



DNN Connect 2018

Amazing & Fun Content Management

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2sic internet solutions Switzerland & Liechtenstein

#DNNConnect2018

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Participants are empowered to make amazing content-management for their customers...

Goal #1 of this session



...focused on real customer value, ease of use
and cost-effective

Goal #2 of this session



Experienced 2sxc-users are inspired to use the power-features for even more WOW!

Goal #3 of this session



Amazing, Holistic Content **Management** (~~editing~~)

Content Management: Editing is just ~10%



- Content strategy
- Content plan
- Planning each part
 - The goal of each part
 - The core message
 - How to get it across
- Produce, edit online, publish
- Content lifecycle
- Multi-Language management
- X-Media, X-Device, X-Chanel
- Guiding users through content
- Measuring and Kaizen



Holistic Solution has Many Stakeholders



Stakeholders Needs & Expectations



End User

1. Fast loading < 1S
2. Found in Google
3. Very responsive
4. Well structured for consuming
5. Up to date
6. Language
7. ...

Content Editor

1. Editing UX easy, fast, consistent, low-tech
2. Page-Builder!
3. Focus on content plan and content, not design
4. Can't break it
5. Low learning curve
6. Language & Lifecycle
7. Re-use & re-layout content
8. Mobile editing
9. Content in content
10. ...

Front End Dev

1. Ensure user, editor, sales, boss & designer are happy
2. Be fast / cheap
3. Do everything the designer wants
4. Low learning curve (std. tech)
5. 80% Pre-Built
6. Can re-use any js/html available
7. ...

Stakeholders Needs & Expectations



Visual Designer

1. Can focus on UX and design
2. Can have any kind of design...
3. ...know it can be done well/quickly
4. Can leverage stuff seen elsewhere
5. Can design content-first
6. ...

Our Sales

1. Knows that
 1. we can do anything...
 2. ...in a customer-satisfying way
 3. it can be done within reasonable effort
2. Can estimate work without dev-skills
3. Can price the value, not time-needed
4. ...

Our Business Owner

1. Chaos control
2. Resource plannability
3. Technical risks
 1. Few technologies
 2. Standardized parts and processes
 3. Future maintenance
 4. Future tech (core)
4. Financial risks
 1. Production cost
 2. Post production cost
 3. Evaluation hell
 4. Upgrade hell
5. Employee risks
 1. Replaceability (document & standardize everything)
 2. On-boarding cost (industry std. Tech)

