

< C O N T E N T H E R E / >

A Guide to the Java Open Source
Web Content Management
Landscape

OpenCms Days 2008

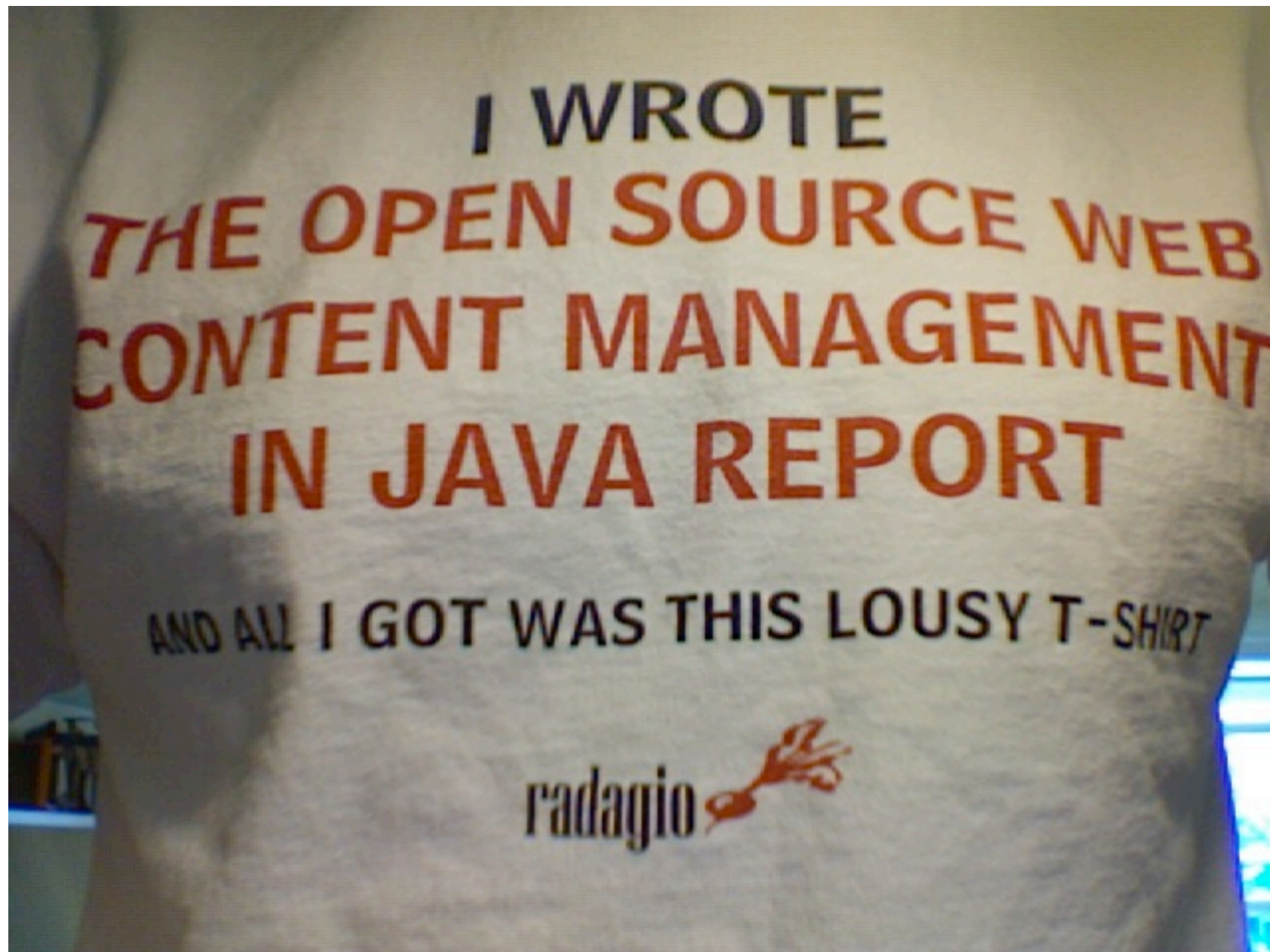
About Me

□ Seth Gottlieb

- Former CMS customer
- Former CMS integrator
- Former CMS vendor
- I dislike them all (sometimes)

□ Content Here, Inc.

