

# WELCOME TO SULU:TOUCH 2024!

Connect, Share, and Celebrate



# THE HISTORY OF SULU CMS

A Journey Through Time



## Hi, I'm Thomas Schedler

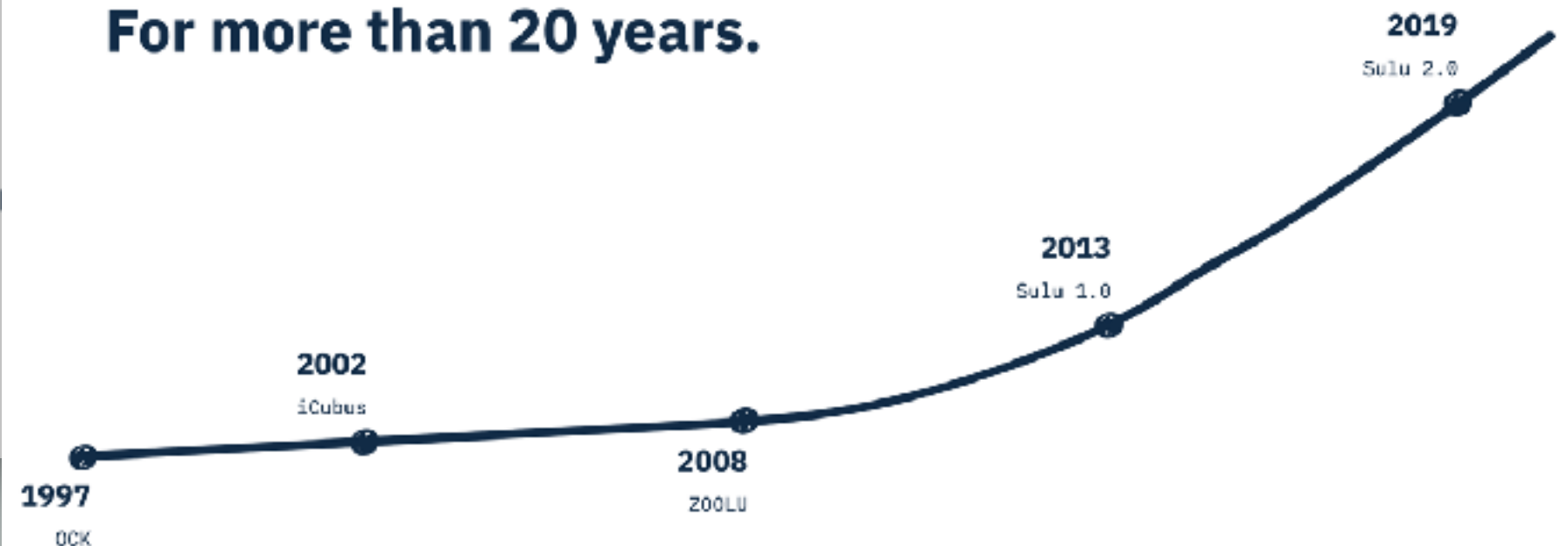
- Co-founder & CEO of Sulu
- More than 20 years of experience in web technologies & development
- PHP, Symfony, React, SQL, Elasticsearch, ...
- Open source enthusiast
- Loves cooking and mountain biking

 @schirinoya
  [thomas@sulu.io](mailto:thomas@sulu.io)

## We are Sulu

- Company founded in 2018
- Dedicated to solve content management challenges
- Emerged from MASSIVE ART WebServices
- Located in the center of Germany
- Operating worldwide

