

WELCOME TO SULU:TOUCH 2024!

Connect, Share, and Celebrate



THE HISTORY OF SULU CMS

A Journey Through Time

Hi, I'm Thomas Schedler

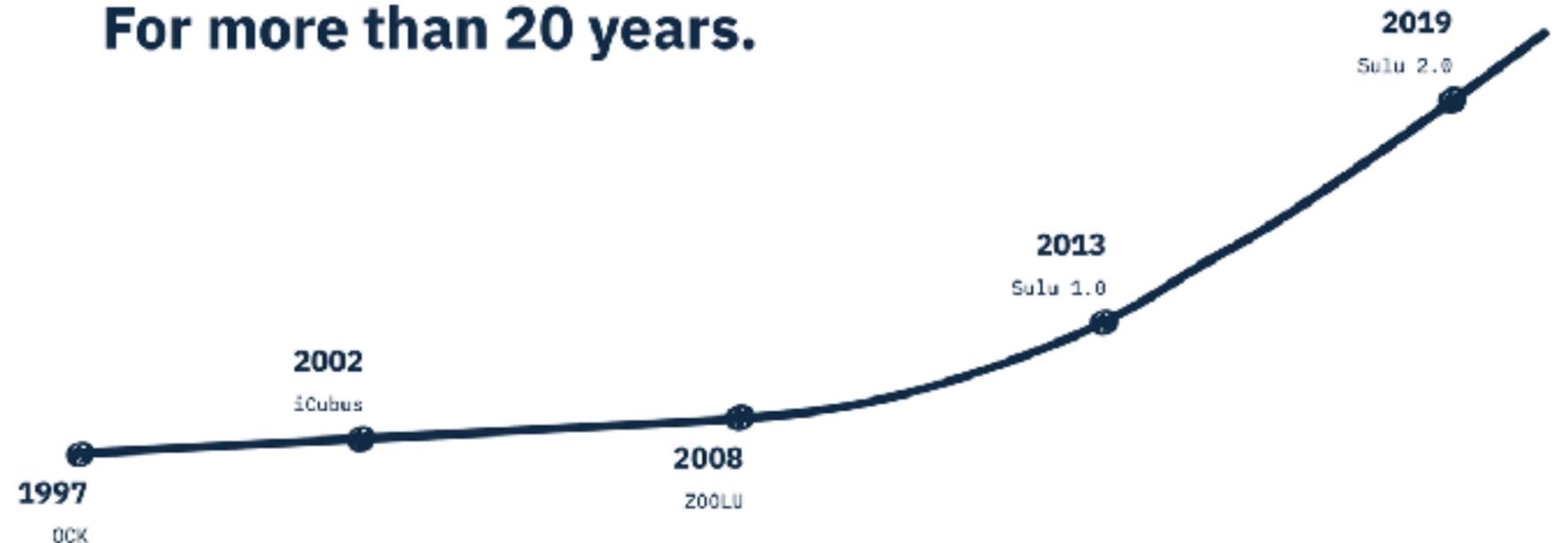
- Co-founder & CEO of Sulu
- More than 20 years of experience in software technologies & development
- PHP, Symfony, React, SQL, Elasticsearch, ...
- Open source enthusiast
- Loves cooking and mountain biking

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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.