- Founded March 2007
- **Vendor neutral** strategic consulting and advisory services around content technologies: commercial, open source, and SaaS
- Report: **Open Source Web Content Management in Java**
- Wide range of clients from high tech, media and entertainment, government, and professional services industries





Open Source Web Content Management in Java

Release 1.0

February 2008

☐ **Alfresco**

☐ **Apache Lenya**

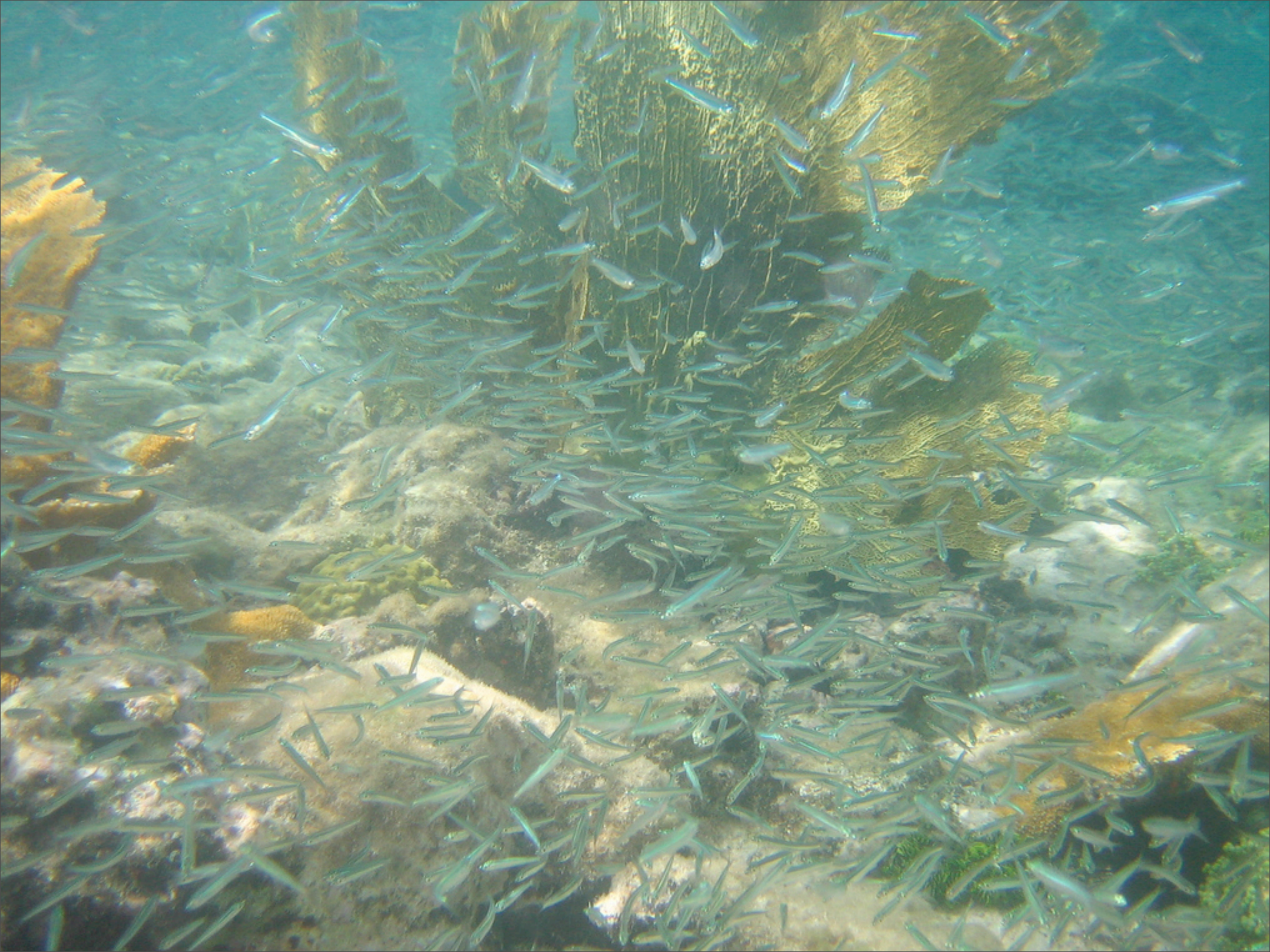
☐ **Daisy CMS**

☐ **Hippo CMS**

☐ **Jahia**

☐ **Magnolia**

☐ **OpenCms**







THE WINNERS ARE NOT WINNING

THE LOSERS ARE NOT LOSING

THE BUYERS ARE TIRED

THEY ARE LOOKING FOR A CHANGE

□ Business model disruption - lower up-front costs

- Redirect resources to major levers
- Enable agile/iterative development

□ Functional disruption - simplicity

- Walking back feature creep
- Consumer grade usability
- A tool that does one thing really well

