May 5 - 6
Sports and Olympia Museum
Cologne, Germany

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Dear Colleague,

Open Source Software has become a mainstream phenomenon. OpenCms has well established itself among the leading Open Source Solutions for Website Content Management.

A conference where OpenCms users can meet and exchange ideas has long been a request from the community. With this first international OpenCms Days, this vision has become reality.

Of course, we do face a number of challenges that we need to overcome in order to continue this success of OpenCms as a leading CMS platform. In my point of view, one of the most important aspects is the level of cooperation amongst OpenCms Solution Providers. With more competition recently emerging in the Open Source CMS sector, it becomes important that we combine our energy in order to stay on top of our competitors. OpenCms Days should be a first step in this direction.

I am confident that we will have a great conference. What makes me confident is that we have had more response to our call for speakers then anticipated. In fact, we had so many good and interesting session proposals that we decided to extend the schedule from the initially planned 14 sessions to 18 sessions. The sessions will be held by excellent speakers from all over the world, many of which are well known OpenCms community members.

OpenCms Days conference and expo will bring OpenCms users from all over the world closer together. I wish you a great time in Cologne at OpenCms Days 2008.

Alexander Kandzior
CEO Alkacon Software GmbH

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<tr>
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<tr>
<td>10:15 - 10:30</td>
<td>Conference welcome</td>
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<tr>
<td>10:30 - 11:30</td>
<td>Conference Opening Keynote – Status of the OpenCms project</td>
<td>Keynote speaker: Alexander Kandzior</td>
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<td>11:30 - 12:00</td>
<td>Break</td>
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<tr>
<td>12:00 - 13:00</td>
<td><strong>BUSINESS TRACK</strong></td>
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<tr>
<td>12:00 - 13:00</td>
<td>OpenCms at the Royal Library of Denmark</td>
<td>Building Dynamic Websites with OpenCms and jQuery</td>
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<td>Speaker: Carl Alex Friis Nielsen</td>
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<td>Change &amp; Challenge:</td>
<td>Secrets of using the OpenCms Content Relationship Engine (CRE)</td>
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<td>Switching 15 complex insurance sites to OpenCms</td>
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<td>15:00 - 15:15</td>
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<tr>
<td>15:15 - 16:00</td>
<td><a href="http://www.gardena.com">www.gardena.com</a> - a global flash based site with OpenCms</td>
<td>Leveraging the Direct Manipulation Capabilities of OpenCms</td>
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<td>Speakers: Heribert Wettels, Alexander Lehn</td>
<td>Speaker: Konrad Wulf</td>
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<td>OpenCms in Spain</td>
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<td>Speaker: Alejandro Alves</td>
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**DAY ONE - EVENING (OPTIONAL)**

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<td>OpenCms Days 2008 Conference Dinner</td>
<td>Please note: The Conference Dinner is not included in the registration fee for OpenCms Days. Tickets for the Dinner must have been purchased separately in advance!</td>
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### CONFERENCE PROGRAM **DAY TWO**

