CSL
Website design

Why choose SilverStripe?

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“What would it look like
if you turned it upside down?

Patrick Sullivan

“If you spend too much time thinking about a thing, you’ll never get it done.

Bruce Lee

Two types of clients

Technically minded

Marketing & Business Focused

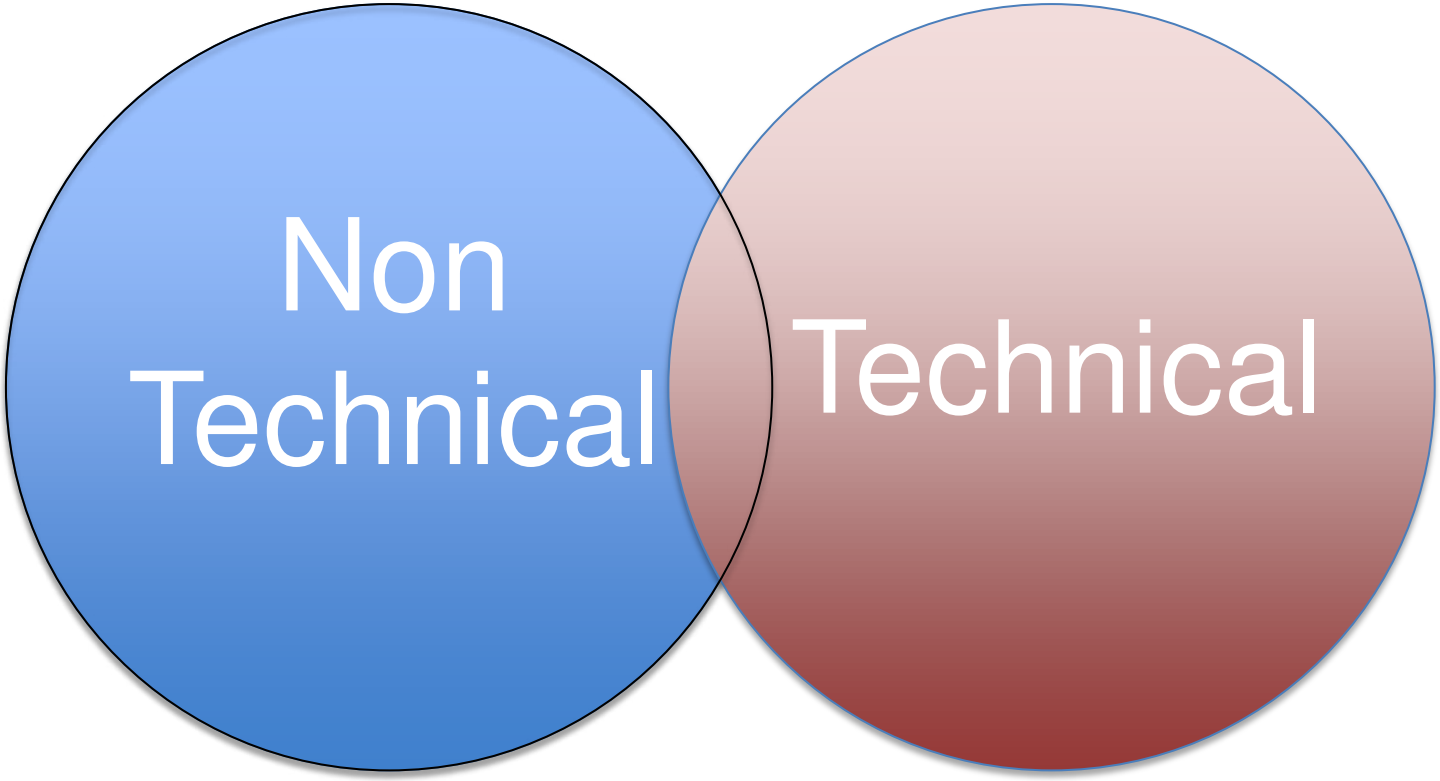
Technically minded

- Focus on technology
- Developer driven
- Comparison to other CMS
- Size of community
- If it’s not J2EE it’s not enterprise
- Less design driven
- Problem focused

Marketing & Business Driven

- Design lead
- Functionality that drives business
- Ease of use
- Ability to share content across disparate platforms (website, intranet, social, etc)
- Solutions focused

Everyone loves a Venn diagram



“Design is not just what it looks like and feels like. Design is how it works.

