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
I WROTE
THE OPEN SOURCE WEB
CONTENT MANAGEMENT
IN JAVA REPORT
AND ALL I GOT WAS THIS LOUSY T-SHIRT
radagio
Open Source Web Content Management in Java

Release 1.0
February 2008
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

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

09 SEP 15
Optaros Develops Web 2.0 Solution for Swiscom Mobile

08 AUG 28
NetworkWorld Reports on Open Source Companies to Watch

All News and Press

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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
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

Low start up costs

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*Content centric web application framework*
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
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
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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