**TUESDAY, MAY 6**

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<td><strong>BUSINESS TRACK</strong>&lt;br&gt;A Guide to the Java OS Web Content Management Landscape&lt;br&gt;Speaker: Seth Gottlieb&lt;br&gt;&lt;br&gt;<strong>TECHNICAL TRACK</strong>&lt;br&gt;Creating savings with OpenCms multi site functionality&lt;br&gt;Speaker: Olli Aro</td>
</tr>
<tr>
<td>10:15 - 10:30</td>
<td>Break</td>
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<tr>
<td>10:30 - 11:30</td>
<td><strong>BUSINESS TRACK</strong>&lt;br&gt;Discussing OpenCms Workplace usability&lt;br&gt;Speaker: Christian Weber&lt;br&gt;&lt;br&gt;<strong>TECHNICAL TRACK</strong>&lt;br&gt;Build Procedure for OpenCms based Projects using Maven 2&lt;br&gt;Speaker: Felix Noz</td>
</tr>
<tr>
<td>11:30 - 12:00</td>
<td>Break</td>
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<tr>
<td>12:00 - 13:00</td>
<td><strong>BUSINESS TRACK</strong>&lt;br&gt;Qimonda Intranet: creative, passionate and fast&lt;br&gt;Speaker: Hannes Distler&lt;br&gt;&lt;br&gt;<strong>TECHNICAL TRACK</strong>&lt;br&gt;Single sign-on enabled OpenCms&lt;br&gt;Speaker: Pavel Slavícek</td>
</tr>
<tr>
<td>13:00 - 14:00</td>
<td>Lunch Break</td>
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<tr>
<td>14:00 - 15:00</td>
<td><strong>BUSINESS TRACK</strong>&lt;br&gt;OpenCms @ Bayer&lt;br&gt;Speaker: Pascal Hollenbrock&lt;br&gt;&lt;br&gt;<strong>TECHNICAL TRACK</strong>&lt;br&gt;Developing custom widgets in OpenCms&lt;br&gt;Speaker: Dan Liliedahl</td>
</tr>
<tr>
<td>15:00 - 15:15</td>
<td>Break</td>
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<tr>
<td>15:15 - 16:00</td>
<td><strong>BUSINESS TRACK</strong>&lt;br&gt;Breaking down the door: OpenCms in the UK market&lt;br&gt;Speaker: Jonathan Grove&lt;br&gt;&lt;br&gt;<strong>TECHNICAL TRACK</strong>&lt;br&gt;Do you speak ... ? – Integration of other scripting languages than JSP&lt;br&gt;Speaker: Sebastian Himberger</td>
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<tr>
<td>16:00 - 16:15</td>
<td>Break</td>
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<tr>
<td>16:15 - 17:00</td>
<td>Conference roundup and closing session&lt;br&gt;Moderator: Arash Kaffamanesh</td>
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<td>17:00</td>
<td><strong>Conference End</strong></td>
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CONFERENCE OPENING KEYNOTE

MAY 5, 2008 / 10:30 - 11:30

Status of the OpenCms project

OpenCms can look back to a 10 year successful history. But where will OpenCms be in 10 years from now?

In this conference opening keynote, Alexander will lay out the Alkacon roadmap for the OpenCms future. He will first provide some anecdotes about the history of OpenCms – why he started working on it, why the move to open source, and the development since then.

After this, he will examine the present state of OpenCms today, and then expand on what is planned for the future.

The roadmap for OpenCms version 8 will be addressed. Alexander will present his vision of the features that should be included in the next major release, and also present a possible timeline for the development.

Another area that will be touched is the current level of cooperation within the OpenCms community. One important aspect will be how to increase cooperation among the OpenCms Solution Providers.

Last but not least, Alexander will show some of the great new developments Alkacon has in store that will be available soon, either as OpenCms core feature or as a free add on module.
BUSINESS TRACK (B1)

MAY 5, 2008 / 12:00 - 13:00

OpenCms at the Royal Library of Denmark

This is a presentation of the implementation of OpenCms at the Royal library, which is an organization with many editors, and different departments with different needs. The presentation will cover:

- Why we chose OpenCms/open source
- Overview of the implementation process
- Porting/integration of existing content/services
- Integration of digital asset management and image server (Cumulus/eRez)
- Why we are giving back to the open source community
- The KB suite (*) of free modules adding functionality to OpenCms

The presentation will include a demo of the content providers interface to the system and how the same content can be rendered differently in different contexts.

Speaker: Carl Alex Friis Nielsen
The Royal Library

Carl Alex Fries Nielsen has received the MS in Computer Science and Mathematics in 1993 from the University of Southern Denmark. He is employed at the Royal Library since 2005.

TECHNICAL TRACK (T1)

MAY 5, 2008 / 12:00 - 13:00

Building Dynamic Websites with OpenCms and jQuery

This session will focus on integrating the jQuery JavaScript library with OpenCms. It will assume basic knowledge of JavaScript and JSP. Knowledge of Java will help, too. We will look at using jQuery to manipulate the HTML DOM, add visual effects to a page, and use AJAX and JSON to query OpenCms. We will also talk about some of the practical aspects of using jQuery together with OpenCms.

Speaker: Matt Butcher
Aleph-Null, Inc.