## We take CMS seriously. For more than 20 years.



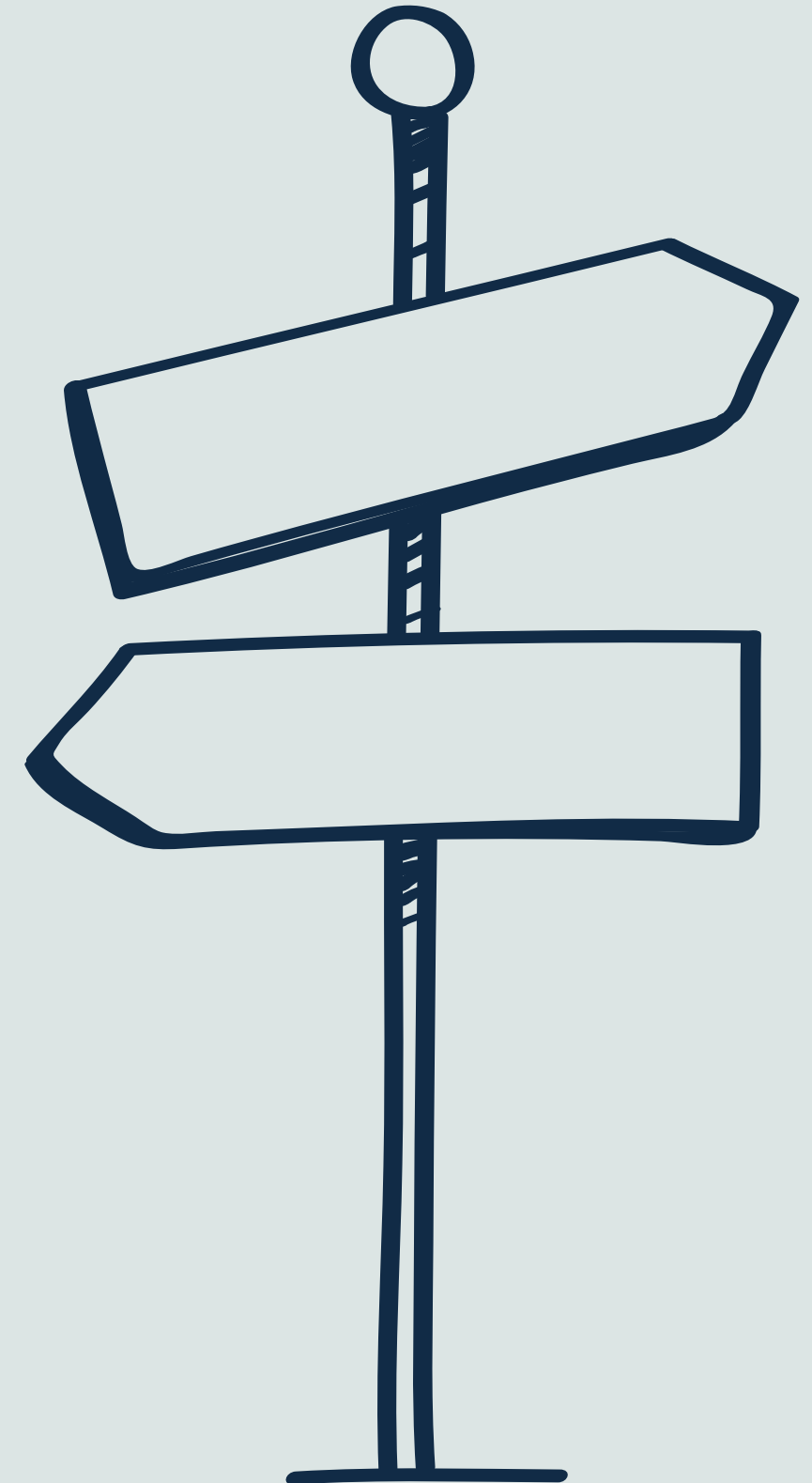
# Where It All Began: MASSIVE ART

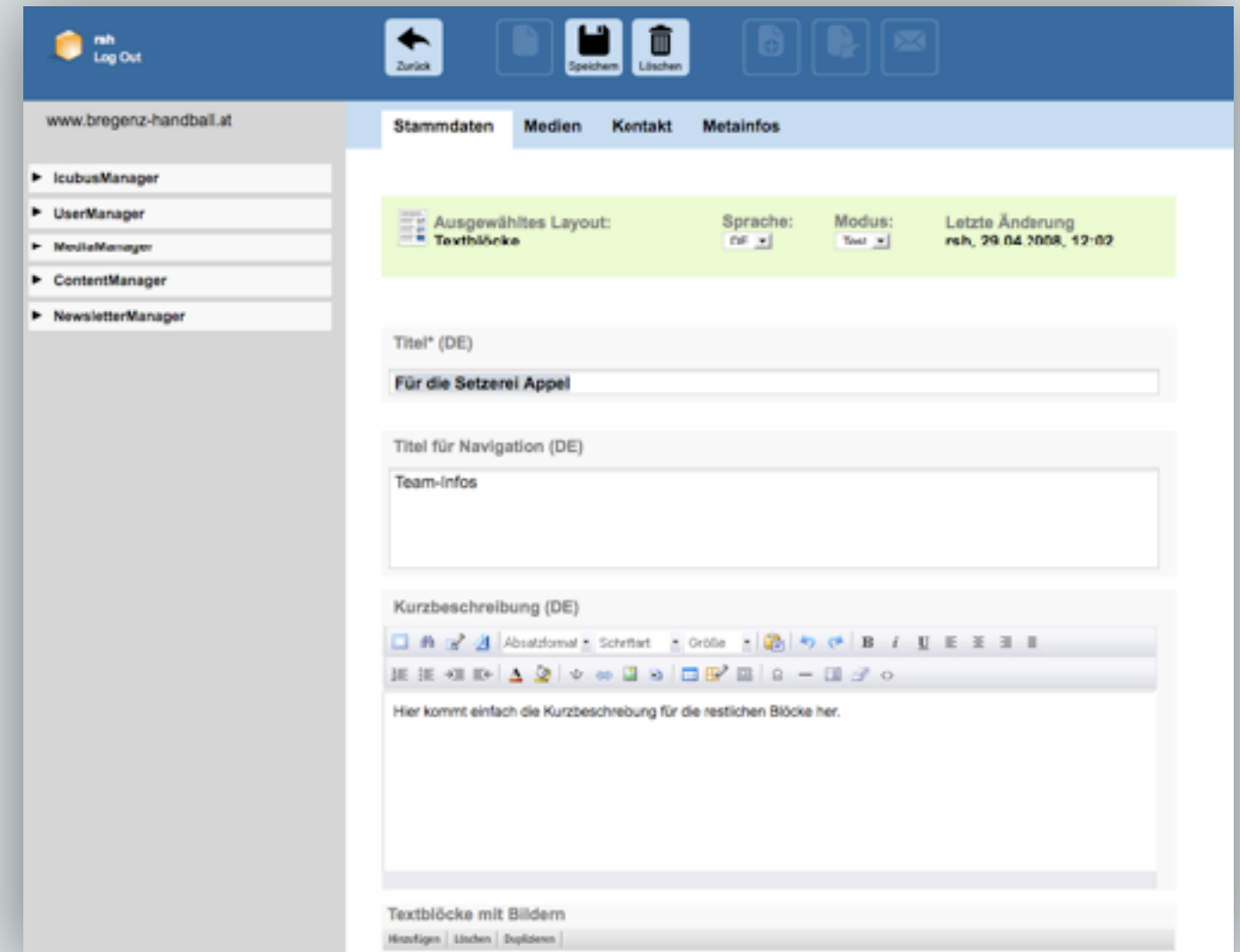
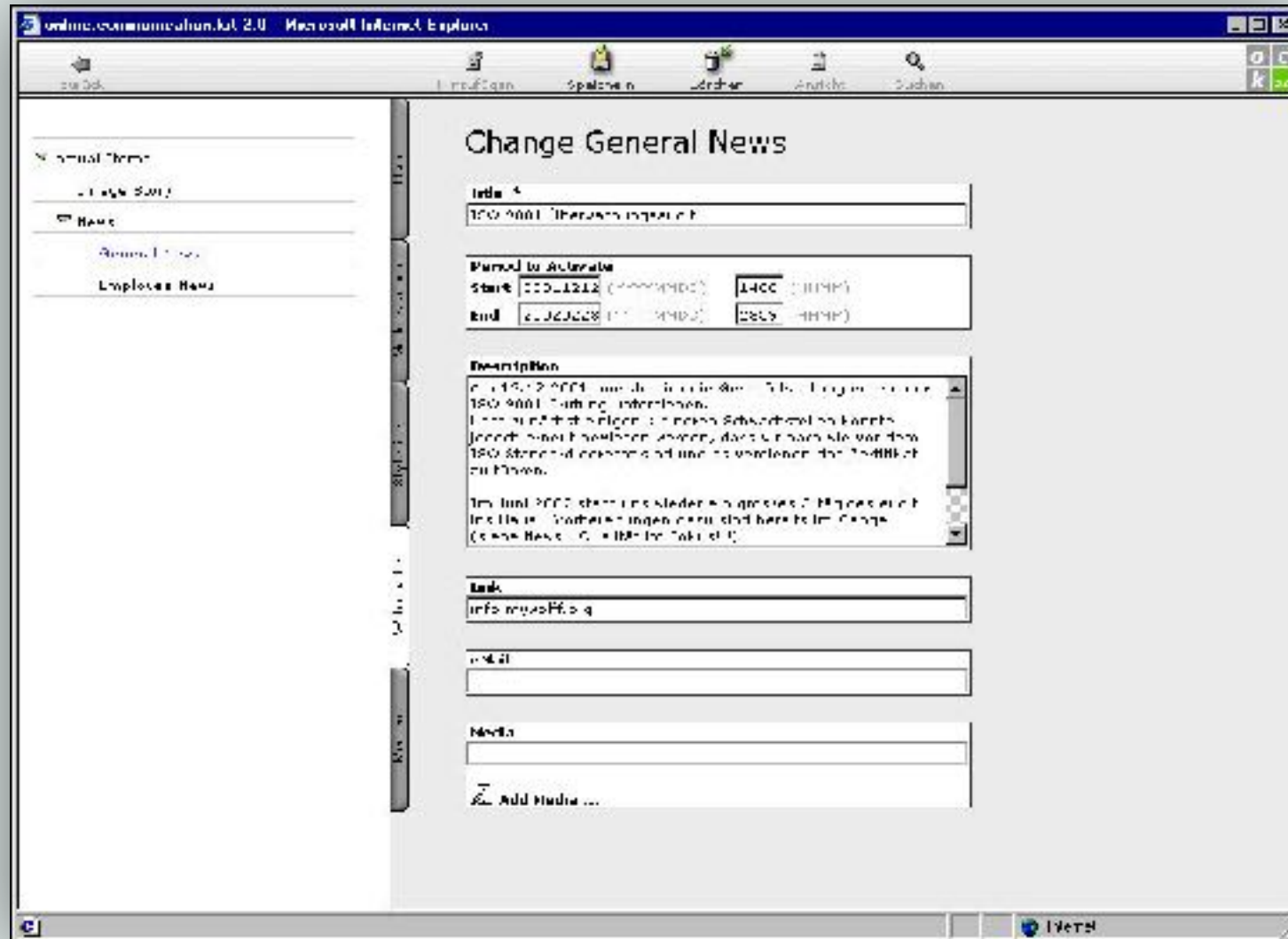
- Founded in **1997** as a Full-Service Digital Agency
- **The Mission:** Creating impactful digital experiences
- **Early Challenges:** Developing tailored content solutions for diverse customer needs



