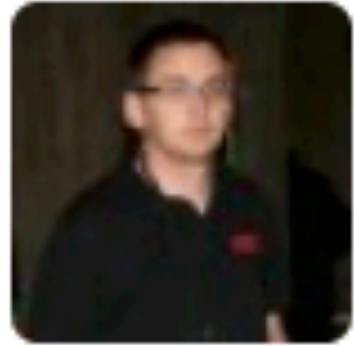
SESSION

What is the Joomla Framework and why do we need it?

SPEAKER

Rouven Wessling

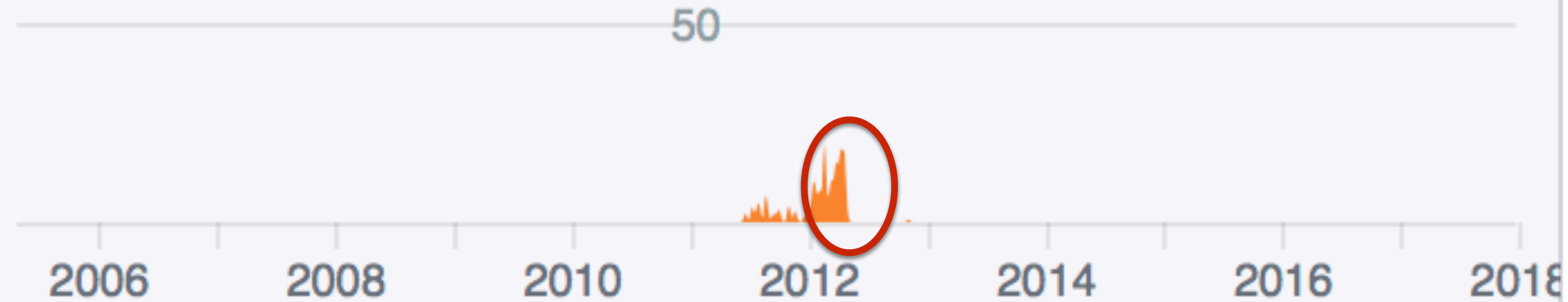




realityking

#18

261 commits 144,744 ++ 217,879 --



What happened?



I burned out

**I care about building
kick-ass tools
for developer**

The Joomla! community felt differently





So I left

"I love my CMS!"
said no developer
ever.



Why do many developers hate CMSs?



Security/maintenance
cost



Rigid extension/
templating system



Setting up
environments is hard

ThoughtWorks®

“We are seeing too many organizations run into troubles as they attempt to use their CMS as a platform for delivering large and complex digital applications.”

- ThoughtWorks Technology Radar

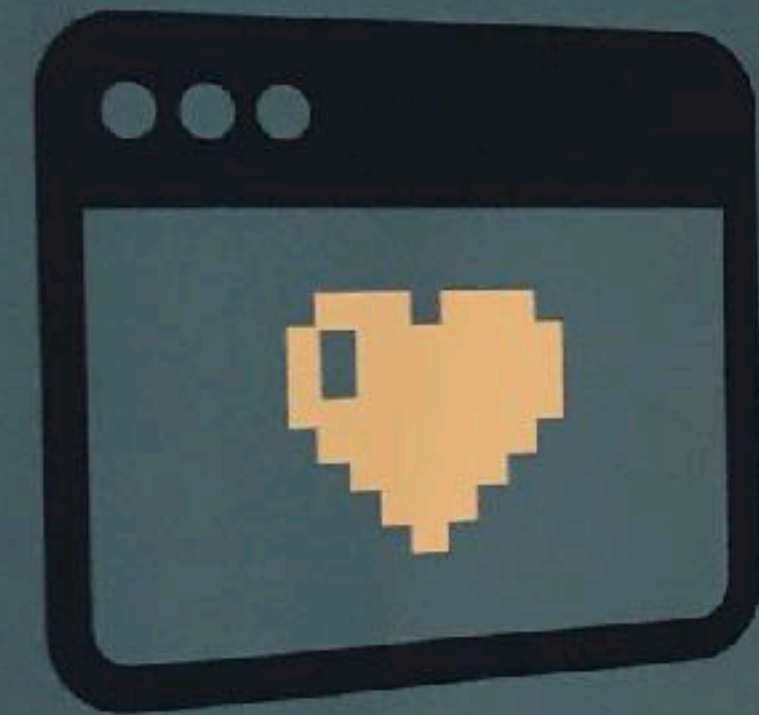
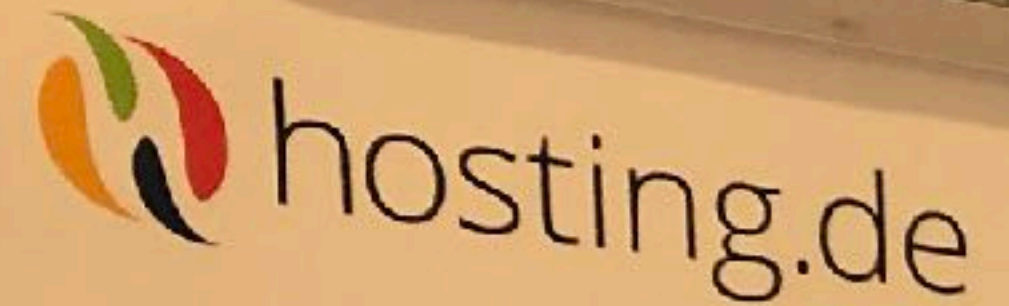
Enter the