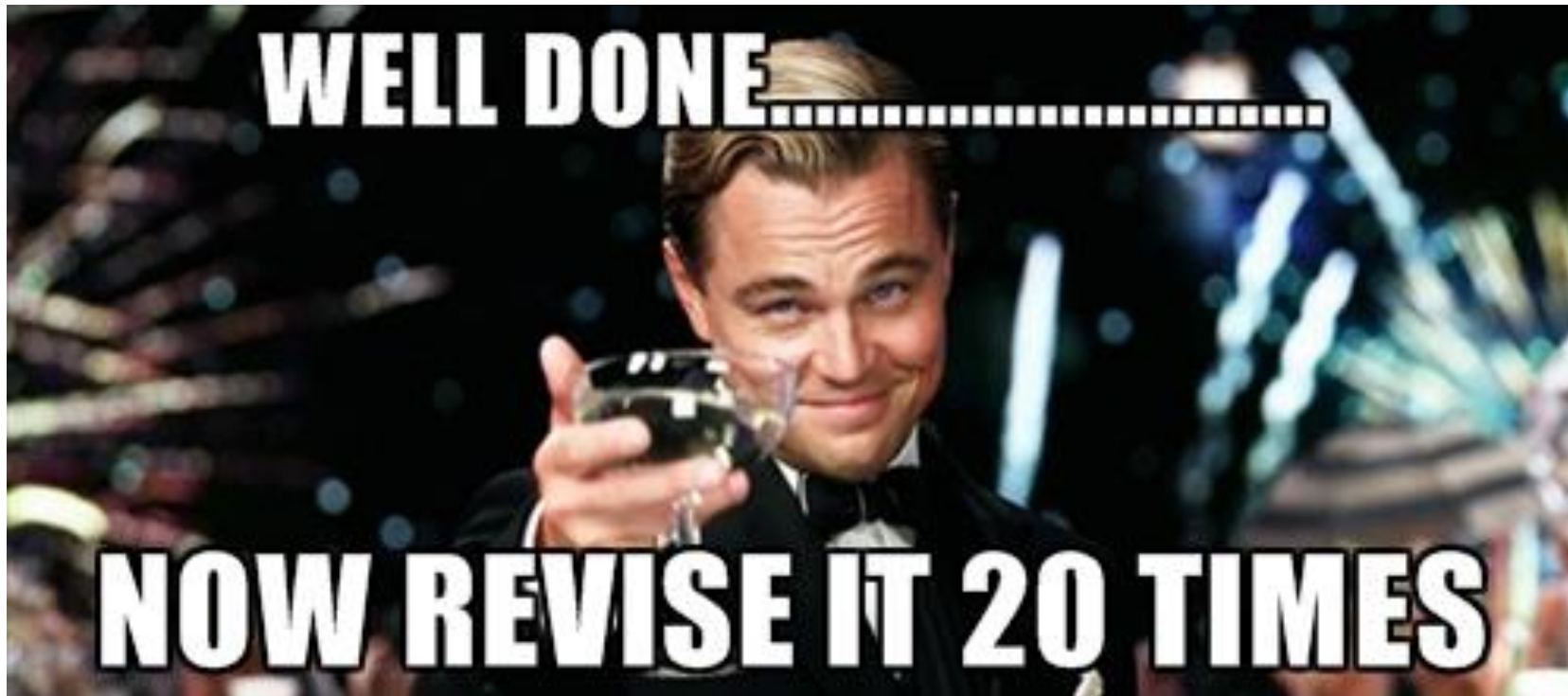


~~Holistic Content Management Editing today~~

Editing Hell



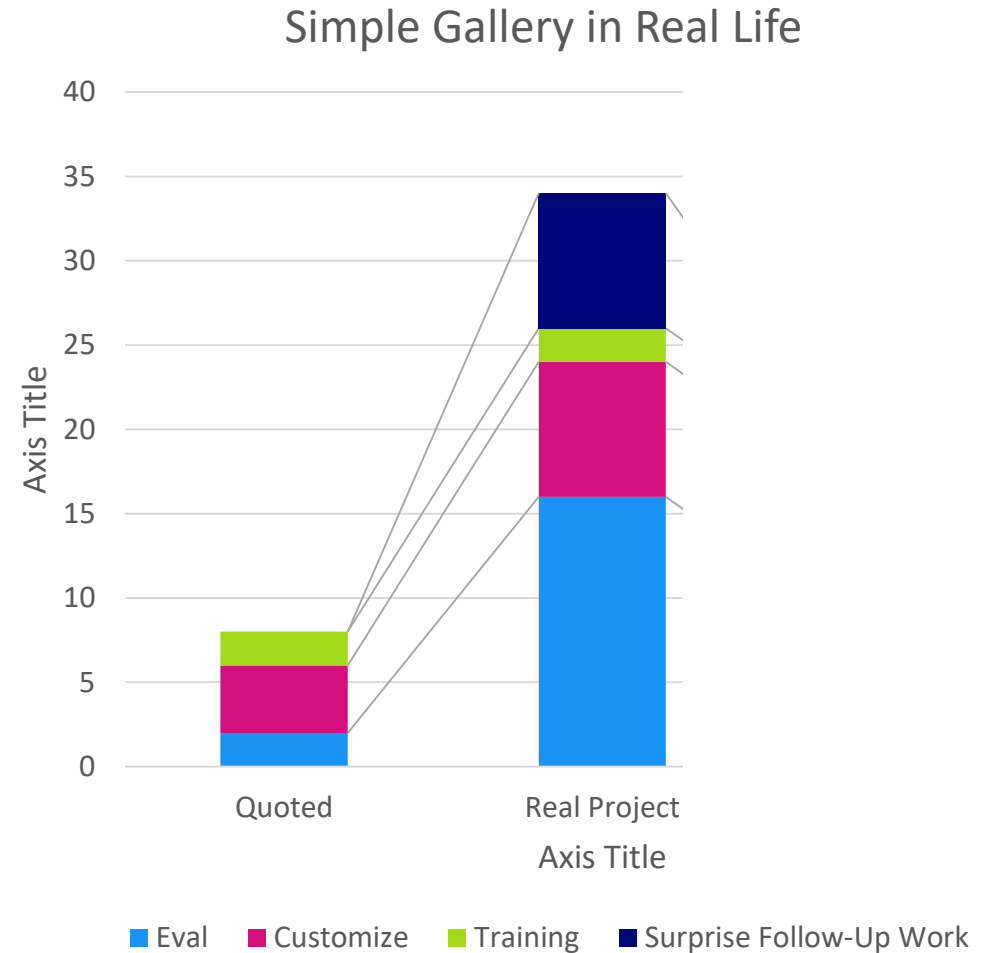
1. Text html is useless
2. Panes are a pain; useless for responsive & content-first
3. Edit-mode is slow and terrible
4. Every enhancement to editing requires another module with different features and UX
5. Training is complicated