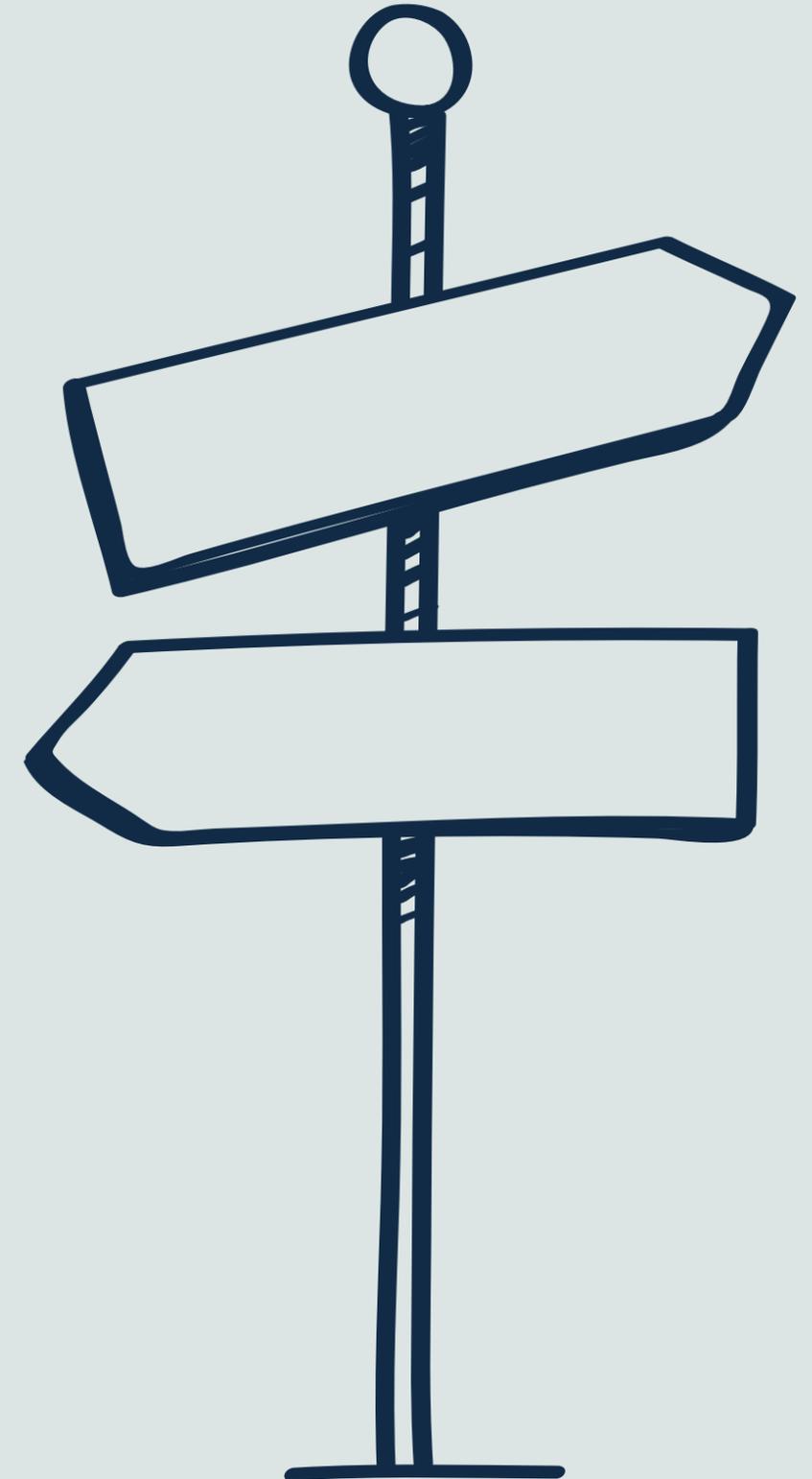
Where It All Began: MASSIVE ART

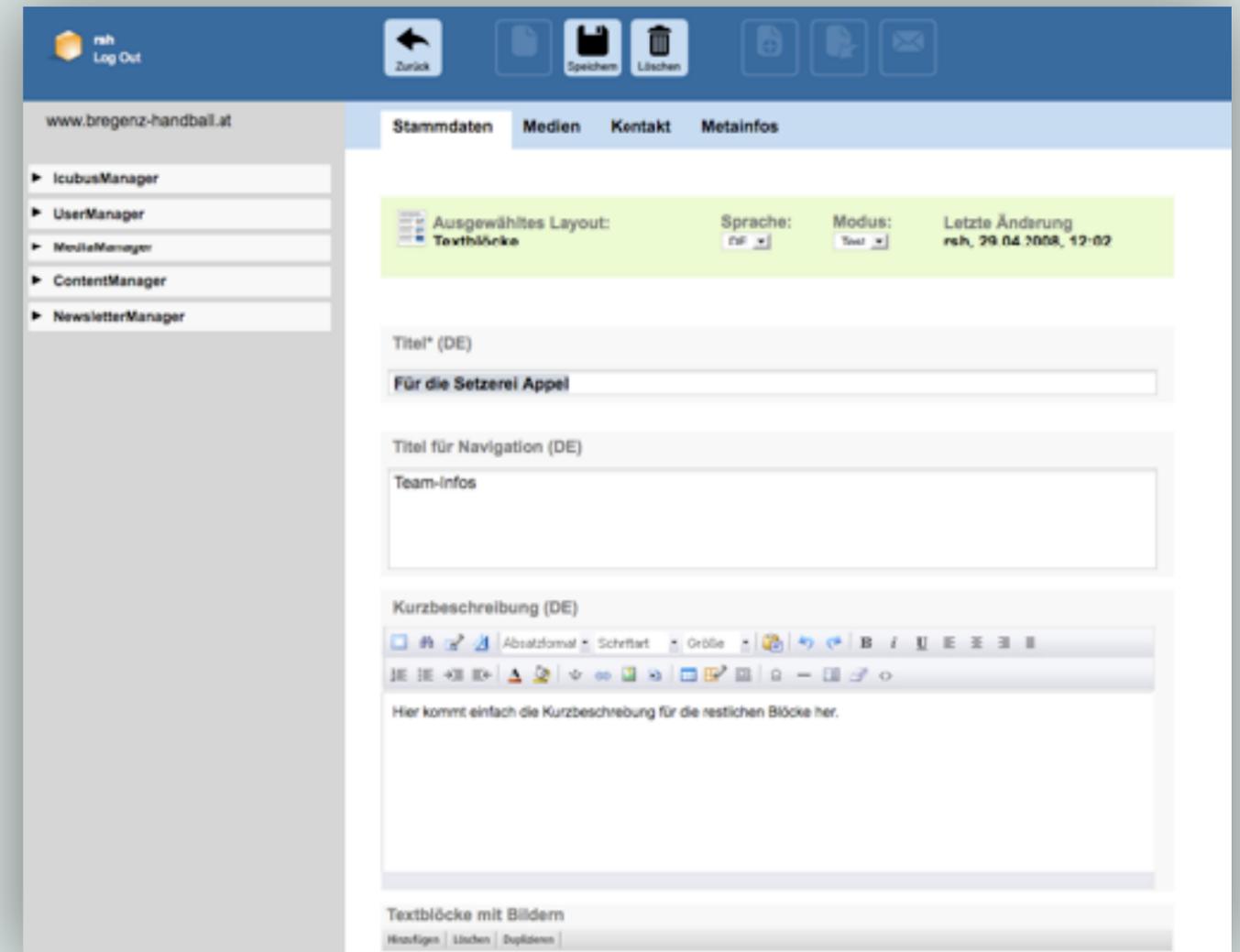
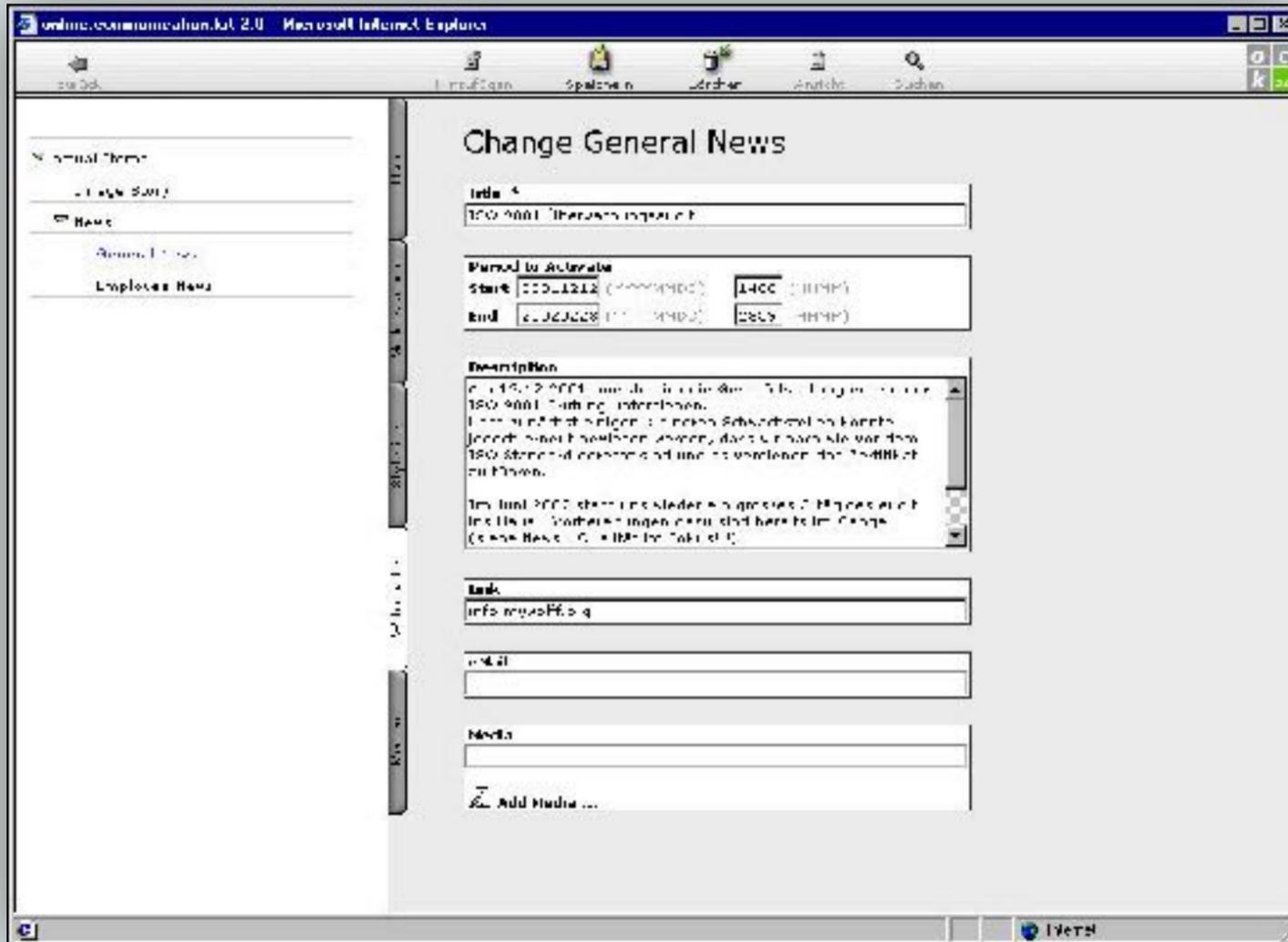
- Founded in **1997** as a Full-Service Digital Agency
- **The Mission:** Creating impactful digital experiences
- **Early Challenges:** Developing tailored content solutions for diverse customer needs



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





ZOOLU: 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 ZCULU CMS interface. At the top, there is a navigation bar with the ZCULU logo and menu items: Portale, Medien, Benutzer, and Einstellungen. On the right side of the top bar, the user's name 'Karin Müller' and options for 'Meine Einstellungen' and 'Log Out' are visible.