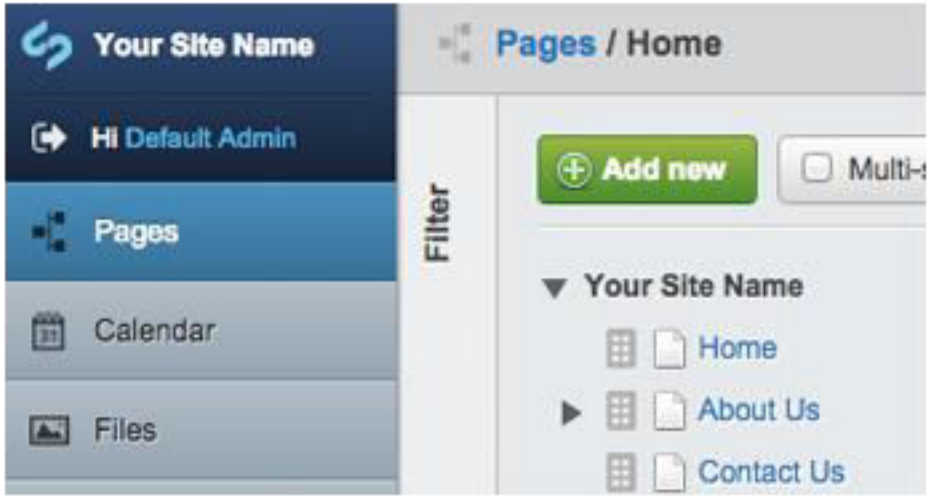
Steve Jobs

Why choose SilverStripe?

User friendly interface

Organise your content like a pro

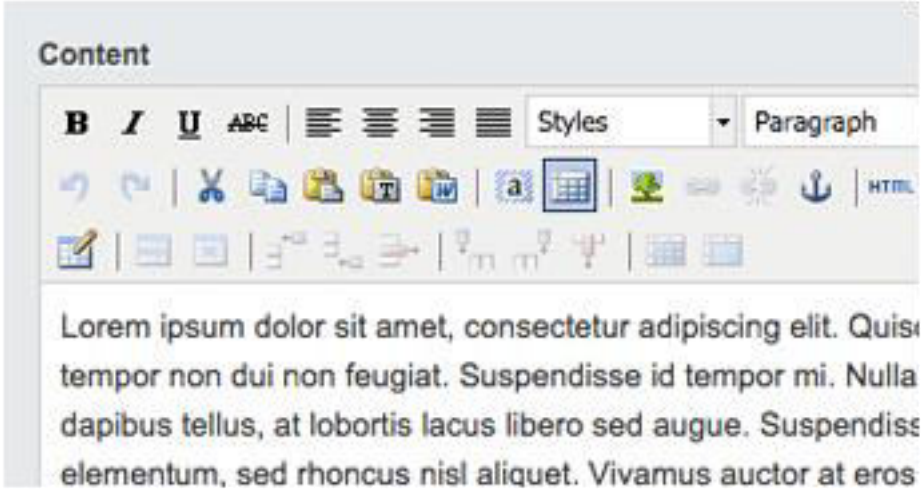
The ability to customise the admin interface to meet the needs of different users or applications means that we can provide an awessome user experience



Easy to use content editor

Create content without
the need to write a line of code

The SilverStripe UI makes it easy for content people to focus on content and not fight with a grid or block system, especially when thinking about creating content for a variety of channels

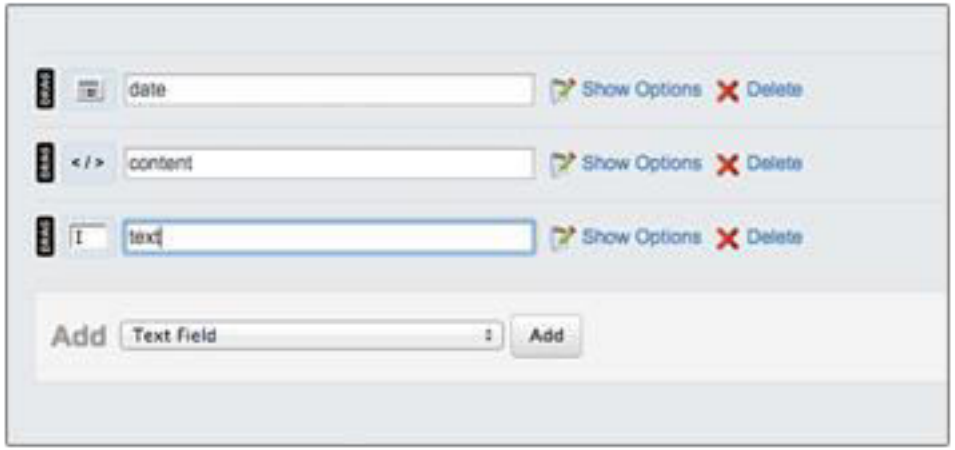


User defined forms

Content editors can create forms without developer assistance

Even multistep forms!

Forms used to be the bain of everyone's lives. Thanks to UDF we can all sleep at night



Draft, Published and with Workflow

Collaborate with colleagues on content before publishing.