~~Decoupled CMS~~

~~API first CMS~~

~~Headless CMS~~

Content Infrastructure



API FIRST
HAPPINESS FIRST

Content Management Systems
are ~~not~~ shitty application platforms

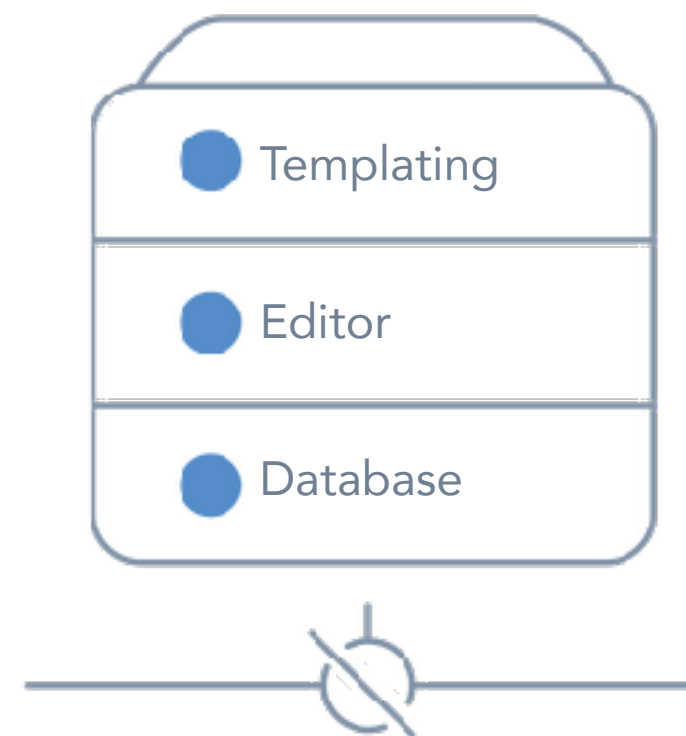
Today's CMS

Page-centric model



SILOED CONTENT

Monolithic architecture



Coupled to the CMS' platform

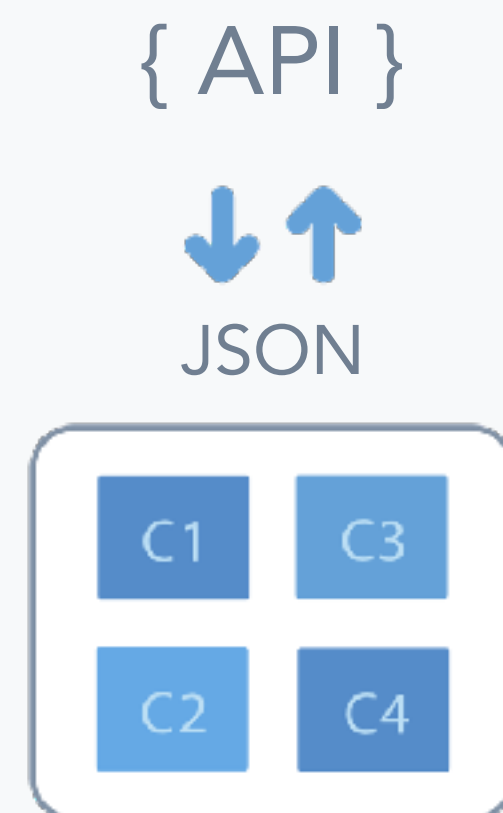
Hard to change



DISCONNECTED

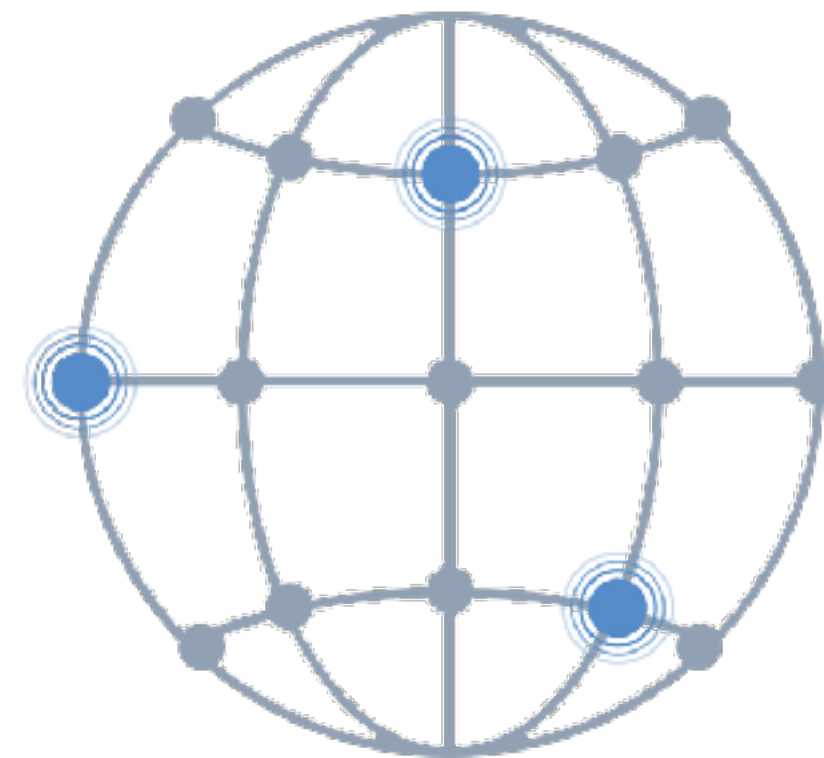
Content Infrastructure

Structured content



Independent of
medium and platform

Microservice architecture



COMPOSABLE

