

기업 3.0을 위한 CMS 드루팔

CMS for Enterprise 3.0

ken@NextAeon.kr



드루팔

- Dorp(네덜란드어): 마을
- 2001년에
- 벨기에의
- 드리즈에 의해
- 오픈소스로 공개된
- CMS로
- 백악관 홈페이지에 사용
- 미국 정부/교육기관에서 가장 많이 사용하는 CMS



Drupal



Drupal™



넥스트이온 – *Drupal Expert*

- 2009년 설립
- 드루팔 전문 개발&컨설팅
- 국제 파트너
 - Acquia Partner/Reseller
 - Commerce Guys Partner
 - International Drupal Organization Member



Amazon이 드루팔회사에 투자

드루팔 창시자가 세운 드루팔 서비스회사 Acquia는 이달 아마존의 투자를 포함 총 1000억원 이상의 투자를 받음



CMS -> SAAS <- Cloud

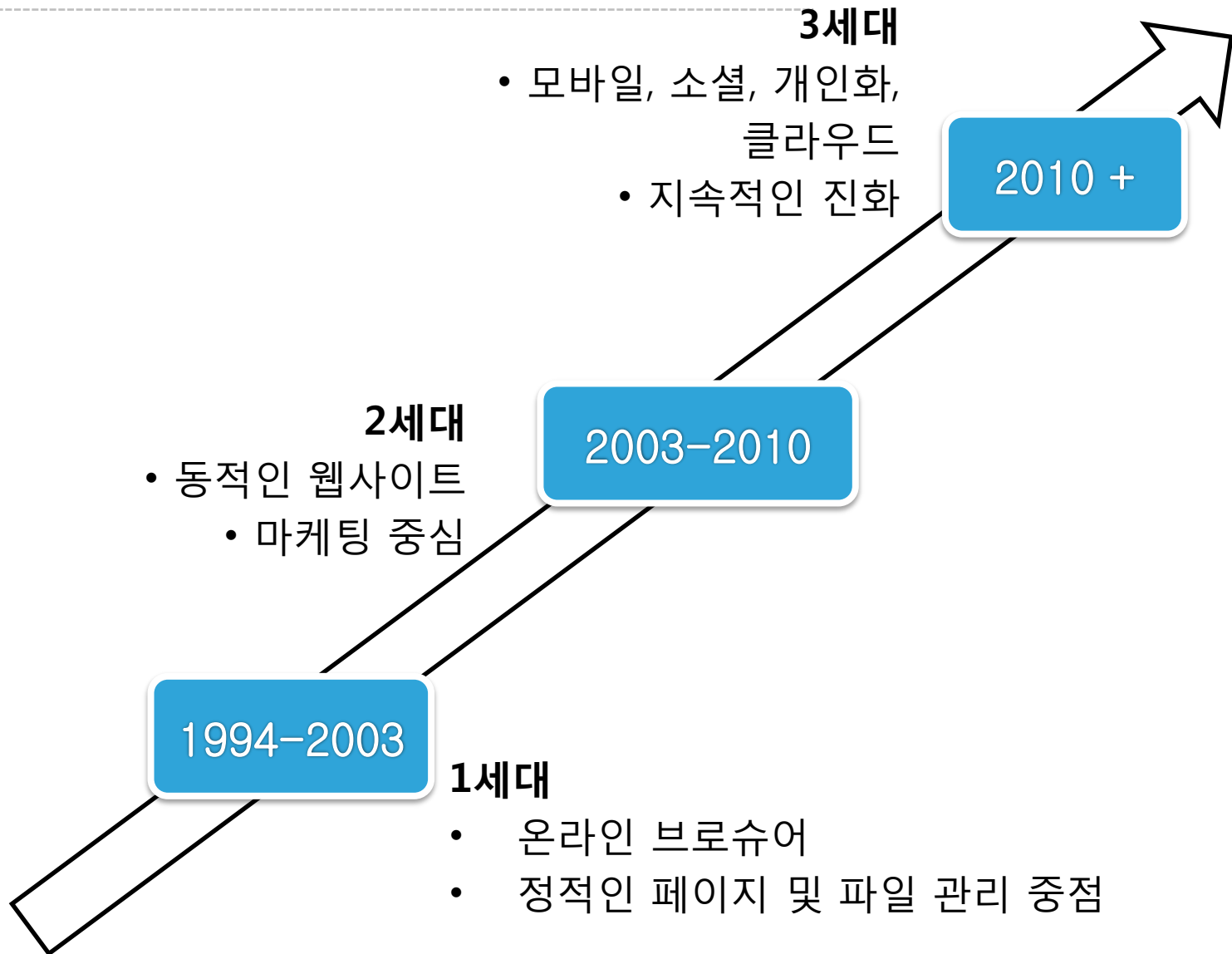
CMS?



