

Introduction to AEM & Wordpress

Understanding Cru's Content Management Platforms



Before we begin

The following slides will talk about the benefits of Cru's Content Management platforms

At every step, it is **important to consider**:

- Who is the audience?
- Retention and Lifetime Value
- Which platform will fit my content best?

Cru CMS Strategy - Principles

- Consider how the audience, goals, content and experience relates and integrates with our existing ecosystem.
- Do I need a website? (Is there a site/experience already doing what I'm doing that I could partner with?)
- Shared content repository and content creation
- Shared components and templating
- Focus on your goals, not the tech
- AEM as a default



Wordpress



Quick Facts

- Approximately 32% of the internet is built on WordPress
- WP is open source that is built with PHP, Javascript and MySql
- Cru runs a multi-network, multi-site installation of Wordpress
 - We have over 135 separate web sites running in WordPress

Why Wordpress



Benefits

- Highly customizable templates with technical flexibility
- Used for more specialized/customized websites (e.g. Like Arrows - Family Life)
- Content authoring at scale (e.g. campus sites)
- Many online resources for Wordpress available
- Take advantage of security, governance, and feature upgrades within Cru's network
- Integrates with Cru Analytics

Adobe Experience Manager (AEM)



Quick Facts

- Easy to Navigate Dashboard
- Translating and using content from other sites is easy
- Most National Ministries within Cru utilize AEM
- Built-in Digital Asset Management (DAM) allows teams to store and manage assets on the cloud -- enabling centralized storage and improved efficiency

Why AEM



Benefits

- Easy to use with Cru-built template designed for you
- Take advantage of a Global ecosystem of reusable content
- Translate your content into other languages
- Take advantage of security, governance, and feature upgrades within Cru's network
- Possibilities to personalize and segment your content
- Integrates with Cru Analytics



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Moving Forward

- Visit <https://www.cru.org/digitalacademy/request-a-website/> to make a general website request
- Visit <https://www.cru.org/digitalacademy/request-aem-access> to request access to AEM's author instance



THANK YOU

Questions? Please contact aem@cru.org