Changes with your software



AGILE

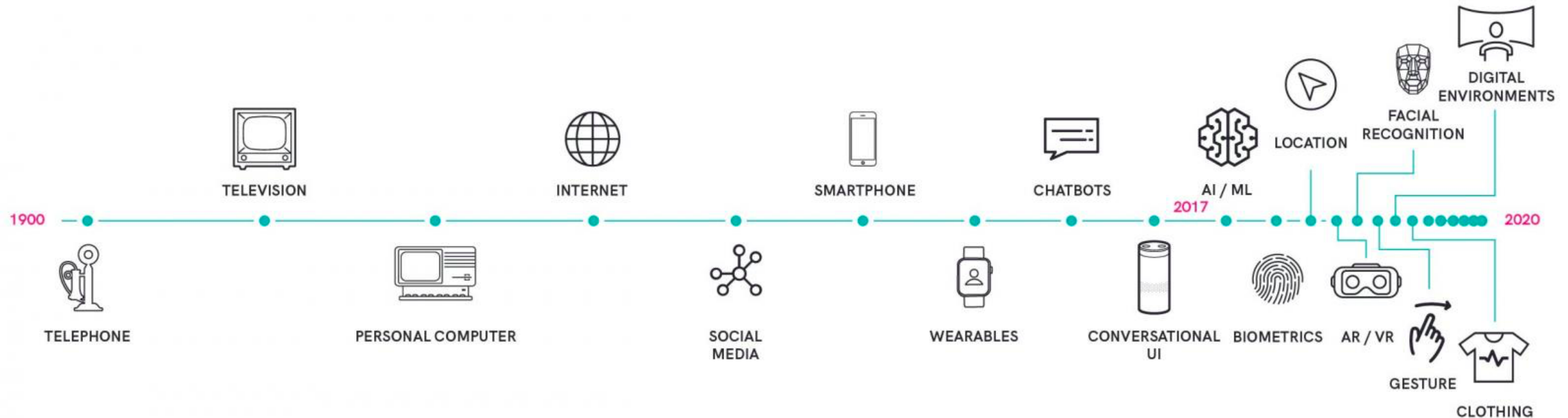


“I don’t necessarily know where this content is going to live. I don’t know how it’s going to be used in the future. But, I do know that I have to create lots of flexible content that has metadata attached to it because I know it’s going to be reused in different places.”

Karen McGrane,
Author of “Content Strategy for Mobile”

Deliver content to any platform, not only websites

Even to platforms not yet invited... the landscape is evolving with an ever increasing pace