The main content area is divided into several sections:

- Left Sidebar:** Contains a tree view for 'Waiser Fahrzeugbau' with sub-items: Webinhalte, Widgets, and Einstellungen.
- File Manager:** Shows a hierarchical view of files and folders. The 'Documents' folder is selected and highlighted in yellow. Other folders include '1. Übernehmen', '2. Produkte', '3. Filialabteilungen', '4. Firm', and '5. Kontakt'. Under 'Documents', there are sub-items: '2. News', '3. Musik', '4. Bilder', and '5. Audio'.
- Right Panel:** Displays a folder icon and the name 'Documents'. Below it, there are two sub-items: 'Firm-Ordner Jandem' and 'Inhalt als I-Bite laden'.

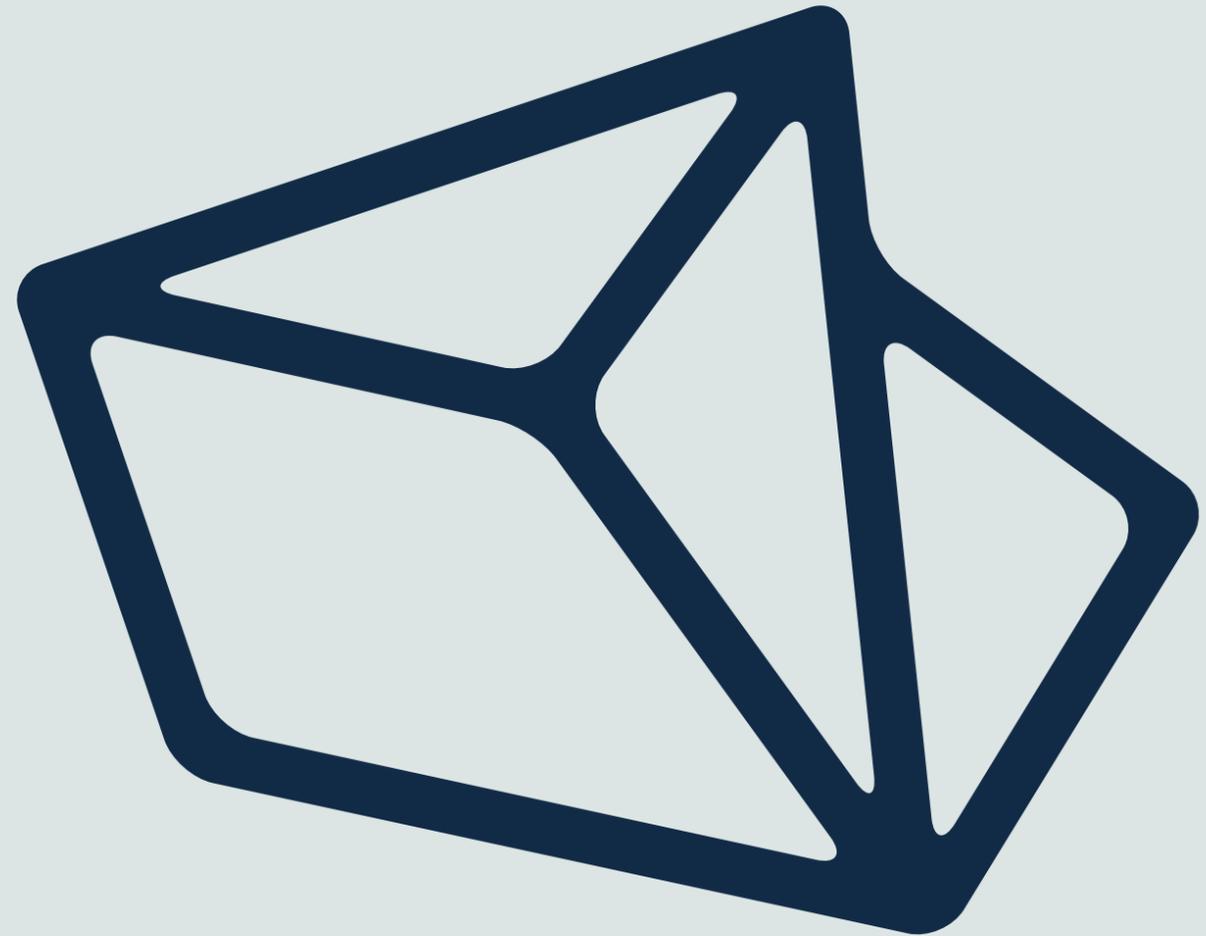
Below the main content area, there is a secondary navigation bar with options: 'Speichern', 'Abbrechen', 'Deutsch', 'Veröffentlicht', 'Seitenverstellungen', and 'Seite Erstellen'.

The bottom section of the interface is a content editor for an 'Artikel' (Article). It includes:

- Left Sidebar (Editor):** 'Seiteinformationen' with 'Artikel' selected, 'Medien & Dokumente', and a search bar containing 'sro'.
- Main Editor:** A rich text editor with a toolbar (bold, italic, underline, list, link, unlink, undo, redo) and a large text area. Below the text area is a 'Fax' field.
- Textblocks:** A section for adding content blocks. It shows a 'Textblock' with a 'Titel' field, an 'Adresse' field with a rich text editor, and a 'Fax' field. Below this is a 'Bild' field. A '+ Neuen Textblock hinzufügen' button is at the bottom.
- Right Sidebar (Metadata):** Fields for 'Kategorie', 'Filter', and 'Tags', each with an empty input box.