# OCK and iCubus: Laying the Groundwork

- **OCK**: The first custom CMS, built to meet internal needs
- **iCubus**: A technology evolution, JAVA-based with an XML database, utilizing XSLT and ASP for HTML generation
- **Closed-source** solutions

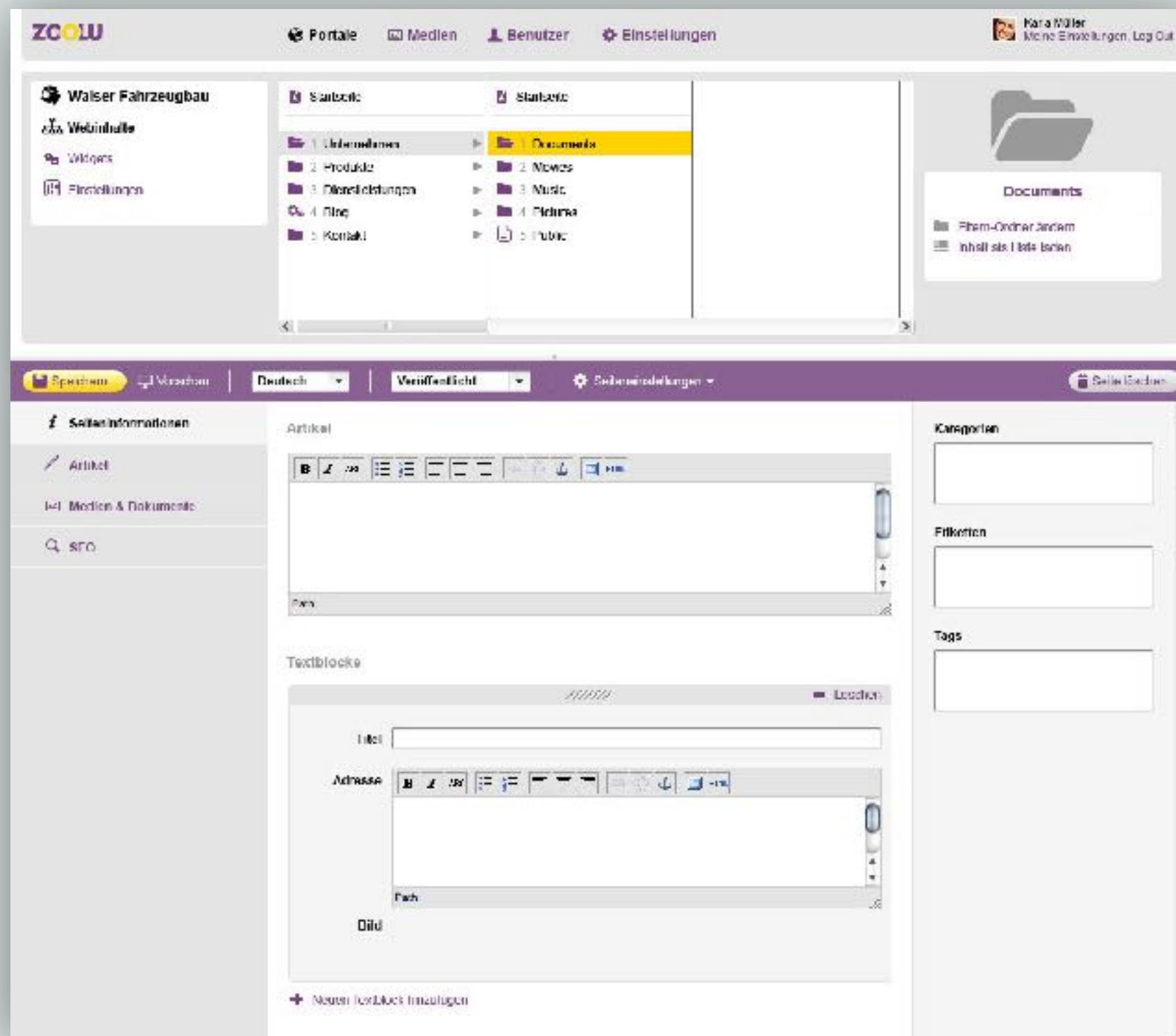




# ZOO LU: Open Source Enters the Scene

- **PHP & MySQL:** Built on the Zend Framework
- **Open Source:** Developed alongside client projects
- **Agency Roots:** A homegrown CMS tailored for in-house use





The screenshot displays the ZOLU CMS interface. At the top, there is a navigation bar with the ZOLU logo and links for Portale, Medien, Benutzer, and Einstellungen. The user profile 'Karl Müller' is visible in the top right corner.

The main content area is divided into two columns. The left column contains a sidebar with the following items:

- Wahler Fahrzeugbau
- Webinhalt
- Widgets
- Platzierungen

The right column shows a file manager interface with two panes. The left pane lists the following folders and files:

- 1. Unternehmen
- 2. Produkte
- 3. Dienstleistungen
- 4. Film
- 5. Kontakt
- 1. Documents
- 2. News
- 3. Musik
- 4. Bilder
- 5. Audio

The right pane shows a folder named 'Documents' with the following contents:

- Phem-Ordner-Ordner
- Inhalt als 1 bis 10

Below the file manager, there is a purple bar with the following elements:

- Speichern
- Vorschau
- Deutsch
- Veröffentlicht
- Seitenverordnungen
- Seite löschen

The main editing area is titled 'Artikel' and contains a rich text editor with a toolbar. Below the editor, there is a section for 'Textblöcke' (Text Blocks) with a form containing the following fields:

- Titel
- Adresse
- Path
- Ort

At the bottom of the Textblöcke section, there is a button labeled '+ Neuen TextBlock hinzufügen'.

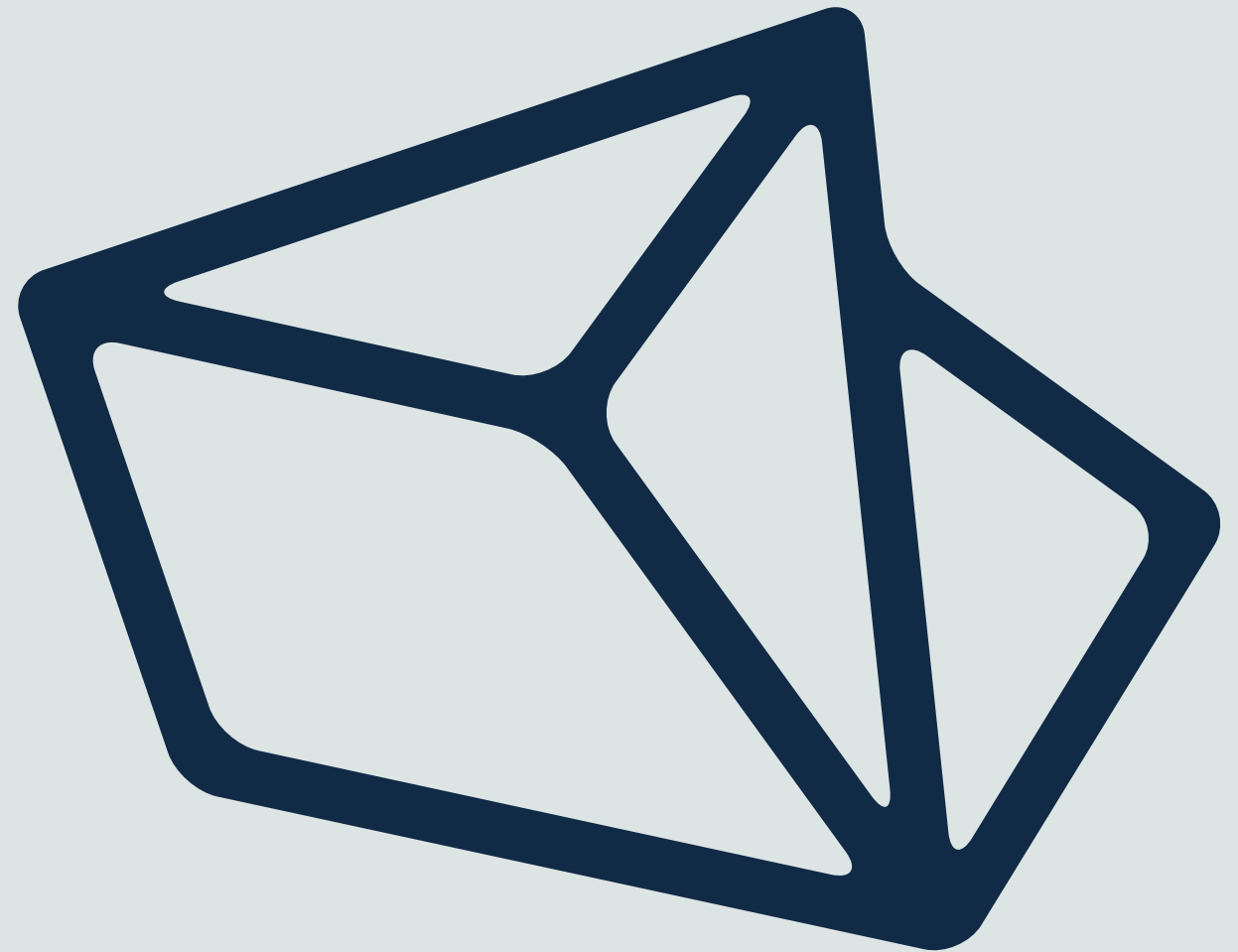
On the right side of the main editing area, there is a sidebar with the following sections:

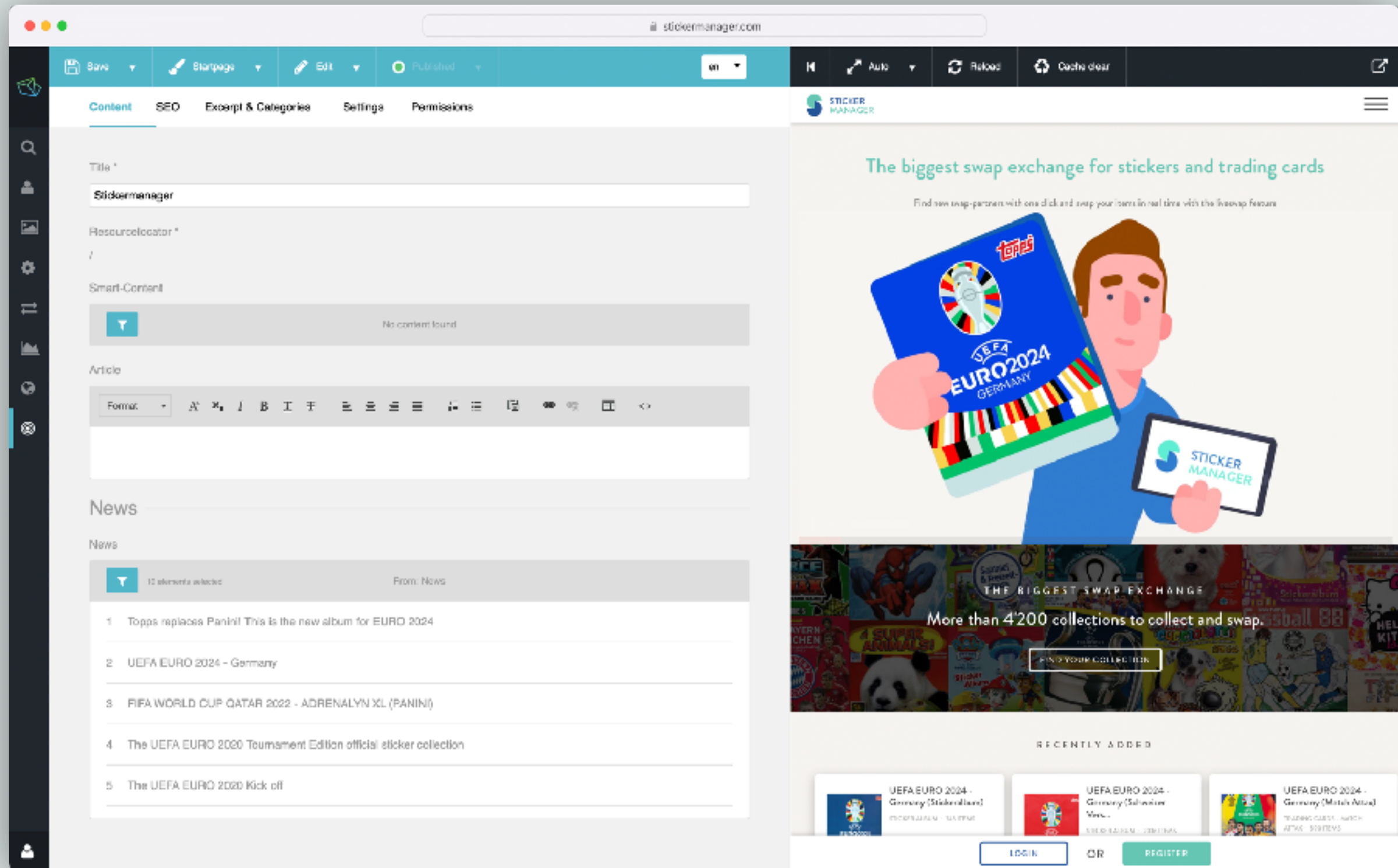
- Kategorie
- Filter
- Tags



# The Birth of Sulu CMS

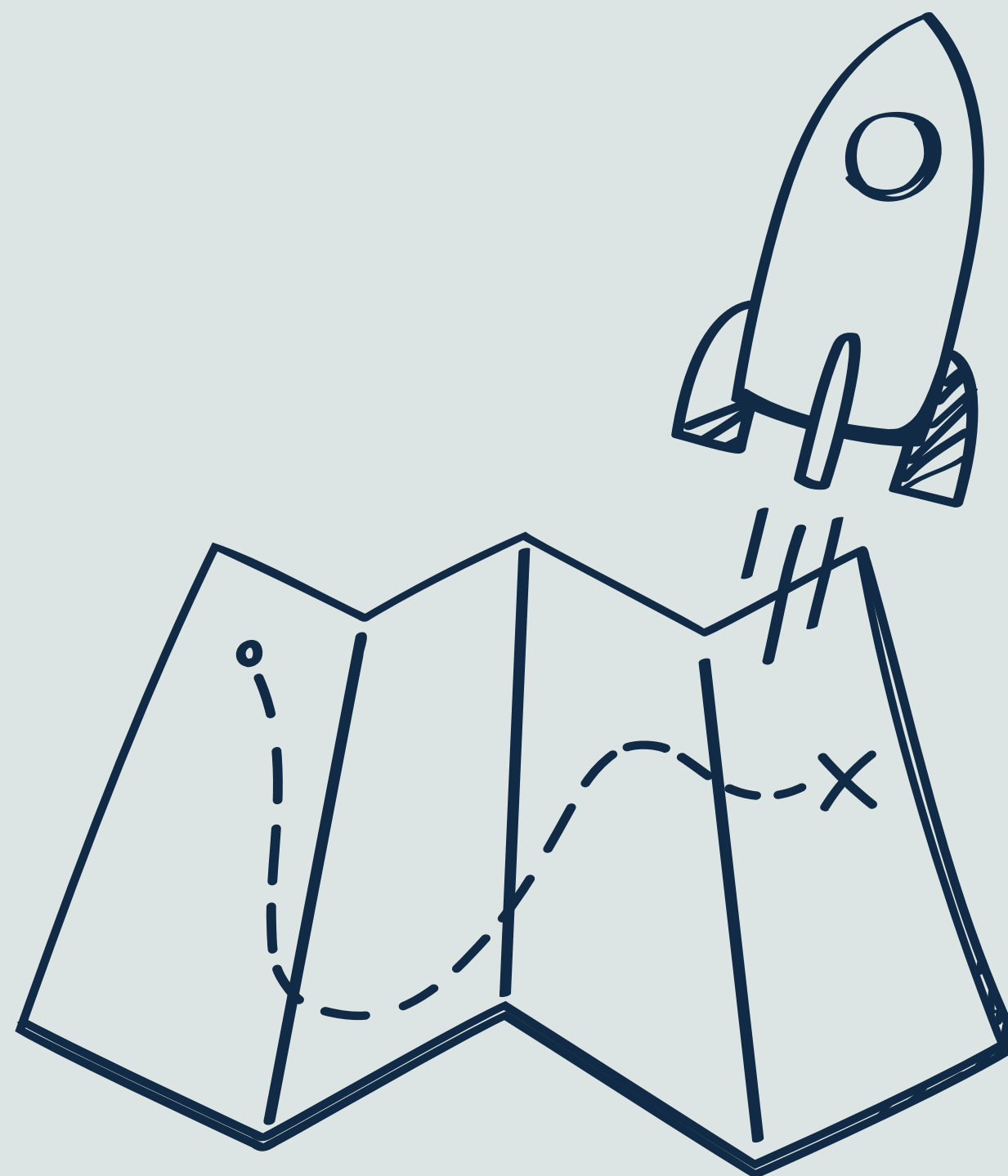
- **2015:** Official launch of Sulu CMS
- **Built on Symfony:** A reliable, robust PHP framework
- **Core values:** Usability, developer experience, and flexibility
- **Community:** From a small team to a global community

