



Keynote: CMS 5.1 and beyond

StripeCon EU 2023

Presented: Thursday, 14 September 2023



Thank you for coming together at StripeCon!

A chance for our community, community partners,
power users, committers and contributors **to enjoy a
web powered with Silverstripe, together**

Agenda

- Year that was
- From challenge to opportunity
- Our successes
- Rethinking strategy
- What's happening right now
- What's coming up



Maxime Rainville

CMS Squad Lead

- Using Silverstripe CMS for 10 years
- Working at Silverstripe for 5.5 years
- 3rd time presenting at StripeCon EU



Stephen Makrogianni

Solutions Director

- Using Silverstripe for 8 years
- Worked at Silverstripe for 5 years
- Manager of the Technical Lead team
- First time presenting at StripeCon EU



StripeCon
STOCKHOLM 2022

**SOMEWHERE
IN STOCKHOLM**



What we said

- Major release of policy
- Silverstripe CMS 5 on the horizon
- ... and easy upgrades



CMS Squad

 Silverstripe



StripeCon
EUROPE 2022

Principal Sponsor

UMA

Platinum Sponsor

Gold Sponsor

Silver Sponsor

Platinum Sponsor

Gold Sponsor

Silver Sponsor

Platinum Sponsor

Gold Sponsor

Silver Sponsor

Platinum Sponsor

Gold Sponsor

Silver Sponsor

Platinum Sponsor

Gold Sponsor

Silver Sponsor

Platinum Sponsor


Gold Sponsor

Silver Sponsor



Supporting roles



 Silverstripe



StripeCo
EUROPE 2022

UMA

Platinum

Gold

Gold

Gold

Gold

Gold

Gold

Gold

Gold

Gold

Gold



Platinum

Gold

Gold

Gold

Gold

Gold

Gold

Gold

Gold

Gold

Gold

ADWIDIAIA
WORKS



Create the web.

Silverstripe CMS is the intuitive content management system and flexible framework loved by editors and developers alike. Equip your web teams to achieve outstanding results.

[Try the demo](#)

[Developer Tutorials](#)

[Download Silverstripe CMS for yourself](#)

Why SilverStripe?

Finally, we had a plan!



STRIPECON
EUROPE 2023

MOIN IN HAMBURG

0 day until StripeCon Europe 2023



Create the web.

Silverstripe CMS is the intuitive content management system and flexible framework loved by editors and developers alike. Equip your web teams to achieve outstanding results.

[Try the demo](#)


[Developer Tutorials](#)

[Download Silverstripe CMS for yourself](#)

Why SilverStripe?

Supporting roles



 Silverstripe




UM



Supporting roles



 Silverstripe



UM



From Challenges to Opportunity

We have a new CEO

- Tobias Oswald
- Stepped up from COO
- Great with numbers
- German
- Remarkably passionate about the open source community



StripeCon EU 2023

We have a new Executive Owner and CDO (Interim)

- Jackson Darlow
- Silverstripe's digital strategist
- 15 years in the CMS community
- Has bad luck with flight times







The community around the CMS

Over

87k

sites on
Silverstripe CMS

Over

5k

Slack Members

Over

3.5k

CMS3 & CMS4
modules

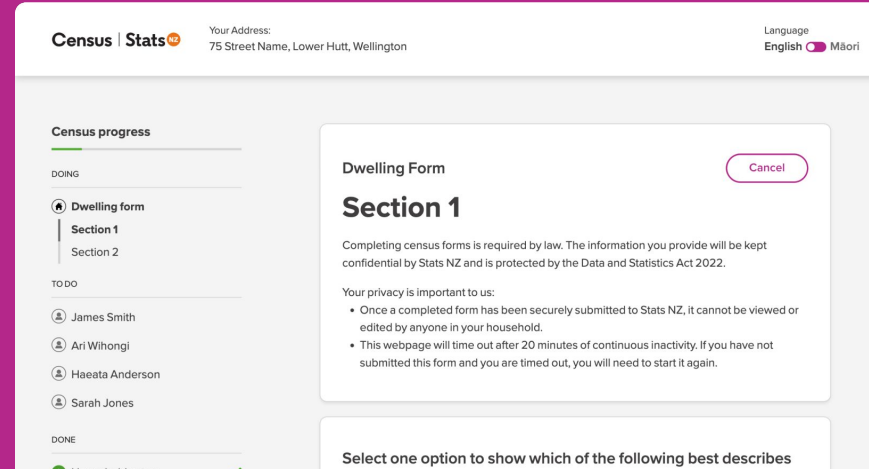
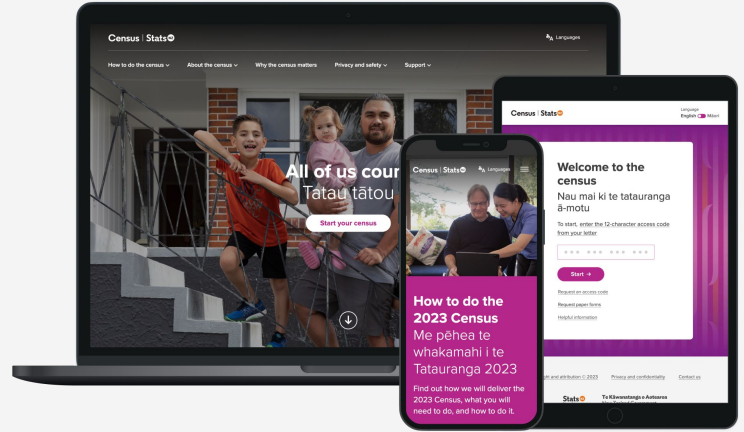
And over **88,000** community subscribers