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



The image shows a split-screen view of a web browser. On the left is the CMS editor for 'stickermanager.com', and on the right is the live website.

Left Panel (CMS Editor):

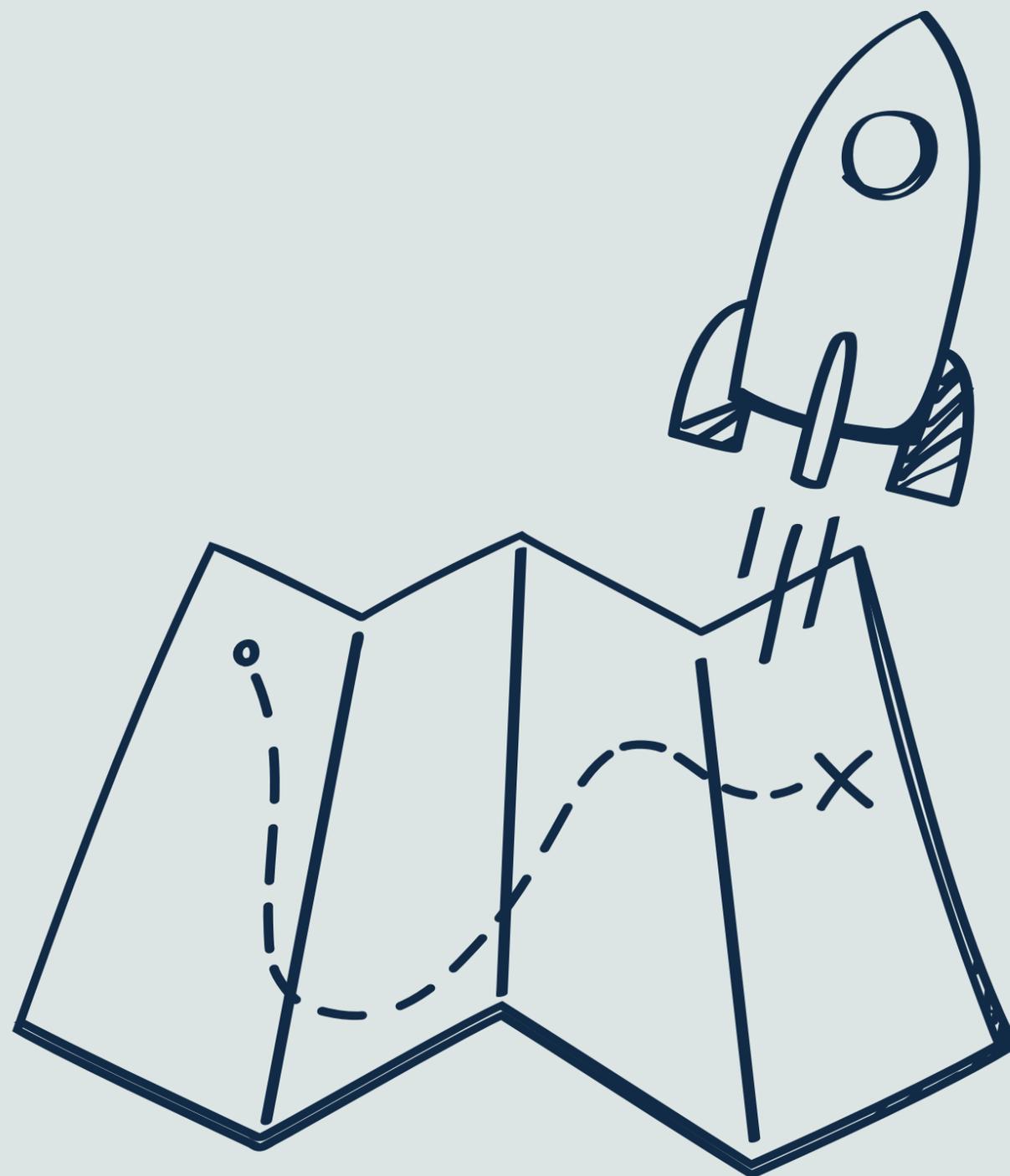
- Navigation:** Save, Startpage, Edit, Published, and a user menu.
- Menu:** Content, SEO, Excerpt & Categories, Settings, Permissions.
- Title:** Stickermanager
- Resource locator:** /
- Smart-Content:** No content found.
- Article:** A rich text editor with a toolbar.
- News:** A list of 12 items selected from the News section.
 - 1 Topps replaces Panini! This is the new album for EURO 2024
 - 2 UEFA EURO 2024 - Germany
 - 3 FIFA WORLD CUP QATAR 2022 - ADRENALYN XL (PANINI)
 - 4 The UEFA EURO 2020 Tournament Edition official sticker collection
 - 5 The UEFA EURO 2020 Kick off

