

# The Future of the CMS

Making content work across all devices and experiences

# Todd Ross Nienkerk

CEO and Co-Founder  
Four Kitchens

✉ [todd@fourkitchens.com](mailto:todd@fourkitchens.com)

🐦 [@toddross](https://twitter.com/toddross)

#FutureCMS



**I want you to **rethink** how we manage,  
publish, and consume **content**.**

- What a CMS used to do
- What a CMS should do tomorrow
- Examples
- What's next

1

2

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# What a CMS used to do

# 1990s: Flat files, Frontpage, and Geocities



- Find It
- Product Information
- Customer Support
- Technology & Research
- Developer World
- Groups & Interests
- Resources Online
- About Apple
- Apple Sites Worldwide
  - Switzerland
  - Taiwan
  - Turkey
  - UK & Ireland
  - United States
- Where to Buy
- Register to Win
- Software Updates
- Home Page Archives



# Welcome to Apple

JULY 14 1997



## Introducing CyberDrive

Register today for a free CD-ROM.

### EMATE 300

Mobile, Affordable, & Smart



### MOVIES FROM MARS



QuickTime VR Takes You Out of this World

### What's Hot

**Preorder Mac OS 8**  
 Now you can [preorder Mac OS 8](#), described by Macworld as "the most comprehensive update to the Mac OS in years, sporting a bold new look, a speedier Finder, more shortcuts and integrated Internet functions."

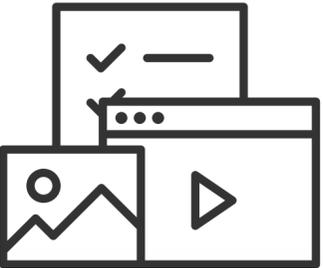
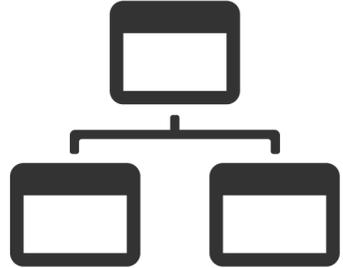
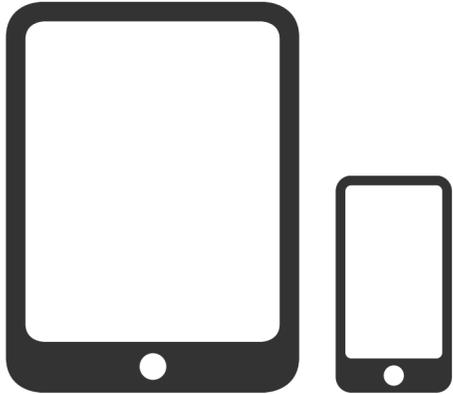
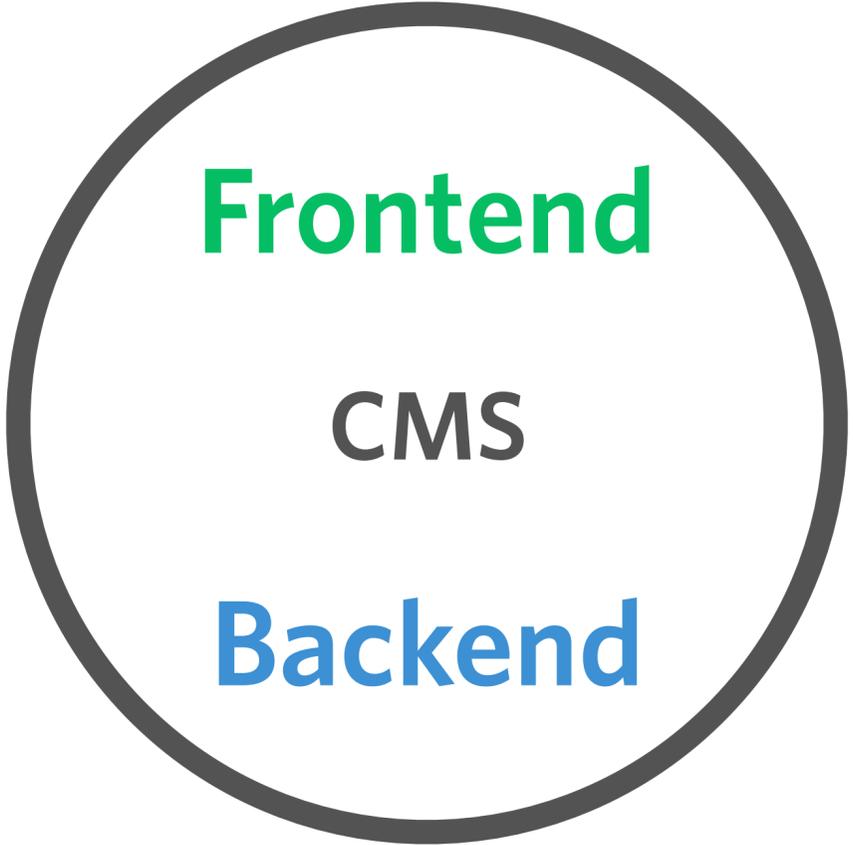
**Want a PowerBook?**  
 Qualify to win a [PowerBook 3400/200](#) by [entering](#) this month's Apple Registration Sweepstakes.