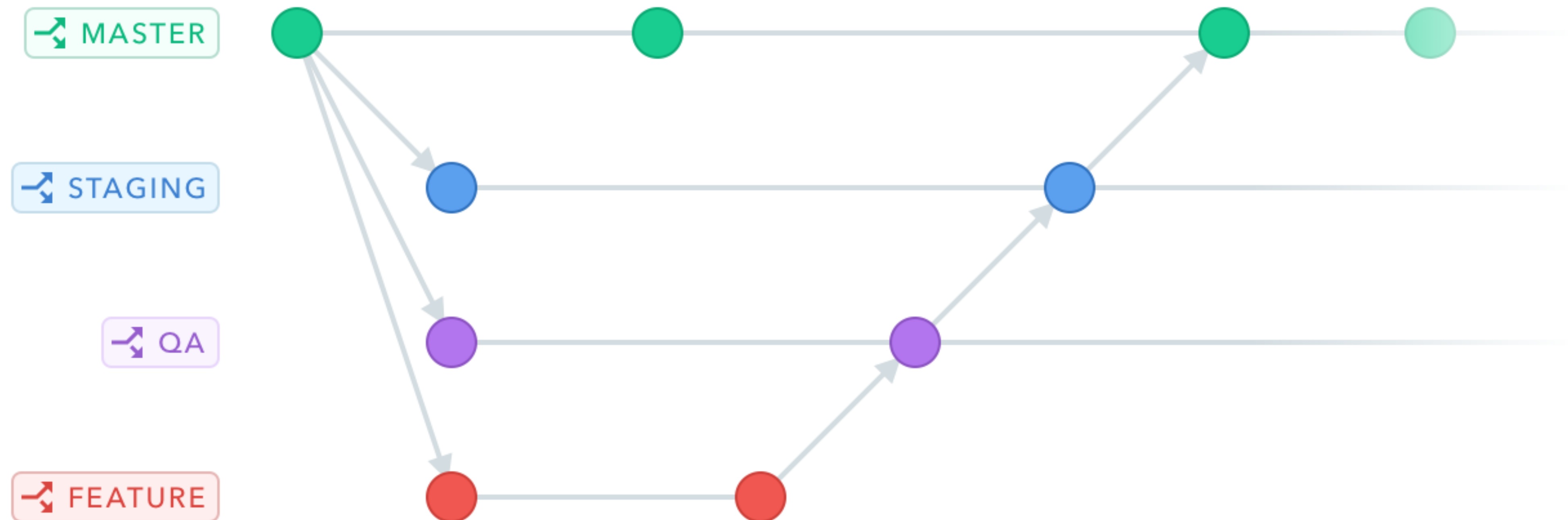




“TELUS Digital is very proud of our engineering culture enabled by a modern technology stack and delivery automation. Decoupling content from code was a big win ushering extreme organizational agility and drastically increasing our speed-to-market on key marketing & delivery initiatives.”