Our Successes

Cool successes

Stats NZ: 2023 Census

- Bilingual using Fluent
- ~4 million form submissions in one day
- Two websites, an information hub and an Internet Collection System (ICS)
- One of our first headless CMS implementations



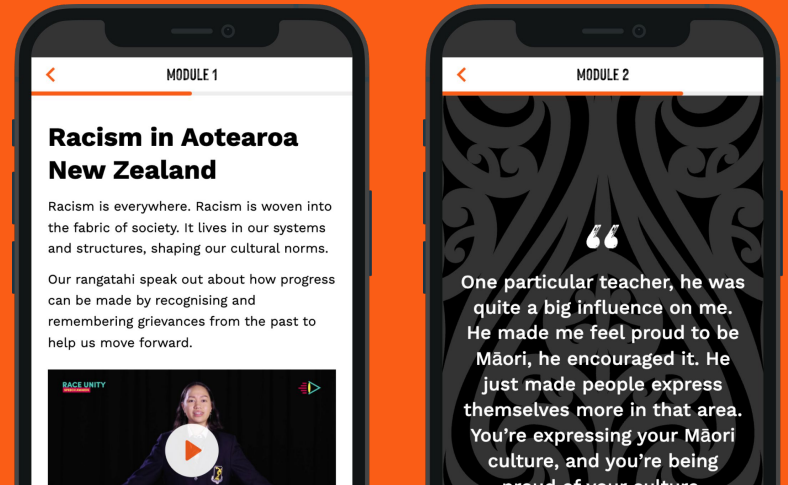
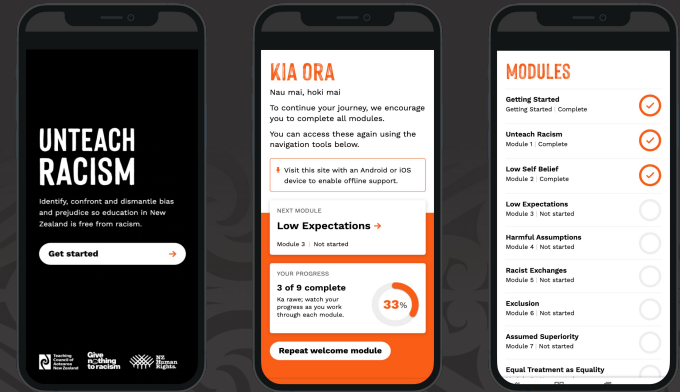
Cool successes

Unteach Racism

- Single Page Application SPA
- A Progressive Web App and works offline
- Uses GraphQL for the content layer