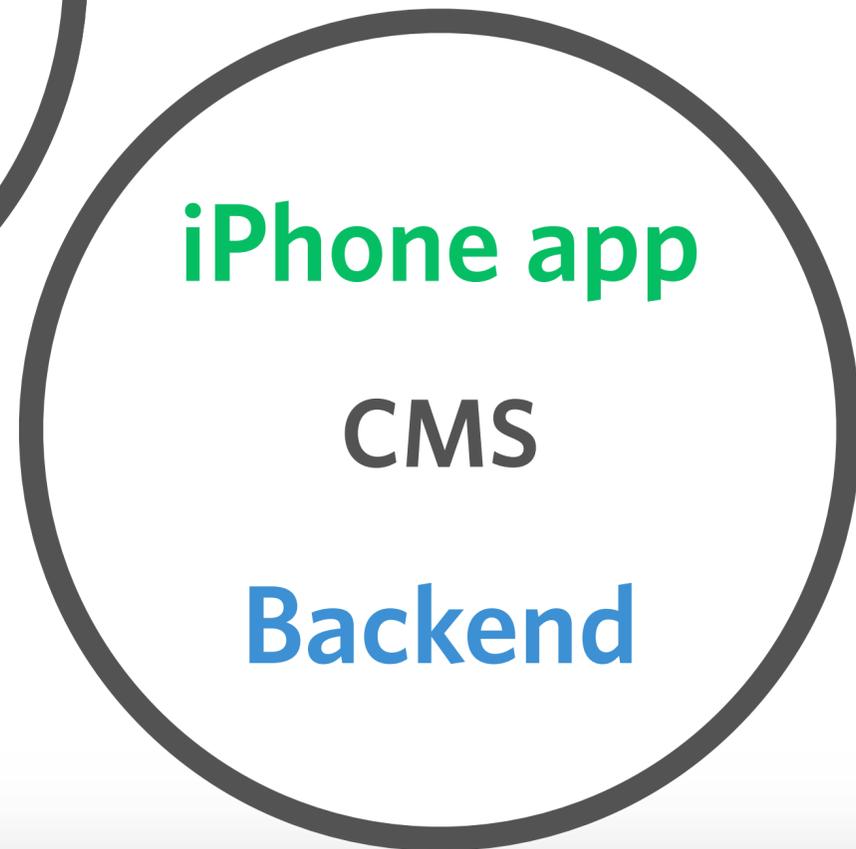
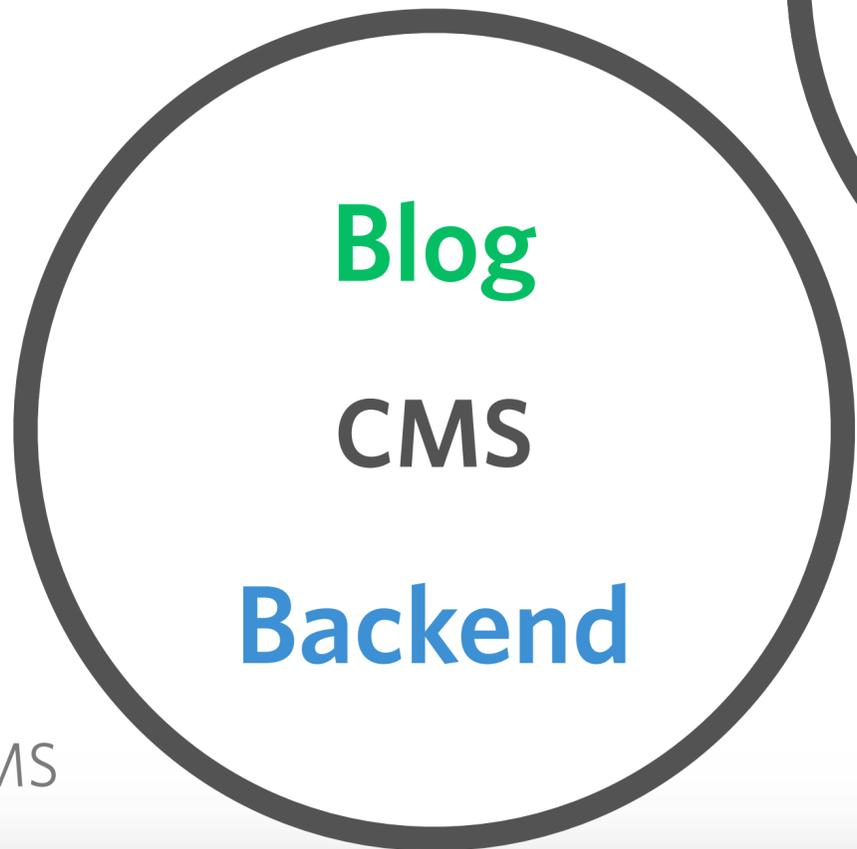
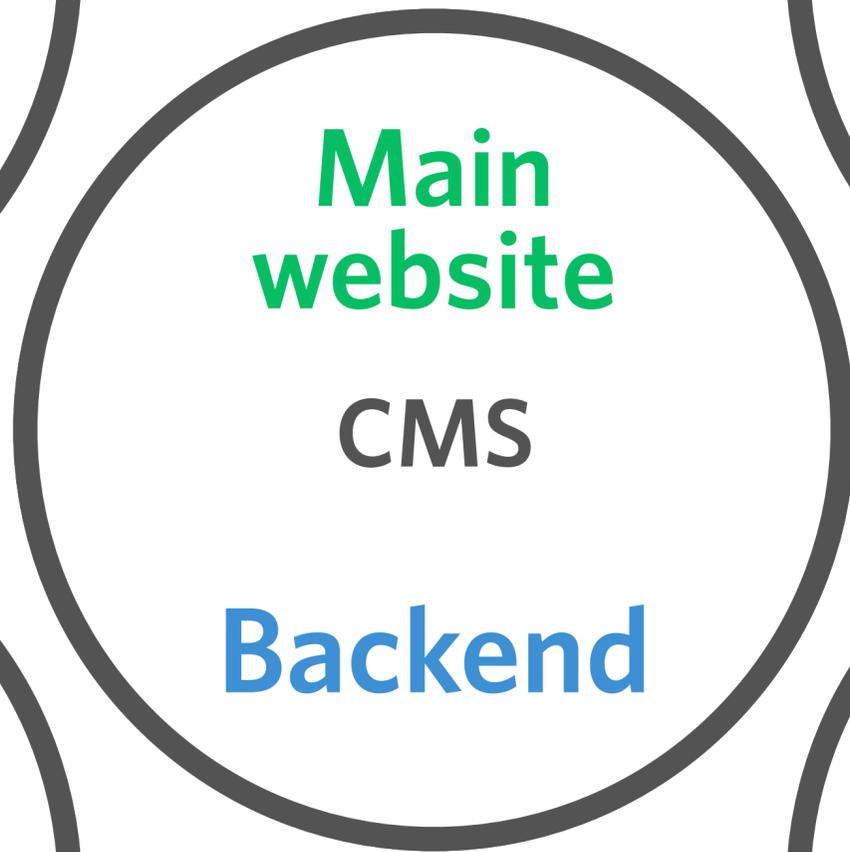
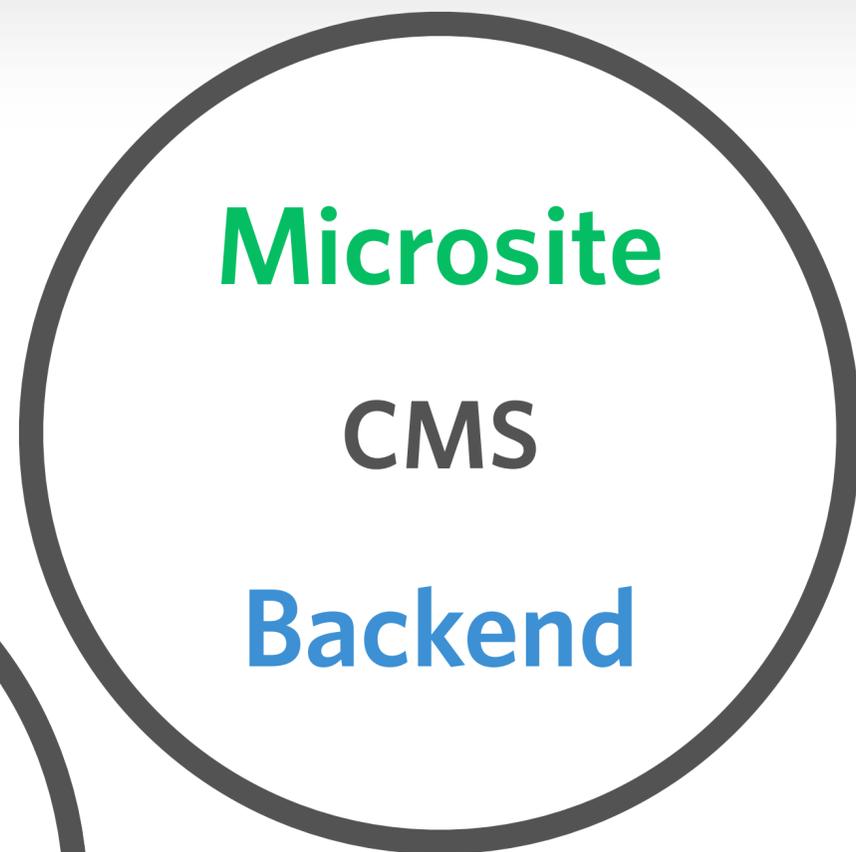
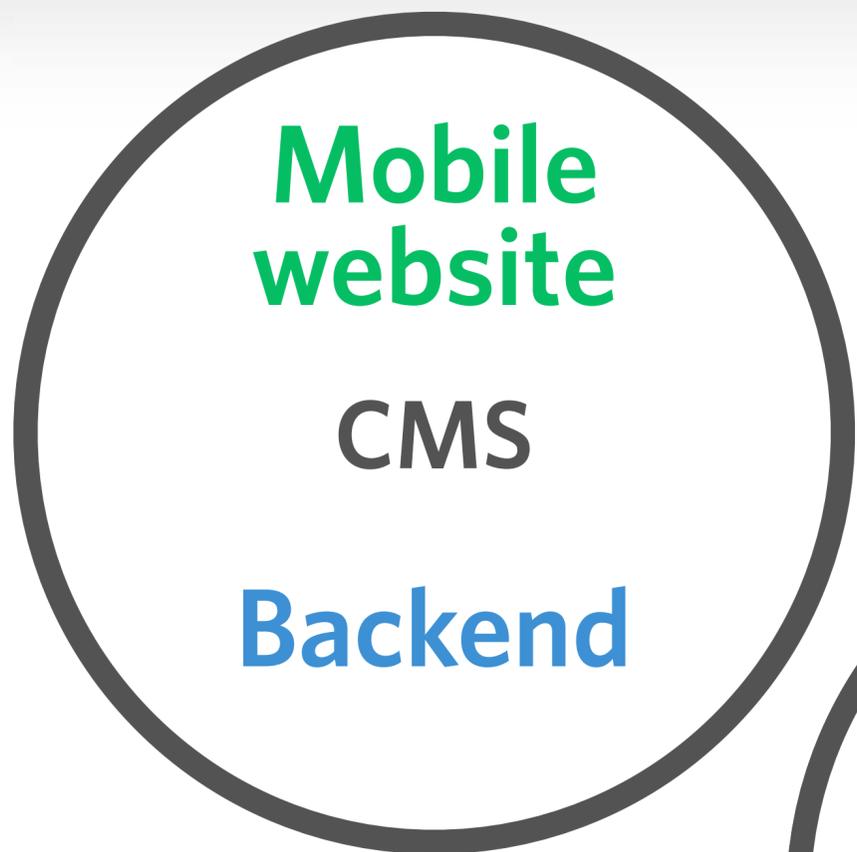
**Big Help for Small Biz** Find out what you need to make

**Be the First to Know**  
 Learn about new Macintosh software releases the moment they become available. Check [Hot Mac Products](#) to hear about programs like Speed Demon, ReBirth RB-338 and QuickCRC.

**Newton Connects**  
 Newton, Inc., will enhance network connectivity for Newton-based devices this fall via [Newton Internet Enabler 2.0](#). Ethernet capability can connect devices to Local Area Networks.

# 2000s: Web-based CMSs





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# What a CMS should do tomorrow

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# What a CMS should do ~~tomorrow~~ today

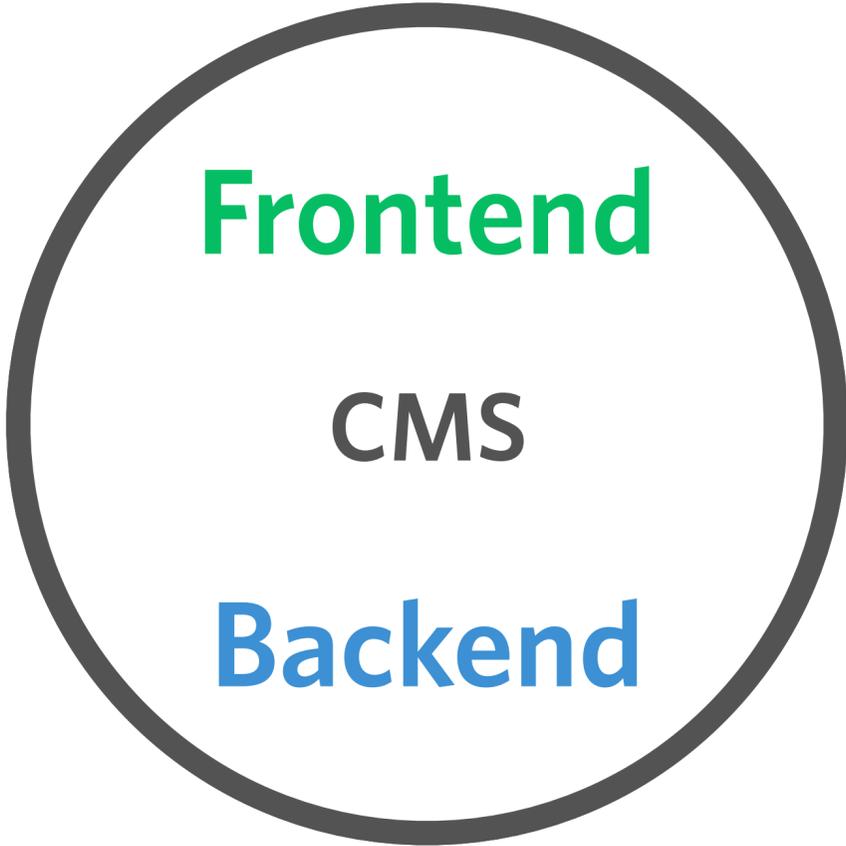
A modern CMS should...

Put content management first

A modern CMS should...