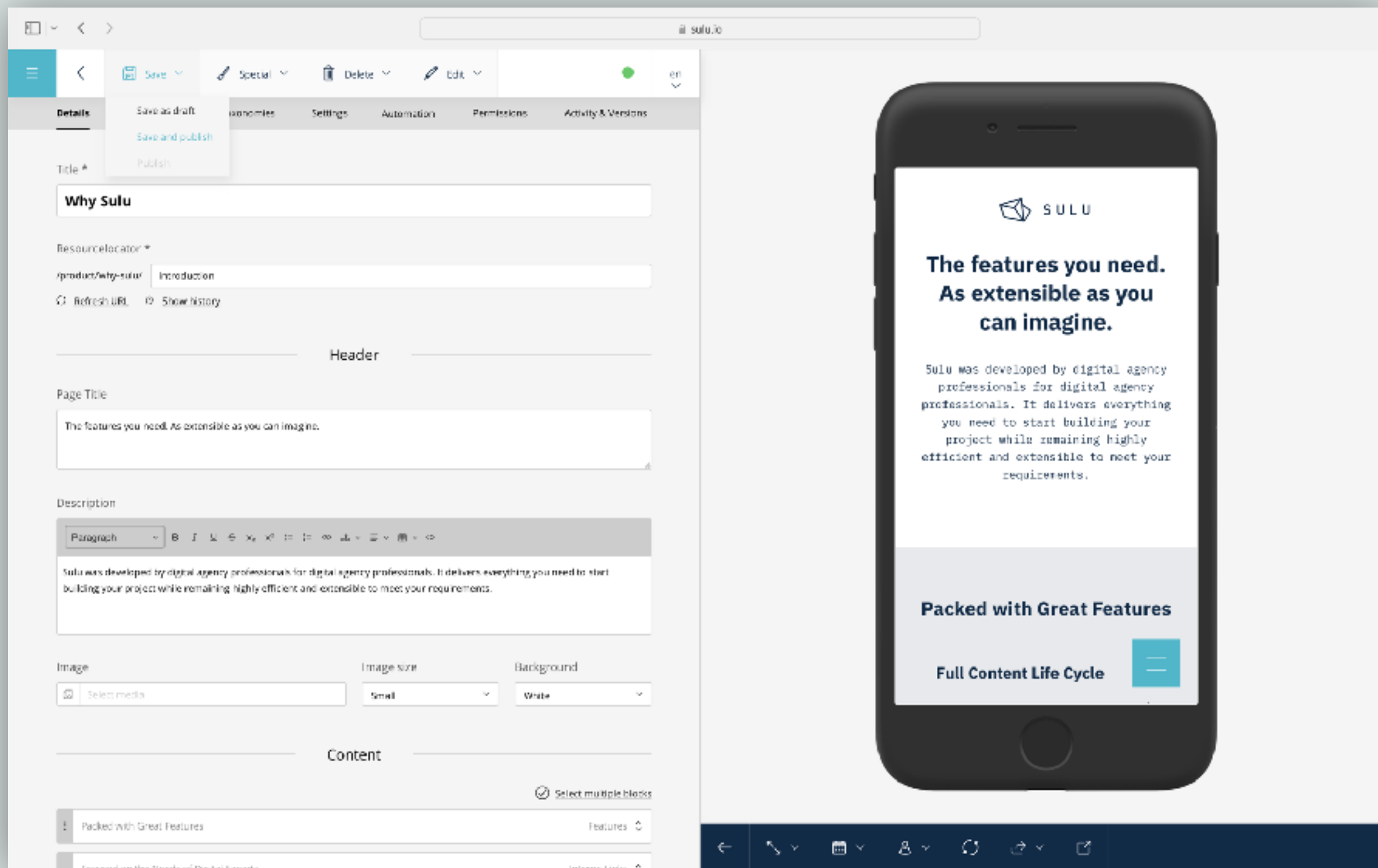




# Sulu: Growing and Evolving

- **Sulu 2.0**: Launched in 2019 with a completely redesigned admin interface
- **Technology Upgrade**: Transitioned from Symfony 2.0 to 7.2
- **Growth**: Steady, organic expansion over the years
- Surpassed **1.000.000** downloads





