
DotNetNuke in the Enterprise

Scott Allender

1/19/2009

Who am I?

- Been involved with web development since 2000
- Working at TricorBraun since 2007
 - www.tricorbraun.com
- Experience with DotNetNuke
 - First exposed at version 2.1.1
 - Focused development since 4.6.2

Outline

- What's DotNetNuke?
- What's this "Enterprise" thing people bandy about?
- Why the two together?

DotNetNuke

- It's a Content Management System
 - A content management system (CMS) is a computer application used to create, edit, manage, search and publish various kinds of digital media and electronic text. (Wikipedia)
 - the ideal platform for building professional websites with dynamic content and interactive features (DotNetNuke.com)
- Commonly referred to as DNN

The Enterprise

- A business (also called a firm or an enterprise) is a legally recognized organization designed to provide goods and/or services to consumers. (Wikipedia)
- Multiple groups of people working towards achieving a set of common goals set forth by a governing organization. (Scott Allender)

Problems of the Enterprise

- Communicating in clear and effective ways
- Coordinating messages/activities to help achieve goals
- Maintaining communication mediums can be cumbersome and difficult

TricorBraun as an Enterprise

- Locations in 5 countries
- Over thirty branches in the United States alone
- Over 500 employees

Why DNN for the Enterprise?

- Enables non-IT users to provide content.
- Provides the ability to run multiple sites with a single codebase
 - Different designs per site
 - Different pages/content per site
- Complete Authentication/Authorization developed, with auditing also.

Why DNN... (cont'd)

- Open Source
 - Constantly being updated and improved upon
 - Lots of functionality Out of the Box (OB)
 - Custom SQL/Reporting Interfaces
 - XML/XSL support
 - Contact implementation
 - Extensive community of third party add-ons
 - Snapsis CSS Menu
 - iFinity URLMaster
 - Engage Employment

Why DNN... (cont'd)

- Decent hooks into the Search Engines
 - Auto submission of sitemaps to Google, MSN, Yahoo
 - Integration with Google Web Master tools

Why Did TricorBraun Choose DNN?

- A project requiring multiple sites w/multiple languages and different content approaches had to be completed in 4 months
 - IT did not want to be in charge of content changes
 - SharePoint was considered prohibitively expensive
 - Communities surrounding Umbraco and Mojo Portal are still in their infancies
 - Existing sites were built using an ASP Framework offering limited flexibility
 - Each site had different audiences

Why Does TricorBraun Use DNN?

- Provides an easy way to grow/scale TricorBraun's web presence
- Principally a Microsoft/.Net development shop
- Allows IT to convert old brochurware sites to a new platform with little effort.
- Flexible enough to add customized actions to the site without a lot of effort.

Why Does TricorBraun (cont'd)...

- Oversight by the DotNetNuke Corporation assures us that the we have an official entity to turn to for support via the subscription program
- DNN Professional is extremely welcome because it reinforces the above point and adds weight to it

DotNetNuke as an Intra/Extra-net

- Brochureware is great, but to really impress, a certain degree of interactivity/usefulness is required.
- Provides out of the box
Authentication/Authorization
 - DNN Membership
 - Active Directory integration
 - Custom Authentication directory is achievable

...Intra/Extra-net (cont'd)

- Integrates with SSL
- Extensive sets of APIs
 - `DotNetNuke.Services.Mail.Mail.SendMail()`
 - `PortalSettings`
- Custom Development
 - It's Open Source! You can modify the source
 - Easy to modify open-source modules
 - Relatively easy to create custom modules

...Intra/Extra-net (cont'd)

- Administration
 - Web interfaces for administration are available, which eases admin load off developers
 - Scheduled tasks can perform certain clean-up tasks

TricorBraun's Extranet

- Customized version of DotNetNuke
 - Extra fields added to Portal objects and to User objects
 - Encrypted database fields
- Every customer gets their very own web site based off a template
- Custom programming was limited to functionality

TricorBraun's Extranet (cont'd)...

- More consistent development using DNN APIs
- Can mix Authentication sources
 - Employees with Active Directory
 - Customers can be imported into DNN Membership
 - A custom provider can be built to use our CRM system

TricorBraun's Extranet (cont'd)....

- Auditing comes out of the box
 - Event Log
 - Site Tracking

DotNetNuke Drawbacks

- Requires a different perspective towards web development
- Entrance cost (changing perspective, learning curve, etc) can be high

Questions?

- Feel free to contact me at
 - scott@n3bu1a.com
 - <http://www.tricorbraun.com>
 - <http://www.scottallender.com>