Decouple frontend from backend

#FutureCMS



Head



Decoupled  
(or "headless")



Body

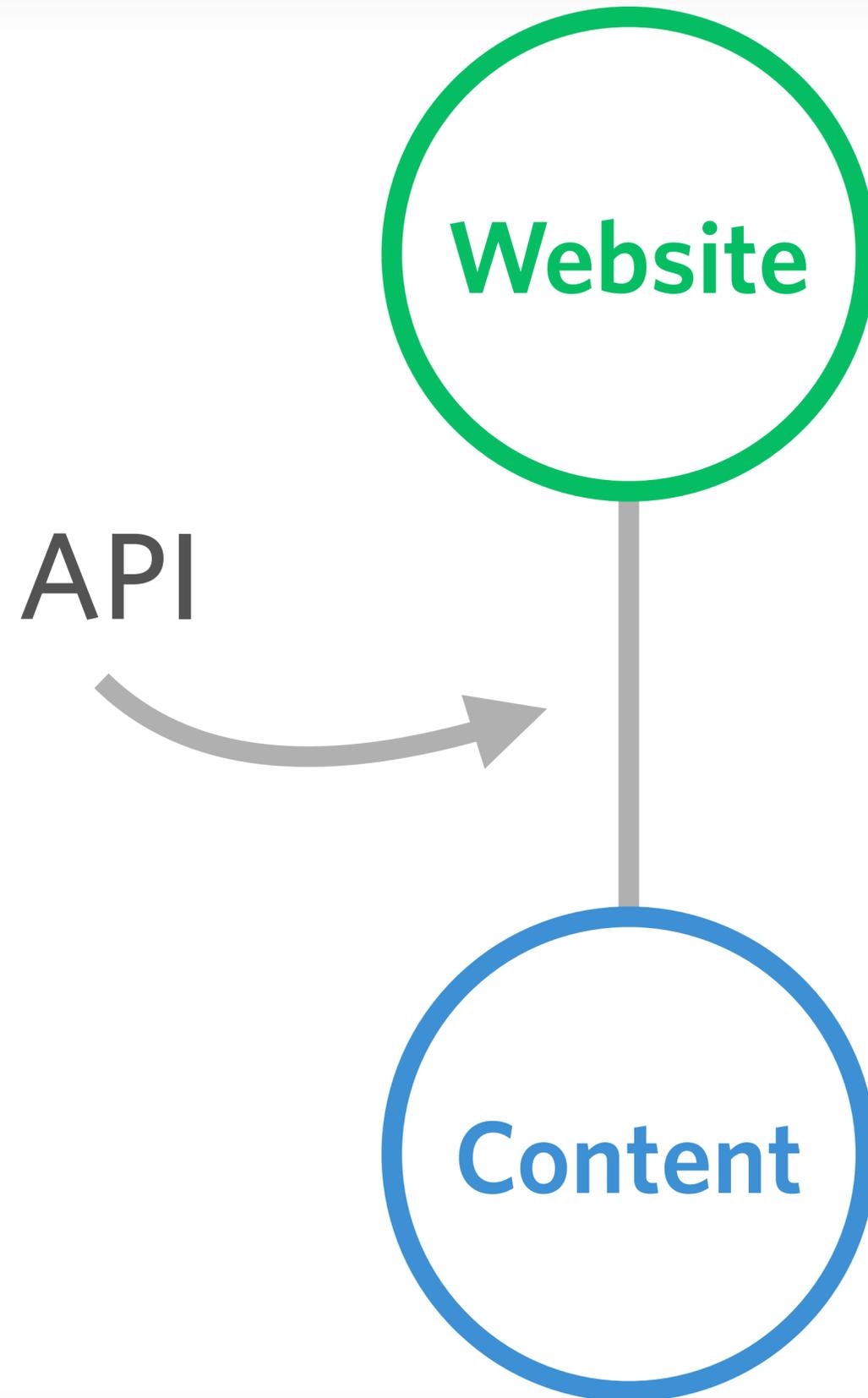




**Frontend**

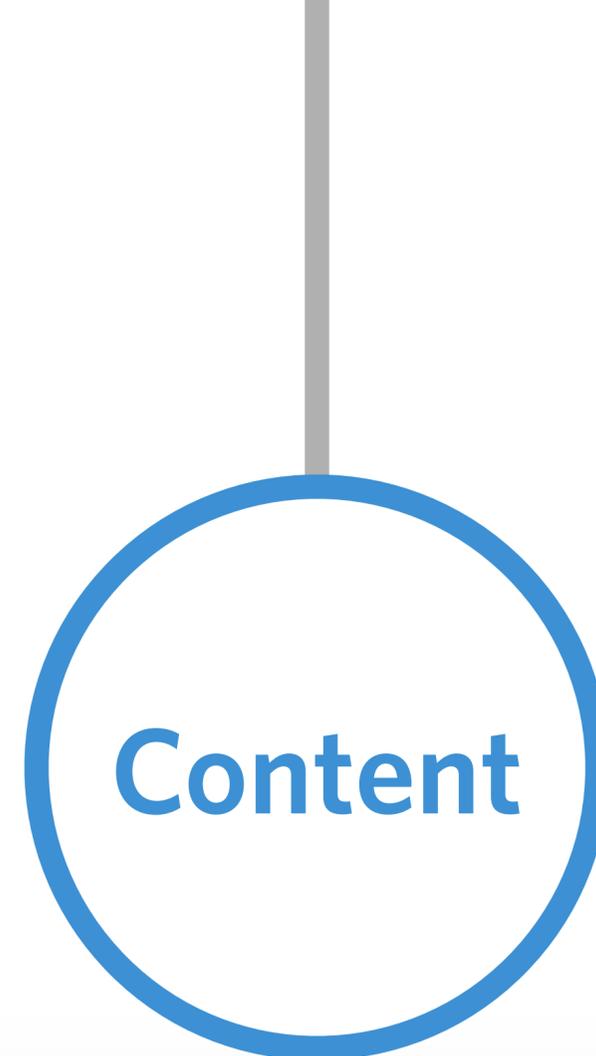


**CMS  
Backend**



A modern CMS should...