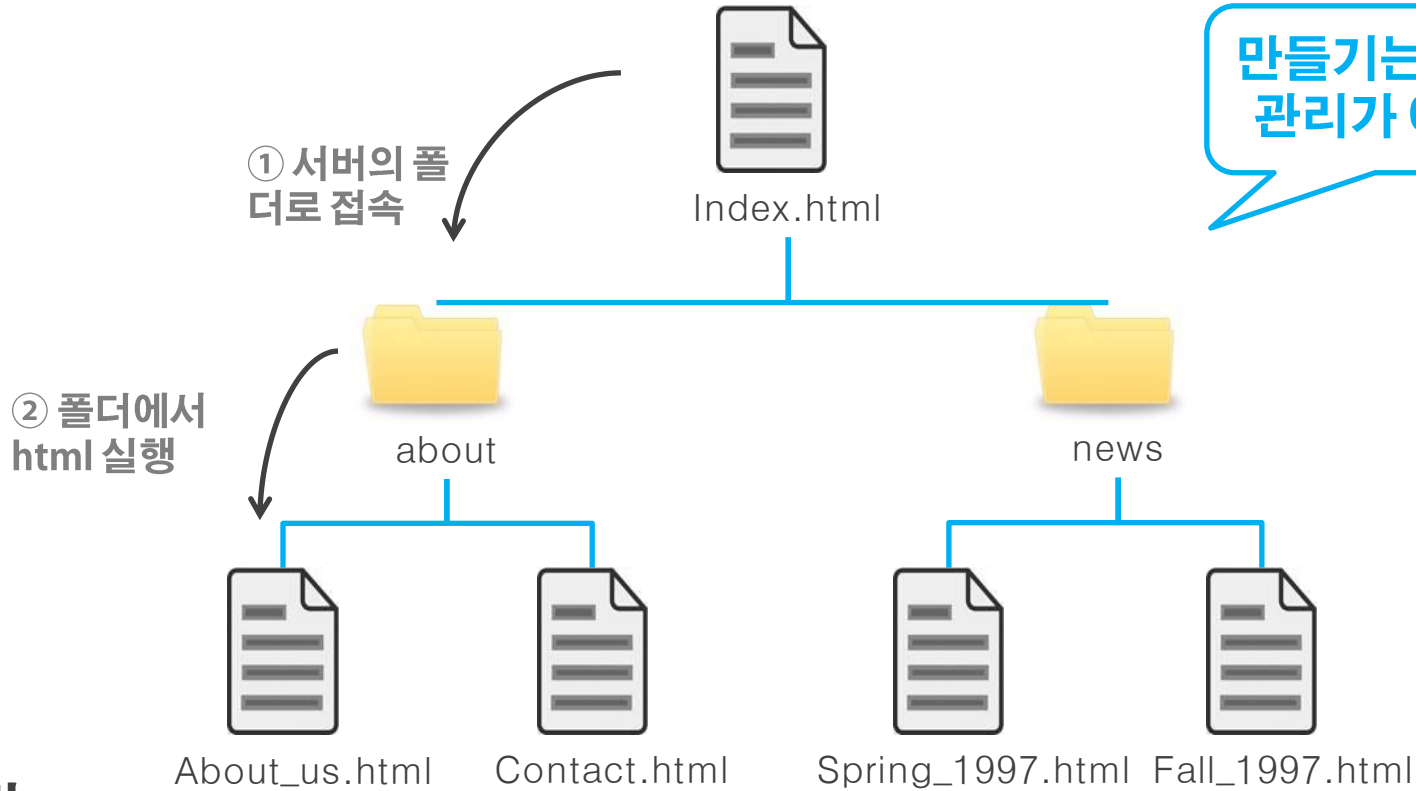
CMS = 콘텐츠 관리 시스템



CMS의 역사



1세대 CMS



















장점

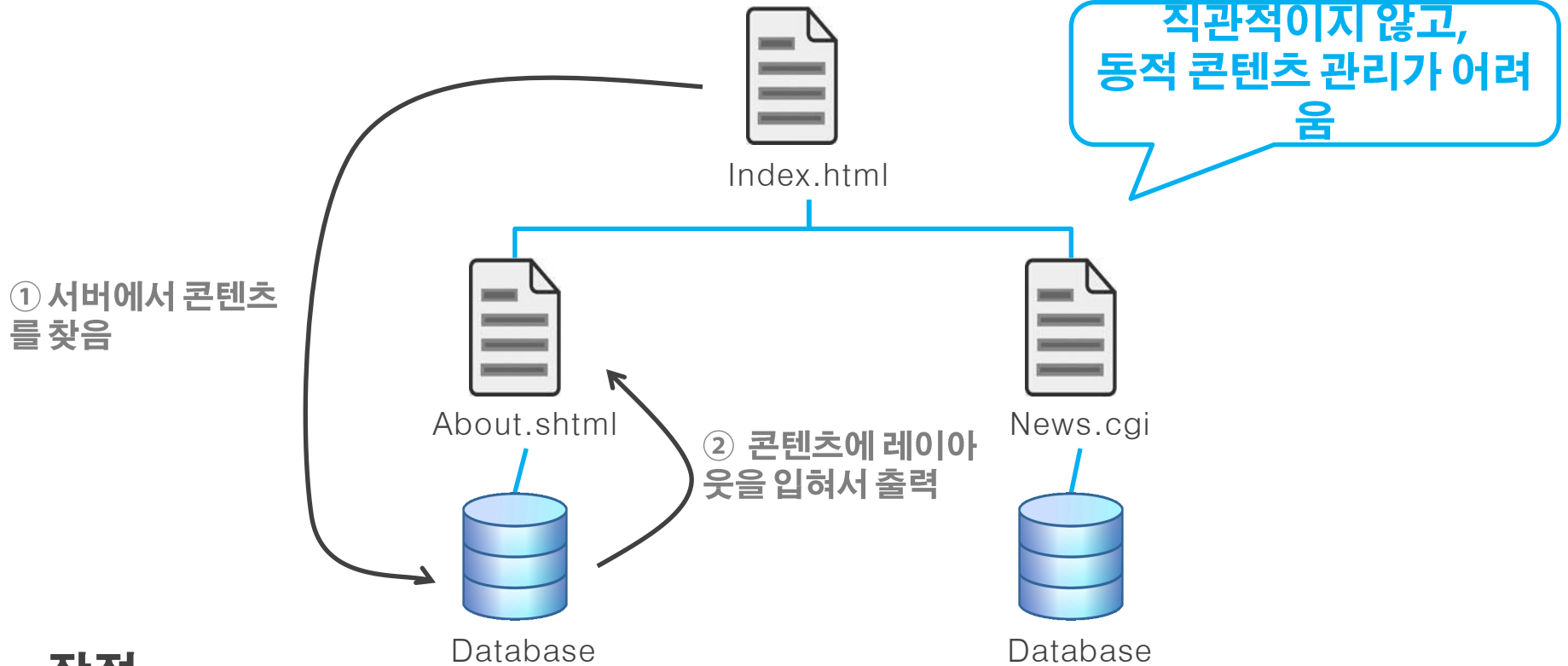
이해하기 쉬움

단점

1. 사이트의 디자인을 바꾸려면 각각의 html파일을 모두 변경해야 함
2. 사이트를 관리하는데 많은 시간을 들여야 했다. 예를 들어 뉴스가 업데이트 될 때 마다 매번 뉴스 전체보기 페이지 업데이트가 필요

 images	4/6/2012 9:50 PM	File folder	
 support-files	4/6/2012 9:50 PM	File folder	
 .htaccess	4/6/2012 9:53 PM	HTACCESS File	1 KB
 about.html	4/6/2012 11:42 PM	Firefox HTML Doc...	3 KB
 bottomadspace.html	4/6/2012 11:32 PM	Firefox HTML Doc...	1 KB
 bottomfooter.html	4/6/2012 11:38 PM	Firefox HTML Doc...	1 KB
 contact.html	4/6/2012 11:42 PM	Firefox HTML Doc...	3 KB
 disclaimer.html	4/6/2012 11:51 PM	Firefox HTML Doc...	4 KB
 index.html	4/6/2012 1:35 AM	Firefox HTML Doc...	7 KB
 leftnavigation.html	4/6/2012 11:53 PM	Firefox HTML Doc...	2 KB
 page-not-found.html	4/6/2012 11:58 PM	Firefox HTML Doc...	3 KB
 privacy-policy.html	4/7/2012 12:17 AM	Firefox HTML Doc...	9 KB
 rightsidebar.html	4/7/2012 12:00 AM	Firefox HTML Doc...	1 KB
 terms-of-service.html	4/7/2012 12:23 AM	Firefox HTML Doc...	5 KB
 topadspace.html	4/7/2012 12:02 AM	Firefox HTML Doc...	1 KB
 topheader.html	4/7/2012 12:08 AM	Firefox HTML Doc...	1 KB

2세대 CMS



장점

수많은 파일을 하나 이상의 데이터 스크립트로 대체 가능

단점

1. 대형사이트의 경우 콘텐츠 갱신 시에 HTML, 데이터베이스, 스크립트 중 어떤 부분을 수정해야 할지 알기 어려움
2. 토론 포럼, 방명록 같은 동적 콘텐츠는 별도의 기반체제가 필요하다. 따라서 이를 하나의 웹 경험으로 통합하는 일은 결코 간단하지 않음

zeroboard ver.4 Installation

제로보드4.1 설치

MySQL DB설정 제로보드를 사용하기 위하여 MySQL DB설정을 하여야 합니다.
(DB서버에 대한 문의는 서버 관리자에 하시면 됩니다.)

Host Name MySQL DB의 호스트네임을 입력하세요.

SQL User ID MySQL계정의 ID를 입력하세요

Password Mysql DB의 패스워드를 입력하세요

DB Name Mysql DB의 Name을 입력하세요

(선택 링크)

[Uninstall](#) | [DB 백업](#) | [DB 상태 보기](#) | [첨부파일 정리](#) | [세션 비우기](#) | [게시물 추적](#) | [매뉴얼](#)

to NZEO.com

ZEROBOARD Ver.4 Administration Page

Administrator ID : admin , Level : Super Administrator (Edit information)

[Log Out](#)

관리

가

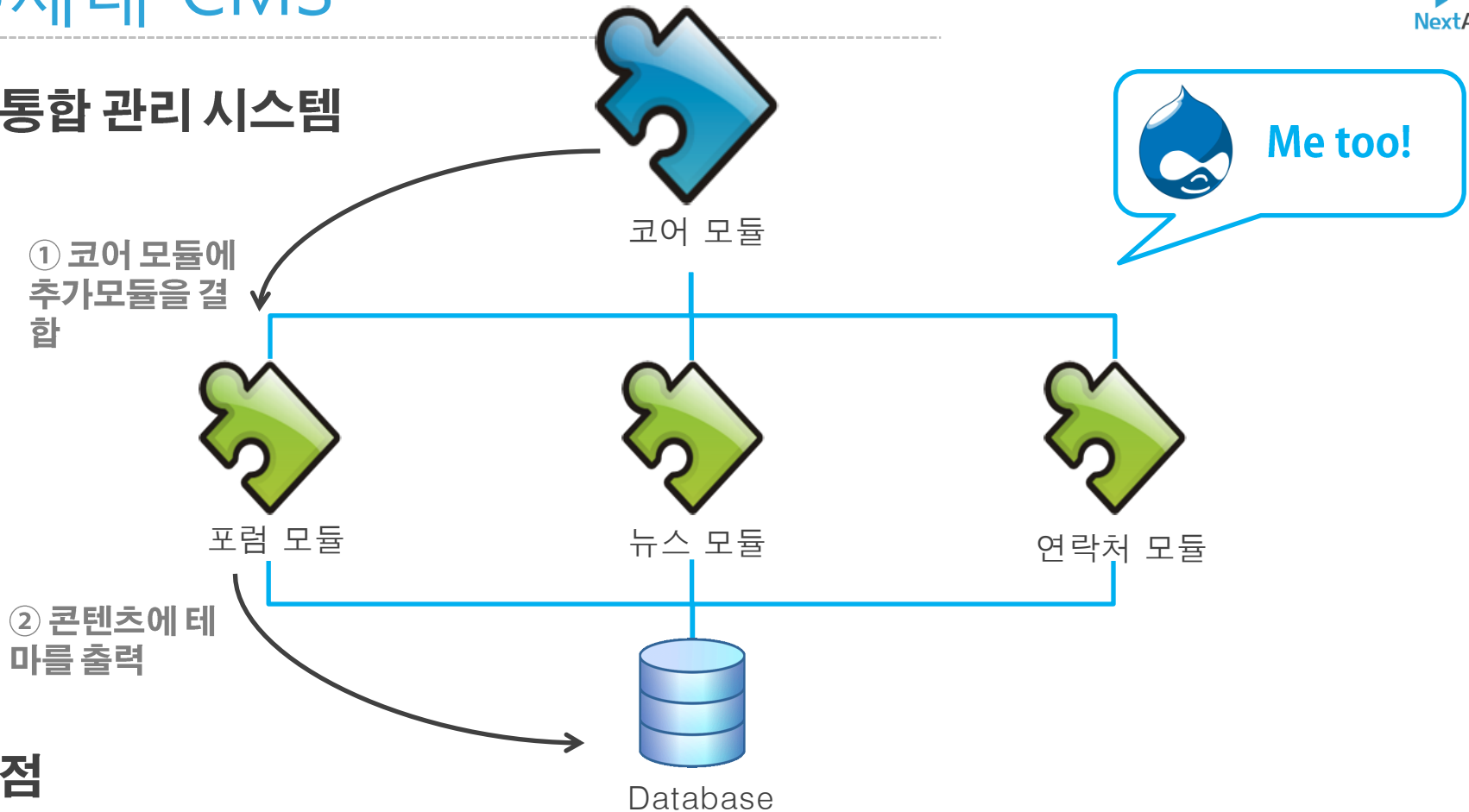
board.com
reserved.

