A non-technical, business introduction to OpenCms 7

Alkacon Software GmbH
August, 2007
Index

- Alkacon OpenCms Overview
- Alkacon OpenCms 7 main features
- Screenshots of Highlights
- Reasons for using OpenCms
- Selected OpenCms References
Alkacon OpenCms overview

- OpenCms is a Website Content Management System
- First public release in March 2000
- Version 5.0 (stable) released May 2003
- Version 6.0 (stable) released June 2005
- Current Version 7 released July 2007
- OpenCms is true Open Source Software
- OpenCms is available under the LGPL license
- No licensing costs
- OpenCms can be freely downloaded from the project’s website: http://www.opencms.org
Alkacon OpenCms overview (2)

- Especially suited to build company websites and intranets
- Build for the needs of medium-large enterprises with existing IT infrastructure
- Most features developed according to “real world” customer requirements
- Highly flexible and customizable
- Written in 100% Java
- Uses many proven components from the open source Java community
• Open source development effort for core system lead by Alkacon Software GmbH
• Active development community
  – 1000+ mailing list subscribers
• Widespread commercial support
  – More than 100 official “Solution Providers”
  – 200+ web companies offer support
• Fair amount of documentation available
  – Book on OpenCms written/edited by community members, revised edition under way
  – Interactive documentation / examples
• **Soft & Hardware requirements**
  - Software: Open Source to „High End“
    - e.g. Linux + Tomcat + MySQL
    - e.g. Win NT + IIS + Tomcat + MS SQL
    - e.g. Solaris + BEA + Oracle
  - Hardware: High flexibility
    - Runs on a notebook computer
    - Standard configuration:
      Normal Intel PC, 2Ghz CPU, 1 GB Ram
    - Other: SUN Sparc, cluster configuration possible

• **Installation is wizard based for default components (e.g. Tomcat, MySQL / Oracle), takes just 5 minutes**
OpenCms main features

- Direct Edit of content from the front end of the website
- Automatic Online / Offline workflow
- Flexible content repository
- Integrated full text search engine
- WYSIWYG Editor for “unstructured” content
- Easy definition of XML based content items for “structured content”
- Automatically built editor for "structured content"
OpenCms 7 improvements

- Advanced link management with the Content Relationship Engine
- WebDAV support
- Restore (undelete) operation for deleted resources
- Publishing simplified with the publish queue
- Improved internal system roles & organizational units
OpenCms more features I

- Multiple selections and operations in the Workplace Explorer
- Native image scaling and manipulation, Photo album
- Visual comparison of document versions
- Integration of the popular FCKeditor for WYSIWYG editing
- Manage multiple sites in one installation
- Full text search also in PDF, Word, Excel documents in repository
OpenCms more features II

- Configurable meta information (properties) for all repository resources
- Time based automatic content release / expiration
- Full support for Unicode content
- ACL permission system
- Optional static export of HTML
- JSP based template mechanism
- Templates are version controlled
OpenCms other features

- Advanced multi language support
- Web browser based application
- Full control over the output layout
- Integrated user management
- Project based workflow
- All XML content is schema validated
- Task management
- Version control of content
- History of changes
- XML based content import / export
- Multi path resource access through siblings
- Dynamic page rendering
- Link checking
- Combination of static and dynamic content
- Fully database driven
- Non-GUI shell access to document repository
- Powerful log file configuration
- Open module API for extensions
- ...

OpenCms other features
Screenshots of Highlights
Demo Screenshot 1: The Explorer - View
Demo Screenshot 2: The structured content editor

The structured content editor is a feature of Alkacon, which allows users to create and manage content in a structured format. This screenshot shows a typical content entry screen with fields for title, description, and other metadata. The editor is designed to be user-friendly and intuitive, allowing for easy creation and modification of content.

The example text in the editor is a placeholder text describing a scenario where a famous Wurst Institute in Sterzhausen, Germany, published recent results of Leberwurst causing customer addictions. Dr. Phil Balsam states: “Eating only one bread of Leberwurst causes permanent addiction, driving the people to eat at least 2000 grams of Leberwurst each day.”

A case for this new type of addiction has not been discovered yet, so it is recommended to avoid eating Leberwurst at all moments.
Demo Screenshot 3: Direct Editing of Contents

Modules Demo pages

These pages show the usage of XML Contents with the following content types available for template use:

- Events
- Frequently asked questions (FAQ)
- Job offerings
- News messages

Note: To display XML Contents correctly, each module using templateone needs a "modules/" subfolder containing folders and items for the contents to display.