Support robust content modeling  
and structured data



# Content

## Article

Title

Short title

Author

Summary

Body

Images

Videos

## Author

Name

Headshot

Short bio

Long bio

Twitter handle

## Image

Thumbnail

Small

Medium

Large

Tags

## Video

Thumbnail

High-res

Low-res

Tags

# Content

## Article

Title

Short title

Author

Summary

Body

Images

Videos

## Author

Name

Headshot

Short bio

Long bio

Twitter handle

## Image

Thumbnail

Small

Medium

Large

Tags

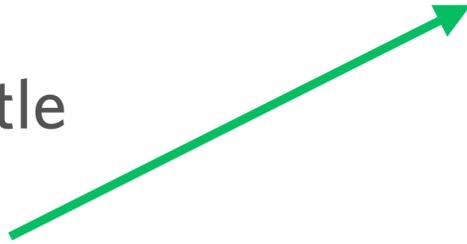
## Video

Thumbnail

High-res

Low-res

Tags



# Content

## Article

Title

Short title

Author

Summary

Body

Images

Videos

## Author

Name

Headshot

Short bio

Long bio

Twitter handle

## Image

Thumbnail

Small

Medium

Large

Tags

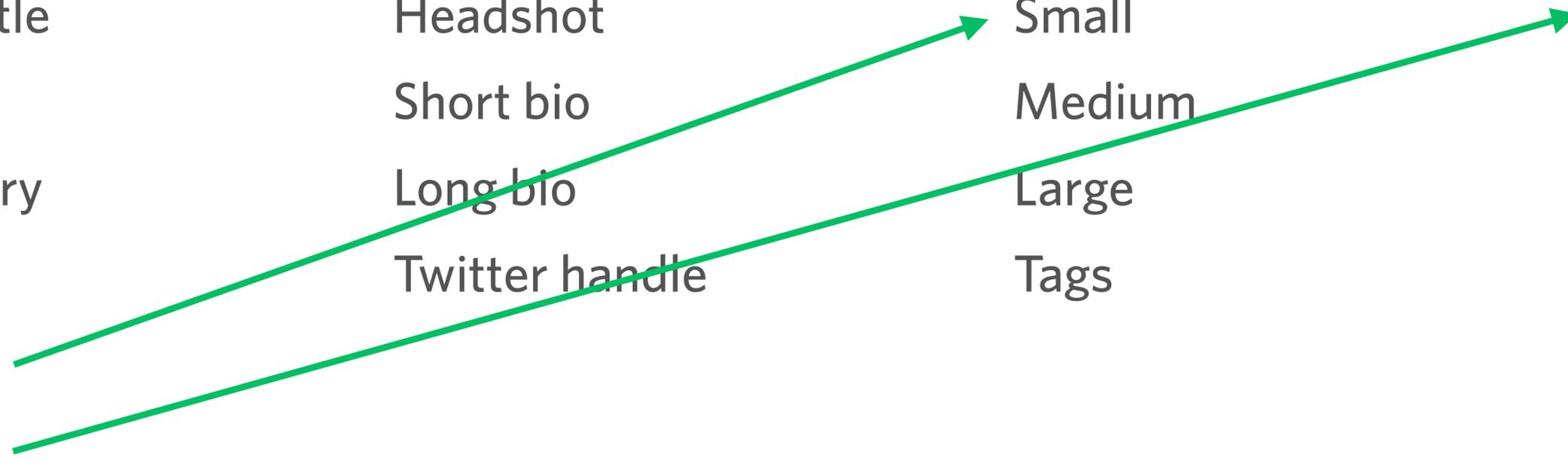
## Video

Thumbnail

High-res

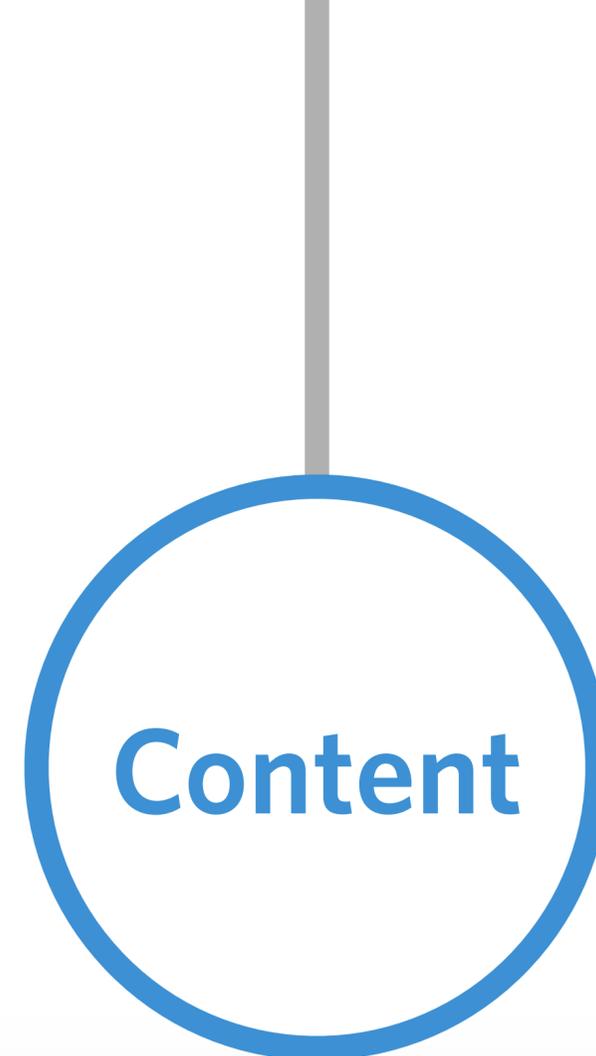
Low-res

Tags



# Content

#FutureCMS



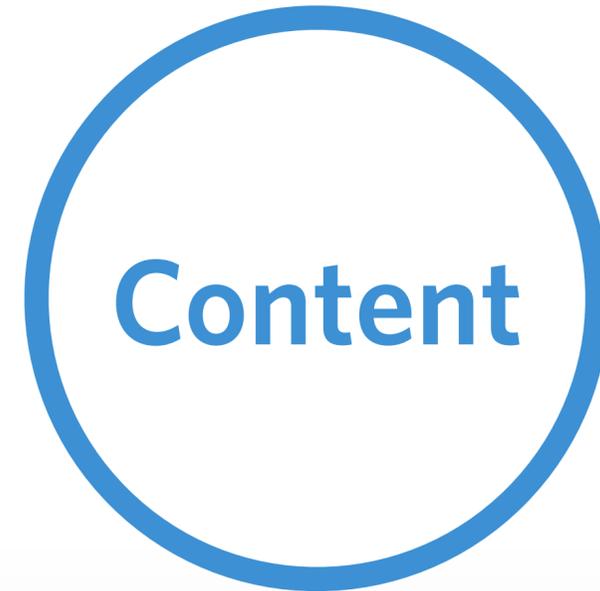
A modern CMS should...

Centralize content

#FutureCMS



**Website**



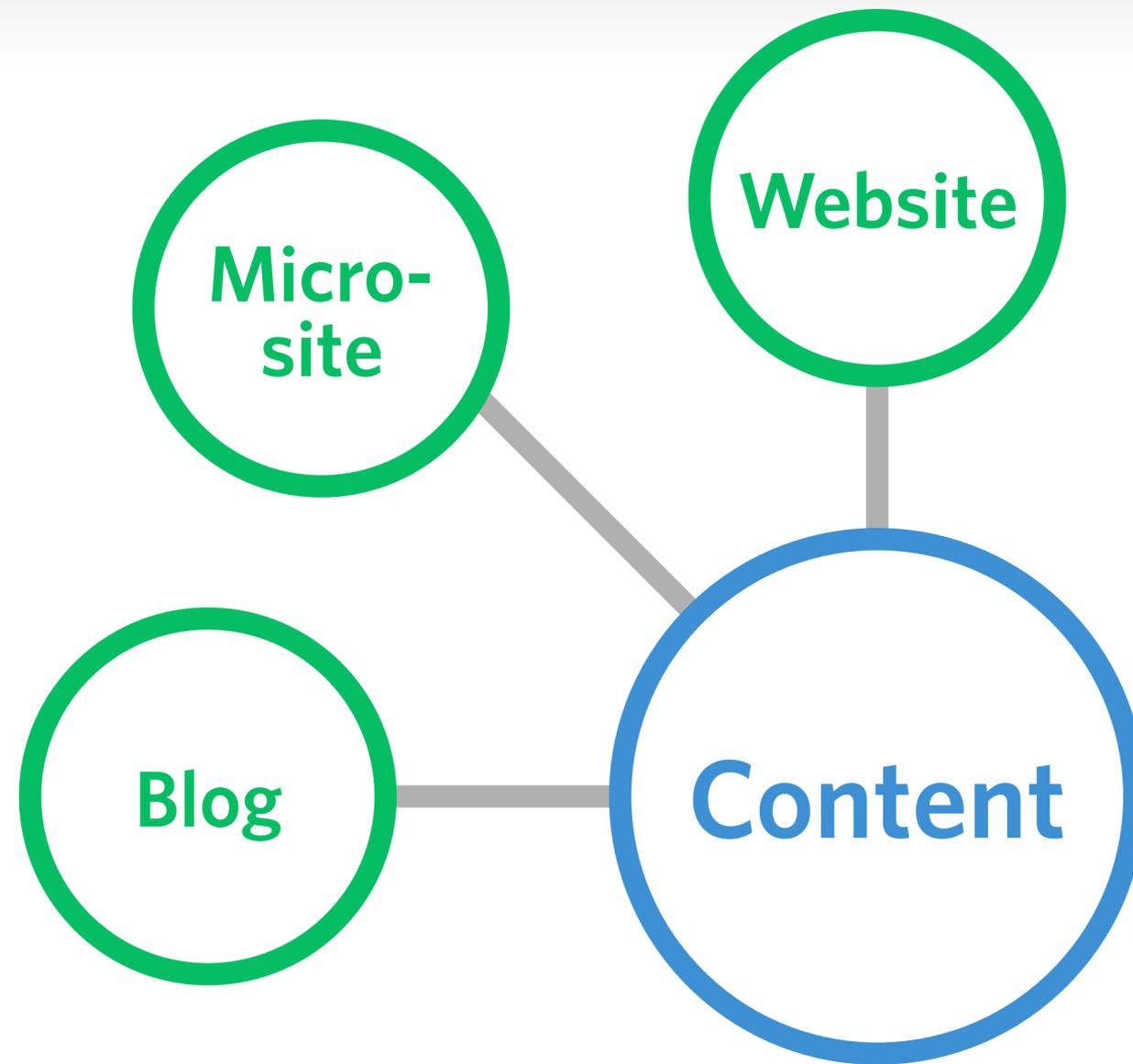
**Content**

**Micro-  
site**

**Website**

**Blog**

**Content**



A modern CMS should...

Quickly support new devices and  
experiences

**Micro-site**

**Website**

**AMP**

**Blog**

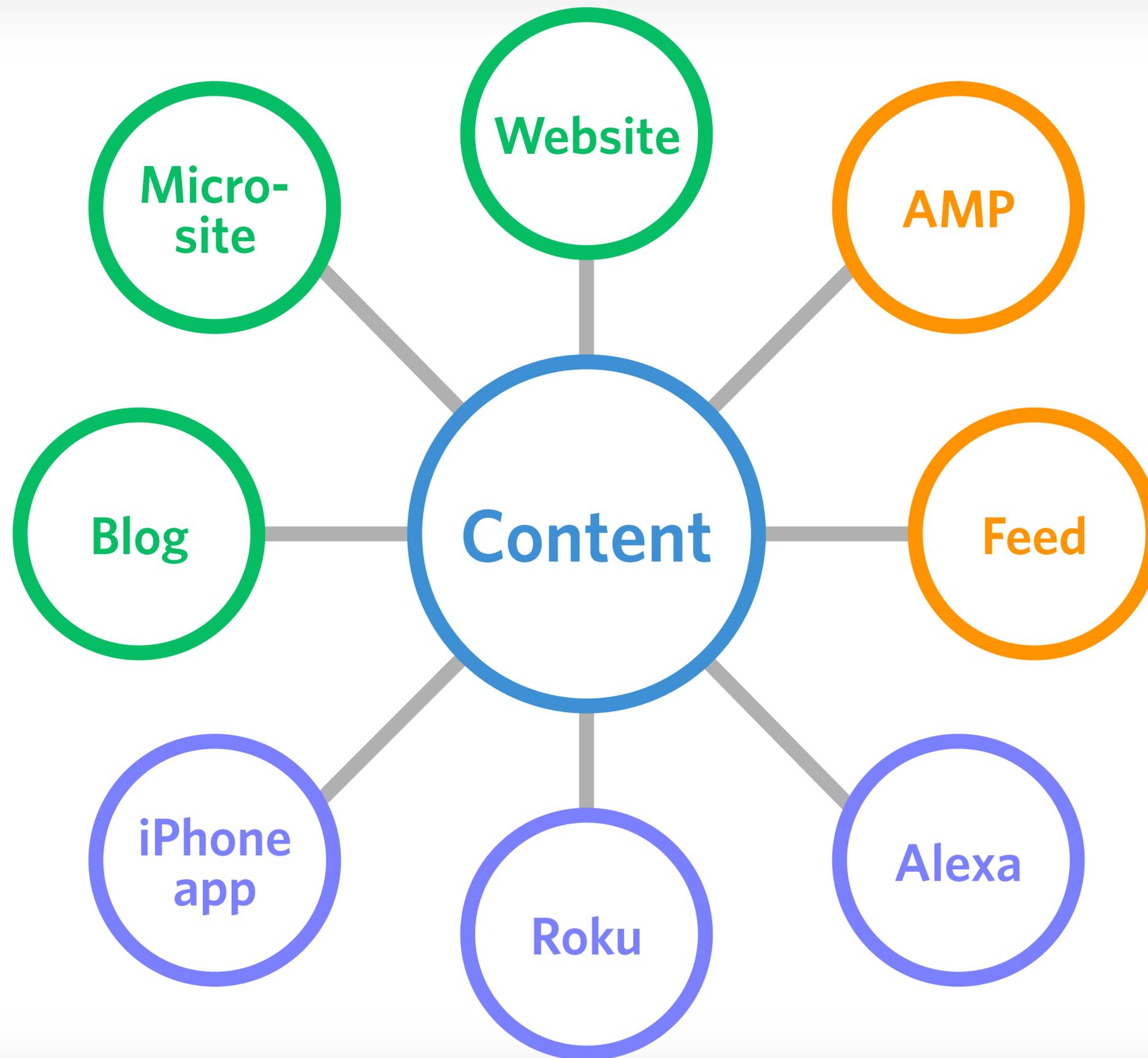
**Content**

**Feed**

**iPhone app**

**Roku**

**Alexa**



A modern CMS should...