Two areas with greatest open source adoption

- Basic Informational Website Management
- Content Management Services for Dynamic Custom Applications

Basic Informational Website

Contact | Careers | Country ▾

Services | Practices | Partners | Clients | Company | Publications & Events

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Ask the Experts About Open Source Content Management Solutions

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ABOUT OPTAROS
Optaros is an international consulting and systems integration firm that provides enterprises with best-fit solutions to IT business challenges, maximizing the benefits of open source software.

Optaros offers a third alternative to the "build versus buy" decision with our proven [assembly methodology](#) (OptAM). Within our core practice areas, Optaros ensures successful solution delivery by leveraging open source solution sets and customizing to your specific business requirements.

WHAT ARE YOUR ENTERPRISE IT CHALLENGES ?
Optaros has expertise in common challenges solved by open source solutions.

- ▶ [Getting started with open source software](#)
- ▶ [Taking your apps/internet channel to the next generation](#)
- ▶ [Content management](#)
- ▶ [Service oriented architecture](#)
- ▶ [Customer relationship management](#)

NEWS AND PRESS RELEASES

SEP 19 [Optaros Develops Web 2.0 Solution for Swisscom Mobile](#)

AUG 28 [NetworkWorld Reports on Open Source Companies to Watch](#)

▶ [All News and Press](#)

RESOURCES FROM OPTAROS [RSS](#)

EVENTS

WEBINARS

WHITE PAPERS & REPORTS
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[Understanding Free and Open Source Licenses, Version 2.0](#)
by Stephen Walli