Andrew Kumar
Sr. Technical Program Manager, TELUS

Integration with the dev-flow is key for fast moving teams



**“Editors get a CMS;
Developer don’t
have to deal with one.”**

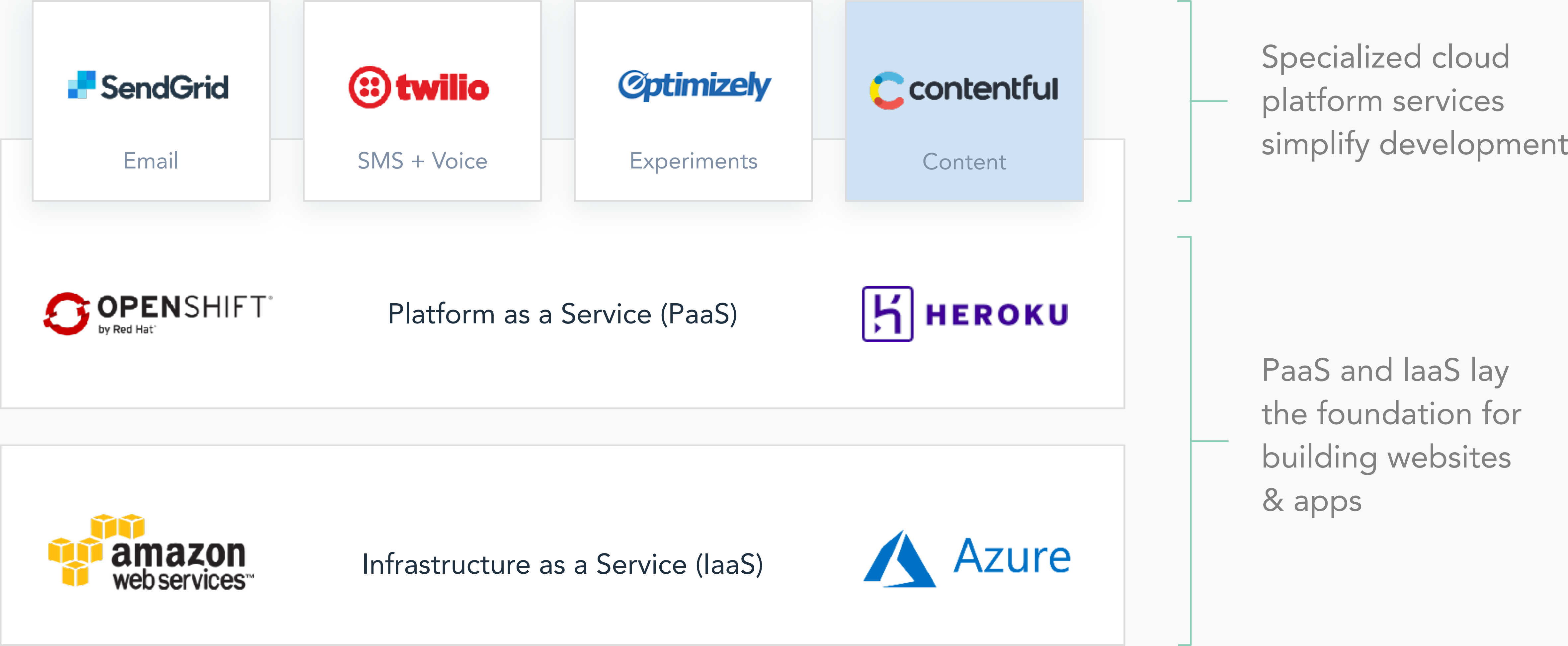


Don't let a CMS get in the way of shipping software.

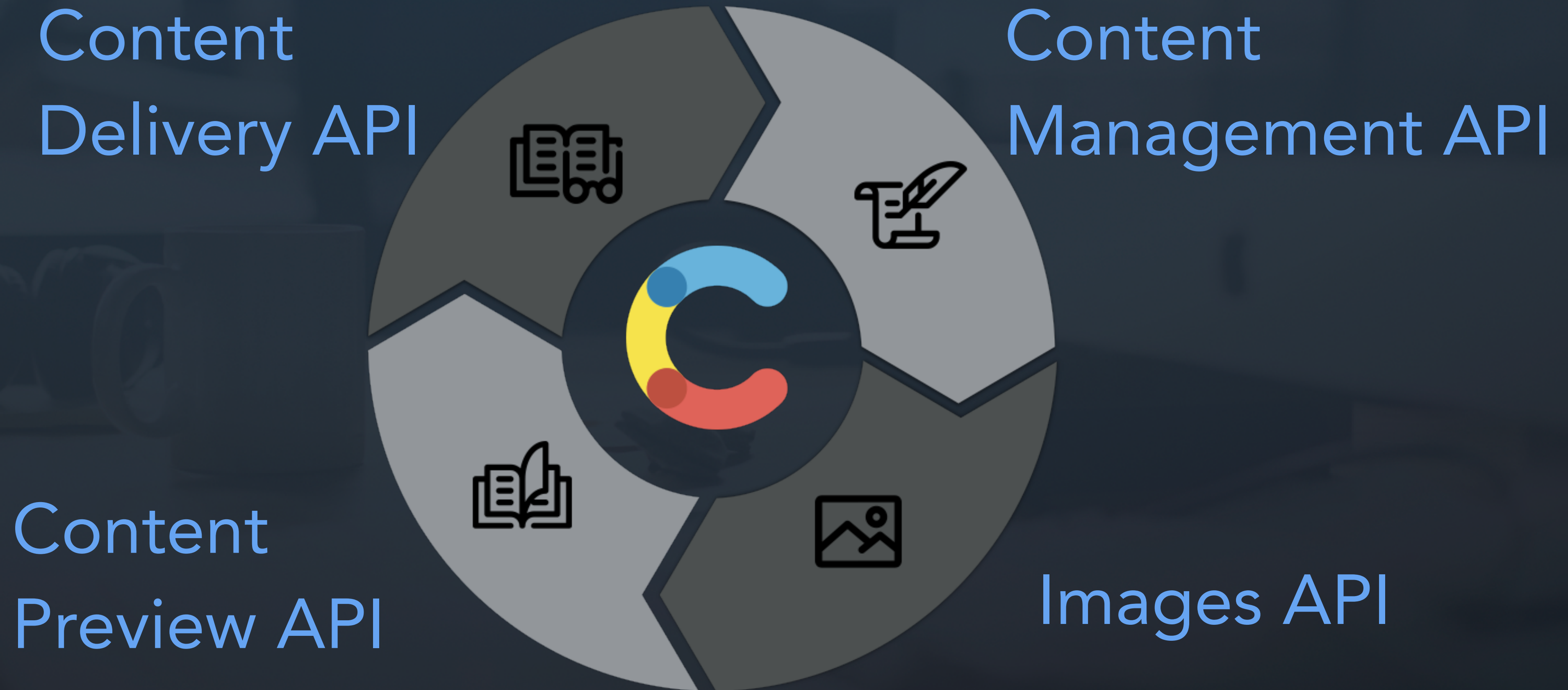
Contentful provides a content infrastructure that enables teams to power content in any digital product.