DB size : 10.1 KB (5개)

No	테이블 이름	형식	줄 (Rows)	데이터 용량	인덱스 용량	전체 용량	생성시간
1	zetyx_admin_table		0	0 Byte	0.00 MB	0.00 MB	2008-12-16 01:06:03
2	zetyx_get_memo		0	0 Byte	0.00 MB	0.00 MB	2008-12-16 01:06:03
3	zetyx_group_table		0	0 Byte	0.00 MB	0.00 MB	2008-12-16 01:06:03
4	zetyx_member_table		1	88 Byte	6.0 KB	6.1 KB	2008-12-16 01:06:03
5	zetyx_send_memo		0	0 Byte	0.00 MB	0.00 MB	2008-12-16 01:06:03

3세대 CMS

통합 관리 시스템



장점

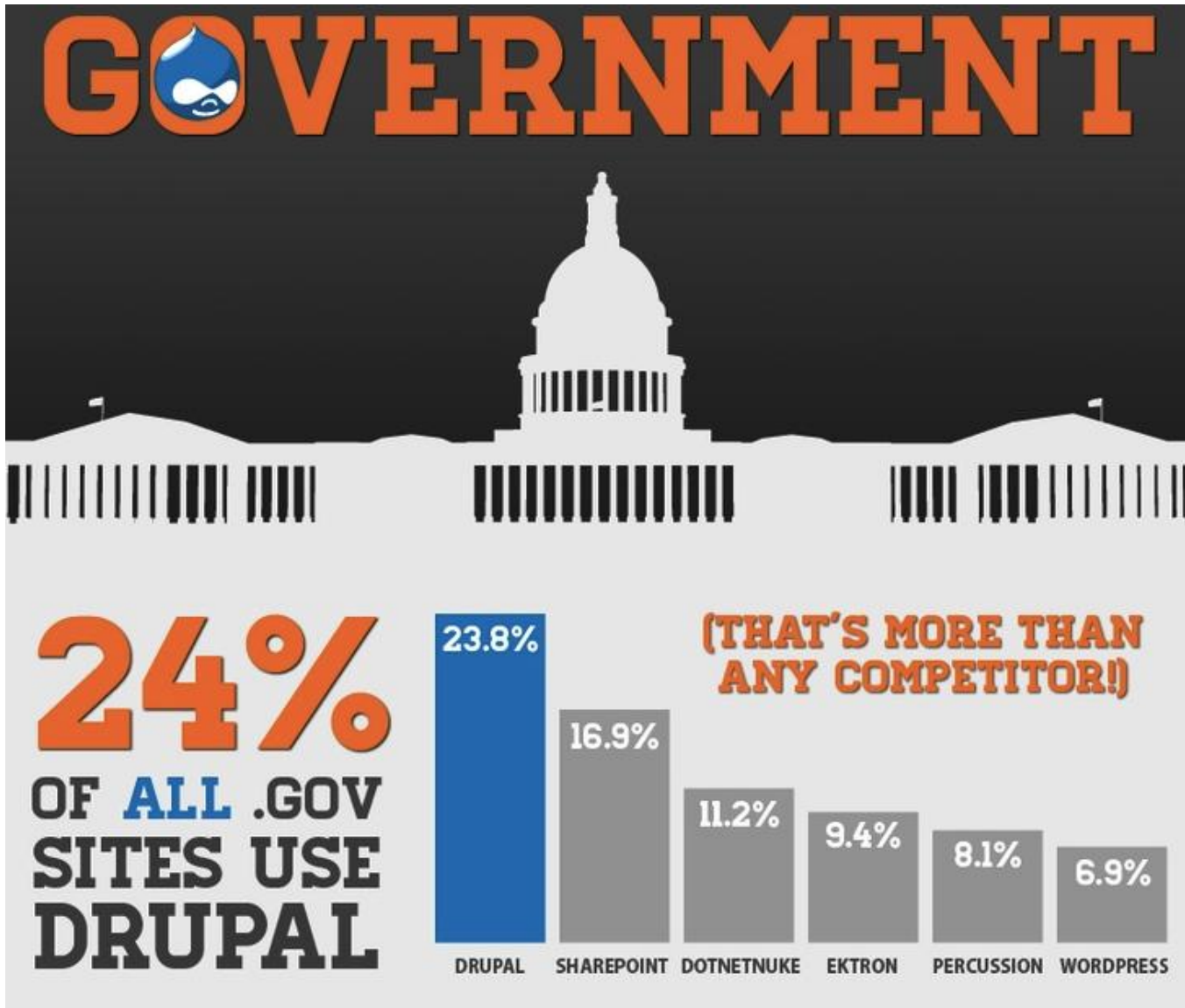
1. 웹 사이트의 정보를 생성, 편집, 관리하는 일반적인 툴을 제공
2. 개발자가 애드온(add-on)과 새로운 기능을 처음부터 만들 필요가 없는 매커니즘 제공 - 드루팔의 경우 웹사이트를 통해 제3자가 만든 수만개의 모듈 활용 가능
3. 이전 CMS와는 달리 DB를 건드릴 필요없이 모듈(레이아웃)을 수정, 제거, 추가 가능



CMS로서 드루팔의 특징



미국정부 최고점유율 CMS



200개국 정부가 선택

- 150 U.S. federal agencies adopting or soon to adopt Drupal.

DRUPAL IS USED BY

DOZENS OF U.S. GOVERNMENT AGENCIES

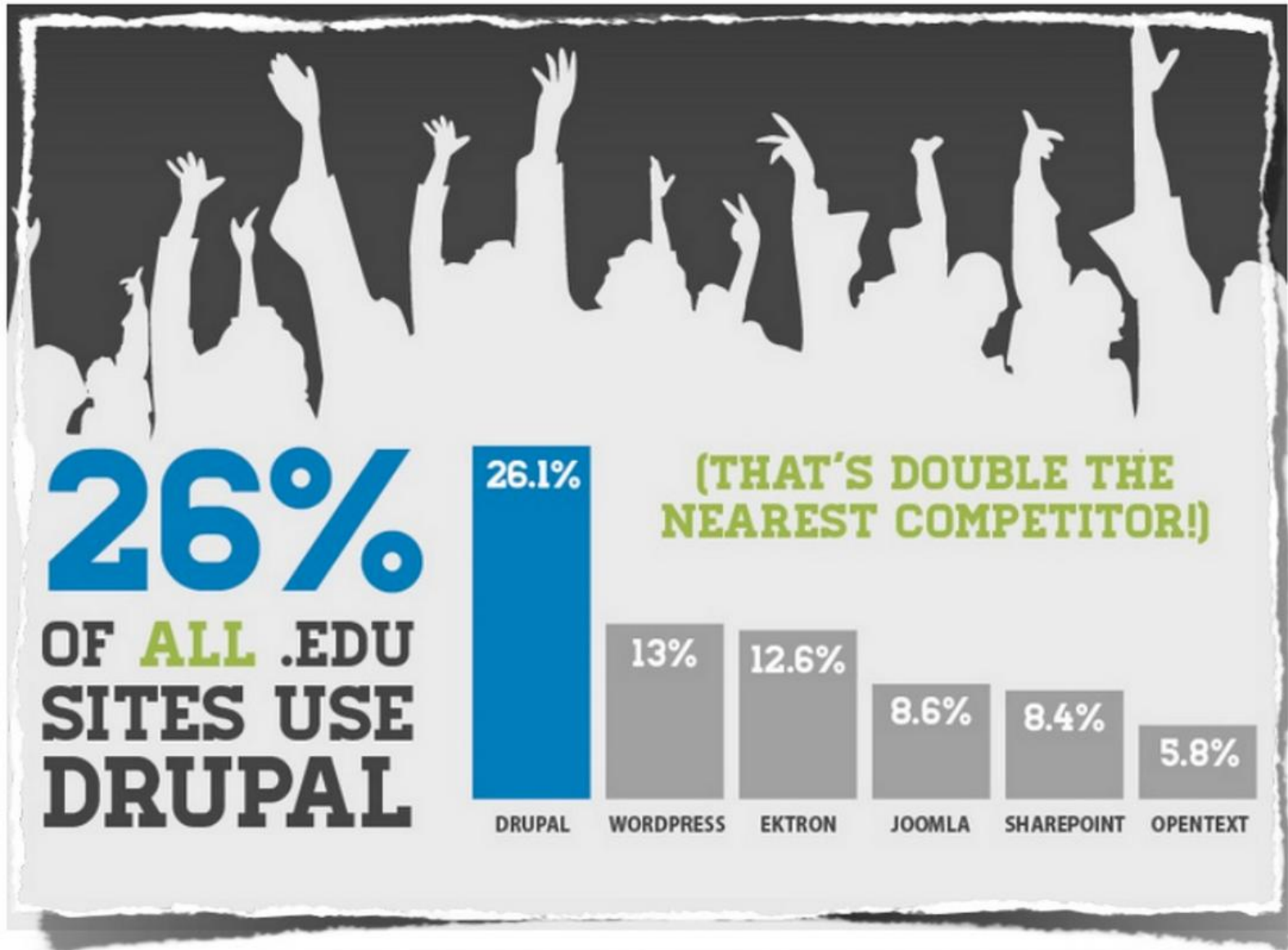
INCLUDING THE HOUSE OF REPRESENTATIVES, THE FCC, NASA AND THE DEPARTMENT OF DEFENSE