[Open Source Legal Risk Management in the Enterprise](#)
by Stephen Walli

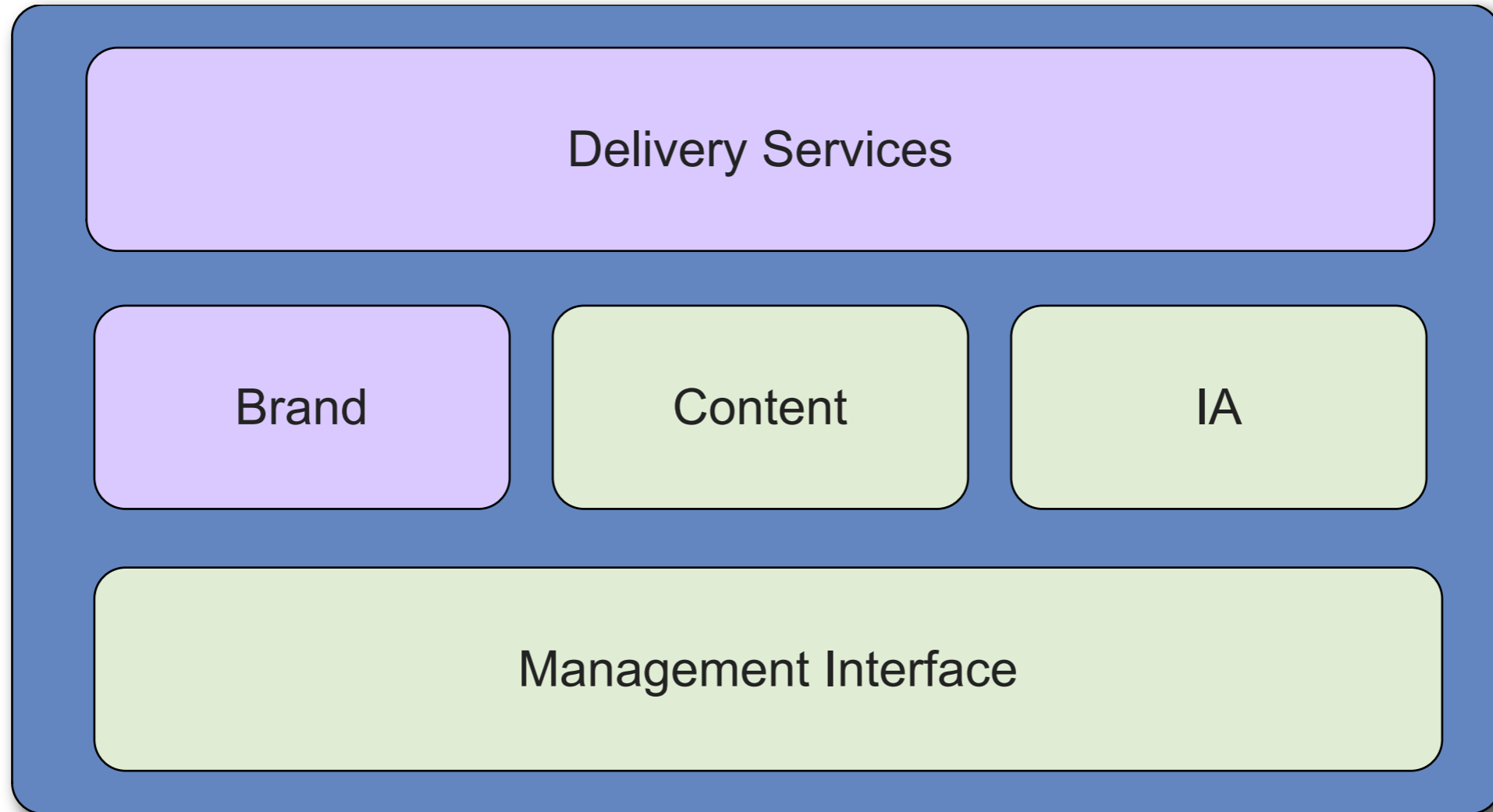
[Understanding Open Source CRM](#)
by Thomas Lundqvist, Hans Waarle

[Unleashing the Power of Open Source in Document Management](#)
by Seth Gottlieb, Sebastian Wohlrapp

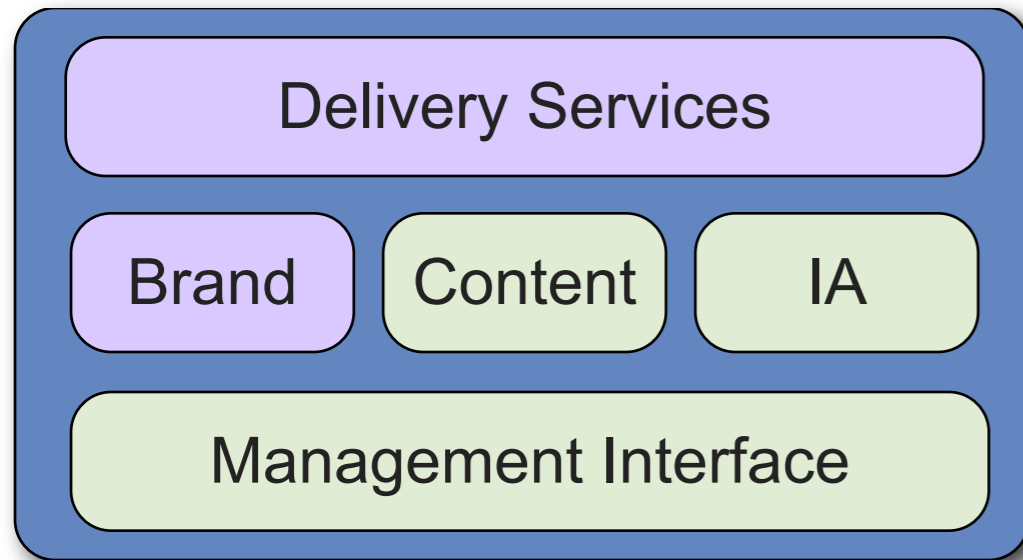
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Basic Informational Website



Basic Informational Website



□ Important

- Ease of use
- Brand-ability
- Creative lifecycle support
- Stability
- Visitor interactivity
- Hostability

□ Less important

- Content reuse
- Complex workflows
- Millions of page views/
per day

Buyer Segmentation

Looking for savings



Looking for control



Looking beyond tech



What do you mean my €5 per month doesn't include the website?