”

*Why do we need yet  
another **CMS**?*



# The Two Pillars: Technology and Usability

- **Technology:**

- Built on modern frameworks like Symfony for flexibility and power
- Designed to scale with evolving web needs (e.g., APIs, headless CMS, AI)

- **Usability:**

- A CMS that editors love using
- Reducing complexity while keeping flexibility





**Bernd Hepberger**

UX- / UI-Design,  
Marketing & Communication



**Rainer Schönherr**

Technology,  
Finance & Controlling

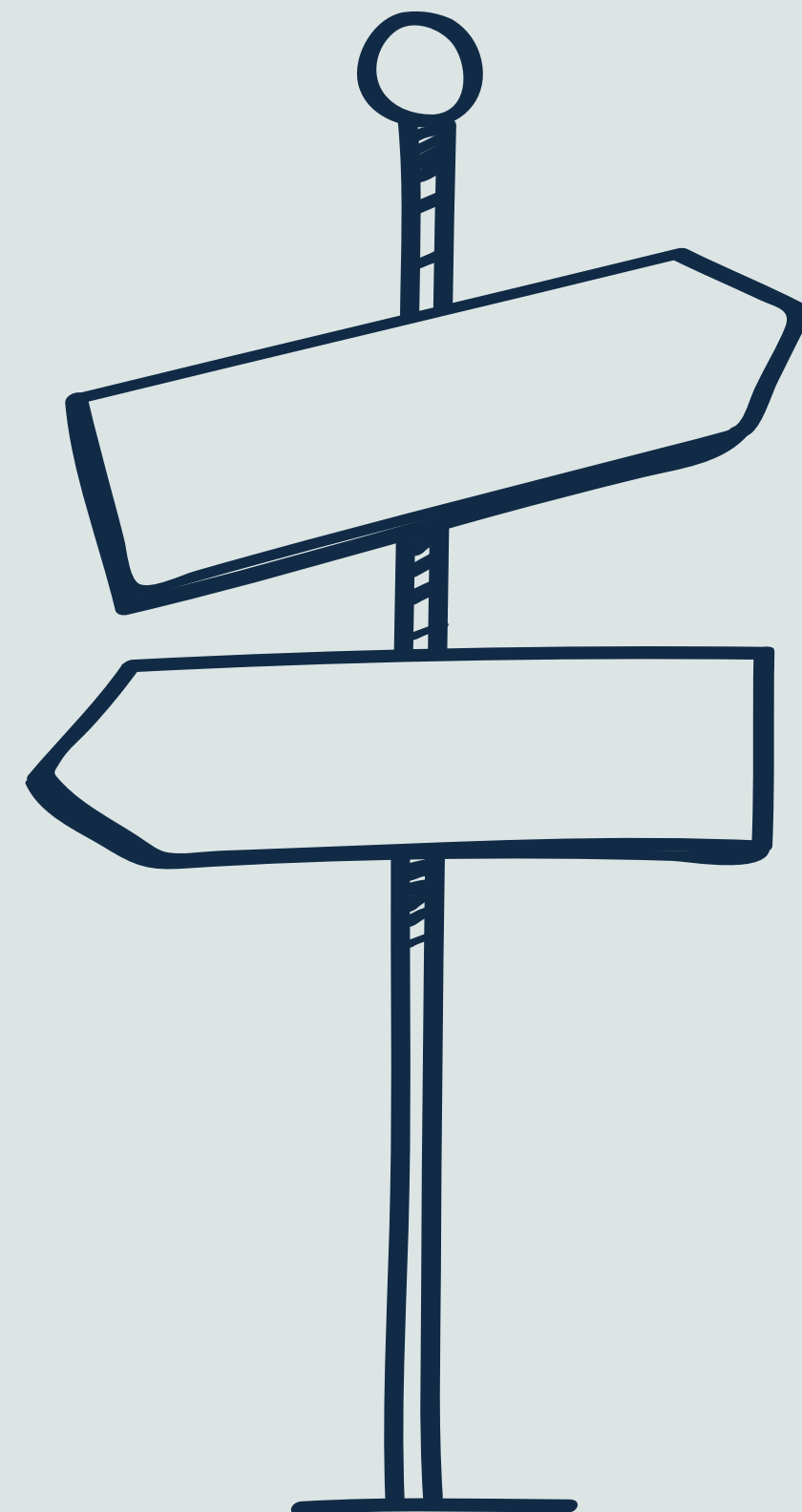
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*A successful CMS must serve  
both **developers** and **content  
editors** equally.*