Matt Butcher is a Principal Consultant for Aleph-Null, Inc. Matt is passionate about content management systems, search technologies, web application development, and coffee (not just Java). Matt has written four books, including one on OpenCms 5 and one on OpenCms 6.
BUSINESS TRACK (B2)

MAY 5, 2008 / 14:00 - 15:00

Change & Challenge: Switching 15 complex insurance sites to OpenCms

Working in the past with a well functioning but cost-intensive, full paid software equipped internet platform, last year OEV Online Dienste GmbH and its clients and partners switched to an open source platform in which OpenCms constitutes the central element. This means, the internet presences of 15 public insurances and further portals were realised on a client-capable system.

The challenges were: central supply of common used content, delivery of content and rating engines for the web presences of saving banks, furthermore supply of websites for insurance agencies. In addition to this, our clients request was individualisation of functions for several portals.

The speech intents to show how complex functional specifications can be realised with OpenCms and which challenges join such a project.

Speaker: Christian Schöneich
OEV Online Dienste GmbH

Christian Schöneich is leader of the project management team at OEV Online Dienste GmbH. The company operates as central internet service provider of the alliance of 15 public insurances in Germany.

TECHNICAL TRACK (T2)

MAY 5, 2008 / 14:00 - 15:00

Secrets of using the OpenCms CRE

The OpenCms 7 Content Relation Engine (CRE) is one of the most important improvements of OpenCms compared to previous versions. The CRE allows OpenCms to easily and efficiently track any kind of relations between two resources in the OpenCms Virtual File System (VFS).

In this session we will quickly review the obvious usages of this feature in the OpenCms workplace, like link validations during deletion or publishing or XML content edition, as well as new additional features, like the possibility to publish resources together with all their related resources, or the categorization of resources.

We will then focus on more advanced usages, like XML content options to set the type of a relation or how to treat broken relations, as well as using the %(link) macro in JSP files to ensure consistent JSP file generation after changes in included files.

At the end we will see how to create and use user defined relation types, and take a quick look to the most important implementation details.

Secrets of using the OpenCms CRE

Speaker: Michael Moossen
Alkacon Software

Michael Moossen is a Java Geek, working at Alkacon Software for about 4 years as an OpenCms core developer. With a master degree in Artificial Intelligence and 5 years software development experience, he was the main developer in the implementation of the OpenCms 7 Content Relation Engine (CRE).
BUSINESS TRACK (B3)

MAY 5, 2008 / 15:15 - 16:00

WWW.GARDENA.COM – A GLOBAL FLASH BASED SITE WITH OpenCms

The talk describes the realization of www.gardena.com – a huge interactive flash based website with OpenCms. The site is emphasizing the editorial maintenance of flash and fallback HTML content with a shared content management.

The session shows the different views of customers and editors and their daily work with the system. A brief description of the underlying runtime engine shows the possibilities of using flash with html fallbacks under OpenCms.

Speaker: Heribert Wettels
GARDENA GmbH

Heribert Wettels is responsible at GARDENA (Ulm/Germany), Europe’s leading manufacturer of garden irrigation and tools, for Web content and experience since 2001.

Speaker: Alexander Lehn
3m5 Media GmbH

Alexander Lehn is the head of development at 3m5/Dresden. Alexander had its first experiences with java in the early 1998 and since then he loves to work in the enterprise development.

TECHNICAL TRACK (T3)

MAY 5, 2008 / 15:15 - 16:00

LEVERAGING THE DIRECT MANIPULATION CAPABILITIES OF OpenCms BY INTRODUCING A PAGE DEFINITION LAYER

In this session the speaker will present an extension to OpenCms, called Page Definition Module. This extension permits to create, edit, delete and position heterogeneous content elements freely from within the page preview.

The presentation targets both at OpenCms developers, IT architects and OpenCms project managers. It is an advantage to already be familiar with the standard distribution of OpenCms, especially the template mechanisms, XSD's and the Direct Edit feature.

The audience will get to know the aims and concepts behind the open source Page Definition Module provided by businessMart and how to benefit from it in their own OpenCms projects.

Speaker: Konrad Wulf
businessMart AG

Konrad Wulf has originally graduated in Business Administration in 1999, before he began his career in the area of software engineering. He is the main author behind the open source Page Definition Module for OpenCms.

Konrad Wulf currently works for businessMart, an innovative company providing B2B solutions for electronic markets, based at Stuttgart, Germany.
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BUSINESS TRACK (B4)

MAY 5, 2008 / 16:15 - 17:00

OpenCms in Spain

This session’s purpose is to provide all attendees a good understanding of the meaning of OpenCms for the Spanish market. In order to have a clear positioning of OpenCms, its limitations will be addressed, as well as the pros and cons versus its main alternatives in the market.