Module & Evaluation Hell



- Evaluating modules eats up entire budget
- ...and it's always missing just 2 important features
- Each module is different to
 - Edit
 - Customize
 - Extend
 - Integrate
 - Train



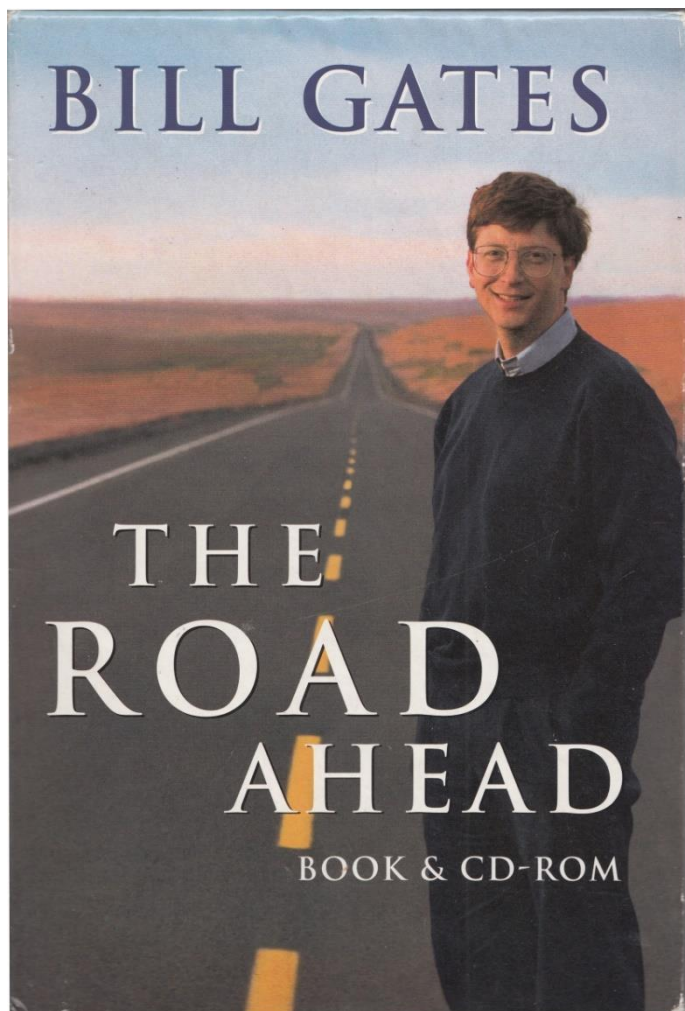
System Lifecycle Hell



- Adding module requires update
- updates break other modules
- 3rd party modules often don't exist any more – restarting Module-Evaluation-Hell
- ...and somehow, this cost is paid by you – the owners of the web-company