The missing layer of the modern stack

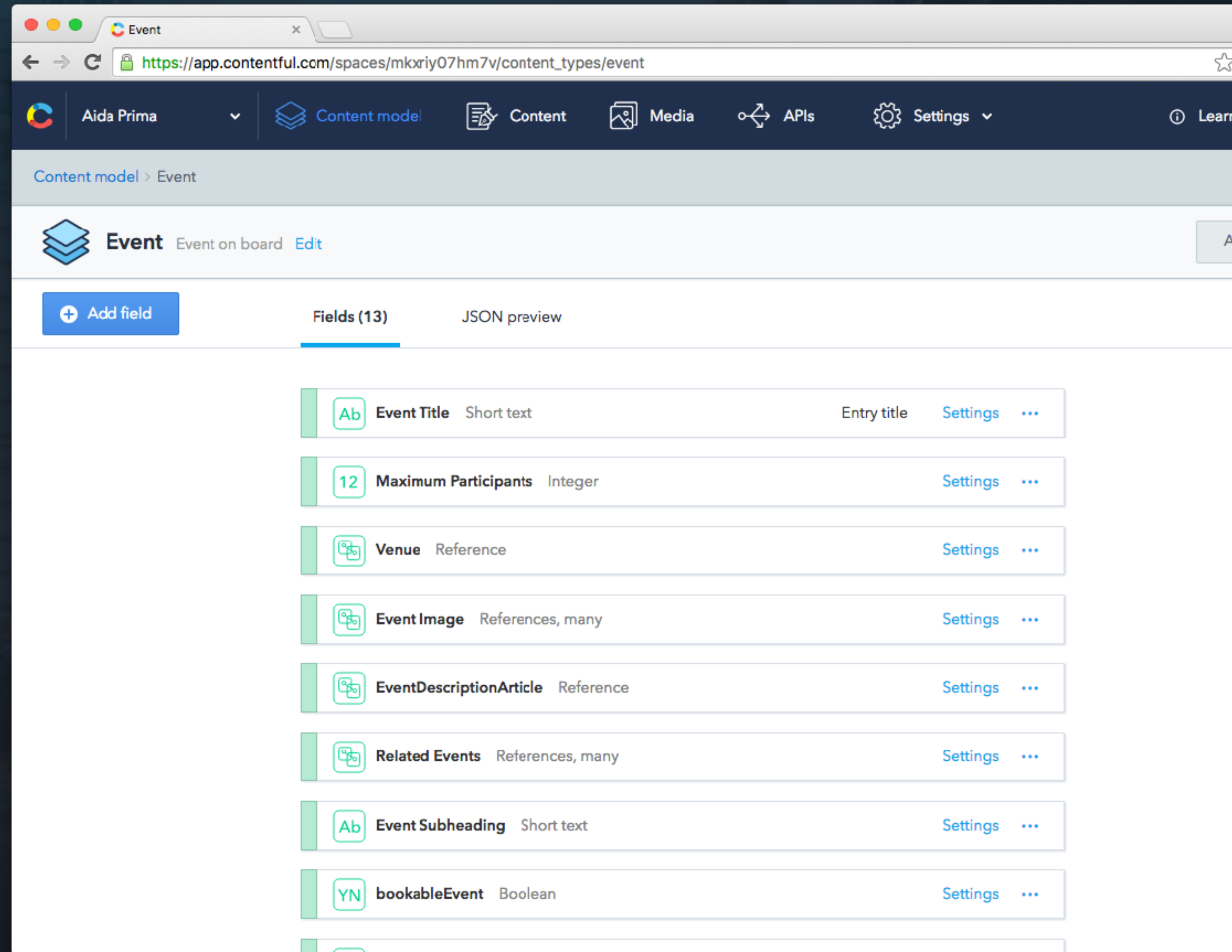


4 APIs are at the foundation of Contentful

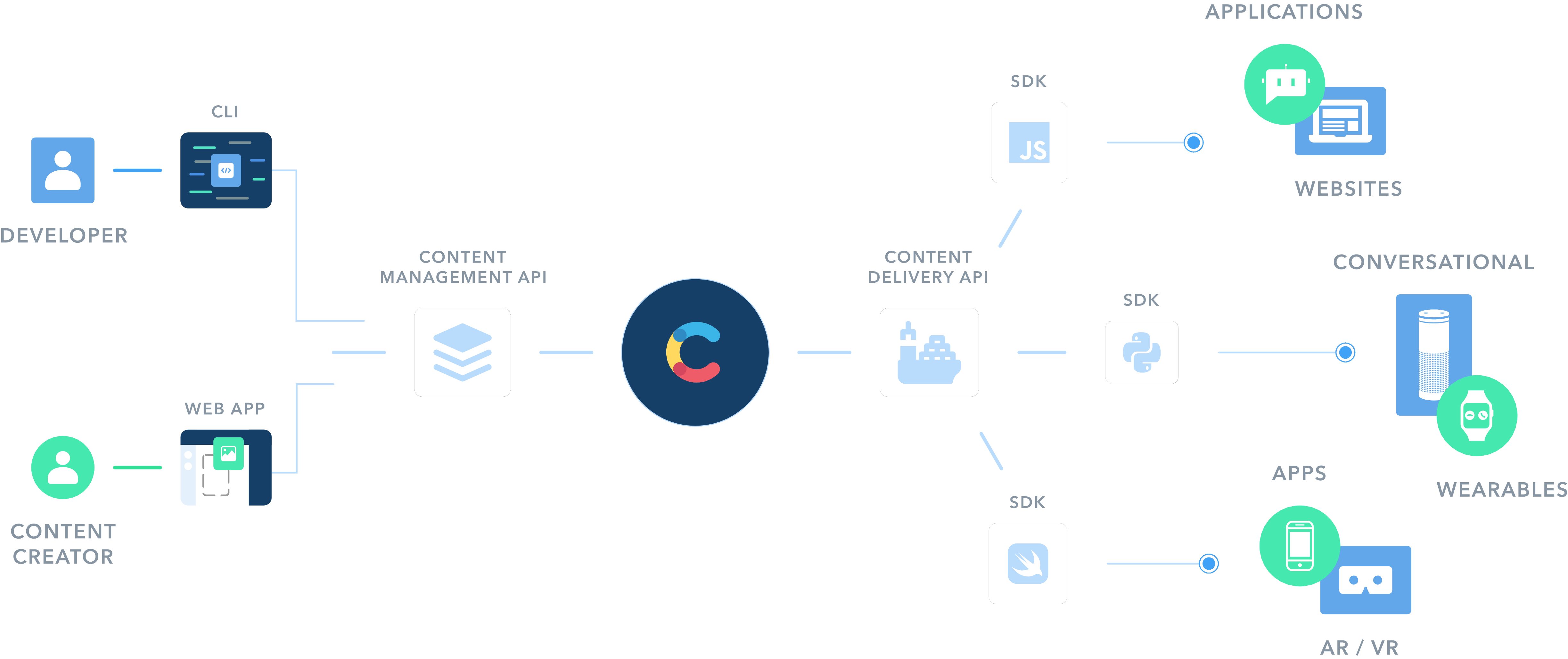


The Web App

- Management of Content for author
- Management of the Platform for Administrators
- Management of the Content Model for Developers



Architecture



Flexible enough to handle any kind of digital product

Think outside the CMS box

The logo for smashbox, featuring the word "smashbox" in a lowercase, black, sans-serif font.

Chatbot with product
recommendations

The logo for Optimizely, featuring the word "Optimizely" in a blue, sans-serif font with a stylized "O" that incorporates a circular arrow.

Multivariate testing
Learning academy
Microsites

The logos for AIDA Cruises and Carnival. AIDA Cruises is on the left, featuring a stylized orange and black fish-like shape next to the word "AIDA" in blue and "CRUISES" in green. Carnival is on the right, featuring a stylized red and blue ship-like shape next to the word "Carnival" in black.

On-ship digital experiences:
kiosks, displays, menus, etc.

The logo for Jack in the box, featuring the word "Jack" in a white, stylized font inside a red hexagon, with "in the box" in red text below it.

Super Bowl campaign
Employee training app

The logo for The British Museum, featuring the words "The British Museum" in a black, serif font.

Audio guides
Interactive displays
Immersive website



Workflows



Environments

Contentful

Secure | https://app.contentful.com/spaces/arqlnkt58eul/settings/environments

Mario's Org Orc Playgroundmaster

Space homeContent modelContentMediaSettings

Environments

ID	Status	Actions
<div>master</div> <div>DEFAULT ENVIRONMENT</div>	READY	Delete
<div>staging</div> <div></div>	IN PROGRESS ?	Delete
<div>develop</div> <div></div>	IN PROGRESS ?	Delete

ADD ENVIRONMENT

This space has 3 out of 6 environments.