<https://www.unteachracism.nz/>

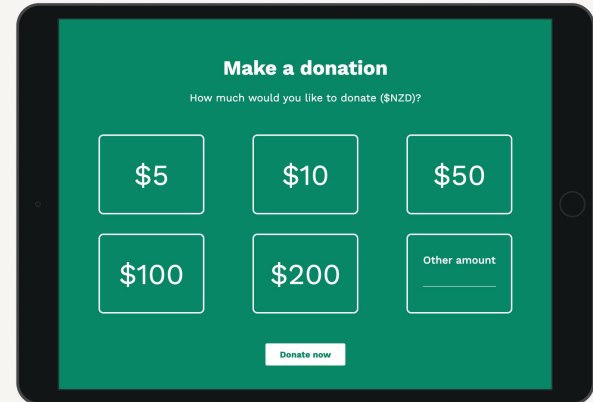
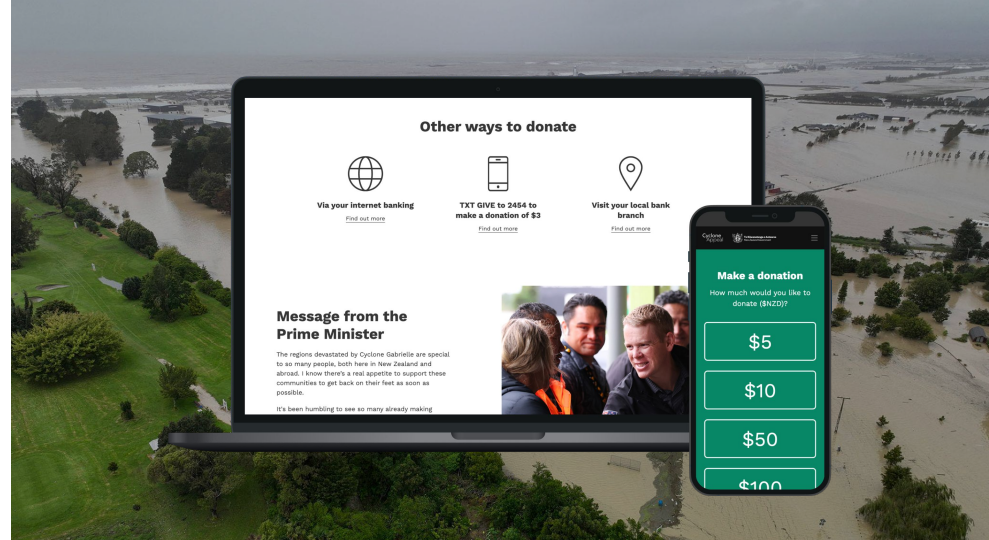
<https://app.unteachracism.nz/>



Cool successes

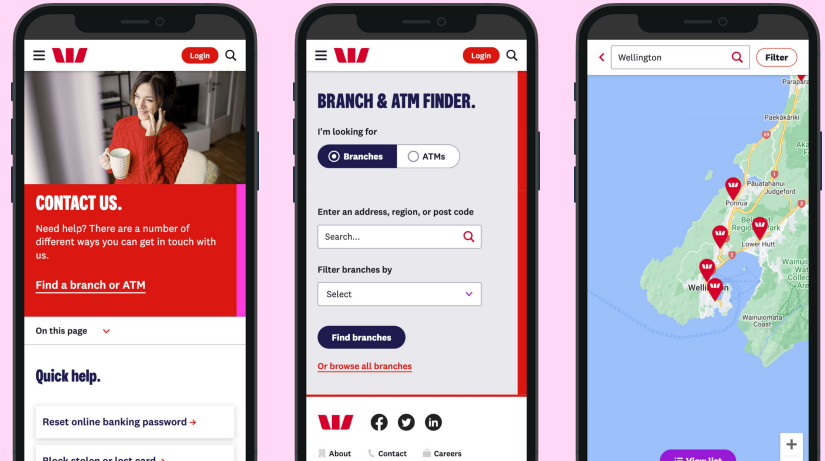
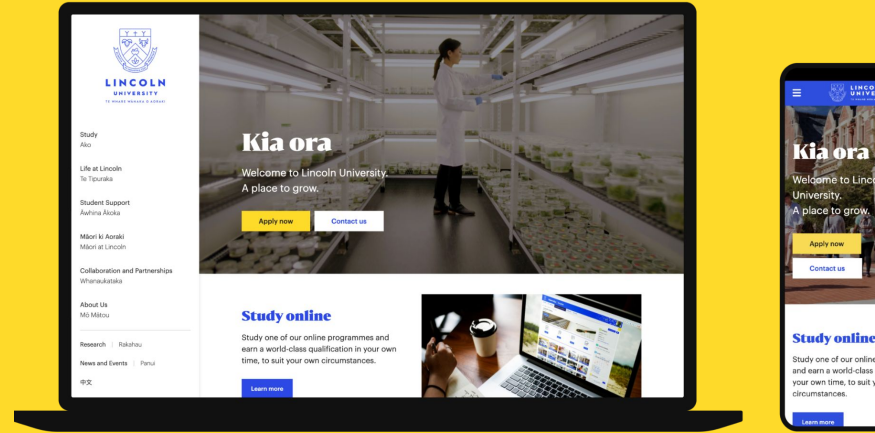
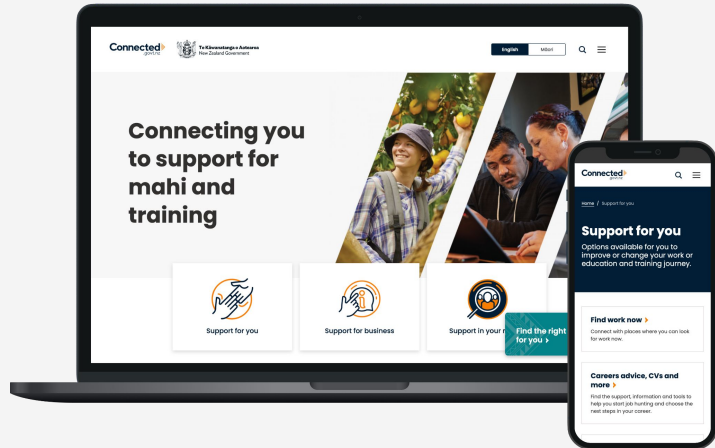
Cyclone Appeal