The Road ahead: Winter is coming

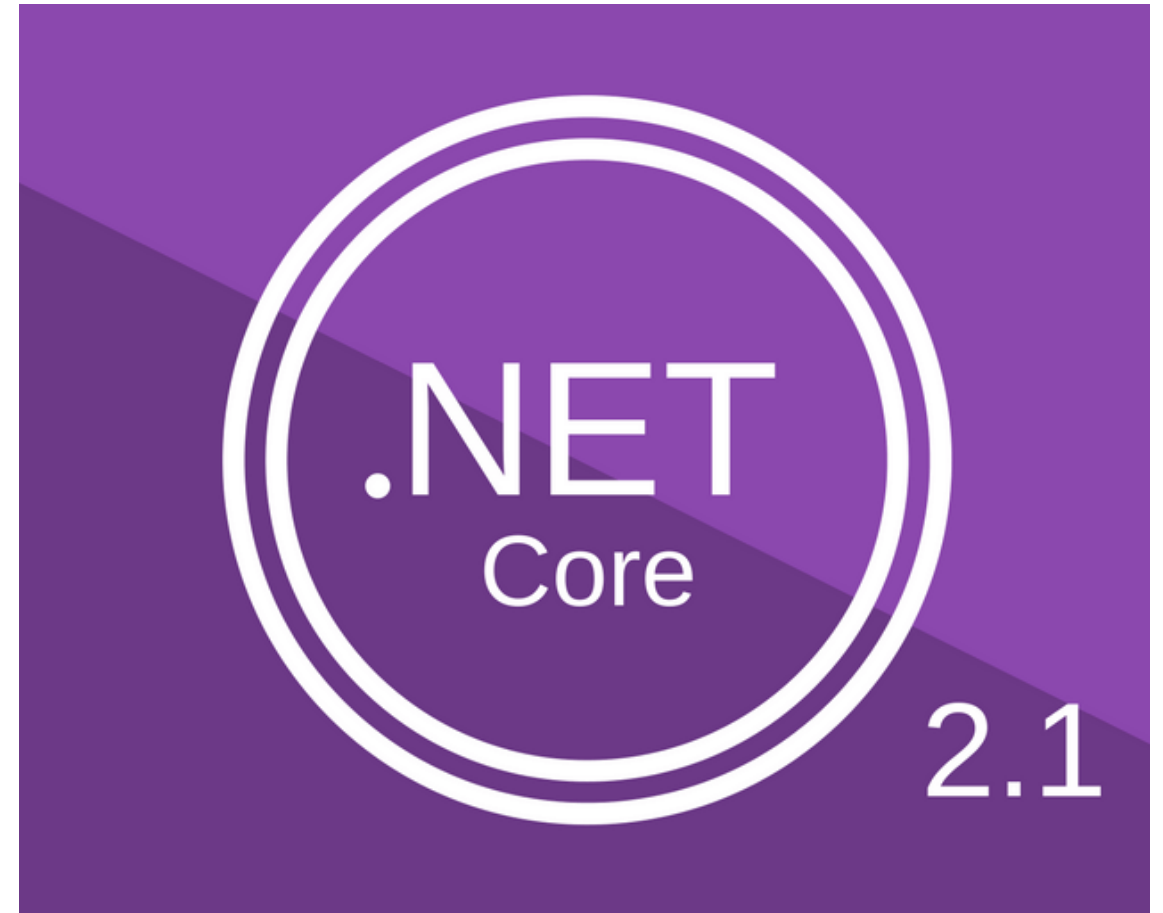


The Hell ahead: DNN .net core is coming



- Our customers trust us
- ...and we know that DNN .net core will not be compatible
- ...we want to build future proof stuff
- ...which is impossible with anything we do on WebForms

→ So let's not do that ☺





...and all this is taken care of by 2sxc

because we want to enjoy our work...
...and have happy customers



Let's Discover The Amazing & Fun Way

Agenda



1. Demo 2sxc Experience as Content-Editor
2. Make changes as a front end dev
3. Strategies & Philosophies behind 2sxc
4. Advanced features specially made for real life Content-Management
5. Creating real value for all stakeholders
6. How you can get started



Live Demo Content-Editing

Demo Contents



- Simple content editing
 - Fast front-end editing
 - Multi-language & lifecycle
 - Single pane for content-first
 - Unbreakable
 - Responsive by design
 - Inner-Content
 - Retina Images
 - Website build
- ...have you ever seen anything like this on DNN?