Integrate with content-focused  
analytics

# The CMS of today should...

- Put content management first
- Decouple frontend from backend
- Support robust content modeling
- Centralize content
- Quickly support new devices and experiences
- Integrate with content-focused analytics

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# Examples

# Share content across sites

**Sara's  
website**

CMS

**Content**

**Frank's  
website**

CMS

**Content**

**My  
website**

CMS

**Content**

**Bob's  
website**

CMS

**Content**

**Laura's  
website**

CMS

**Content**



**My  
website**

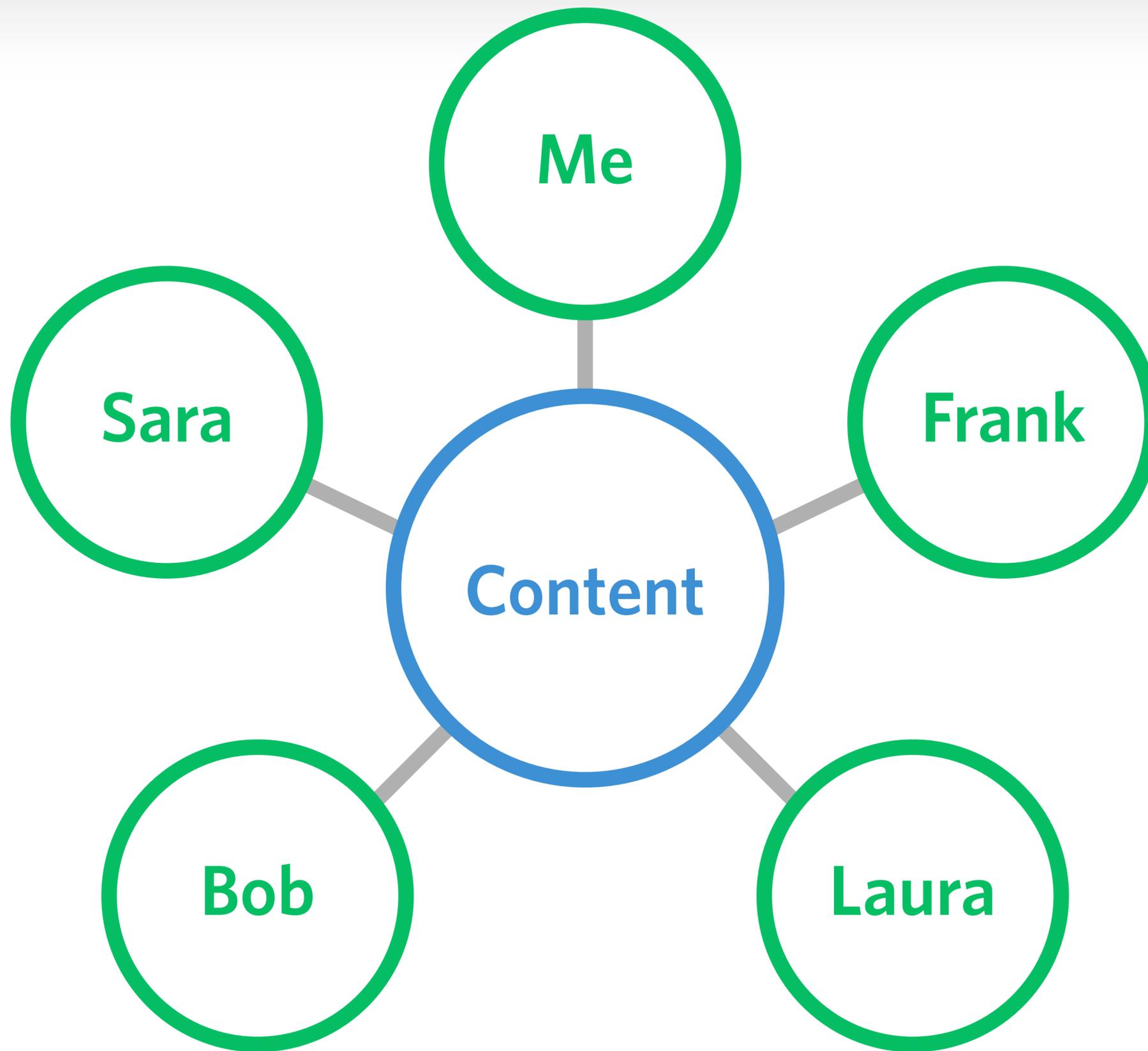
**CMS**

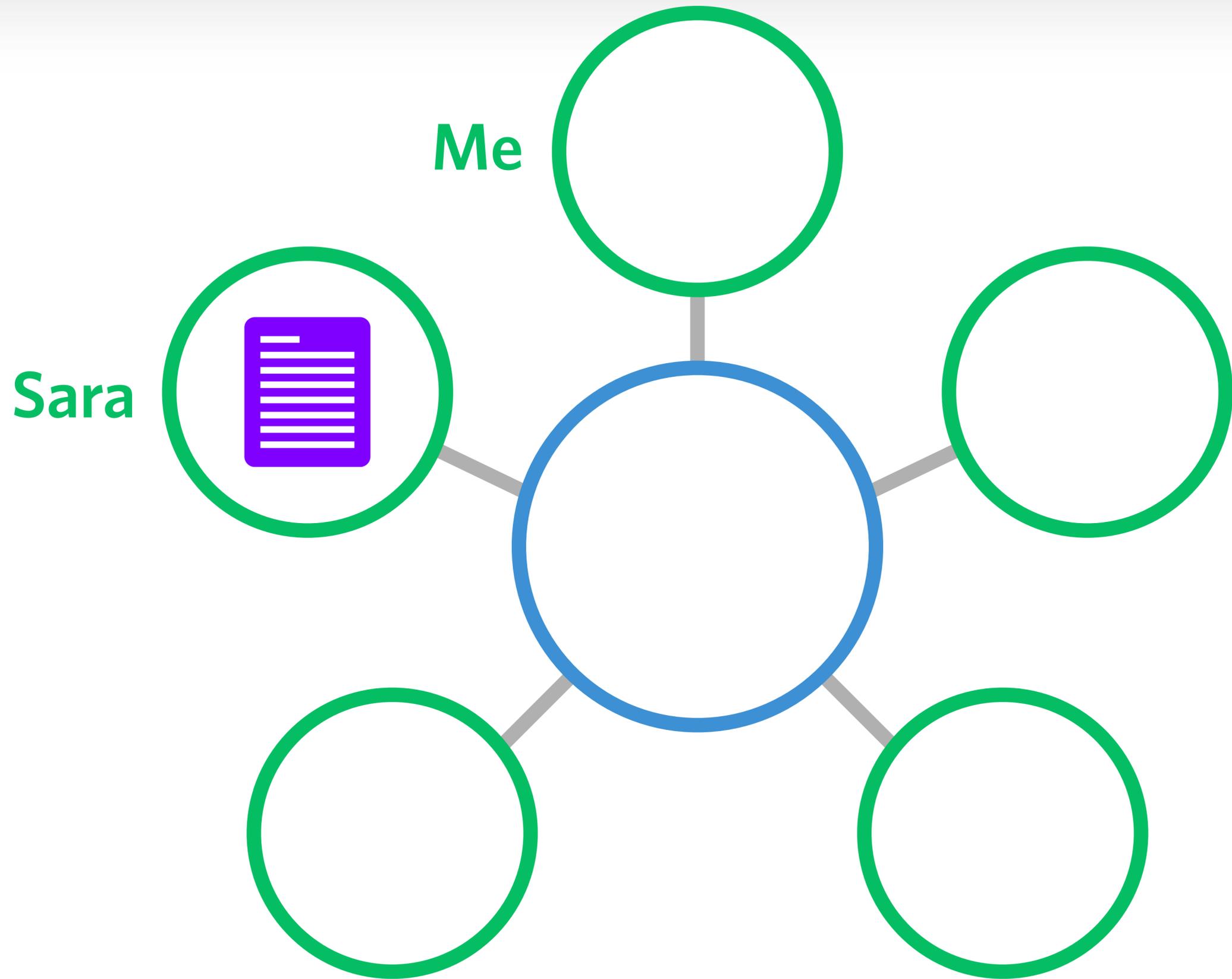
**Content**

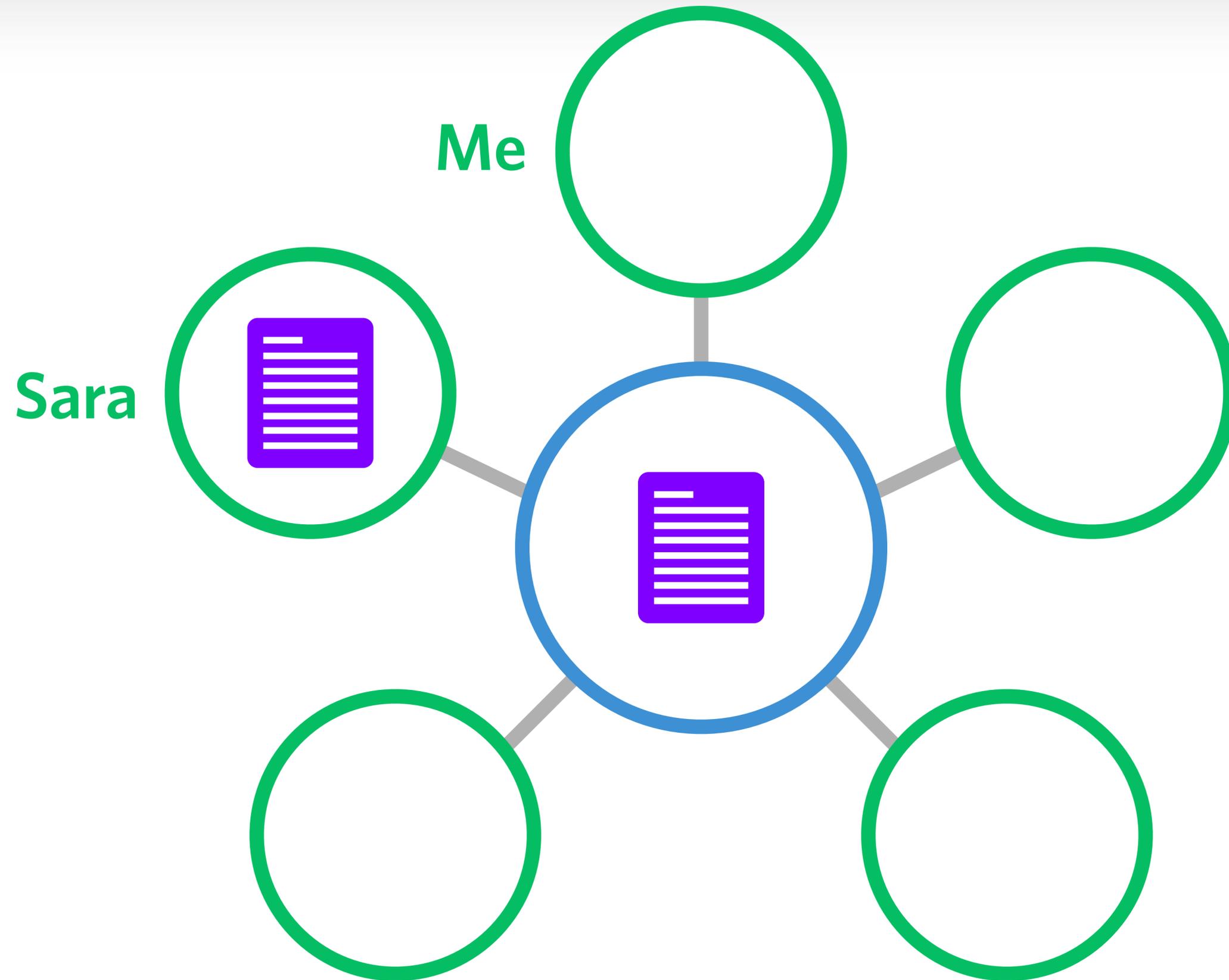


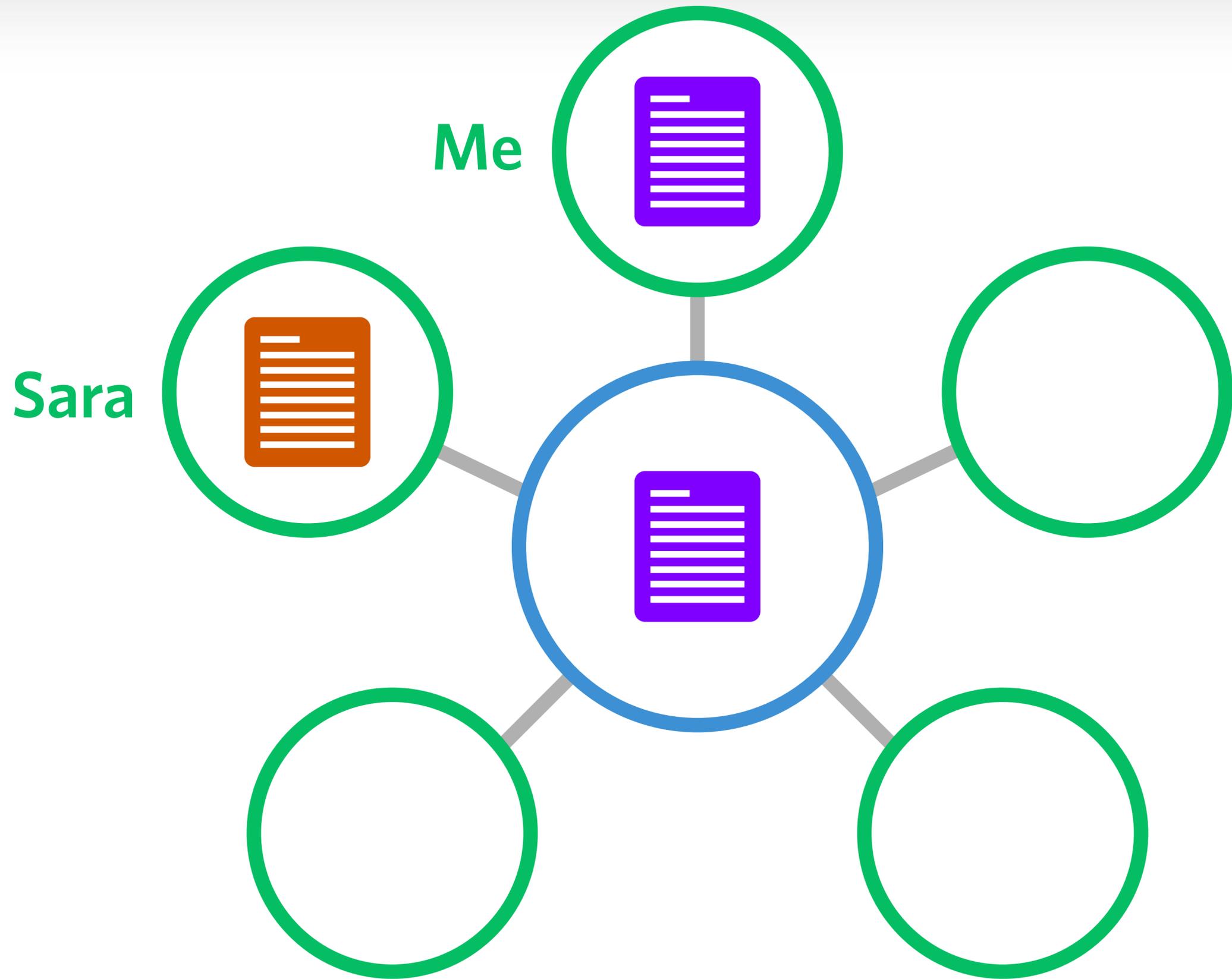
**My  
website**

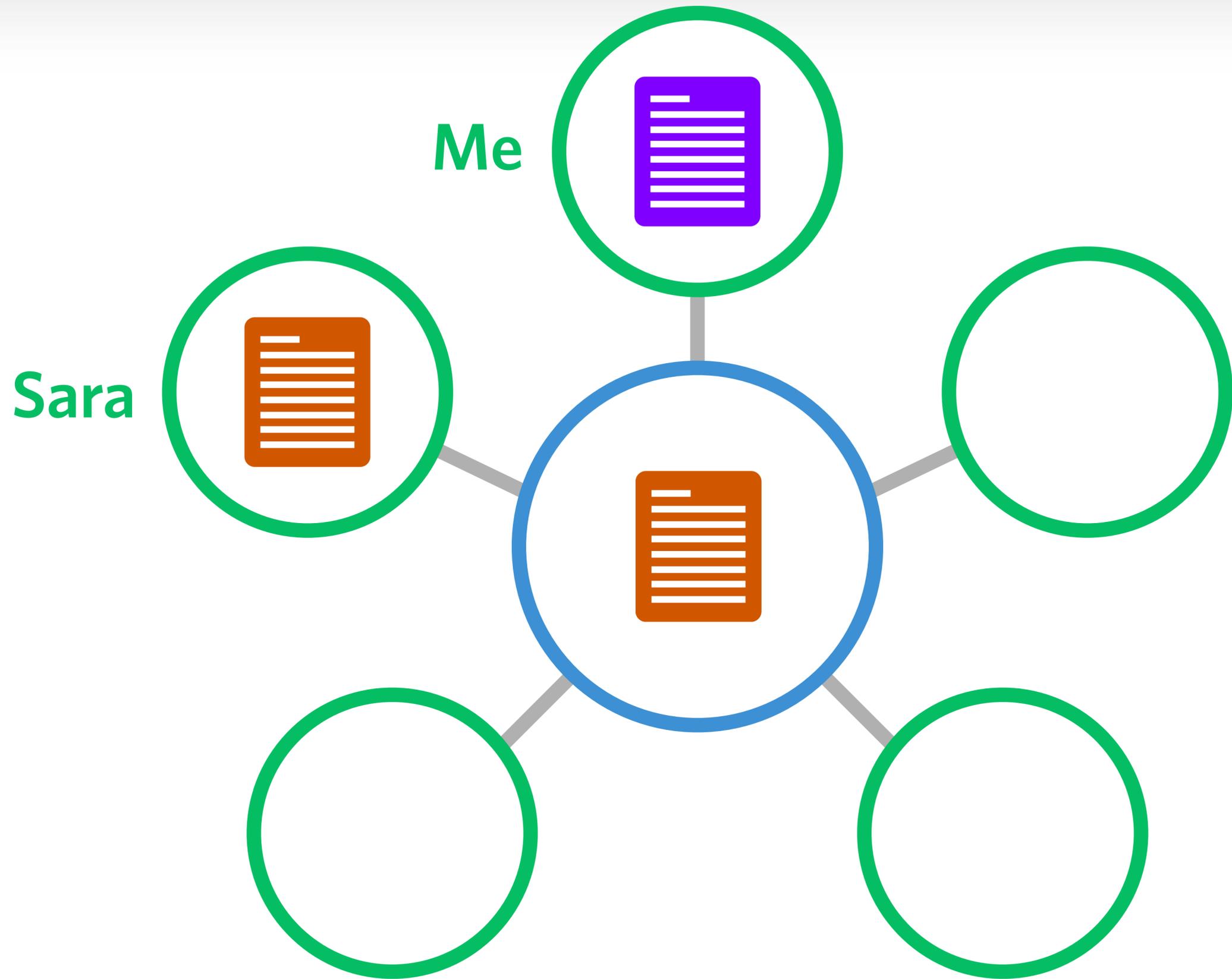