List variations

Check out the demo pages to see how different lists of XML contents can be displayed on pages:

- List of latest events
My first OpenCms page
An introductory text here, with a nice picture to the right.

A link to another page would be handy, too.

An example table

<table>
<thead>
<tr>
<th>Year</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pos. 1</td>
<td>135.50</td>
<td>146.26</td>
<td>167.08</td>
</tr>
<tr>
<td>Pos. 2</td>
<td>20.43</td>
<td>18.49</td>
<td>21.65</td>
</tr>
</tbody>
</table>

A special character is inserted below the horizontal rule:
Demo Screenshot 5: ACL permission screen
Demo Screenshot 6:
Full text search results
Demo Screenshot 7: Photo album with scaled images
Reasons for using OpenCms

- **Proven**
  - Used by organizations/companies large and small all around the world

- **Mature**
  - In open source development since 2000
  - Current Version is 7.0

- **Easy to use**
  - Both WYSIWYG and structured editing, contents directly editable through the frontend

- **Standards compliant**
  - Uses / implements mature API standards

- **Support is available**
  - Currently more than 100 companies worldwide have registered as official *OpenCms Solution Provider*
Reasons for using OpenCms

- **Cost saving potential**
  - Compared to pricy licensing models of traditional closed source vendor products

- **Open Source**
  - Vendor independence especially important since “consolidation” of CMS market continues

- **Fits well into existing IT infrastructure**
  - Platform neutral because of Java
  - Can usually use your existing DB (e.g. Oracle)

- **Good base for “make” decision**
  - In case of “make or buy”

- **Favorably reviewed by Analysts**
  - E.g. Gartner Group recognizes OpenCms as “one of the most complete and mature of the [Open Source CMS] products reviewed” (*)

(*) Source: Gartner Group report “Roundup of Open-Source Content Management Systems, 1H04” (April 2004)
Selected OpenCms references

- **Banking & Insurance**
  LGT Bank in Liechtenstein - [http://www.lgt.com](http://www.lgt.com)
  Banc Internacional d'Andorra i Banca Mora - [http://www.bibm.ad](http://www.bibm.ad)
  Debeka Insurance - [http://www.debeka.de](http://www.debeka.de)
  Hypovereinsbank Group - [http://www.hvbgroup.com](http://www.hvbgroup.com)

- **Retail & Consumer goods**
  3M Pressnet Germany - [http://www.3m-pressnet.info](http://www.3m-pressnet.info)
  INTERSPORT International - [http://www.intersport.com](http://www.intersport.com)
  The North Face - [http://www.thenorthface.com](http://www.thenorthface.com)
  BP South Africa Ltd. - [http://www.bp.co.za](http://www.bp.co.za)
  Renault (Swiss,Austria,Portugal, ...) - [http://www.renault.ch (.at, .pt)](http://www.renault.ch (.at, .pt))

- **Tourism**
  The South Pacific Tourism Organisation - [http://www.spto.org](http://www.spto.org)
  Basel Tourismus - [http://www.baseltourismus.ch](http://www.baseltourismus.ch)
  Verkehrsbetriebe Zürich - [http://www.vbz.ch](http://www.vbz.ch)
Selected OpenCms references

- **Government**
  - DIMDI – [http://www.dimdi.de](http://www.dimdi.de)
  - Bulgarian ministry of education- [http://www.minedu.government.bg](http://www.minedu.government.bg)
  - Department of Corrections New Zealand - [http://www.corrections.govt.nz](http://www.corrections.govt.nz)

- **Non-Profit Organizations**
  - Catholic Church of Cologne - [http://www.erzbistum-koeln.de](http://www.erzbistum-koeln.de)
  - International Paralympic Committee - [http://www.paralympic.org](http://www.paralympic.org)

- **University & Education**
  - LeTourneau University - [http://www.letu.edu](http://www.letu.edu)
  - Wilberforce University - [http://www.wilberforce.edu](http://www.wilberforce.edu)
  - Karlsruhe Institute for Information Processing Technology - [http://www.itiv.uni-karlsruhe.de](http://www.itiv.uni-karlsruhe.de)

... and many, many more, see [http://www.opencms.org/en/support/references/](http://www.opencms.org/en/support/references/)
Alkacon OpenCms Contacts

Alkacon Software GmbH
An der Wachsfabrik 13
50996 Cologne
Germany

http://www.alkacon.com
http://www.opencms.org