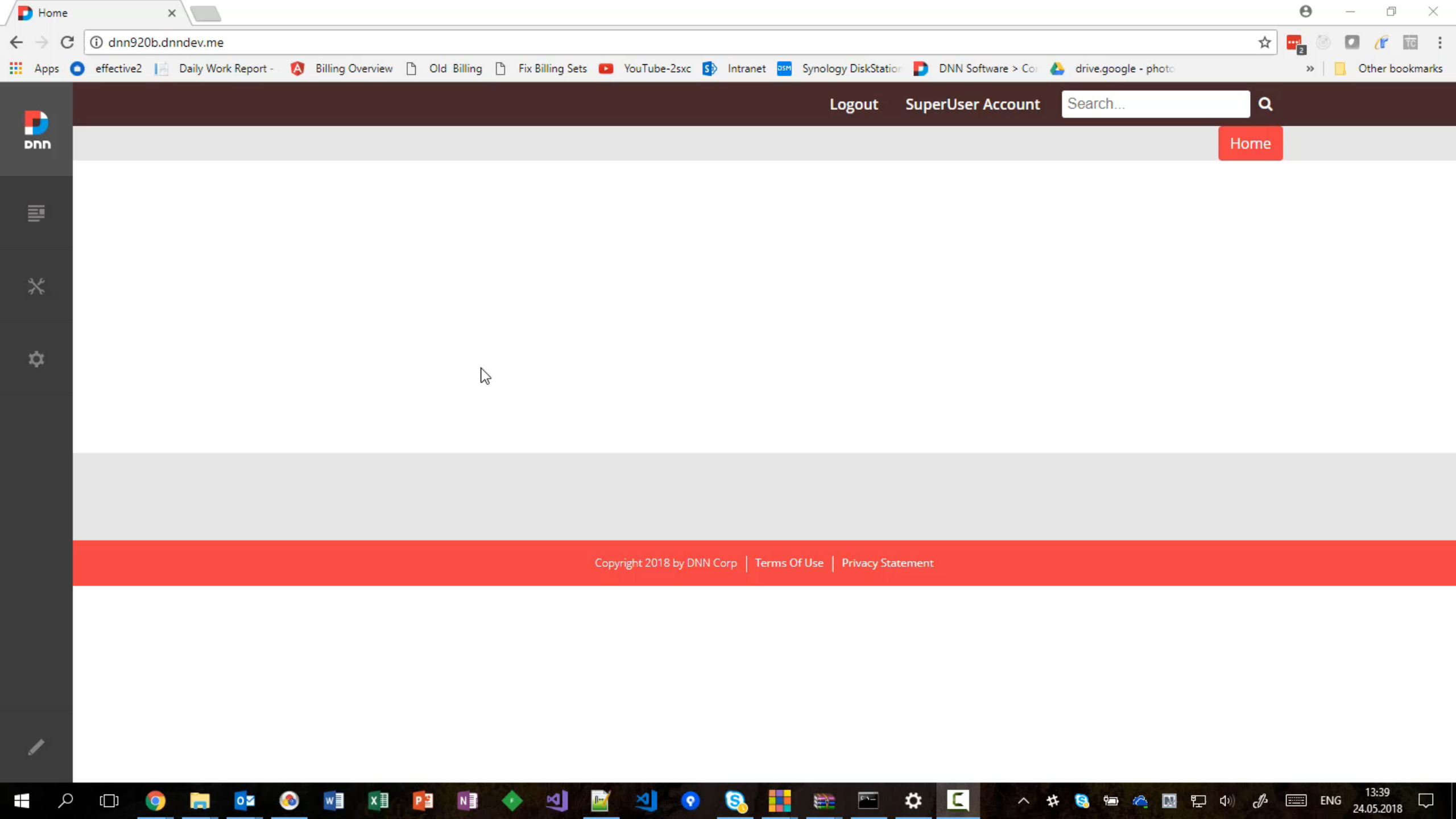


Front-End Dev Experience



Installation Demo

Get 80% done in 5 minutes



This Installation Gives You...



- Engine with 3'000+ features
- View-Mode Editing
- 7 typical Content-Types
- 27 Views
- Based on Bootstrap 3 *and* 4
 - It even has all the SASS you need
- Add another 2 minutes and you'll get ca. 10 apps like Blog, Image-Compare, etc.



Let's make some changes...

#1 Adapt content-templates to theme



- Basic install done
- Bootstrap 4 theme with custom colors
- Let's get the standard templates to use these colors
- Steps
 - Point content-templates to theme variables
 - Re-Run SASS
 - See results

Demo!



We use this pattern everywhere

Updating the blog app to match your theme takes a few seconds

#2 Extend with more Fields



- Let's add a company logo to the person
- Steps
 - Add another image field to the content-type
 - Edit content – populate the information
 - Update the template
 - Test result
 - Add image-resizing to catch large images



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This guy is really from the jungle!



Let's do it!