**CMS  
Content**



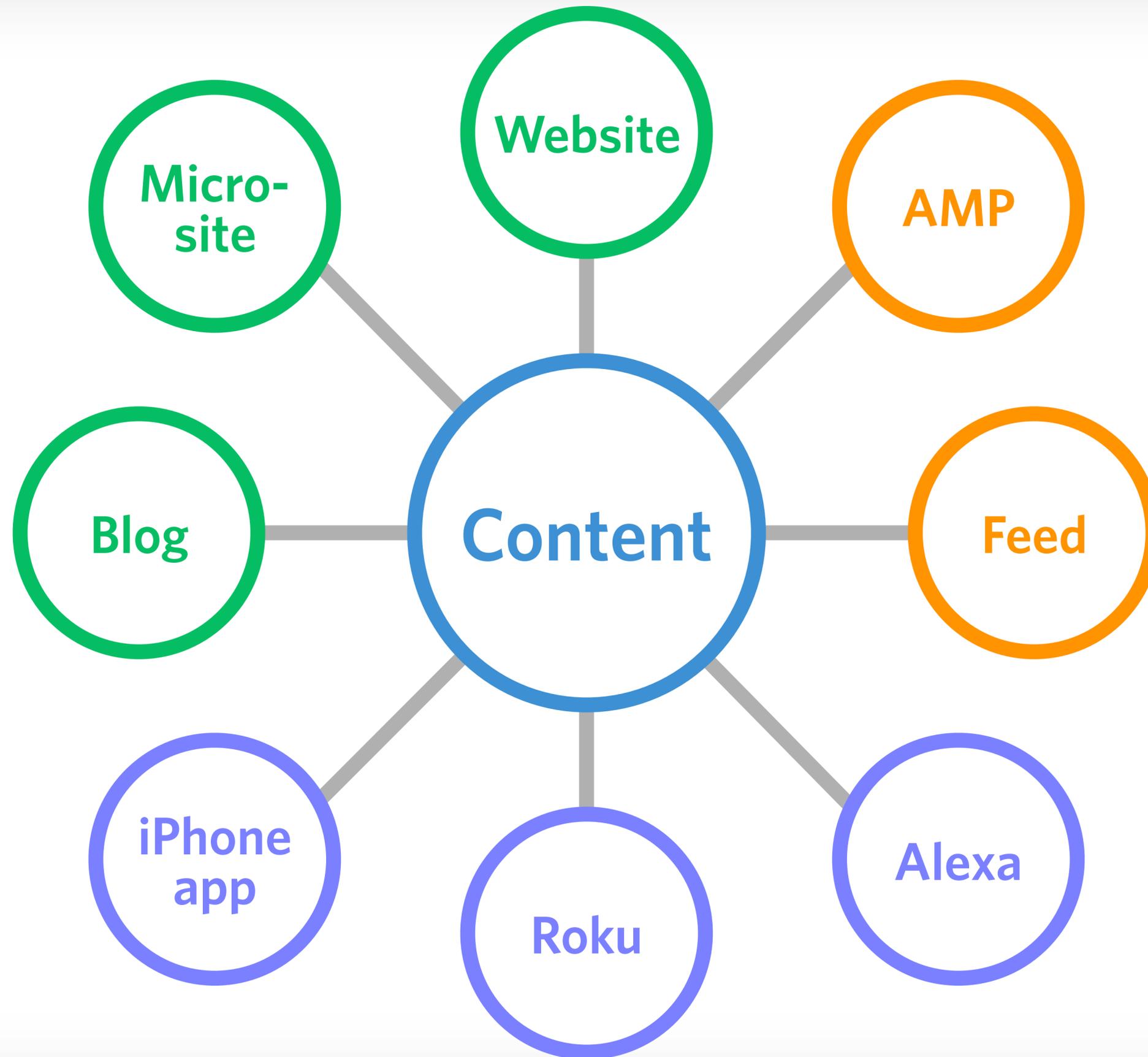


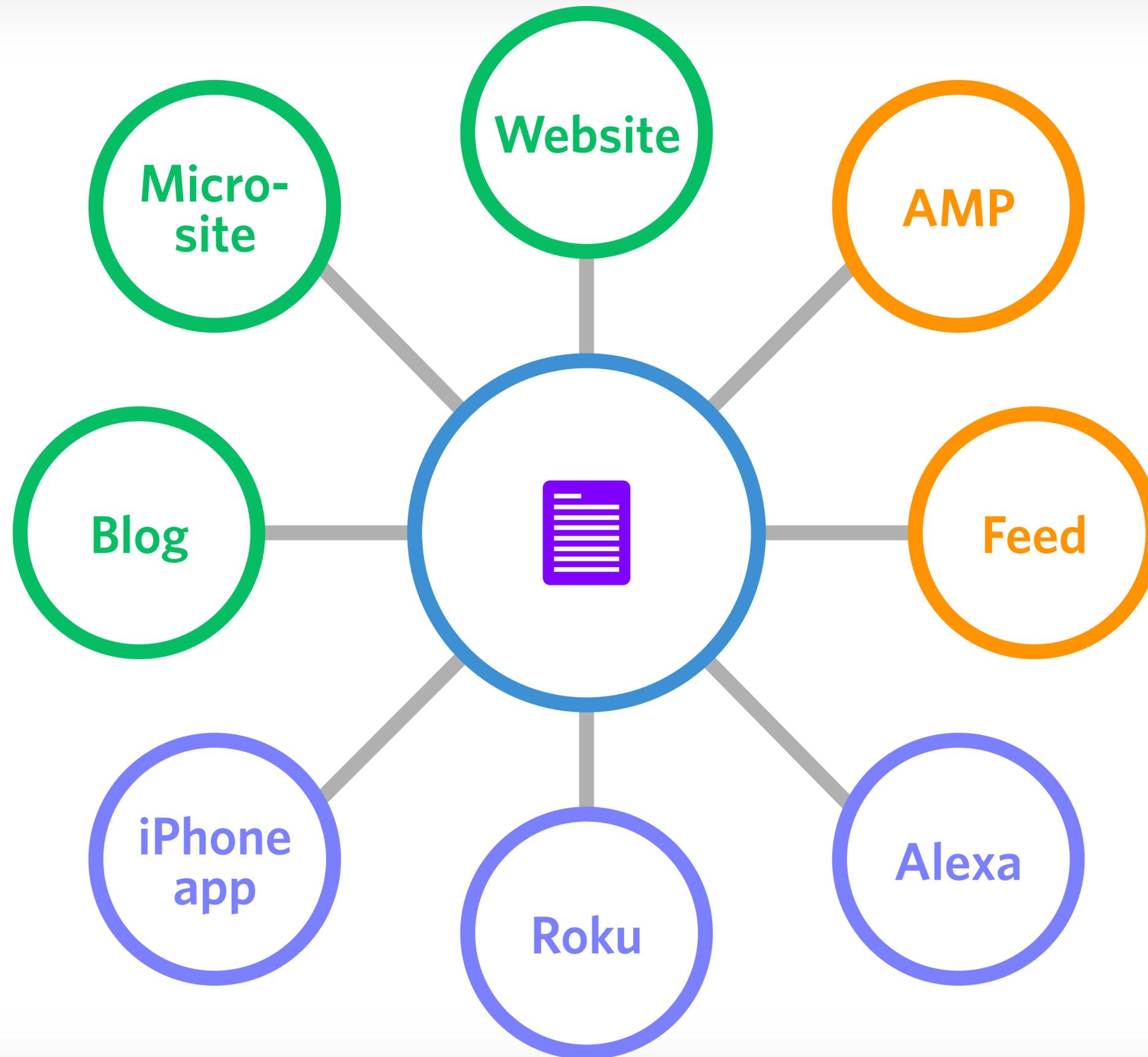


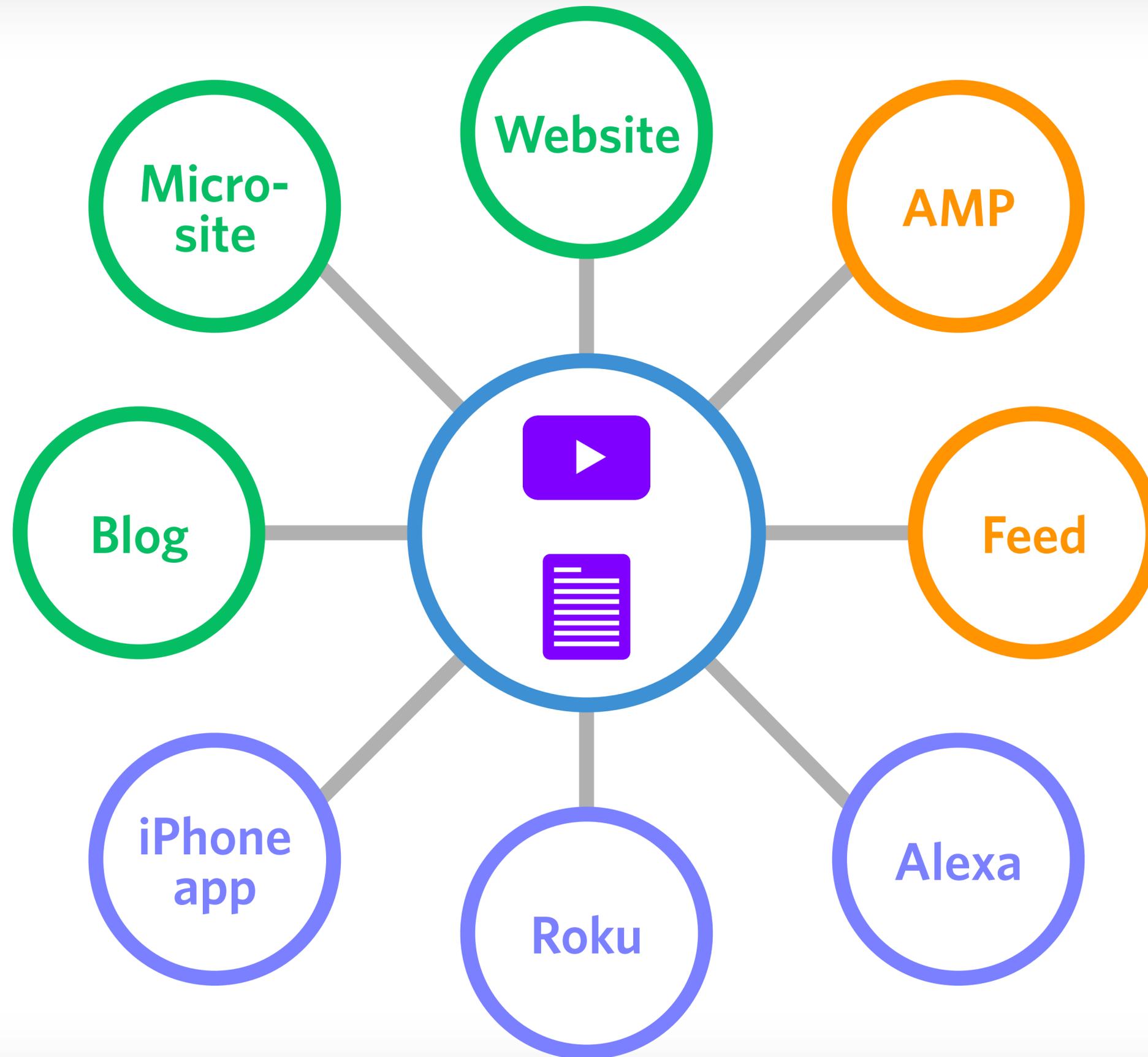




Publish the same content to  
different experiences







Add new devices while tracking  
content performance across  
experiences



**BLINDSPOT**  
WEDNESDAYS 10/9c

After months of CIA tort...  
returns as a double age...  
on the return now.