FCC



미국 대학 1위 CMS



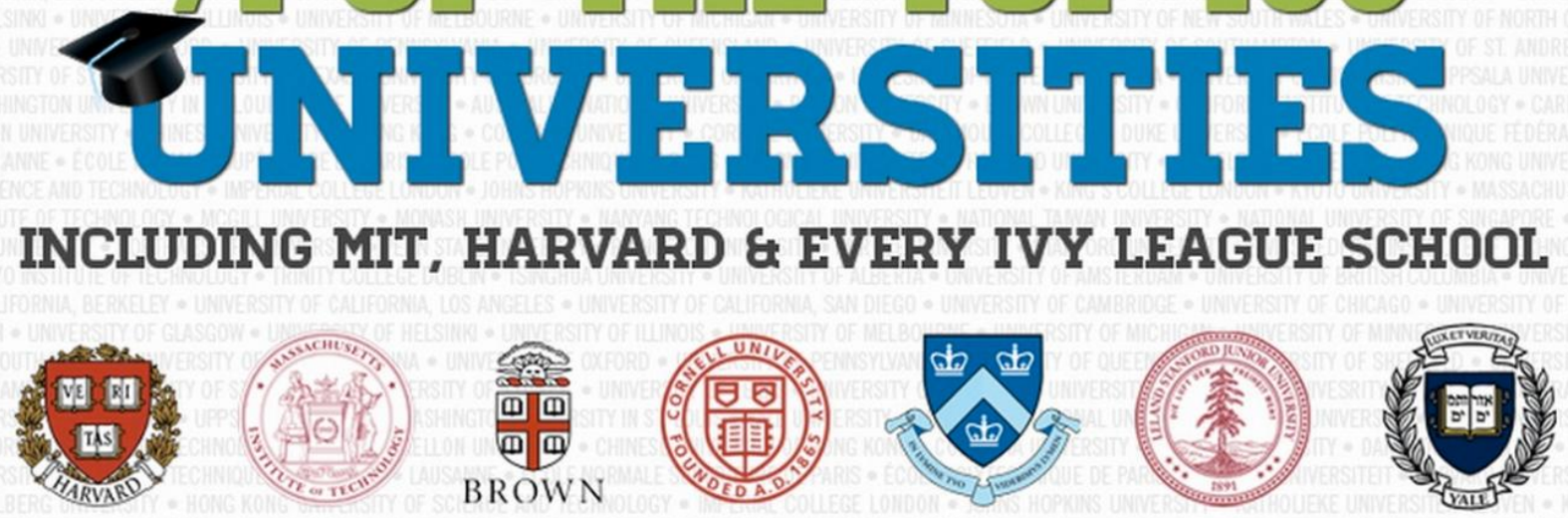
100대 상위 대학이 사용

DRUPAL IS USED BY

71 OF THE TOP 100

UNIVERSITIES

INCLUDING MIT, HARVARD & EVERY IVY LEAGUE SCHOOL



미정부 CIO가 말한 드루팔

- **빠른 혁신** :코드 및 라이브러리의 재사용으로 더 중요한 기능을 개발하여 전체적으로 빠른 혁신이 가능
- **낮은 비용** :개발 비용을 낮추고 시간을 단축
- **표준화** : 표준화된 개발의 공통적용으로 공동개발 용이

인용: 미국 CIO Steven VanRoekel



The screenshot shows the CIO.GOV website with a navigation menu (ABOUT, AGENDA, BLOG, RESOURCES) and a profile for Steven VanRoekel, U.S. Chief Information Officer, at the Office of Management & Budget. The profile includes a photo and a detailed biography of his career.

CIO.GOV BETA

ABOUT AGENDA BLOG RESOURCES

Home » Members » Steven VanRoekel

Members



Mr. Steven VanRoekel
U.S. Chief Information Officer

 **Office of Management & Budget**

Steven VanRoekel is the second Chief Information Officer of the United States, appointed by President Barack Obama on August 5th, 2011. Prior to his position in the White House, Mr. VanRoekel served in the Obama Administration: Executive Director of Citizen and Organizational Development at the United States Agency for International Development (USAID) and Managing Director at the Federal Communications Commission (FCC). At the FCC, Mr. VanRoekel oversaw all operational, financial, and human resource aspects of the agency. He also led the FCC's efforts to integrate technology and social media into the agency.

Mr. VanRoekel worked at Microsoft Corporation from 1994 to 2009, most recently in the Windows Server and Tools Division. He received a B.A. in Management of Information Systems from Iowa State University.

드루팔-세계최대의 오픈소스 커뮤니티

Drupal is the Largest Open Source Community in the World

Drupal

Open source, web phenomenon

Market Presence

1,500,000+ sites

Global Adoption

228 countries

Extensive Capabilities

25,000+ modules

Broad Community

1 million + members

Active Development

29,000+ developers

2X the size of Linux developer community

80만 커뮤니티 멤버의 집단지성



3.0



3.0의 시대

기아차 '디자인경영 3.0'시동
한류 3.0시대. 제조업 3.0

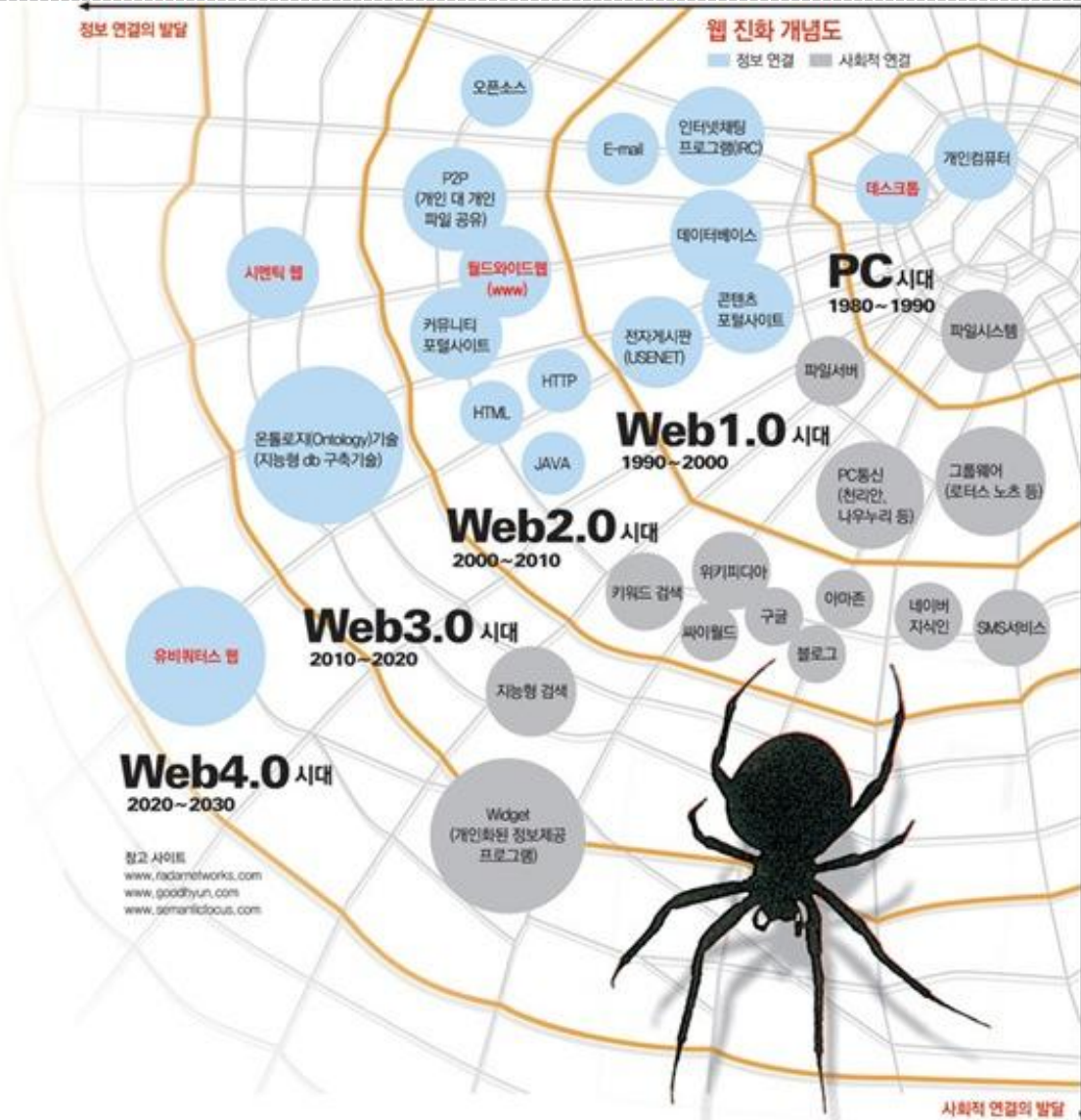
환자 급증하는 자궁암·난소암 치료법...EBS
'명의 3.0'

'세정3.0 납세자 맞춤형 서비스'

한류 3.0시대 과제, 브랜드로서 '한류' 이미지메이킹 절실
스포츠 공유가치창출... " 3.0시대

정부가 역점 추진 중인 '제조혁신 3.0'

웹 3.0



3.0의 대표주자 ^^

정부 3.0이란?


새로운 정부운영 패러다임

공공정보를 적극적으로 개방하고 공유하며 부처간 칸막이를 없애 소통하고 협력함으로써, 국민 맞춤형 서비스를 제공하고 동시에 일자리 창출과 창조경제를 지원하는 새로운 정부운영 패러다임입니다.



개인화된
서비스?



