LinuxWorld 2002

Zope Corporation Presents
Open Source CoOpenntent Management With Zope

February 2002
Paul Everitt

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Overview

- Content management market

- Role of open source

- Zope as the leader of open source content management solutions

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Acknowledgements

- Zope Corporation developed this presentation in collaboration with Tony Byrne and CMSWatch, expert resources in content management.

cms™ WATCH

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Audience Question

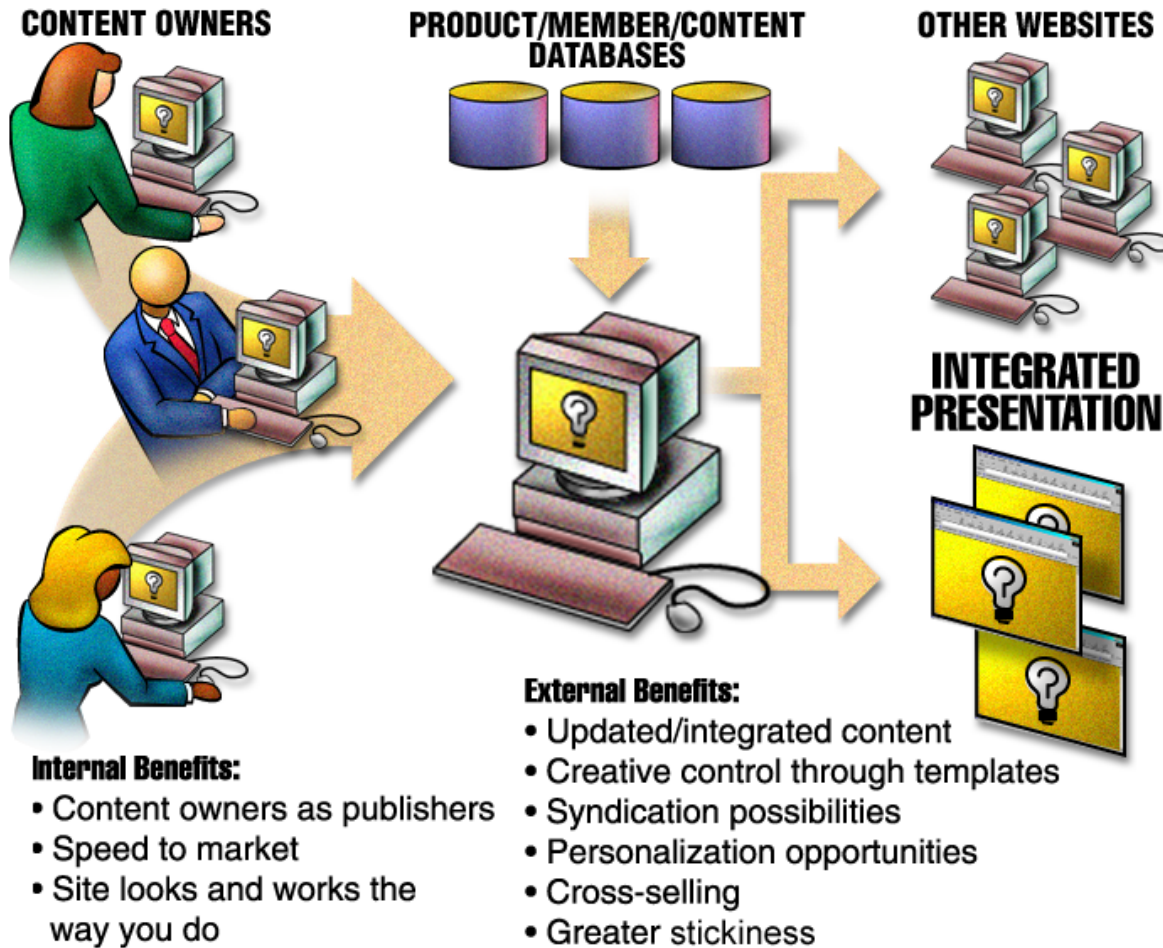Who uses content management systems?

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What Is Content Management?

- "Software for contributing, collaborating, and controlling web content – ." *Forrester Research*

- "-- manages the timely, accurate, collaborative, iterative, and reproducible development of a web property." *Web Content Management: A Collaborative Approach*

- "-- business rules and editorial processes-- surrounding Web content." *CMSWatch*

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CMS Benefits

CONTENT OWNERS

PRODUCT/MEMBER/CONTENT DATABASES

OTHER WEBSITES

INTEGRATED PRESENTATION

Internal Benefits:
- Content owners as publishers
- Speed to market
- Site looks and works the way you do

External Benefits:
- Updated/integrated content
- Creative control through templates
- Syndication possibilities
- Personalization opportunities
- Cross-selling
- Greater stickiness

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You Need A CMS to Solve:

- Webmaster bottleneck

- Difficulty finding content

- Inaccurate/outdated content

- Inconsistent design/navigation

- Accidental overwriting of files

- Inability to "roll back"

- Inability to pre-publish

- Difficult to reuse or share content

- Lack of access control leaves important info offline

- Marketing cannot customize

- "Our website is not as good as we are."

