



CMS IN THE PUBLIC SECTOR

**Services for Success With Platform
Standardization**



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INTRODUCTION

The Public Perception of CMS

The establishment of public-facing open source content management has become a popular way to disseminate information.

According to W3Techs' daily intake of data from approximately 10 million websites, the market position of Drupal trumps other popular CMS platforms, such as WordPress and Joomla, for high traffic sites.¹ As the open source trend evolves into a need, so do the requirements advancing it. Open source is a software that is publicly and freely available and can be viewed by anyone with internet access.

Two years ago, the Obama administration implemented a policy requiring 20 percent of federal government software projects to be open source.² As our government is by the people, for the people, an open source CMS makes great sense.

¹"Usage Statistics and Market Share of Drupal for Websites." W3Techs. September 24, 2018. Accessed Sept. 19, 2018. <https://w3techs.com/technologies/details/cm-drupal/all/all>. Drupal Market position graph. Updated Sept. 24 2018.

²Steele, Billy. "Code.gov Is the US Government's Open-source Software Hub." Engadget. Nov. 4, 2016. Accessed Sept. 19, 2018. <https://www.engadget.com/2016/11/04/code-gov-us-government-open-source-hub/>

OPEN SOURCE INNOVATION

How Acquia is Leading the Way

One of these technology trailblazers is Acquia, a leading open source digital services company widely known for its expertise in Drupal.

WHAT IS DRUPAL?

Drupal is a free, open source platform known throughout the world for its robust flexibility, dedicated community of developers and popularity within the industry.

In partnership with Acquia, a leading Drupal pathfinder, Communications Training Analysis Corporation (CTAC) provides top quality IT services and paired with Acquia's Drupal-based platform, makes a well-suited match for any CMS project the public sector is facing.

UNDERSTANDING CMS

Platform Standardization Bolsters Shared Services Initiatives

Government agencies are missing out on the opportunity to share ideas and resources with respect to digital services, and platform standardization is the key to unlock the larger goal of sharing such services. Standardizing a platform across departments would allow government entities to limit duplication and redundancy, and increase efficiency in technologies procured.

Acquia's Senior Director of Customer Experience and Analyst Relations Melanie Poitras understands and presents the idea and importance of organizations being "digitally fit" and explains that "great digital experiences are seamless, timely, connected, consistent, thoughtful and personalized."³

Supporting a longstanding federal customer, CTAC created a digital media syndication platform. The final product was a real-time health messaging application used to publish digital content images, video, data, infographics, social media – to all devices for federal, state and local audiences. It is free and used agency-wide by the Department of Health and Human Services.

³ Poitras, Melanie. "5 Steps to Achieve Great Digital Experiences." Acquia. November 01, 2017. Accessed Sept. 24, 2018. <https://www.acquia.com/blog/5-steps-achieve-great-digital-experiences/01/11/2017/3313401>.

**FIND THE TIME TO
FOCUS ON THE
MISSION AT HAND**

An establishment of a platform would take out the "planning to plan" phase in innovation and technology modernization and allow for the team of leadership, management, technical and non-technical personnel to focus on the most important thing: the mission.

A Brief History of Open Source

Content management systems (CMS) made a debut in the mid-1990s. Beginning with custom, moving to proprietary at the turn of the century, and arriving at open source in 2004. Along that journey, especially as open source technologies emerged, government realized the benefit of using CMS for websites and content (i.e., text, photos, streaming media).

Content management systems, like Acquia's Drupal hosting platforms, benefit public sector customers in key ways important to that audience: open source content management systems are free and available to everyone, capable of being frequently updated and are flexible to meet your organization's specific needs with ease.

Optimizing Drupal Technology with Acquia

Drupal is the most widely used CMS in government to date. With its powerful capabilities and security protocols, Acquia's platform is ideal for the public sector. Cost effectiveness, –

– frequent updates and flexibility are inherent qualities of an open source CMS, but when considering a solution for federal, state or local CMS requirements, security is imperative.

Acquia gives its customers the peace of mind that public content and systems will remain secure, which cannot be said for all open source systems. Acquia provides built-in security and is FedRAMP-compliant. Acquia also provides a full suite of training and certification programs. Crucial to the ecosystem your agency decided to invest and implement, these programs are woven into Acquia's offerings so your staff can be trained on the new, powerful technology in which is being invested.

Additionally, Acquia has a highly developed partner program that can be leveraged to find the best partners, like CTAC. On the federal side, CTAC holds a coveted position as one of only four Foundation Plus Partner level slots. The partner network consists of specific verticals, such as healthcare or education, to provide the best, detailed solution for a multitude of agency-related CMS needs.

To get the most out of the Drupal experience, Acquia delivers comprehensive infrastructure support at three levels for hosting applications in the cloud: [Acquia Cloud Professional](#), [Acquia Cloud Enterprise](#) and [Acquia Cloud Free](#).

KEY TAKEAWAYS

Mission: Impossible or Mission: Possible?



Understanding the mission is critical to effectively delivering a solution. CTAC understands this critical component and the inner workings of the public sector space.

For the past quarter of a century, CTAC has been successfully providing innovative solutions to the public sector's challenging missions. Across multiple federal agencies, CTAC has navigated Authority to Operate (ATO) mandates and the highly professional engineering staff has configured and developed fully optimized websites, including infrastructure, UI/UX designs, cloud migrations and architecture and content syndication.

Using the Acquia Cloud Enterprise platform, CTAC optimized the CMS and overall user experience for a federal customer. CTAC successfully rebuilt three consumer-critical websites in Drupal 8, and one of these sites spikes to have the highest level of hits for all federal website traffic. Approximately 90,000 files and links were migrated, launched and are currently maintained by CTAC. Acquia's cloud offerings in conjunction with CTAC's premier services surpass the expectations of the public sector's CMS requirements.

TRACKING THE PERFORMANCE OF CTAC

- Navigated ATO mandates
- Configured and developed numerous websites
- Optimized CMS and overall user experience
- Rebuilt three crucial sites
- Maintained 90,000+ files and links

CONCLUSION

About CTAC

CTAC is a CMMI Level II cloud services provider and IT consultancy, supplying cutting-edge technology solutions for 25 years. Headquartered in Falls Church, Virginia, CTAC has experience providing solutions for state and local governments and proudly supports nearly a dozen federal agencies with engineering, IT and technology modernization initiatives.

About Acquia

Acquia is the open source digital experience company. We provide the world's most ambitious brands with technology that allows them to embrace innovation and create customer moments that matter. At Acquia, we believe in the power of community – giving our customers the freedom to build tomorrow on their terms.

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