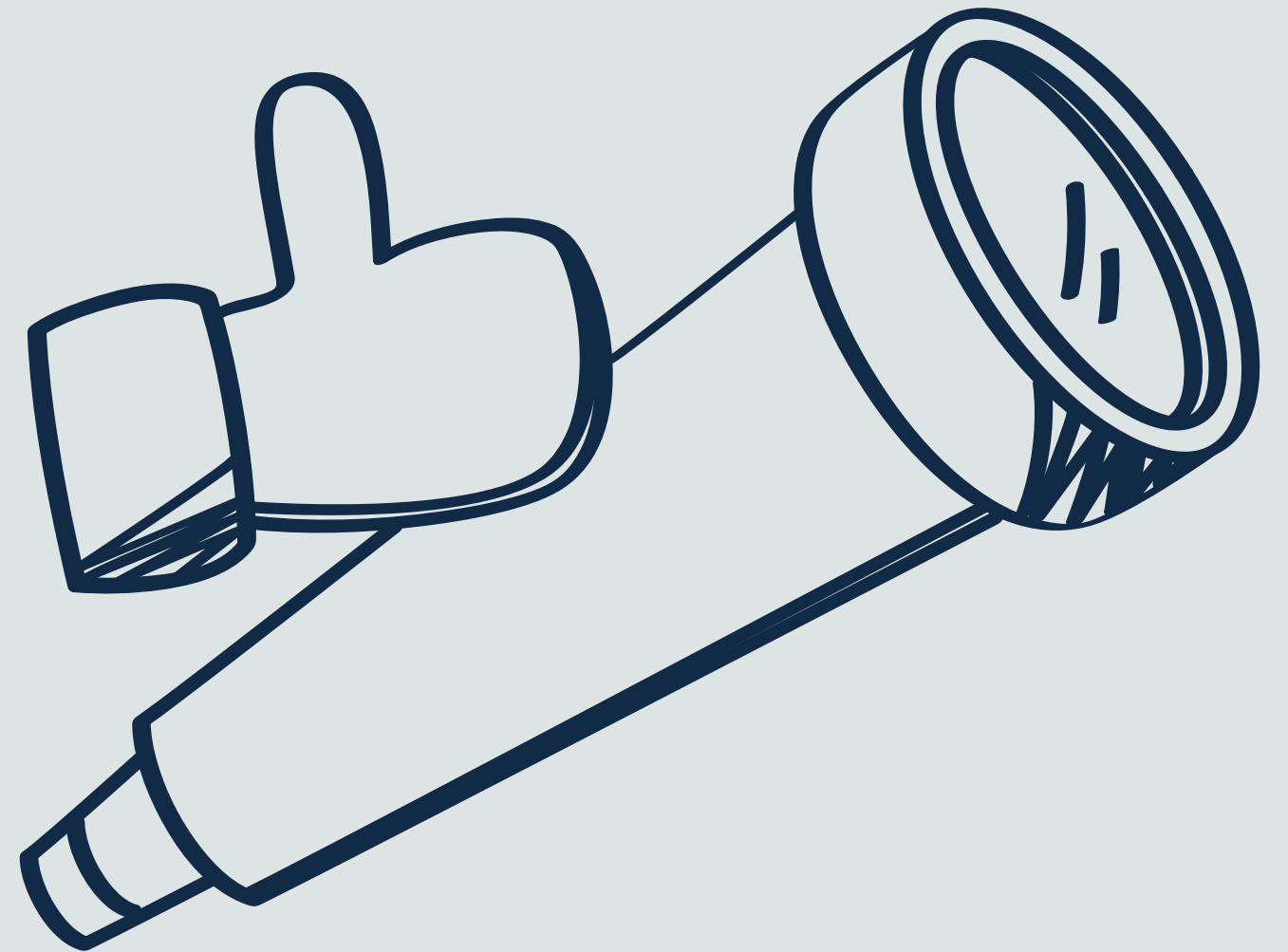
# What We've Learned Along the Way

- **Content Management:** It's often underrated but remains critical for long-term success
- **Learn to Say No:** Protecting the project's vision requires making tough decisions
- **PHP's Strength:** Despite skepticism, PHP continues to be a reliable and evolving technology
- **Balancing Act:** Finding the balance between innovation and business needs is an ongoing challenge



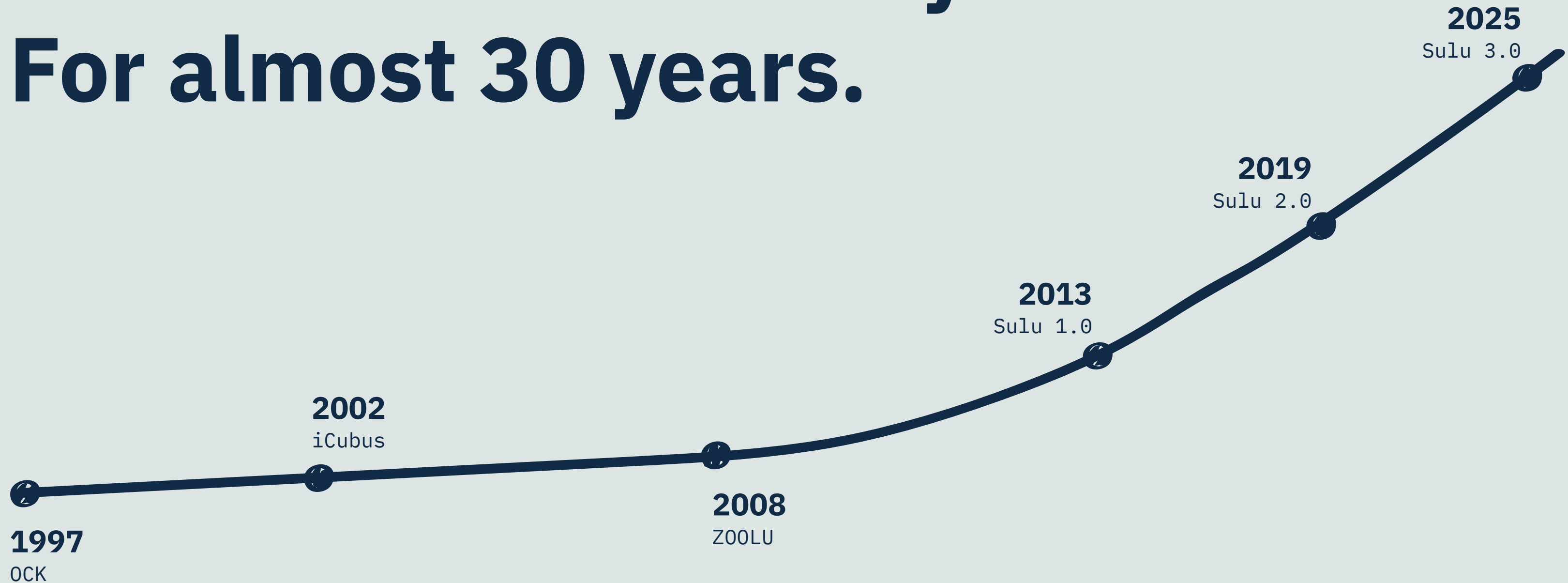
# The Future of Sulu: Continuing the Legacy

- **Vision:** Empowering teams with usability-driven technology
  - Sulu 3.0 and the advanced Content Storage system
  - AI integration: Streamlining workflows for smarter content management
- The best is yet to come!





# We take CMS seriously. For almost 30 years.



# SULU.IO

Thank you!