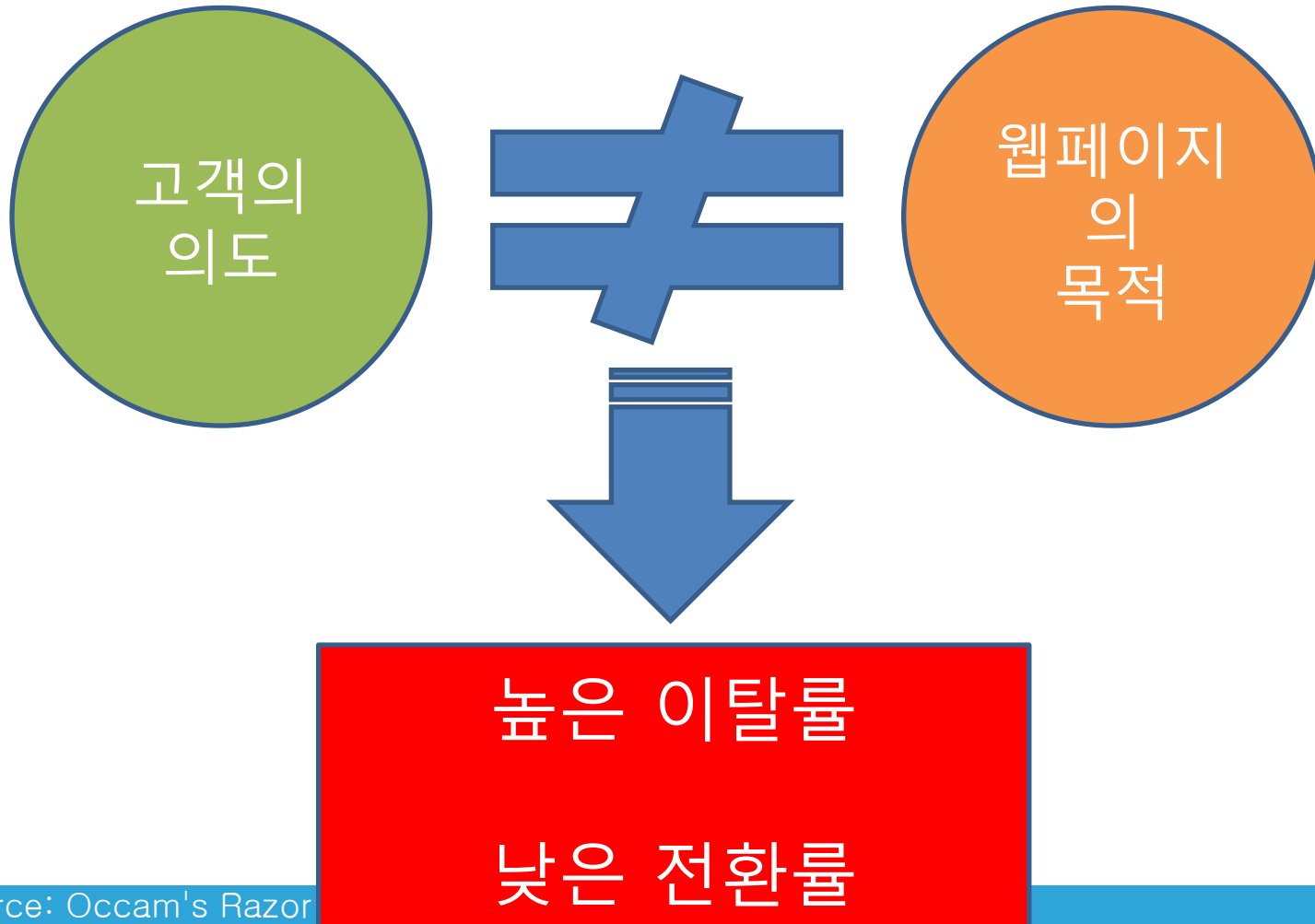


개인이 좋은
첫인상을 주기위해
여러분에게 주어진 시간
은
7초



웹에서는 0.2초

고객의 의도 vs 웹사이트의 목적



개인화=? 낮은 이탈률, 높은 전환율



amazon.com
and you're done.™

A vintage television set with a black frame and four wooden legs. The screen displays the Netflix logo, which consists of the word "NETFLIX" in white, bold, sans-serif capital letters with a black drop shadow, centered on a red rectangular background. The right side of the television features two circular dials, two smaller circular buttons, and a speaker grille. The television is positioned in a corner against a wall with gold and white floral wallpaper and a white baseboard. The floor is made of light-colored wood with a herringbone pattern.

NETFLIX



10억

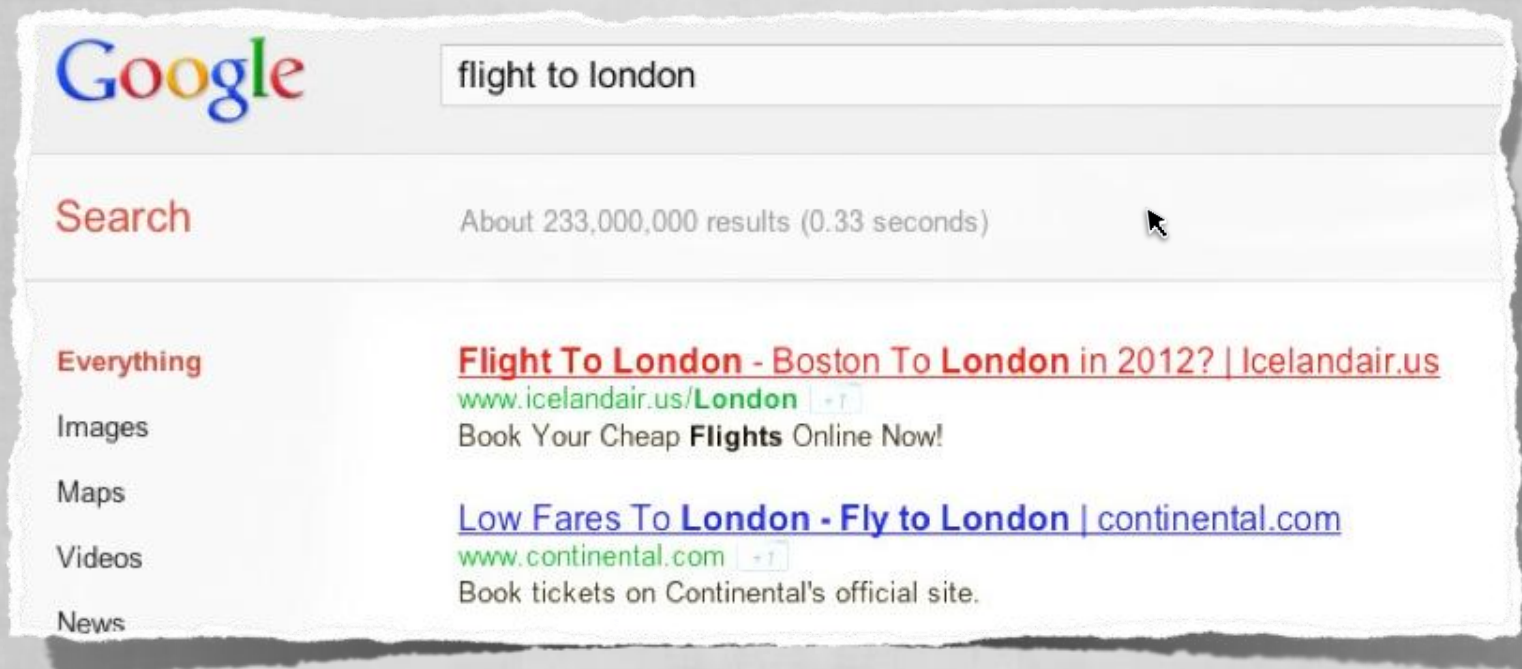


대부분은
잘 못해.
ㅠㅠ

실제 사례 : 개인화



런던행 비행기 검색



The screenshot shows a Google search interface with the following elements:

- Google logo** on the left.
- Search bar** containing the text "flight to london".
- Search button** labeled "Search".
- Results summary**: "About 233,000,000 results (0.33 seconds)".
- Navigation tabs**: "Everything", "Images", "Maps", "Videos", "News".
- Search results**:
 - Result 1**:
 - Title**: [Flight To London - Boston To London in 2012? | Icelandair.us](http://www.icelandair.us/London)
 - URL**: www.icelandair.us/London
 - Description**: Book Your Cheap **Flights** Online Now!
 - Result 2**:
 - Title**: [Low Fares To London - Fly to London | continental.com](http://www.continental.com)
 - URL**: www.continental.com
 - Description**: Book tickets on Continental's official site.



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USA / CANADA

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LONDON

Destinations > London



Gallery

BOOK A FLIGHT TO: London



Round-trip One Way

Adult Child (2-11) Infant

1

0

0

From:

Boston

Depart:

mm/dd/yyyy

Return:

mm/dd/yyyy

[+Book Now](#)



ICELANDAIR

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런던

USA / CANADA

BOSTON

LONDON

↑ Destinations > London

런던 주제 정보

BOOK A FLIGHT TO:
London



Round-trip One Way

Adult Child (2-11) Infant

1 0 0 1

From:

Boston

Depart:


mm/dd/yyyy

Return:

mm/dd/yyyy

Book Now



ICELANDAIR 

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MANCHESTER

MILAN

MUNICH

PARIS

REYKJAVIK

USA / CANADA

BOSTON

런던 사진



BOOK A FLIGHT TO:
London



Round-trip One Way

Adult Child (2-11) Infant

1 0 0 1

From:

Boston

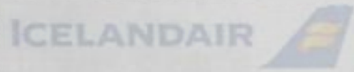
Depart:

mm/dd/yyyy

Returns:

mm/dd/yyyy

Book Now



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- GLASGOW
- HAMBURG
- HELSINKI
- LONDON**
- MADRID
- MANCHESTER
- MILAN
- MUNICH
- PARIS
- REYKJAVIK

USA / CANADA

BOSTON

LONDON

Destinations > LONDON



출발 런던 선택 자동

BOOK A FLIGHT TO:
London



Round-trip One Way

Adult Child (2-11) Infant

1 0 0

From:

Boston

Depart:

mm/dd/yyyy

Return:

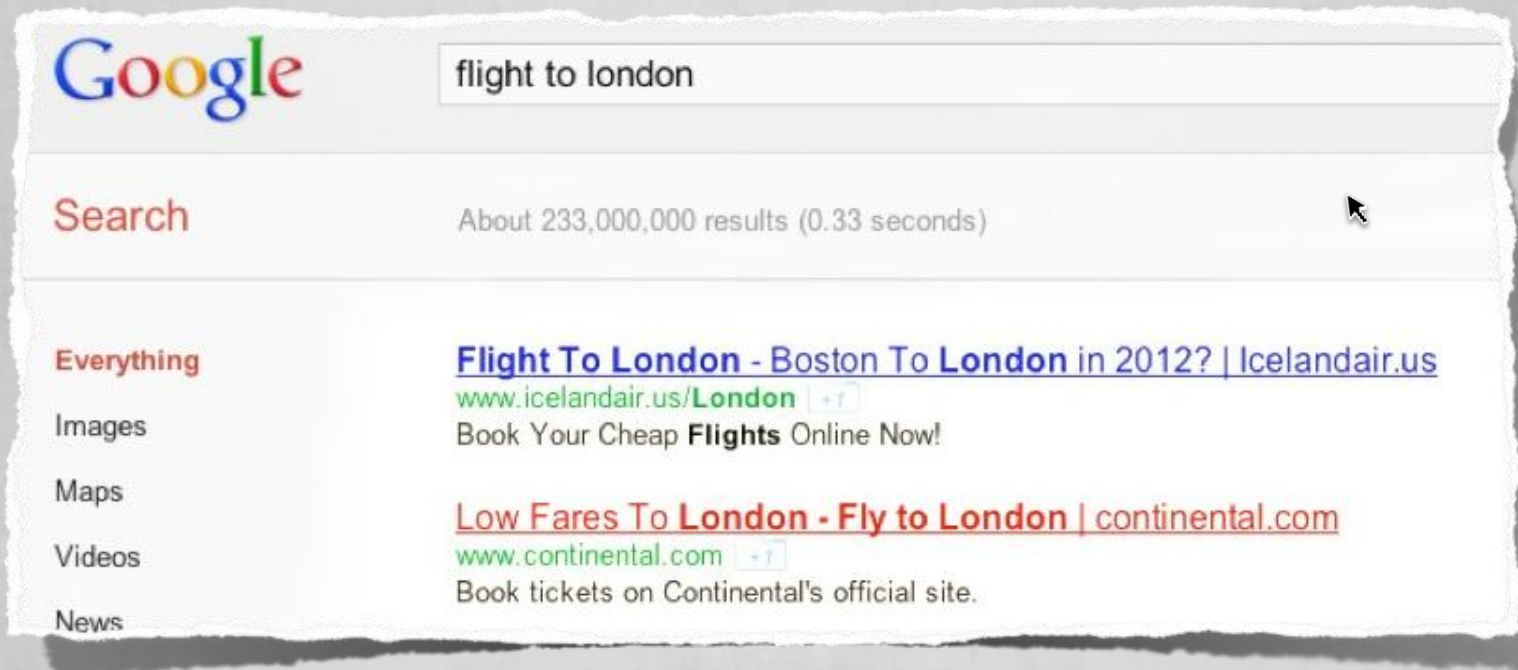
mm/dd/yyyy

Book Now

실제 사례 : 개인화



런던행 비행기 검색



The screenshot shows a Google search interface with the following elements:

- Search Bar:** Contains the text "flight to london".
- Search Results:**
 - Search:** About 233,000,000 results (0.33 seconds)
 - Everything:**
 - Flight To London - Boston To London in 2012? | Icelandair.us**
 - www.icelandair.us/London +1
 - Book Your Cheap **Flights** Online Now!
 - Low Fares To London - Fly to London | continental.com**
 - www.continental.com +1
 - Book tickets on Continental's official site.
- Other Categories:** Images, Maps, Videos, News



Flight | Hotel | Car | Vacation

Round Trip One Way [Multiple Destinations](#)
 From: (city or airport) To: (city or airport)
 Search Nearby Airports
 Find Lower Fare +/- 3 Days
 Search Specific Dates My Dates are Flexible
 Depart Date:  Time: 
 Return Date:  Time: 
 Adults:  Children
 Offer Code (optional):
 Cabin:
 Economy First/BusinessFirst
 Search By:
 Price Schedule Reward Travel
 Nonstop Flights Only
[Advanced Search](#)
Children, Country of Purchase...



FIRST YEAR FREE.
 Plus, get up to 40,000 bonus miles and enjoy priority boarding.
[Learn more >](#)

Latest News and Offers [Changed bag rules and optional services](#) [2012 MileagePlus® elite program](#)
[Important Notices](#) [Transportation excise tax update](#)

Print Boarding Pass | **Check Flight Status**

Confirmation **or** OnePass Number:

More Check-in options
 Check-in is available within 24 hours of departure

OnePass Sign In

OnePass Number: PIN:

Remember Me [Forgot PIN?](#)

Not a OnePass member? [Join Now.](#)

Change or View Reservations [See More](#)

Find a Reservation by Confirmation Number

Reservation Type: Flight Hotel Car

Confirmation: Last Name:

 Receive news and offers in your inbox. [Subscribe now >](#)



Earn up to **40,000** bonus miles.
 Plus, enjoy priority boarding.
[Learn more >](#)



????

Round Trip One Way [Multiple Destinations](#)

From: (city or airport) To: (city or airport)

Search Nearby Airports

Find Lower Fare +/- 3 Days

Search Specific Dates My Dates are Flexible

????

FIRST YEAR FREE.
Plus, get up to 40,000 bonus miles and enjoy priority boarding.

[Learn more](#)

Latest News and Offers: Changed bag rules and optional services, Important Notices, 2012 MileagePlus elite program, Transportation excise tax update

Print Boarding Pass | Check Flight Status

Confirmation or OnePass Number:

Remember Me Forgot PIN?

[Sign In](#)

Not a OnePass member? [Join Now.](#)

Change or View Reservations [See How](#)

Find a Reservation by Confirmation Number

Reservation Type: Flight Hotel Car

Confirmation: Last Name:

[Go](#)

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관련 없는 광고

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Flight | Hotel | Car | Vacation

Round Trip | One Way | Multiple Destinations

From (city or airport): [] To (city or airport): []

Search nearby airports

Find Lower Fares up to 3 Days

Search Specific Dates | All Dates are Flexible

Depart Date: [mm/dd/yyyy] Time: [Anytime]

Return Date: [mm/dd/yyyy] Time: [Anytime]

Adults: [1] Children: []

Class: [Economy] | First, BusinessFirst

Search By: Price | Schedule | Reward Travel

Nonstop Flights Only

Advanced Search: Children, Country of Purchase

Search



FIRST YEAR FREE.
Plus, get up to 40,000 bonus miles and enjoy priority boarding.
[Learn more >](#)

Latest News and Offers

Print Boarding Pass | Check Flight Status

Confirmation or OnePass Number: [] [Go](#)

More Check-In options
Check-in is available within 24 hours of departure.

OnePass Sign In

OnePass Number: [] PIN: []

Remember Me Forget PIN

[Sign In](#)

하나더!

Receive news and offers in your inbox.
[Subscribe now >](#)



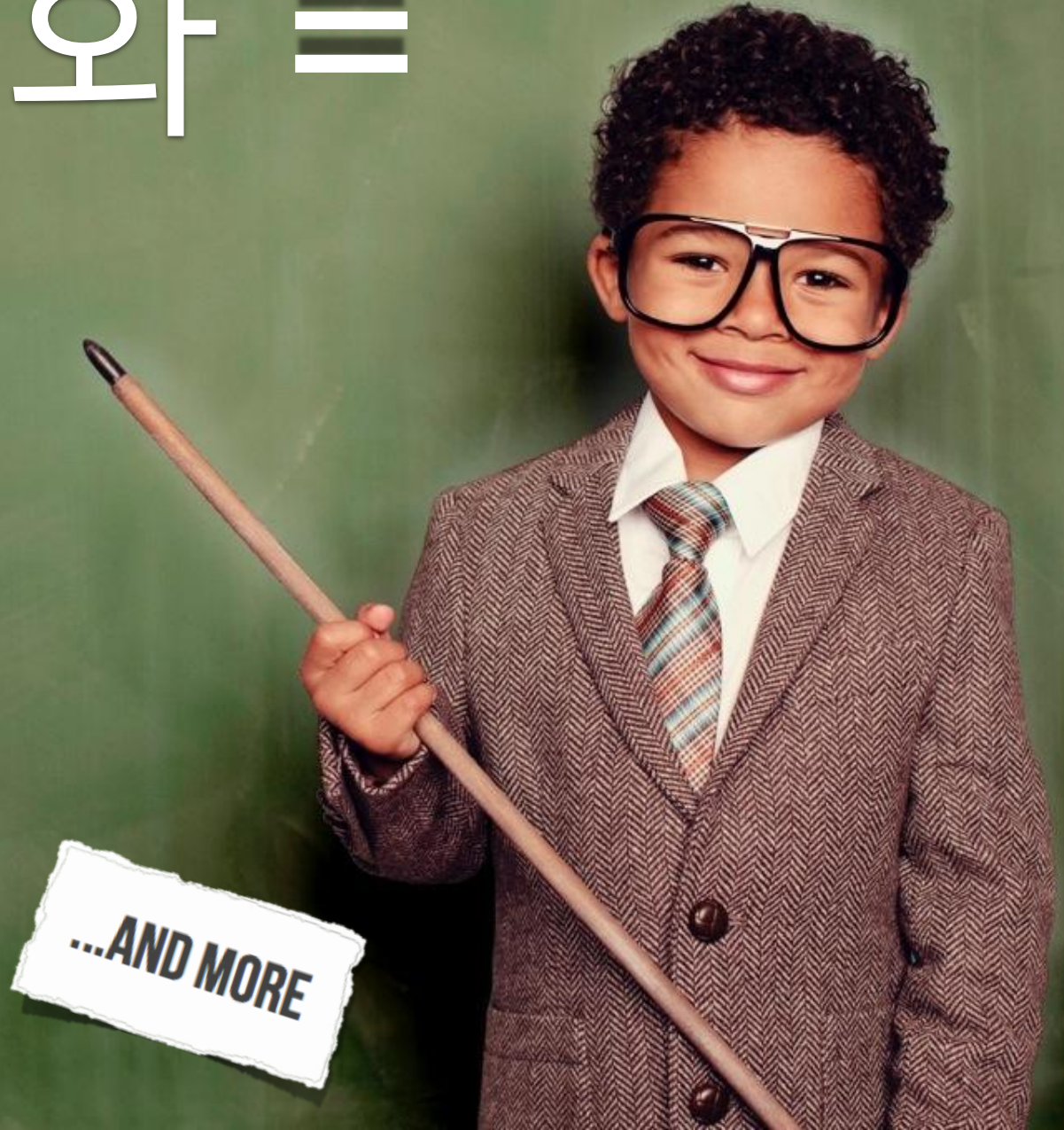
Earn up to **40,000** bonus miles.
Plus, enjoy priority boarding.
[Learn more >](#)

개인화 = 참여

요인:

- 위치
- 행동
- 의도
- 기기
- 시간

...AND MORE



웹사이트 방문자는 가장 먼저 무엇을 볼까요?

- 로고
- 메인 메뉴
- 메인 배너
- 검색
- 콘텐츠



어떻게 해야 할까요?



회사의
웹사이트가
영업담당자라면
어떻게 행동해야
할까요?



따뜻하게 미소지으면서 인사를 하고





“A leaf-eating monster! Completely & quickly shredded the maple leaves from my two trees...”