Use the workflow module where an approval process is required

Publish to more than one channel

Centrally manage your content
Publish to multiple channels

Low cost of ownership

SilverStripe is OpenSource
Your money is spent on developing a great website, store or online application and not costly license or support fees

Driven by the community, backed by SilverStripe

SilverStripe Professional Services, Cloud Hosting, Support together with SilverStripe Partners located globally and a large active developer community make SilverStripe a great investment for your business.

SilverStripe
PROFESSIONAL
PARTNER

SilverStripe
PLATFORM

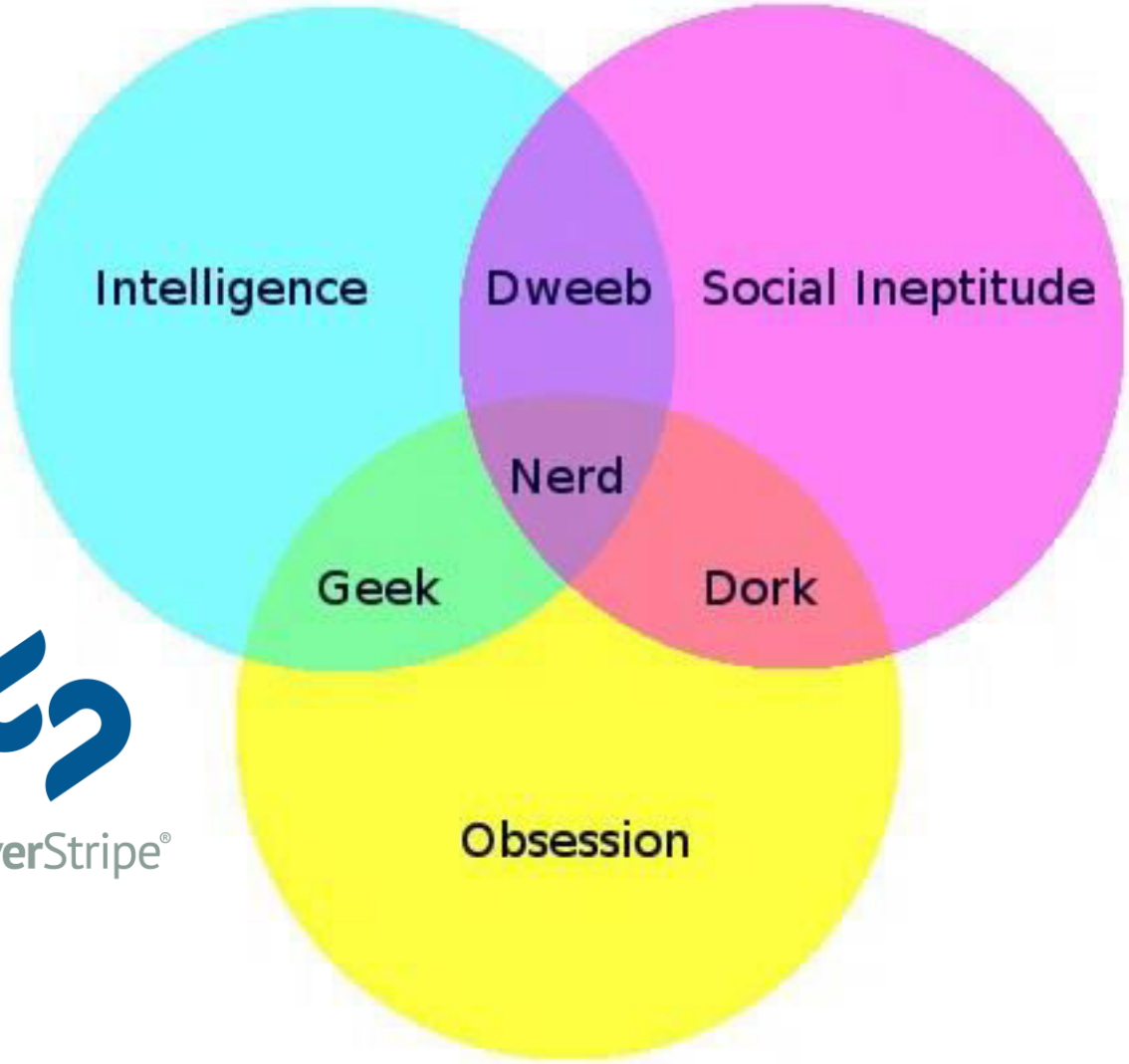
Before I forget…

For all the technical people out there:

SilverStripe is a free OpenSource PHP web application framework (MVC/ORM Architecture) that is database independent, available in a Microsoft Installer (just for you Windows freaks), Composer or old school download.

“If your culture doesn’t like geeks,
you are in real trouble.

Bill Gates



SilverStripe®

Questions

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