

MMS a new Content Management System



MMS Introduction

Why use MMS?

MMS is a CMS (Content Management System), i.e. a system to manage web page contents.

There are many CMS: the most famous is Wordpress, which is used by most programmers and graphic designers to make websites. **What is the reason for creating a new one?**

1 - Ease of use - A person with poor technical knowledge and without a good learning period is not able to manage a site made with WordPress, while anyone in half an hour can learn to manage a site made with MMS.

This means that MMS customers any time can upgrade their contents, avoiding the programmer cost. And updating multimedia contents with MMS is very quick, because its operations are few and simple, compared to Wordpress.

2 - Speed - On average MMS pages are charged 10 times faster than Wordpress ones. According to the web-marketing rules, it is important to have fast pages to keep visitors on the site and make it more visible. And Google penalizes slow sites such as those made with Wordpress (see <https://developers.google.com/speed/pagespeed/insights/>).

These advantages are achieved thanks to a new approach that makes MMS very different from other CMS:

- **no data base:** it exploits the Linux file system structure instead (10 times faster or more)
- **menu items and links** automatically created by MMS, so publishing and content updating is faster and simpler, compared to tedious tasks required by other CMS)
- **text formatting based on mark-up** (like Wikipedia), thus resulting in a more precise layout than other CMS and in optimized HTML code. That makes MMS faster and better indexed by Google

MMS modules

MMS is based on a set of software modules, each of which handles a specific web page format (template) and is optimized for a specific type of content (web pages, articles, photo gallery, videos, ...).

The presently available modules are:

- **PAGES** - It manages web pages with text, images and a second level side menu. The pages are created using the contents of files in txt format, which are loaded from the Control Panel: the file names create the side menu. Examples: www.femteconline.org, <http://www.turismedia.it/pages.php?s=CHI-SIAMO>
- **NEWS** - It manages a magazine with articles on multiple columns (vertical template), self adapting to the screen size. A CONTINUE command is provided to open full articles. When adding new items, older items automatically move to Archive pages, linked by bottom page buttons. Eg. www.milanoglamour.com/beauty.php
- **PRESS** - It is a magazine template like NEWS, but with horizontal layout. Also PRESS provides the functions CONTINUE and Archive. Eg. www.fijet.it/news2017

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- **INFO** - Similar to PRESS, but with images on the left of the text and a column of banners and short contents to the right. Eg. www.glamourtravels.com/news.php?s=GLAMOUR-HOUSES
- **WEB-TV** - It manages a page with video screen and playlist. Every page of this type corresponds to a folder with a playlist file: each line of this file creates a playlist item with the link to video, title and subtitle. Eg. www.glamourboats.com/webtv.php?s=WEBTV
- **GALLERY** - A site can have just a single Gallery section that handles multiple sets of photos. Each set is loaded into a folder whose name goes in a second level menu of the Gallery page. Eg. www.glamourboats.com/gallery.php?s=01-Marbella-and-Puerto-Banus
- **HOME** - This module is normally applied only to the home page. It includes a slide show and a set of panels with pictures and captions with links to particular site sections or other sites contents. Eg. www.glamourtravels.com . The home-page may also be based on one of the aforementioned modules.

The MMS Control Panel

The MMS Control Panel allows to manage the site, i.e. to view, edit or delete the contents of each page. The operations are very simple and require less time and skill than other CMS:

- Menus are created automatically: no need to spend time defining and linking menu items
- Automatic image resize to the optimum size, done while uploading them, allows to avoid slow and heavy images.
- PDF files can be uploaded and linked to the MMS pages in order to display into the browser contents coming from Power-Point, Word, Excel, ...

The MMS site architecture

A MMS website does not need installing some software: it's just enough to upload to the server the software modules that the customer's application requires and make the folders for the planned section contents.

Each module corresponds to a template: when associated to some folders, displays the folders contents according to its specific template. E.g. all the www.milanoglamour.com site sections are managed by a single module (NEWS).

Many CMS use Word like programs for text editing, but this approach has two drawbacks:

- the page layout cannot be perfectly defined
- editing is not very fast

To allow more efficiency and precision other CMS (e.g. Wikipedia) use a marker based approach: headlines, bold, pictures, links and formatting commands are defined by inserting special characters, the so called "mark-up commands".

MMS uses this second solution, but with a very simplified approach. To reduce the learning time to a few minutes, MMS provides only 5 commonly used mark-up commands: title, bold, insert image, insert link, insert CONTINUE in news contents.

HTML tags and JavaScript code can be inserted in the MMS texts. When MMS publishes a web page, the mark-up symbols are converted in HTML codes, resulting in a standard HTML page that also incorporates any user-entered codes.

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Sites customization

Background, colours and fonts of MMS can be customized before delivering a site. On request, also the templates of the standard modules can be customized and new functions can be implemented (eg: forms and tables added to a text, automatic insertion of publication date into NEWS articles, ...).

Moreover the customer, using the Control Panel, can make new sections, based on the templates available in his site.

Sites created with MMS

To show the potential of MMS, here a list of sites based on standard MMS modules:

www.milanoglamour.com
www.glamouboats.com
www.femteconline.org
www.fijet.it
www.euroteam.it/SITI/tunisianballoonsfestival
www.euroteam.it/SITI/glamourhouses/
www.glamourtravels.com
www.feninaimmobiliere.com
www.tecnologopercaso.com
www.fijet.it/news.php?s=NEWS
www.fijet.it/news-2017

And here are other sites based on customized MMS systems:

www.retenetvision.com
www.fondosocialeuropeo.it
www.jackiechannel.tv
www.mmshops.org
www.mmshops.org/b2b
www.calcio-mercato.org