- **Nationally significant**
- **Real impact to the cyclone victims**
- **Spun up and in production in two days**
- **Standard Silverstripe CMS**



Cool successes

Diverse Customers, Diverse Use Cases, One CMS





Rethinking the Business strategy

Our business Strategic Priorities in 2023/2024

- ❤️ Care for our people
- 📀 Operationalise for profitable growth
- 🏋️ Strengthen our core and repeatable practices
- 🧬 Repeatable and composable core services
- 🚀 Realise the potential of our CMS
- 😎 Reduce complexity & Make it easy

**Silverstripe CMS is *flexible, extensible*
and *scalable*.**

Product management is hard

- Tension between innovation and sustainability
- Innovation doesn't go in a straight line
- Want to provide a clear direction

The High-Level View

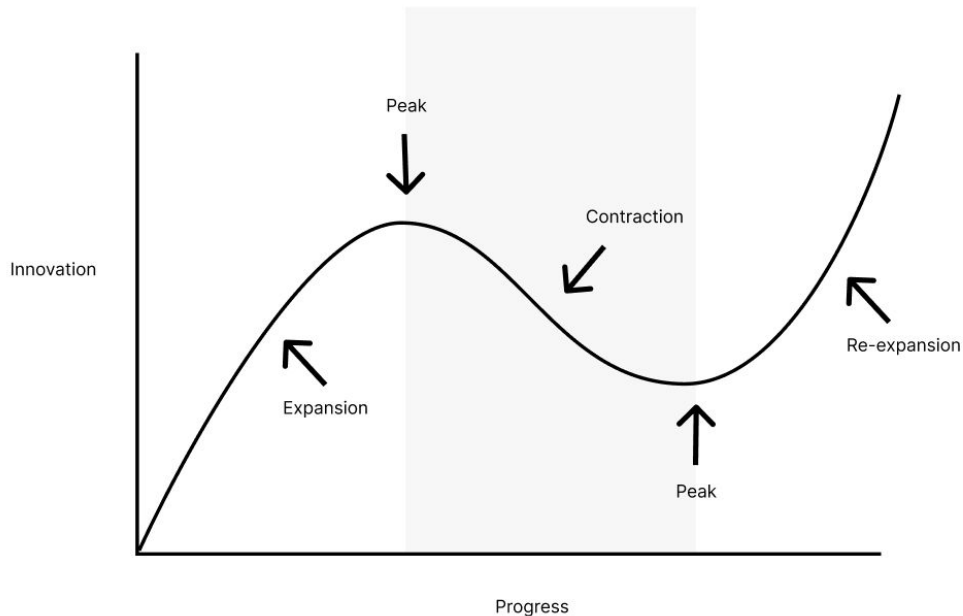
Wisdom of crowds

- CMS Squad or Silverstripe can't do it alone
- Innovation is decentralise
- Good solution emerges from lots of not so good solutions