—“weekend warrior,”
Circleville, OH

Electric Leaf Shredder
\$149

Buy Now ▶



Wildwood Jacket



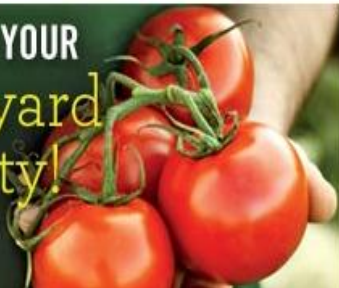
Tough on the outside, soft where it matters most. Designed by Gardener's for gardeners.
\$129

Buy Now ▶

침묵?

- 핀터레스트 채널로부터의
- 매우 낮은 전환률

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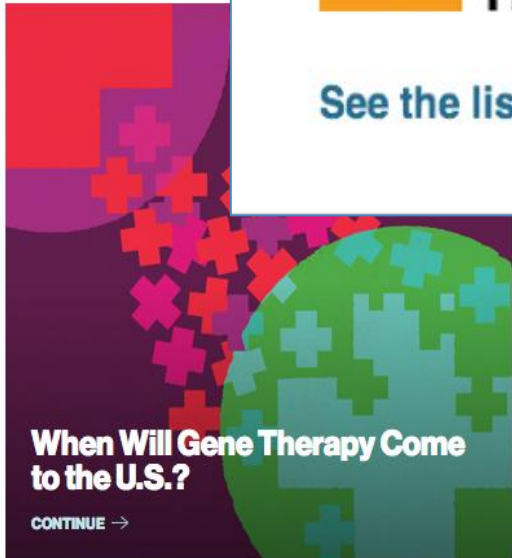
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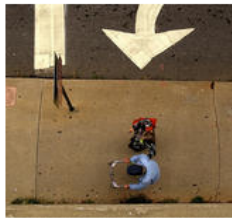
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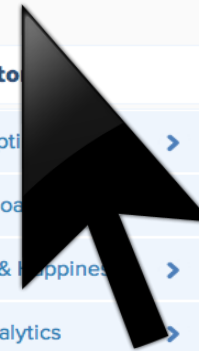
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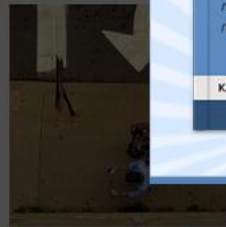
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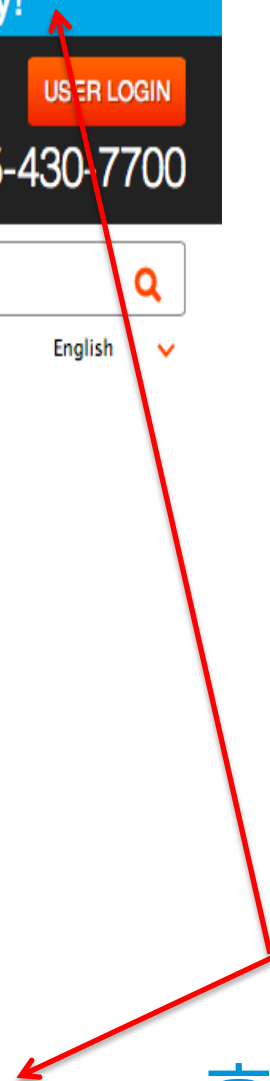


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Activation

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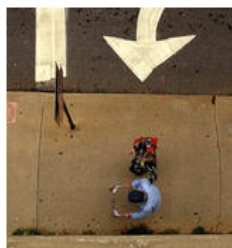
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How to Convert Leads Like Unbounce's Oli Gardner

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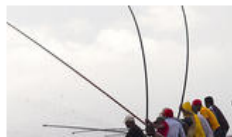
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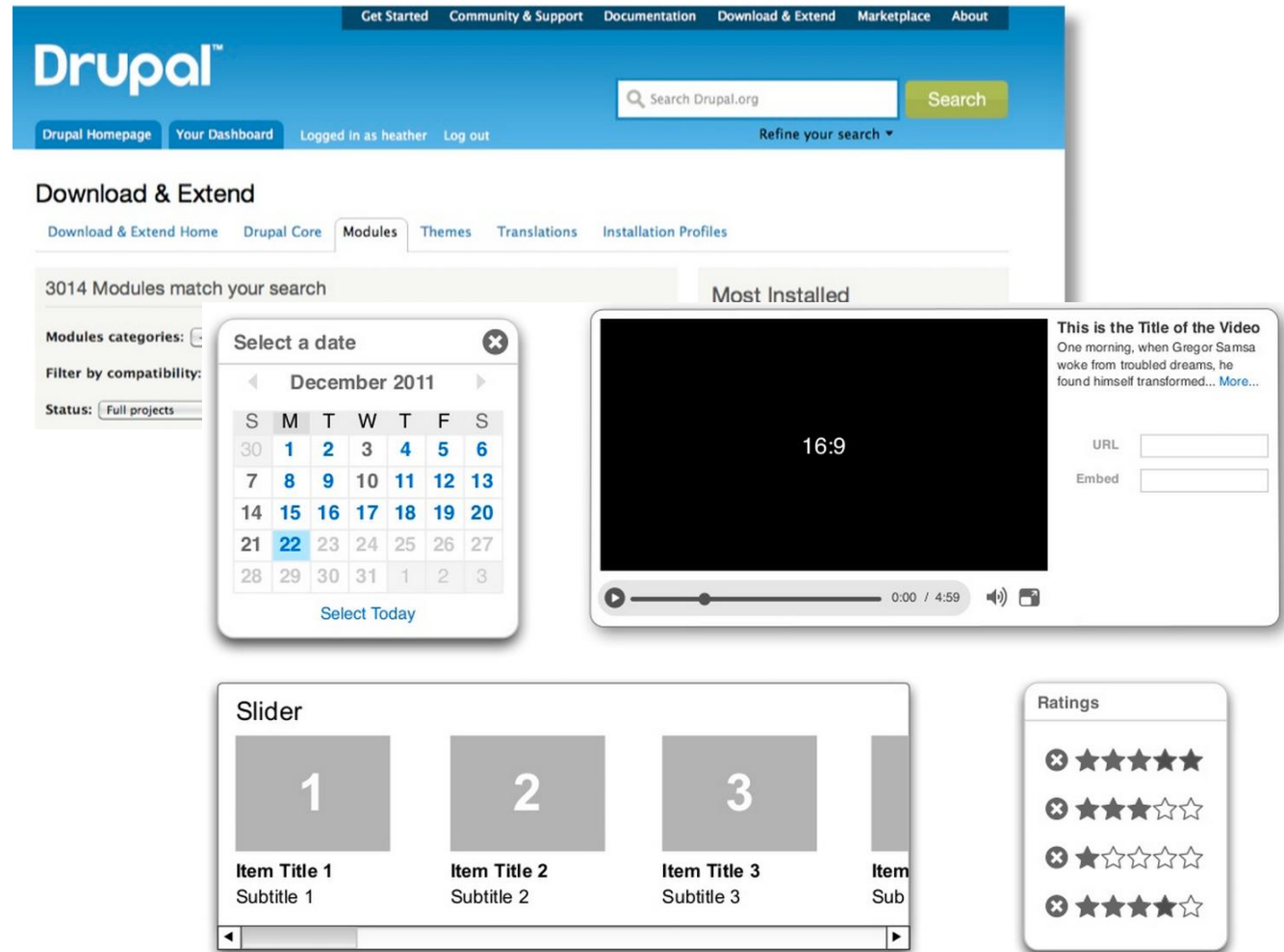
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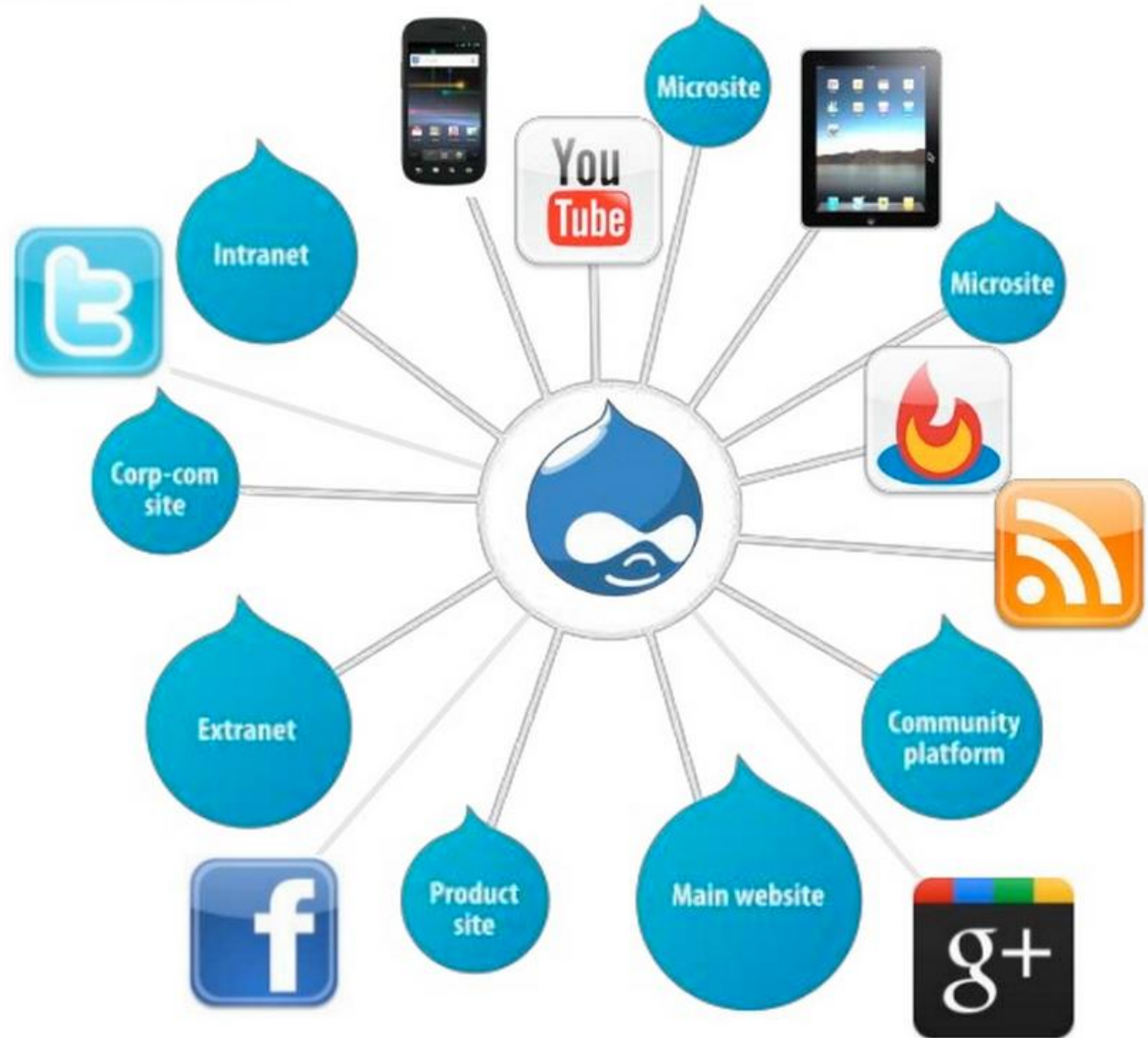
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“There’s a module for that”