“My business needs a place on the internet that I can type on when my son is away at college”



What do you mean my €5 per month doesn't include the website?

"My business needs a place on the internet



STAY AWAY

Innovation on a Shoestring

- Low start up costs
- Short time to market
- Room to grow
- Responsive to change
- ***Content centric web application framework***



Innovation on a Shoestring

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I <3 LAMP



Technology is the infrastructure, not the solution

“We love the design. How do we
replace the ‘Lorem Ipsum’
stuff?”



Technology is the infrastructure, not the solution

□ Commercial Products

- Ektron
- Hannon Hill
- Hot Banana
- MediaSurface
- PaperThin CommonSpot
- Serena Collage :(
- Terminal Four

□ Other Language OSS

- eZ Publish
- Plone
- Typo3

□ Don't forget the SaaS!

- Clickability
- CrownPeak

What is a software license?



-1 on INDEMNIFICATION ASSURANCES

-1 on the OPEN SOURCE/STANDARDS RHETORIC

-1 on the COMMUNITY LOVE STORY

+1 on the GREAT DEMO!

A closer look at the Java offering

- Apache Lenya
- Daisy CMS
- Magnolia
- OpenCms
- plus Alfresco

Apache Lenya

Strengths

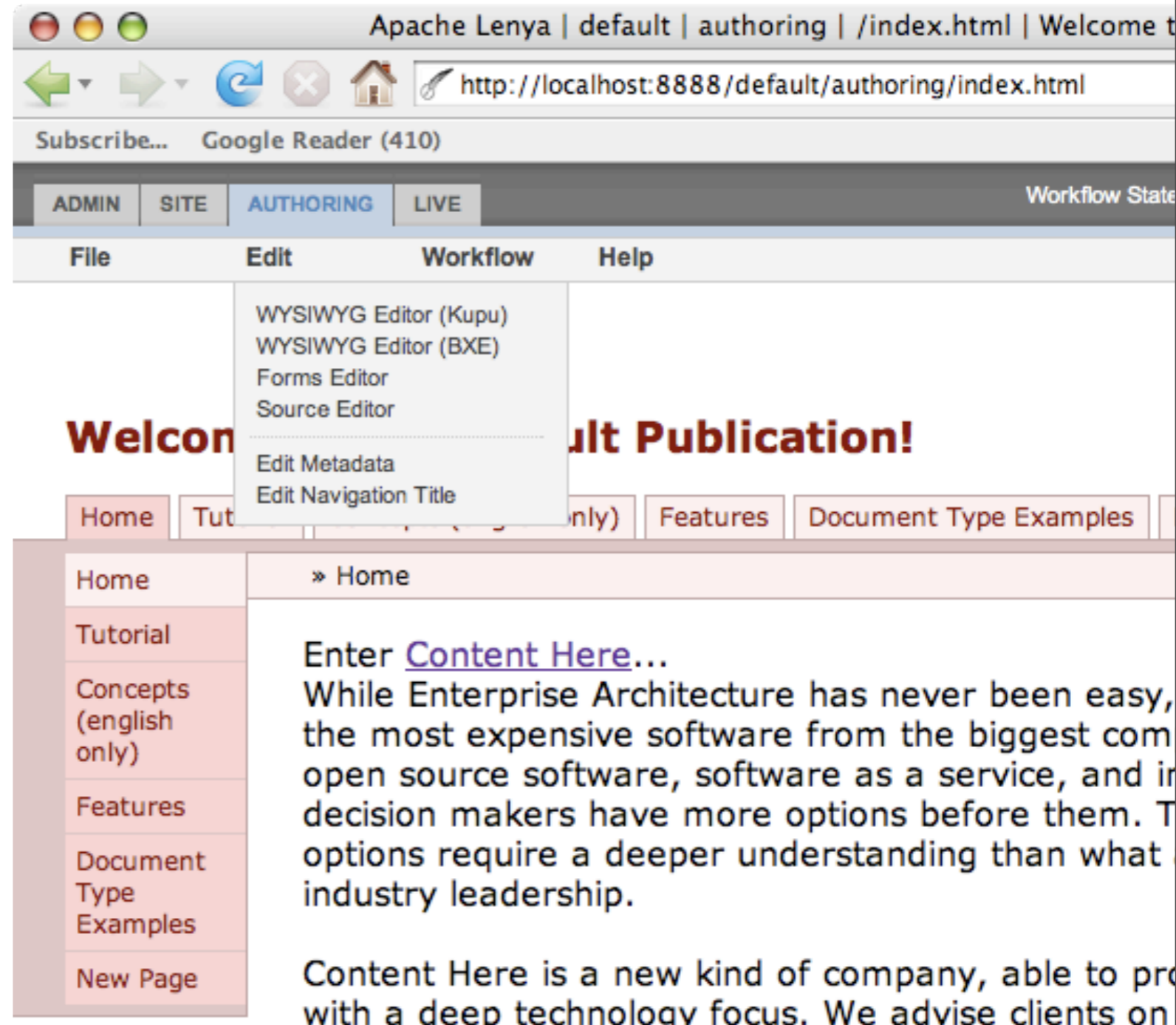
- Used to be ahead of its time with browse to edit
- Localization
- Versioning