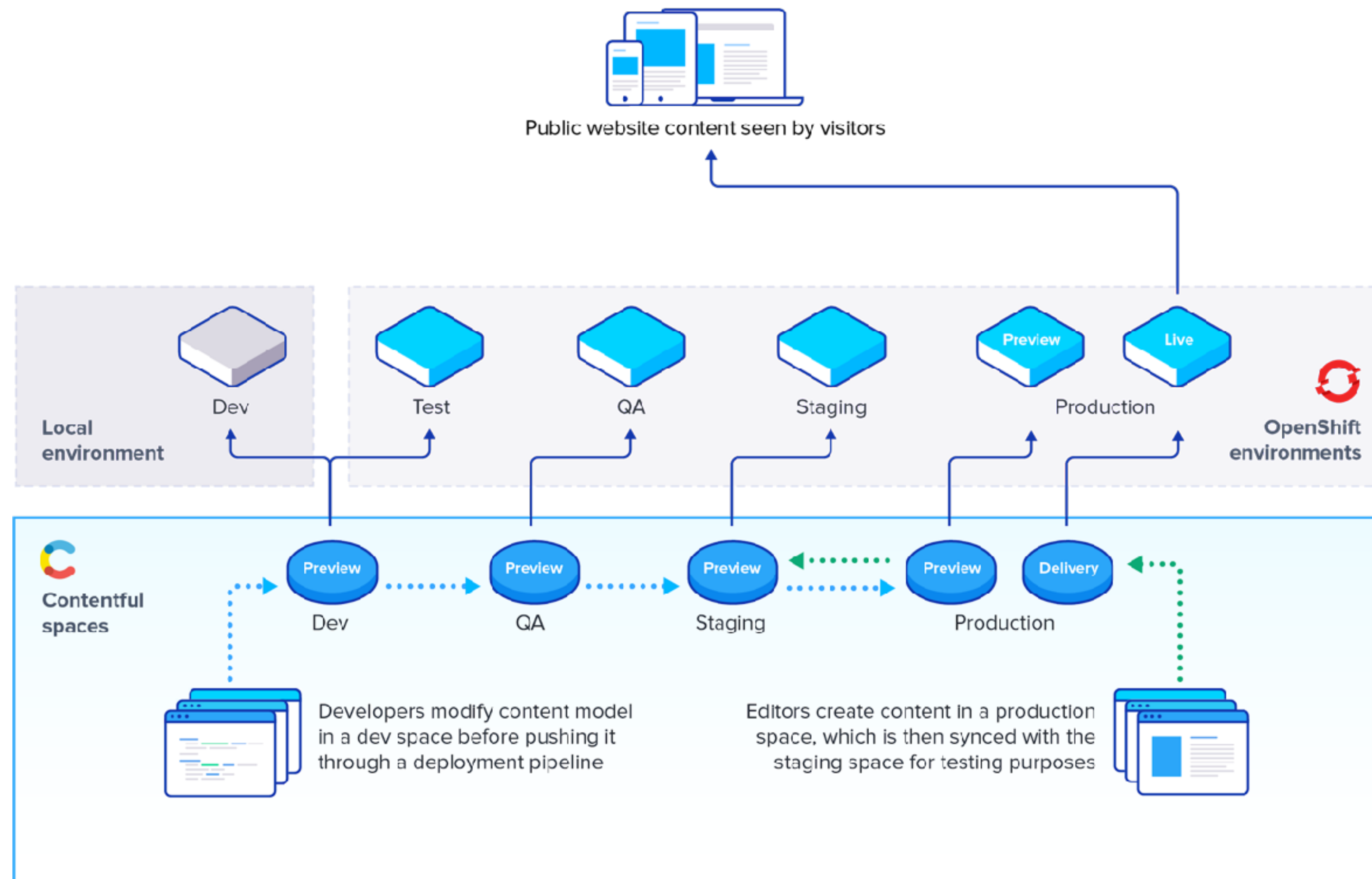
Add environment

DOCUMENTATION

Environments allow you to modify the data in your space without affecting the data in your master environment.

Read more in the [space environments documentation](#).

Integration with the dev-flow is key for fast moving teams



Migrations

```
module.exports = function (migration) {
  migration.deriveLinkedEntries({
    contentType: '1kUEViTN4EmGiEaaeC6ouY',
    from: ['profilePhoto', 'firstName', 'lastName'],
    toReferenceField: 'profilePhoto_new',
    derivedContentType: 'media',
    derivedFields: ['name', 'photo'],
    identityKey: async (from) => {
      return `${from.firstName['en-US']}-${from.lastName['en-US']}`
    },
    deriveEntryForLocale: async (from, locale) => {
      return {
        name: `${from.firstName[locale]} ${from.lastName[locale]}`,
        photo: from.profilePhoto[locale]
      }
    }
  });
};
```


Should Joomla! be a Content Infrastructure?



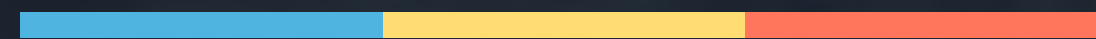
The Flexible Platform
Empowering
Website Creators

Don't let a CMS
get in the way of
shipping your software.

Maybe



ROUVEN WEßLING



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Email: rouven@contentful.com