**WATCH THE SEASON**

**THE TONIGHT SHOW**  
STARRING **JIMMY FALLON**

WEEKNIGHTS 11:35/10:35C

THU 9/15: DONALD TRUMP, NORM MACDONALD, KIIARA  
FRI 9/16: NILEY CYRUS

HOME VIDEO EPISODES MUSIC BEST OF PHOTOS GAMES GUESTS ABOUT SHOP TICKETS

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A Thai Goodbye  
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Show time:  
9/8c

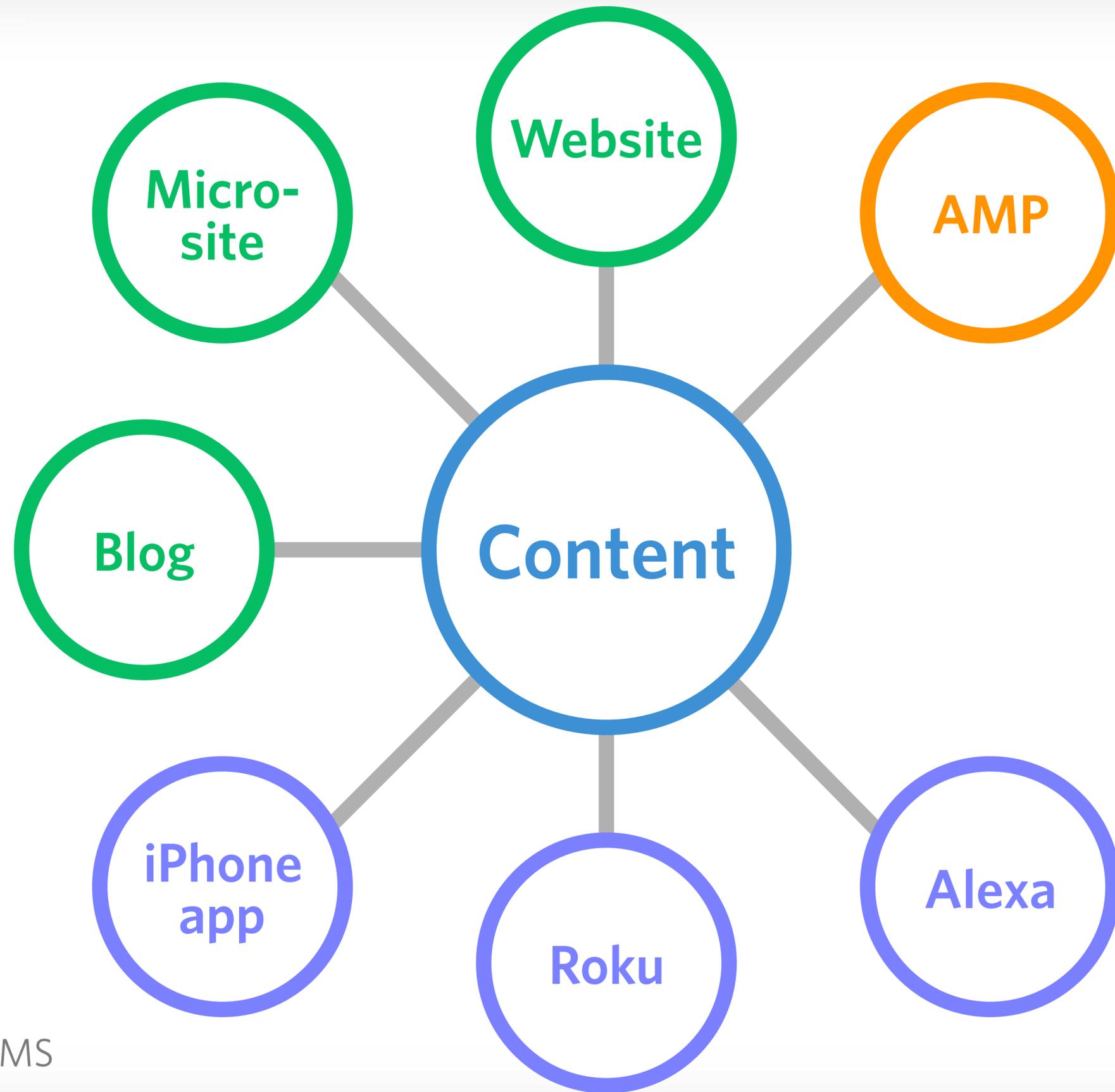
Nine,  
eight see

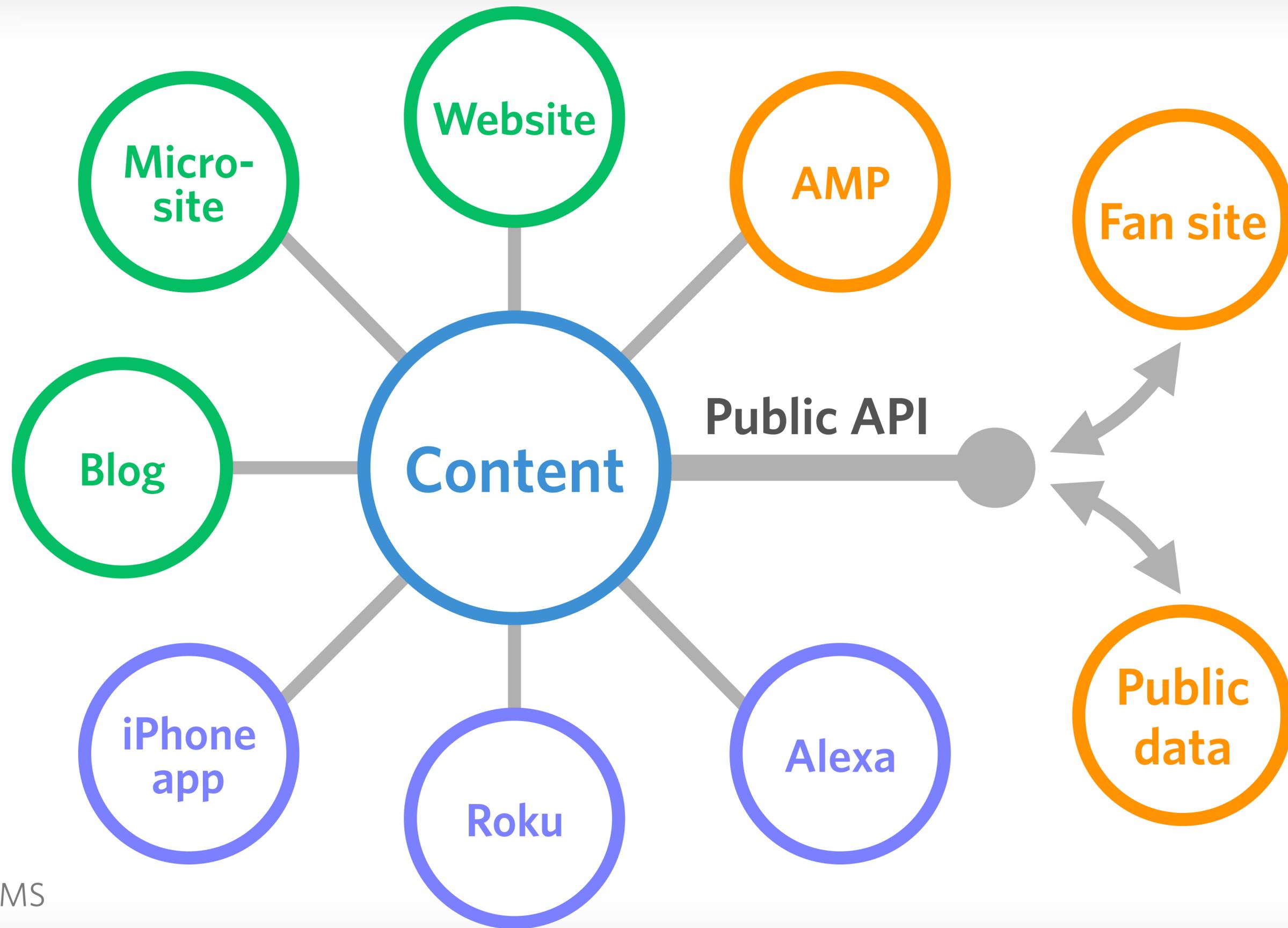


Show time (spoken):  
9/8 Central

Nine, eight  
Central

Make your content publicly  
accessible





Welcome to the new TWiT website

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Learn from the experts.

Tech, creative, business and software tutorials.

FREE 10-DAY TRIAL

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### Latest



### News



### Help & How-to



### Reviews



Why TWiT decoupled

“[It’s] faster and easier to create new sites. Web design styles change faster than high fashion, so it’s nice to be able to update the site without re-doing all the hard work on the backend.”

“Having a complete API would make it easier to do apps. The app, just like the website, would have access to everything there is to know about TWiT, in a simple, accessible fashion.”

“By making the API public, we encourage members of our audience to create new things, things we might never have thought of. You could even design a website you like better. Abstracting the content from the presentation seems like a big win.”

“By keeping Drupal simple and avoiding additional third-party modules, we can make a more secure and reliable backend that will be much easier to upgrade when future versions of Drupal arrive.”

What makes these organizations  
successful?



#FutureCMS

- Agile PM and development practices
- Decoupled architecture
- Robust, future-thinking content model
- Focus on content, not specific devices
- Strong API design

1

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# What's next

Rise of WMSs (Website Management Systems) and services like Squarespace

Frontend technologies are  
accelerating, and CMSs can't  
keep pace

We must design for *experiences*,  
not just devices

# Conversational interfaces

# Virtual and augmented reality

**SKOGE** Frame, \$29

Lacquered frames with glass fronts are available in a variety of sizes.

A0210G29

**closeout**

**SKOGVOKTER** Table lamp, \$29

Shades and bases are color coordinated to match any

FOSSIL

X0090G29

**FÜRNI**

# Context-aware content

# Questions?



#FutureCMS

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