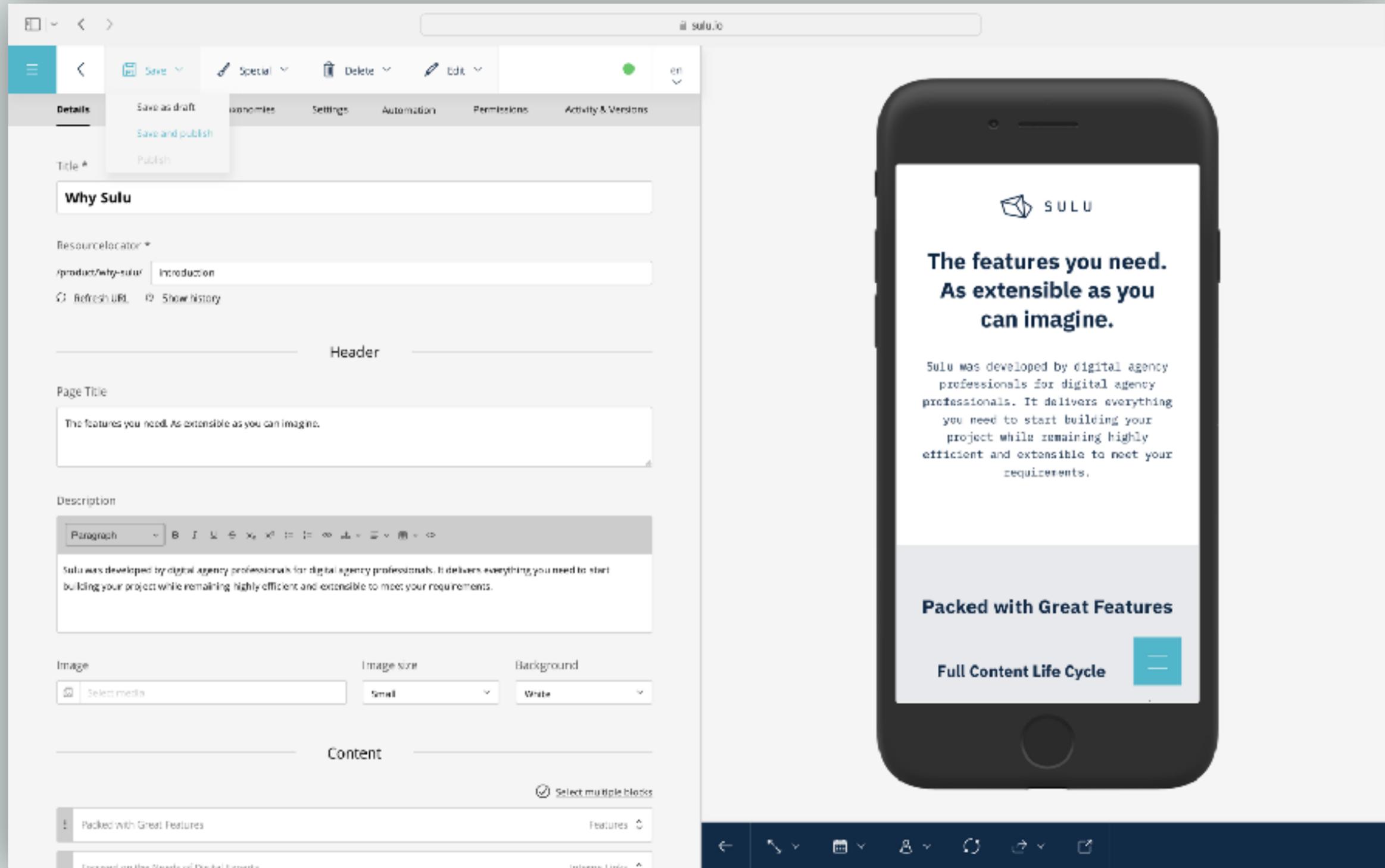
Right Panel (Live Website):

- Header:** STICKER MANAGER logo and navigation menu.
- Main Content:**
 - Section 1:** "The biggest swap exchange for stickers and trading cards". Subtext: "Find new swap-partners with one click and swap your items in real time with the live swap feature". Includes an illustration of a person holding a 'Topps UEFA EURO 2024 GERMANY' sticker album and a tablet with the Sticker Manager logo.
 - Section 2:** "THE BIGGEST SWAP EXCHANGE". Subtext: "More than 4'200 collections to collect and swap." Includes a "FIND YOUR COLLECTION" button.
 - Section 3:** "RECENTLY ADDED". Shows three sticker collections: "UEFA EURO 2024 - Germany (Stickerbase)", "UEFA EURO 2024 - Germany (Schweizer Welt)", and "UEFA EURO 2024 - Germany (Match Action)".
- Footer:** LOGIN OR REGISTER buttons.