Source: CMSWatch

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Key Market Factors

- Young market
  - Purchases are recent
  - Money not yet committed

- Webmaster bottleneck

- Price structure:
  - 1/3 hardware, 1/3 software, 1/3 consulting

- Content hyper-growth

- Market leader is in-house system

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Three Phases of CM

- Production

- Publishing

- Distribution

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Product Categories

- Full-spectrum Players
  - Vignette, Divine

- Document Management Companies
  - Documentum, IntraNet, Enigma

- Departmental / Mid-market Offerings
  - Microsoft, Merant, Fatwire

- Production-oriented
  - Interwoven, Rhythmyx

- Open Source
  - Zope, Midgard, ACS/OpenACS

- In-house system (market leader)

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Standard Services

Production	Publishing and Distribution
• Workflow	• Page generation
• Authoring	• Searching
• Tagging	• Personalization
• Roles	• Privileges
• Versioning	• Caching
• Localization	• Replication
• Aggregation	• Syndication
	• E-commerce

Source: CMSWatch

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Market In Transition

- Convergence between:

    – Digital Rights Management

    – Document Management

    – Knowledge Management

    – Software Configuration Management

    – Content Management

- Predators in the value stack

    – App server vendors want CMS

    – Operating system vendors want both

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Open Source

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Customer Benefits

- Buy *and* build

- Price

- Velocity

- Existing developer culture

- Lowers evaluation risk

- Control over business platform

- Recession-ware: save upfront capital spending

- ROI

- Safer bet when backed by business

- Ultimate escrow agreement

- Multiple sources of quality

- Incredible technical support

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Zope Business Model

- Consulting services

- Fixed price bids reward productivity

- In a quantifiable market (CMS) and niche (open source)

- Unique appeal to underserved market

- Engineers consult (speed to market)

- Growing the platform grows the market

- Fast brand building

- Responding to large-scale RFP's soliciting open source vendors

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Perfect Marriage

- Open source is unique match for content management

- Market demanding new model

- Strong tendency to maintain control in house

- Large deal size allows recovery of loss of product revenue

- 1/3 drop in total deal price is attractive to customers

- Existing customer culture of open source

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Survey of Open Source CMS

- Zope

- Midgard

- ACS/OpenACS

- OpenCMS

- Cofax

- PostNuke/PHPNuke

- Java/ASF projects

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Zope Scorecard

Topic	Notes
Integration	
Partnerships	
O/S & Databases	
Client	
Standards	
APIs	
Reporting	
Licensing	
Comments	

Source: CMSWatch

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About Zope

- Open source platform for building content management systems

- Enables teams to collaborate securely in the creation and management of dynamic web-based business applications such as intranets and portals

- Add features easily such as site search, news, personalization, and E-commerce into web applications

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Zope Benefits

- Unbeatable ROI

- Implementation Speed

- Distributed, Secure Control

- Rapid Development

- Plethora of Plug-ins

- Interoperable

- Object Database
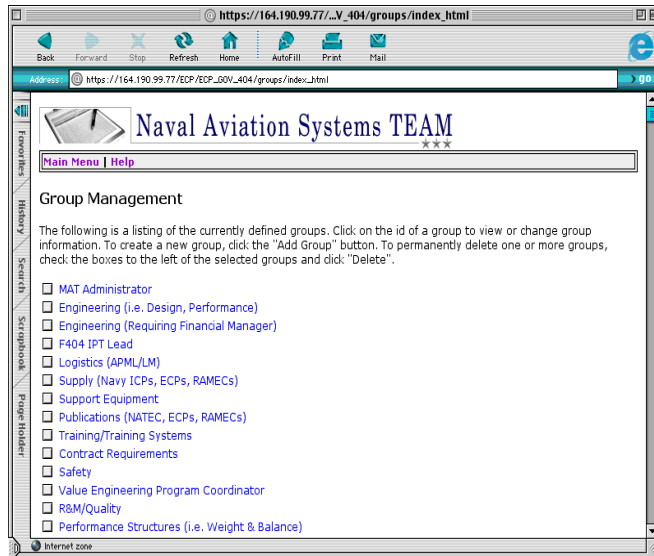
- Transactional Support