Weaknesses

- Structured authoring
- Too complex for this category
- Community issues
- Lost big customers

Future

- Some life with release of 2.0
- May be attractive to Cocoon faithful



Daisy CMS

Strengths

- Wiki-like ease of use
- De-coupled architecture
- Faceted browsing
- Versioning



Weaknesses

- Structured authoring
- Structured navigation
- Small community

Future

- Knowledge Management
- Kauri

The screenshot displays the Daisy CMS interface for a document titled "demo home". At the top, there is a navigation bar with the Daisy logo and version "Daisy 2.1-RC". Below this is a user menu showing "User: testuser Role: User" and several action links: "Tools", "Recent Changes", "New Document", "Actions", and "Variants (1)".

On the left side, there is a sidebar with a "demo home" section containing a list of documents: "All documents A-Z", "contentherecap", "d2r2", "Daycare centers: How much do they cost?", "demo home", "Home", and "Navigation for demo". Below the sidebar, there is a link for "Navigation doc: [view](#) | [edit](#)".

The main content area shows the document title "demo home" and the text "Content Here!". Below this, there is a paragraph of text: "Content Here is a new kind of content services with a deep technology for associated with using open source client's specific needs -- not an op...". A context menu is open over the text, listing actions such as "Edit", "Delete", "Duplicate", "Subscribe", "Change owner", "Document Info", "Versions", "Referers", "Hide navigation", "PDF", "Add to basket", and "Related workflows".

At the bottom of the main content area, there is a "Click to enlarge" link and a "Comments (0)" link. The URL "www.contenthere.net screen shot" is visible at the bottom of the screenshot.

...e analysis and professional
...nts on the opportunities (and challenges)
...es. Our counsel is candid and based on a