All the information that will be presented is an up to date overview as result of a recent research study that has been carried out with the purpose of the present conference, contacting most of the important customers and companies in Spain.

This session is highly recommended for those participants that are interested on learning the Spanish customers' opinion about OpenCms, on having a commercial vision in a different country and how to enhance OpenCms.

Speaker: 
Alejandro Alves
OpenCms Hispano

Alejandro is a co-founder of the first Spanish OpenCms Community (www.opencmshispano.com). Always in a mood of promoting OpenCms to leverage the value of the website content management system solution, Alejandro provides professional services helping webmasters and content managers worldwide to create and maintain websites fast and efficiently.

TECHNICAL TRACK (T4)

MAY 5, 2008 / 16:15 - 17:00

Using and extending OpenCms search capabilities

OpenCms uses the highly acclaimed Lucene full-text search engine and thus provides a solid foundation for full-text searches. Especially in conjunction with structured contents the full-text search engine in OpenCms 7 opens new possibilities.

In this session we will look at how to configure the built-in indexing in order to take advantage of specific information stored in OpenCms' structured contents.

We will also look at the scenario where there is a need to be able to search in not „just“ files in OpenCms’ virtual file system. We do this by using the Solr Lucene front-end. Solr is an open source project that provides a web service like front-end to Lucene.

The session should give you an idea of how to meet various requirements for searching in relation to OpenCms. Some basic understanding on how OpenCms deals with indexing and searching will be advantageous but not a requirement.

Speaker: 
Claus Priisholm
CodeDroids ApS


A firm believer in open source technologies Claus and his company continues to use and support open source technologies for a variety of customers in Scandinavia. Claus has been working with OpenCms for more than 5 years and among other things has made the Danish OpenCms workplace translation and written a thorough Danish user’s guide.
**D A Y O N E  E V E N I N G  P R O G R A M (O P T I O N A L)**

**M A Y  5, 2008 / 19:00 - 22.00**

**O p e n C m s D a y s 2 0 0 8 C o n f e r e n c e  D i n n e r**

The conference dinner will be served in the relaxed atmosphere of the “Le Jardin” restaurant at the Novotel, located just across the street from the Sport and Olympia museum. The focus of this get-together is to exchange experiences and to meet speakers, sponsors and other attendees of the conference.

**Hotel Address:**
Novotel
Bayenstrasse 51
50678 Köln
Phone: +49 221 80147 0

Please note: The Conference Dinner is not included in the regular registration fee for OpenCms Days. Tickets for the Dinner must have been purchased separately in advance!
BUSINESS TRACK (B5)

MAY 6, 2008 / 09:15 - 10:15

A GUIDE TO THE JAVA OPEN SOURCE WEB CONTENT MANAGEMENT LANDSCAPE

Not long ago, companies looking for an open source Java web content management system (WCM) had limited options. While the open source content management system (CMS) community as a whole was thriving, most of the activity was on the PHP and Python stacks.

The state of the market is rapidly changing. More products are emerging and some of the older projects are seeing resurgence.

In this session, Seth Gottlieb will explain some of the forces behind these trends and where they may lead. He will describe the leading open source Java WCM technologies on the market, their relative strengths, and where they tend to be used.

Attendees will achieve an outside perspective of the marketplace with special attention to the products that potential buyers are also considering.

TECHNICAL TRACK (T5)

MAY 6, 2008 / 09:15 - 10:15

ADVANCED USAGE OF OPENCMS MULTI SITE FUNCTIONALITY

This is a technical OpenCms workshop outlining how OpenCms multi site functionality can be utilized to establish a shared hosted OpenCms platform either in order to consolidate a group of internal websites or provide OpenCms as ASP service.

The session will highlight key principles around the platform setup as well as any issues that should be considered as part of the deployment. This session will be supported with couple of real life case studies.