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





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*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

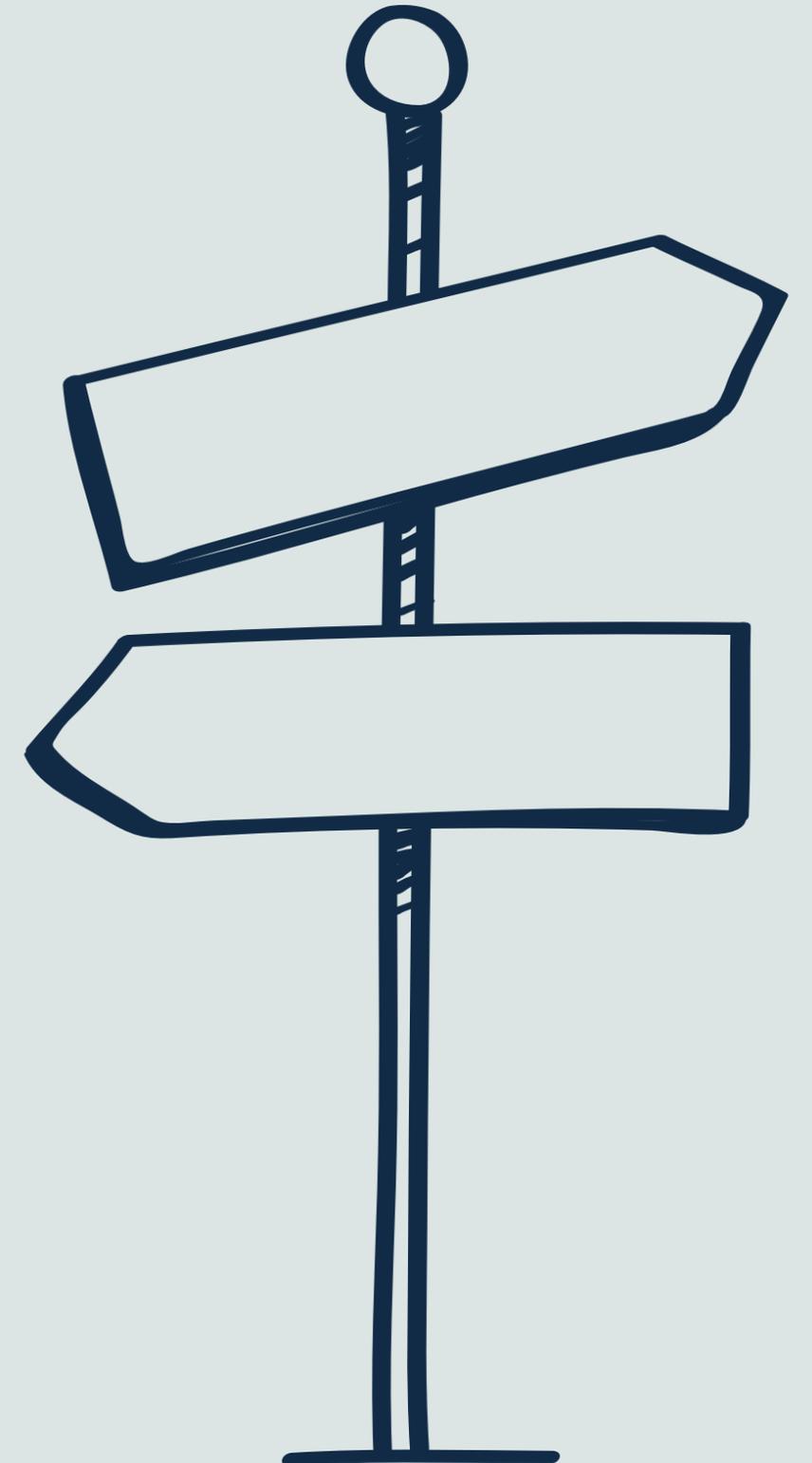
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*A successful CMS must serve both **developers** and **content editors** equally.*