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About Zope Corporation

- Founded in 1995 in Fredericksburg, VA

- World class engineering team including PythonLabs

- Five years' experience releasing open source software

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Customers

Jet Engines Manufacture:
A Zope-based solution enables the Navy and General Electric to collaborate securely/efficiently from widely distributed sites, reducing the time and insuring the quality, of implementing engineering changes.
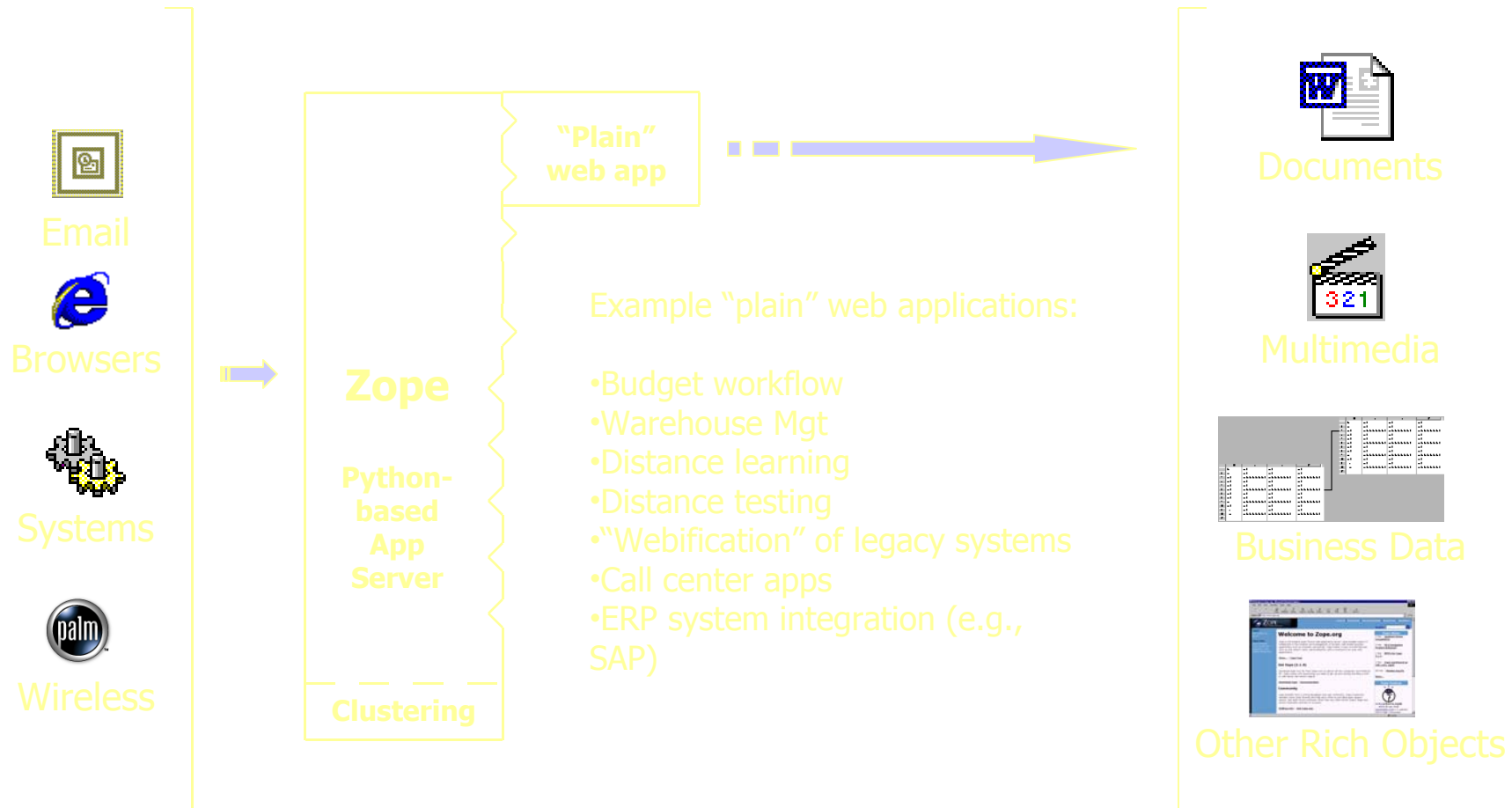
The Navy turned to Zope Corp. to quickly develop and deliver a system to address these unique, complex challenges.

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Zope Site

Zope Content Architecture

Email

Browsers

Systems

Wireless

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Python-based App Server

Clustering

"Plain" web app

Example "plain" web applications:

•Budget workflow
•Warehouse Mgt
•Distance learning
•Distance testing
•"Webification" of legacy systems
•Call center apps
•ERP system integration (e.g., SAP)

Documents

Multimedia

Business Data

Other Rich Objects

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Zope Futures

- Page templates

- New component model

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Conclusion

- Open source has always been big in CMS, but silent

- The market needs open source, and will know it now

- Unique business opportunity for open source companies

- Open source is the future of business technology

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