100% Control of Output

Demo template editing

Using standard stuff like HTML, Razor, JavaScript

It's just simple HTML, Razor and JS



Source Editor

```
_Person - Contact rounded.cshtml (C# Razor)
1 @using Connect.Koi
2
3 @* put all necessary link/script tags here *@
4 @RenderPage("_Shared - Assets.cshtml", new { parts = "styles,scripts", height })
5
6 <div class="co-container-outer">
7   <div class="co-container-inner co-person-wrapper co-person-wrapper-@
8     (Dnn.Module.ModuleID)">
9     <div class="row">
10      @foreach (var person in AsDynamic(Data["Default"]))
11      {
12        <div @Koi.Class("all='sc-element co-person' bs3='co-sync
13          -height-with-neighbors col col-sm-6' bs4,oth='col-md
14            -6'")>
15          @Edit.Toolbar(person)
16
17          <div class="row">
18            <div @Koi.Class("all='co-person-image co-person
19              -image-rounded' bs3='col col-xs-4' bs4,oth='col
20                -4'")>
21              @if (!String.IsNullOrEmpty(person.Photo))
22              {
23                <div class="co-person-image-wrapper">
24                  
28                </div>
29              }
30            }
31          </div>
32        </div>
33      }
34    </div>
35  </div>
```

Snippets

Koi - Multi-CSS Framework Views

Using statement

- @using Connect.Koi;

Detect CSS Framework

- Get CSS Framework Code
- Pick a supported framework code, or use fallback

Handle Unknown Frameworks

- Check if the skin doesn't publish the framework
- Show something if unknown
- If unknown or known

Load missing CSS framework from CDN

- Get Bootstrap3 if unknown
- Get Bootstrap4 if unknown
- Get Bootstrap3 if not bs3/4
- Get Bootstrap4 if not bs3/4

Include CSS Files

- Include a CSS file of one of a supported framework

Generate Class Attributes

- Clean up for bootstrap 3, 4
- Class attr. for Bootstrap 3, 4 and unknown
- Class attr. for BS 3, 4 and all

save but keep dialog open also supports Ctrl+S

1. 2sxc does as little as necessary,
= leverage existing tech
2. 2sxc does data, editing-UX, item-lists etc.
3. Very low learning curve for content use
4. Pre-built best-practices bits for bootstrap 3 & 4 (with Koi 😊)
5. With image retina-optimizer
6. Snippets to help with "how do I do that?"
7. Use VS/VS-Code or whatever



What about us? Let's see some numbers...

Business Numbers



- At 2sic, any “normal” website must be very easy and quick to sell, implement and train

Part	Basic Web	Business 1	Business 2	Mult.Lang.
Sales	(1)	(2)	(2)	-
PM & Concept	0	2+2	6+4	-
Visual Design	0	2	12	0 to 2
Web Design	2.5	4	16	-
Dev	0	0	0	-
Training	2	2	2	1
Support	2	2	2	1
Total	6.5	14	40	+ 2 to 4

So who is this 2sic?



- Est. 1999
- Web Solutions
- .net Stack
- DNN since 2003
- SharePoint since 2005
- In Switzerland & Liechtenstein

And who's the iJungleboy?



- Born `78
- In the Jungle till `94 missionary kid
- Founded 2sic in 1999
no time for a real education ☺
- Architect of 2sxc since 2012
- Angular since 2013
- Blogger, daddy, nerd, ceo, mvp, business-freak, world-traveler, ...



2sxc Strategies and Philosophies

Core Paradigms / Strategies of 2sxc: FUN



- fast “flow” – the 1-2nd vision
- when designing, we focus on real-life people-roles
- stay out of the way
- do as little as possible (20/80)
- be replaceable (no lock-in)
- provide value, not features
- architected to address the real issues
 - wysiwyg needed ADAM
 - ...and inner-content 2.0
- 2sxc is an enabler → the solution is what you create
- Simple is key
- Don't be DAFT (Densely Abstract Features for Techies)
- only encourage best practices
- loose coupling to environment
 - survive DNN 7 → DNN Core
- open to mix with anything