While some aspects of the session will include OpenCms insides such as configurations and the template build, this session is aimed to be suitable also for audience with no previous experience in OpenCms.
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BUSINESS TRACK (B6)

MAY 6, 2008 / 10:30 - 11:30

DISCUSSING OPENCMS WORKPLACE USABILITY FOR EDITORS OF CORPORATE WEBSITES

One major goal of content management systems is to bring web publishing capabilities to employees in business companies. The users of a CMS, called „editors“, belong to departments like marketing, product management or technical documentation. Common requirements are creating web pages without any HTML knowledge, maintaining media assets or managing translation of entire sites.

This session identifies typical workflows for maintaining content of corporate websites. In doing so, it discusses the usability of OpenCms' editorial frontend, the „Workplace“ and presents helpful functions and opportunities for improvements.

A comparison with editorial front ends of other common content management systems, like RedDot, Day and CoreMedia completes this session.

Target audience are OpenCms newcomers and editors who want to get to know best practices in using the Workplace as well programmers who are seeking ways to improve the usability of the Workplace.

TECHNICAL TRACK (T6)

MAY 6, 2008 / 10:30 - 11:30

BUILD PROCEDURE FOR OPENCMS BASED PROJECTS USING MAVEN 2

After a short introduction into the build tool Maven 2 we dive into how we use it to build complete OpenCms based projects. A custom made Maven VFS plug-in helps managing all VFS content in a file system source tree just like Java sources.

This allows us to put complete OpenCms based projects under version control, including everything that resides in the VFS. That way team code contribution to all kind of VFS content can be managed using standard version control mechanisms just like with Java source files.

After checking out from version control an OpenCms based project can be built into a completely functional web application using Maven and the Maven VFS plug-in.
BUSINESS TRACK (B7)

MAY 6, 2008 / 12:00 - 13:00

QIMONDA INTRANET: CREATIVE, PASSIONATE AND FAST

A close look at the project and processes for a multi-language corporate Intranet with regional Websites – The session is intended for business managers and will cover the following topics:

• About Qimonda
• Carve Out the 1st Wave - the Internet
• Carve Out the 2nd Wave - the Intranet
• Solution Design
• Global Site Architecture
• Content Structure and Design
• Local and Corporate Content
• Service Oriented Content
• Multi-language
• People and Processes

Speaker:

Hannes Distler
Qimonda AG

Hannes Distler has professional experience on multiple international corporate web projects. During his career he worked for 5 years for BroadVision AG - a leading provider for enterprise content management-, portal- and e-commerce solutions – as a Senior Consultant. He joined Infineon Technologies AG in January 2005. Since May 2006 he is responsible for all Internet and Intranet activities at Qimonda AG, the creative memory company.

Pavel Slavícek is an analyst at Qbizm Technologies, a.s. with 8 years of experience in designing and developing web applications. In Qbizm technologies he is responsible for technical side of enterprise projects based on OpenCms for key customers. He is interested in content management systems, data integration and related technologies such as portal servers or JSR 170.

TECHNICAL TRACK (T7)

MAY 6, 2008 / 12:00 - 13:00

SINGLE SIGN-ON ENABLED OPENCMS

The presentation will introduce the architecture of Single Sing-On implementation into OpenCms.

At the beginning of the session Single sign-on will be introduced. Architectures of well known Single sign-on mechanisms (such as Central Authentication System, NTLM or Kerberos) will be presented and advantages of using Single sign-on on intranets will be discussed.

After a short theoretical introduction the speaker will present the architecture of Single sign-on integration into OpenCms which Qbizm Technologies, a.s. designed and implemented.

Pavel will then introduce the integration of concrete well known Single sign-on mechanisms and present his experiences with Single sign-on integration in real projects.

The presentation is intended to software architects and developers which have basic knowledge about authentication mechanisms used in web applications.
**BUSINESS TRACK (B8)**

**MAY 6, 2008 / 14:00 - 15:00**

**OpenCms @ Bayer**

This session is aimed at (technical) project leaders and decision makers in the IT-environment.

It will generally illustrate the benefits that OpenCms – as an Open Source solution, offers for a major enterprise such as Bayer. More details will be provided on the topics “fields of requirements” and “realization of Bayer-specific developments”.

After this introduction the session will focus on the integration of OpenCms into an IBM Websphere Portal as sample project.

It will deal with the basic requirements, show up different integration-alternatives we had during the course of the project and present the final solution.

Finally I will summarize other mentionable Bayer-customizations and give a short overview of planned OpenCms-activities.