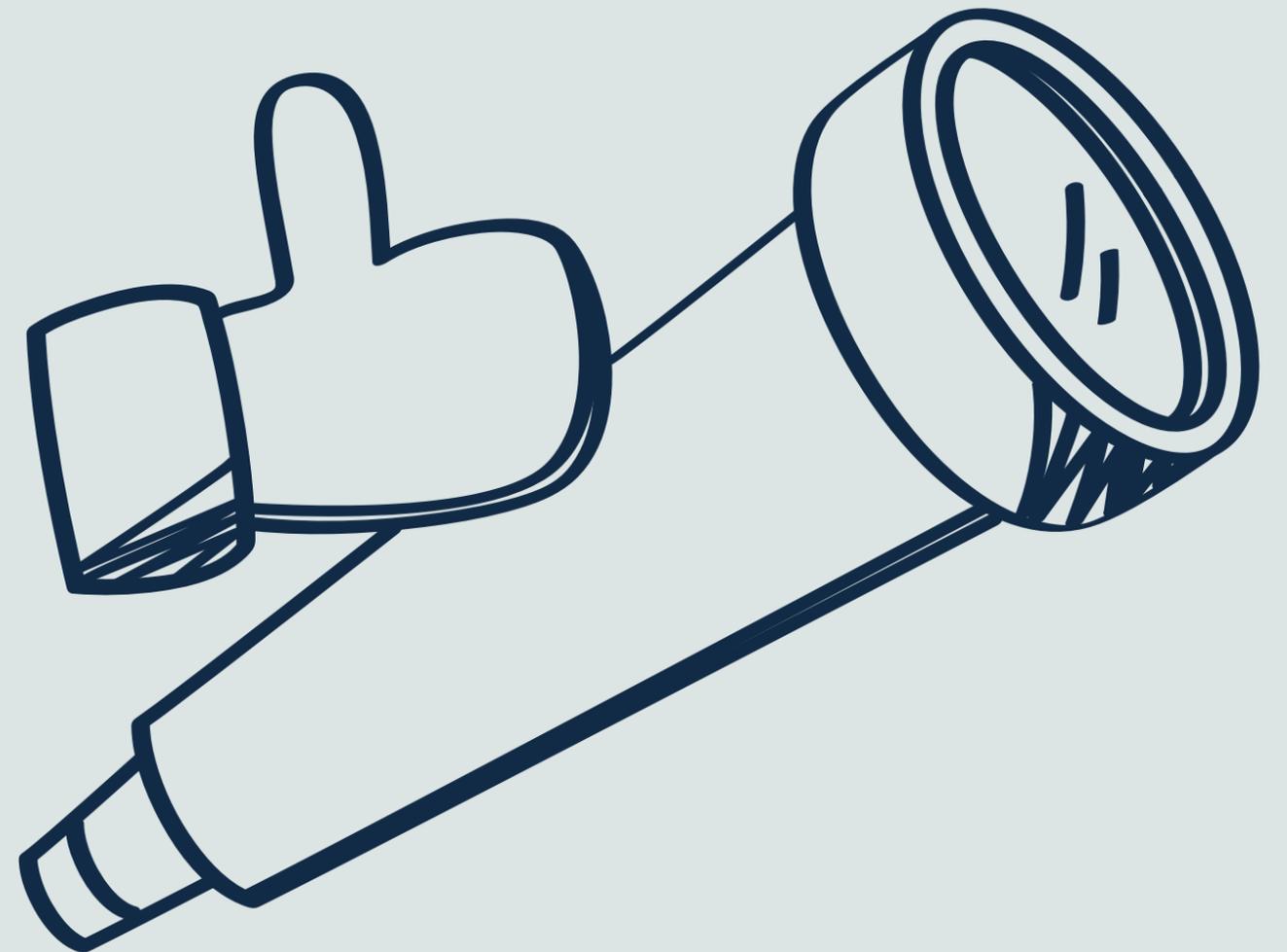
What We've Learned Along the Way

- **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

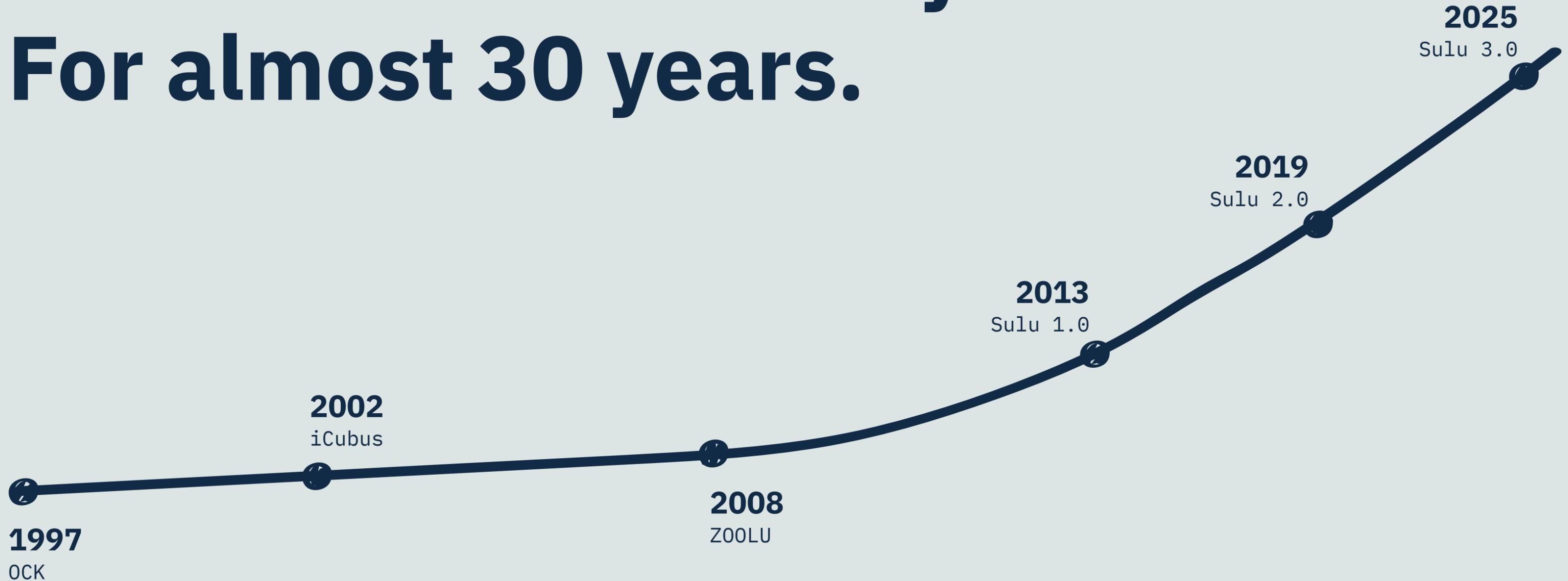


The Future of Sulu: Continuing the Legacy

- **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!