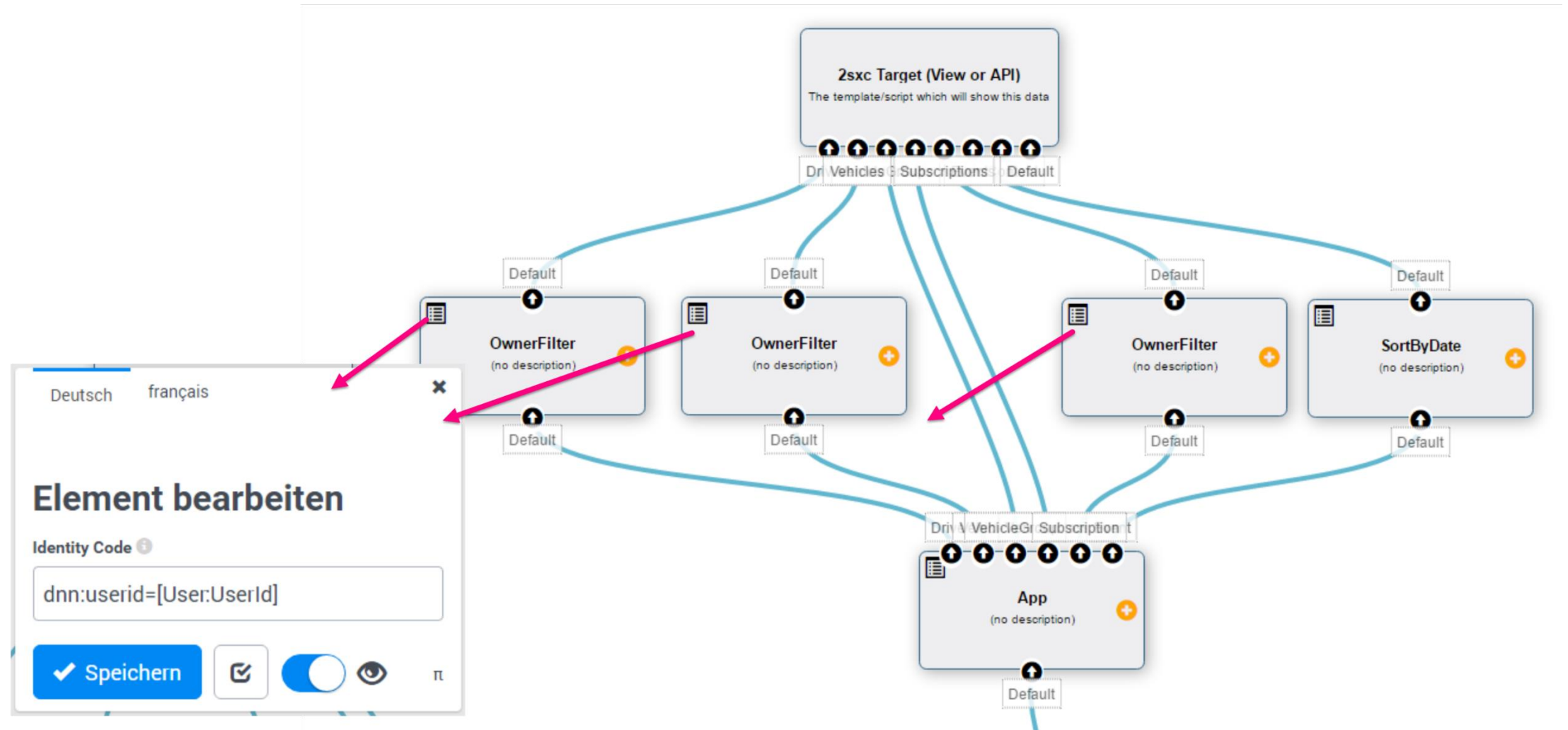
Discover Power Features in 2sxc Content

Some very powerful stuff you may not know



- Image Resizer
 - Using simple retina trick
 - Combine with html5 <image> tag
- Inner Content
 - Using a “Panels” model
 - Using content-in-wysiwyg
- Multi-Language
- Versioning
- Koi
- ADAM – image/library
- WYSIWYG with ADAM
- Icon-picker – with any icon-font
- Entity-Picker
- Entity-picker from query (App)
- Dropdown from query (App)
- Lots of app-only features like metadata, permissions, etc.

Visual Query will probably blow you away...





Amazing Content Management means Value

Focus on Real Value



- Make it so good, you don't notice it any more
- Restricting the editor **is true value**
- Easy and fast is real value
- Not letting the customer design the parts **is value**
- Forcing yourself to work with standard tech like SASS or LINQ is true value



Getting Started with 2sxc

Getting Started with 2sxc



Basic Process

1. Mess around with 2sxc
(use nvQuickSite to install DNN)
2. Start using it

Strategic Process

1. Plan long-term strategy
2. Plan long-term tech focus
→ SASS, Bootstrap 4, etc.
3. Determine separation of roles
4. Productize your services
easily double your profits
5. Review processes
6. Implement new processes

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~~<1s~~ – ca. 0.2s
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Questions so far?



Now go forth,
and be...

2sxc for DNN

Amazing Companies are like Software

Tomorrow: Double your Corporate Profits and Deliver On-Time while having FUN