Where the rubber hits the innovation road

- At StripeCon
- In innovation week or hack days
- In real projects

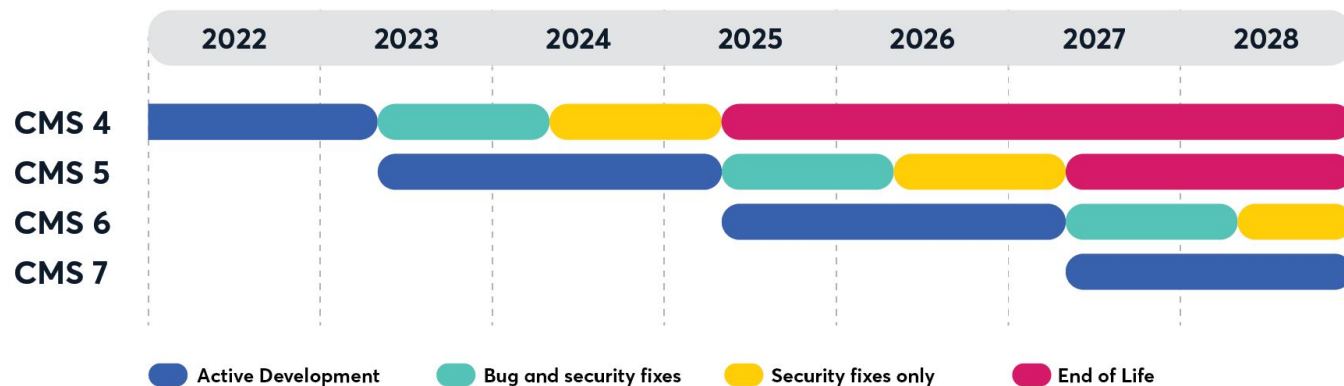
The Innovation Boom-Bust cycle



What's going right now

Major release cadence

- New major releases every two years
- Old major supported for another two years



Minor release cadence

- New minor release in October
- Security patch window in January
- New minor release in April
- Security patch window in July

Silverstripe CMS 5.1

- New Eager Loading API
 - `Team::get()->eagerLoad('Players')`
- Lots of ORM performance improvements
- IP address anonymization for session manager

Improve DevOps practices

- Automated merge ups
- Automated patch releases
- Faster turnaround time for shipping bug fixes
- Less time wasted on CI stuff ... more time for dev

Supporting Silverstripe CMS 4

- Supported until April 2025
- 200 commits have been shipped
- Security support from April 2024

What's on the horizon



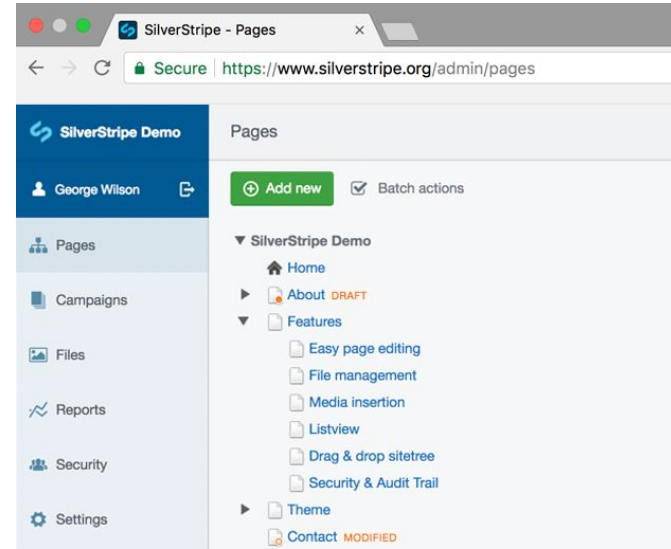
Roadmapping

- Our sales' team is screaming for this.
- We don't want to promise things we're not sure we can deliver.
- We also want to communicate our current thinking with an appropriate level of certainty
- Our priorities will shift overtime ... our roadmap needs to be able to reflect that.

Core Milestones

Development Roadmap

- Search Service
- Link content management
- UI Framework
- New Admin UI
- Information knowledge centre
- Refactor CMS to use generic PHP libraries



Dreaming of Silverstripe CMS 6

- Be more purposeful about what we want to remove/refactor.
- More modularity.
- Swap low value component with generic alternative. (e.g.: Email)
- Probably start around April 2024.



Thank you!



Silverstripe

Cool successes

Tourism New Zealand

- **~3.8 million** international arrivals (per year)
*based on pre-pandemic travel
- **~16.3 million** web visitors (last 12 months)
- **5 Silverstripe CMS** public platforms
- Travelling users continuously switch devices and platforms as they go
- Content experience success directly boosts NZ business owners and their families

#IfYouSeekNZ



Cool successes

NZQA public website and Portal

- Two dedicated purpose sites from one monolith
- Information hub
- Educator and Student Portal