The screenshot shows the Drupal.org website interface. At the top, there's a navigation bar with links like 'Get Started', 'Community & Support', 'Documentation', 'Download & Extend', 'Marketplace', and 'About'. Below this is the 'Download & Extend' section, which includes a search bar and a 'Most Installed' list. A calendar widget is overlaid on the page, showing the date 'December 22, 2011'. A video player is also visible, showing a video titled 'This is the Title of the Video' with a duration of 16:9. At the bottom, there are two more widgets: a 'Slider' with three items and a 'Ratings' widget with four star ratings.

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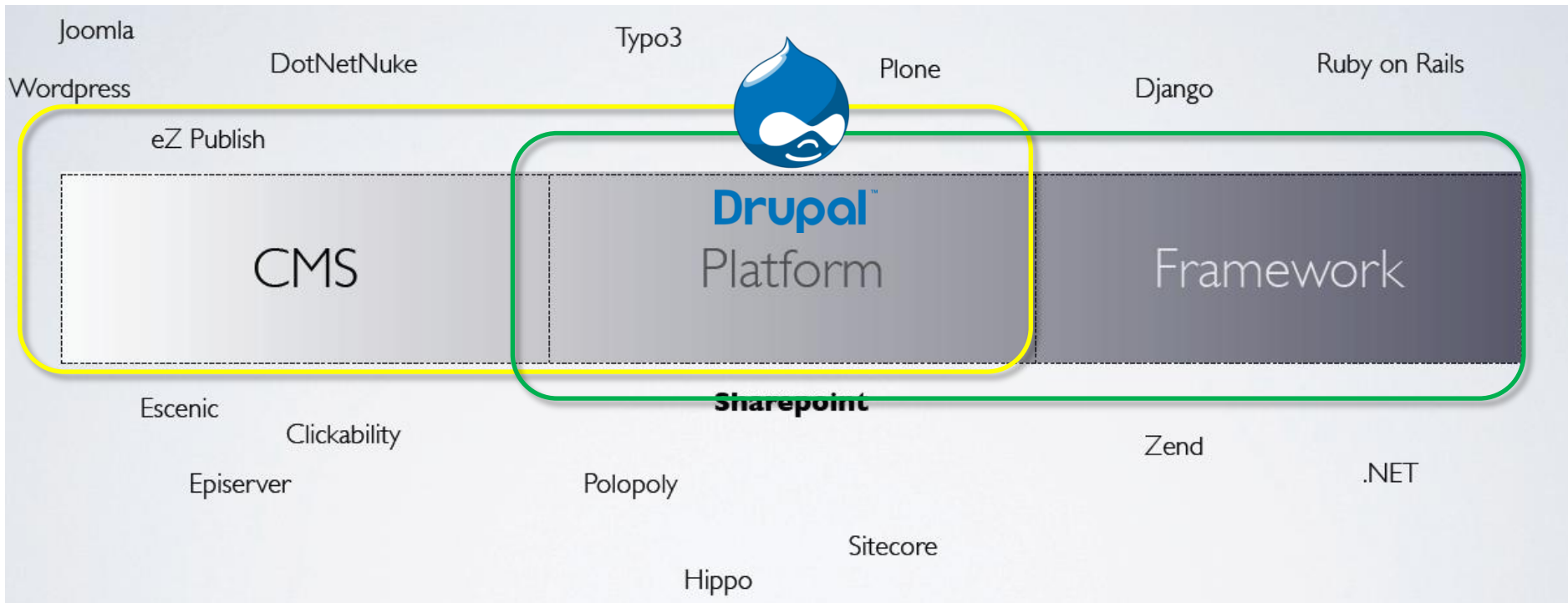
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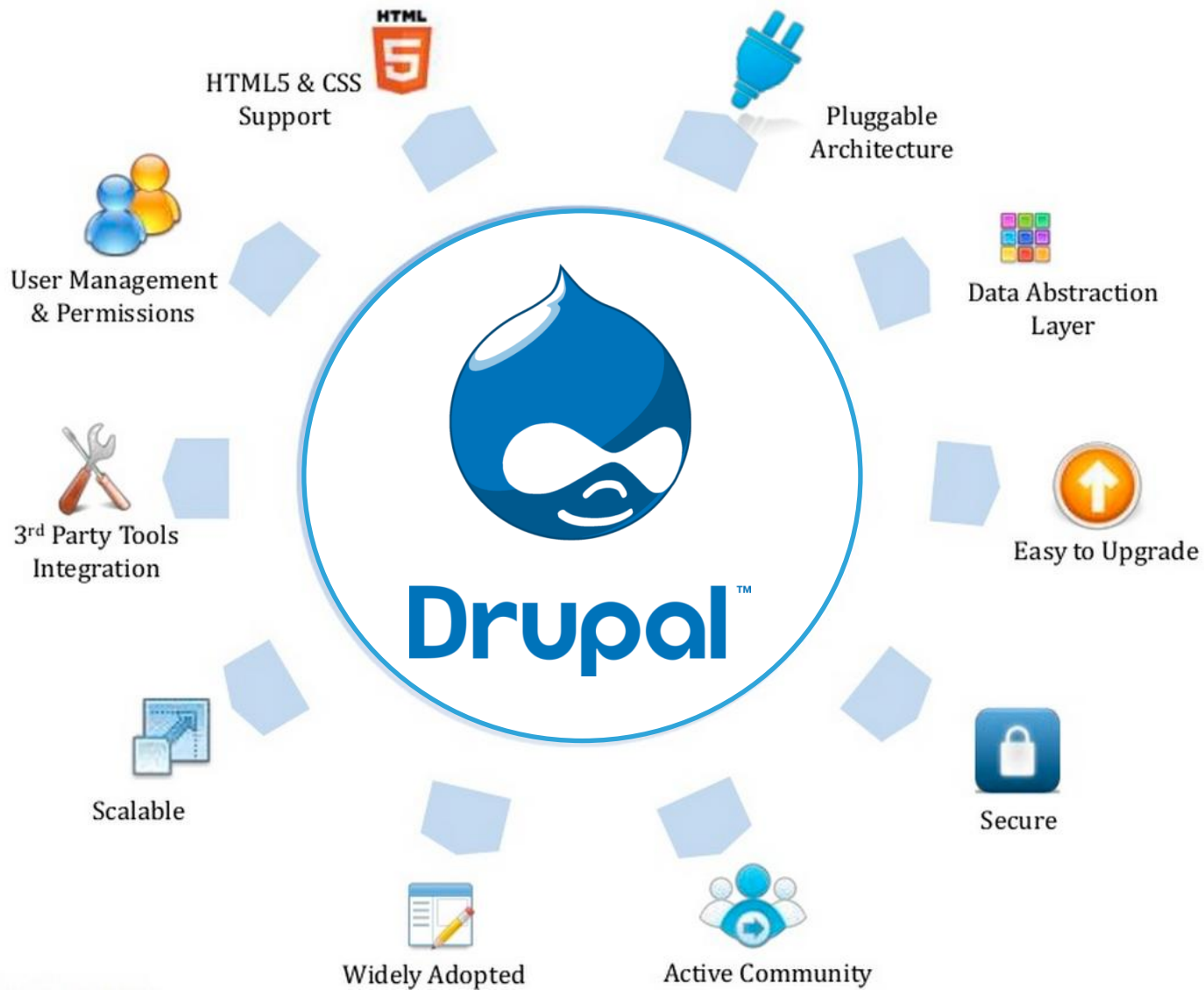
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Drupal의 확장성과 유연성



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	<p>Ebook,Audio,Video++</p> <ul style="list-style-type: none"> • HTML5 뷰어 • 다양한 시각화 		<p>커뮤니티+컨텐츠</p> <ul style="list-style-type: none"> • FB,TW,G+,YT,FK • 포럼,태깅,댓글,별점
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	<p>서비스데스크</p> <ul style="list-style-type: none"> Q&A, FAQ, 제안, 도움말 전화, SMS, 이메일 		<p>일정관리</p> <ul style="list-style-type: none"> 프로그램, 이벤트 신청 관심사별 자동알림
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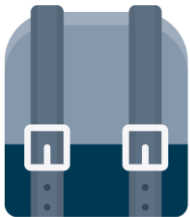
워크플로관리



알림기능



태깅/분류



코스관리



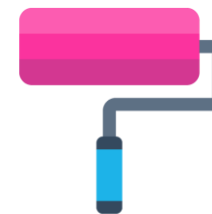
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사용자문서

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