**Speaker:**

Pascal Hollenbrock
Bayer Business Services

Working for Bayer since 2002, Pascal today is in the Bayer Content Management department. He made experiences with different Content Management Systems like TimeToWeb, Typo3, Lotus Notes or Interwoven Teamsite. When in the beginning of 2006 his team decided to introduce OpenCms as new standardized system, he became responsible for different OpenCms projects within Bayer.

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**TECHNICAL TRACK (T8)**

**MAY 6, 2008 / 14:00 - 15:00**

**Developing custom widgets in OpenCms**

This session is intended for developers familiar with OpenCms. It covers the use of custom widgets in structured content editors.

In the session the audience will be taken through the process of designing and creating a custom widget that obtains its data dynamically. In developing the widget a framework will also be introduced which can be used for creating other custom widgets that have dynamic data sources.

At the end of the session the audience will be able to design and create their own custom widgets for use in structured content editors.

**Speaker:**

Dan Liliedahl
eFoundry Corp.

Dan Liliedahl is the founder and CTO of eFoundry Corporation, a premier consulting company with expertise in selecting, specifying and delivering Open Source and commercial content management, portal and collaboration systems. He is the author of the recently published book: “OpenCms for Developers”, a clear practical tutorial about a popular Open Source content management system.
Breaking down the door: OpenCms in the UK market

Although open source solutions are increasingly accepted among the UK voluntary and community sector, this type of product has had only limited impact on the corporate and public sector which continue to be dominated by proprietary content management systems.

Nevertheless, over the last three years Futurate have installed OpenCms into a range of national public agencies in the UK and this session will both outline our experiences and approach and will frankly examine the challenges that face the OpenCms community if the platform is to gain a larger share of the UK market.

In the session I will particularly argue that from the perspective of much of the UK market the concept of open source is largely irrelevant and what really matters is credibility, product reliability and service quality from OpenCms providers.

The session will be of particular interest to business development managers and strategists who are concerned to understand how they might develop the market for OpenCms in their region.

Do you speak ...?

Integration of other scripting languages than JSP

This talk will describe how the current JSP integration works in general and explain a way to embed other scripting languages to produce dynamic content or perform other actions inside OpenCms. Since the JVM moves more into the direction of a multi-language VM (JRuby, Jython and Groovy being the current examples) supporting multiple languages and being able to leverage knowledge and code from other languages is generally a good thing.

The session will take you on a tour through the inner workings of OpenCms, touch many core concepts and tries to explain how JSP, the Flex Cache and general request handling interrelates. It then uses this knowledge to demonstrate a concept plus a practical implementation of scripting language integration which you can take „as is” or use to integrate your own or other scripting/dynamic languages.
CLOSING SESSION

MAY 6, 2008 / 16:15 - 17:00

CONFERENCE ROUNDPUP DISCUSSION PANEL

Arash will moderate a panel of speakers, sponsors and delegates from the conference. In this panel, proceedings of the OpenCms Days conference and expo will be discussed and resulting next steps in the OpenCms community will be outlined.

The participants in the discussion panel will be announced prior to the session.

Moderator:
Arash Kaffamanesh
Pomegranate Software

Arash is an independent content management consultant and has been working for a decade for several companies in Germany, USA, Greece and Netherlands building Enterprise Content Management Solutions. He has been responsible for business process automation, product life cycle management and building knowledge management solutions for software development teams in many corporate intranets.
Alkacon Software – The OpenCms Experts

When it comes to OpenCms projects, Alkacon delivers solutions to the most demanding customers on time and on budget.

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Alkacon is offering individual OpenCms consulting and development services best suited to our customers’ requirements, from daily workshops up to large scale full project deliveries.

**Professional OpenCms Support**
Are you considering development with OpenCms using your internal resources? Alkacon professional support provides a convenient way to directly access the knowledge and experience of the OpenCms core team.

**OpenCms Training Courses**
Alkacon OpenCms training courses offer you the best possible introduction to OpenCms development, directly from the creators of OpenCms.

**OpenCms Enterprise Extensions (OCEE)**
Alkacon OCEE adds features to OpenCms that are often required when performance, data consistency, security and failover is mission critical. This includes connecting to user directories like LDAP or Microsoft Active Directory, Cluster support, optimized caching and replication of the OpenCms database.

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