Magnolia



Strengths

- Simplicity
- Mult-tiered architecture
- Easy to skin

Weaknesses

- Content reuse
- Localization
- Documentation

Future

- Corporate growth
- US Expansion
- Large commercial customers



OpenCms

Strengths

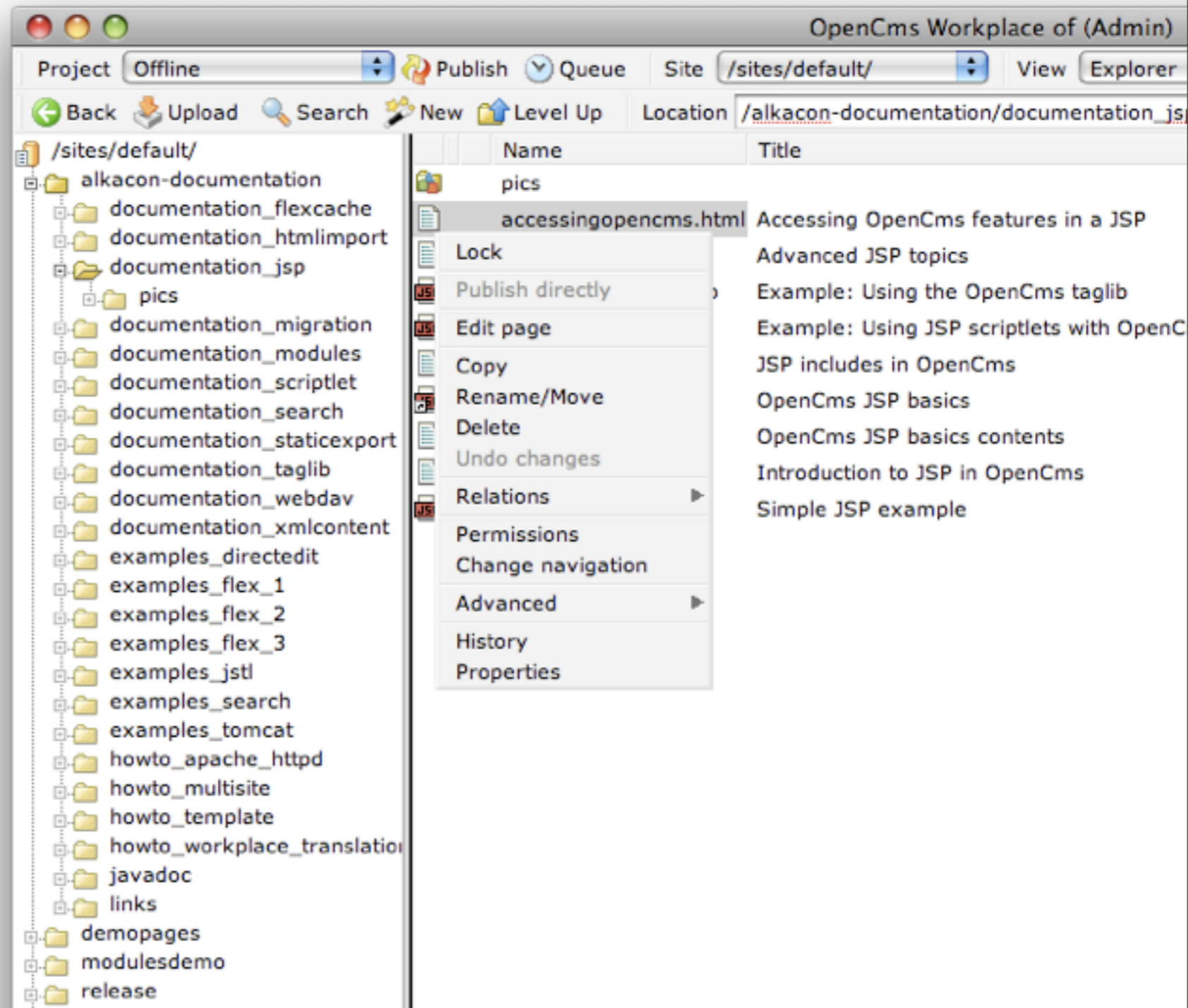
- In-context editing
- WebDAV
- Workspaces

Weaknesses

- Workflow
- Complexity of the workbench UI

Future

- Agency-style integrators
- Alkacon growth



Alfresco

Strengths

- Repository
- Web scripts
- Standards support

Weaknesses

- WCM usability
- Cost

Future

- Improved usability
- Big clients

Navigator

Company Home

- Data Dictionary
- Guest Home
- User Homes
- Web Projects

My Home

Guest Home

My Alfresco

Company Home > Web Projects > BabyCenter

BabyCenter
Use this view to browse the staging area and user sandboxes for a web project.

Staging Sandbox

Created On: 22 August 2007
Created By: admin
There is one user working on this web project.

- Recent Snapshots
- Content Awaiting Launch

User Sandboxes

My Sandbox (Content Manager)

Selected: Submit Selected Undo Selected

Name	Created Date	Modified Date	Size	Actions
testing.html	23 August 2007 10:14	23 August 2007 10:14	0.66 KB	[Edit] [Move] [Copy] [Delete]
testing.xml	23 August 2007 10:14	23 August 2007 10:14	0.27 KB	[Edit] [Move] [Copy] [Delete]

Web Forms

Name	Description	Actions
article		Create Content

Summary

- The content management marketplace is big and complicated and not achieving business goals
- The next wave of opportunity is non-open source buyers
- Sell the solution and not the technology
- Never underestimate the power of a good demo!

Thanks

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