



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.



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# Audience Question

Who uses content management systems?

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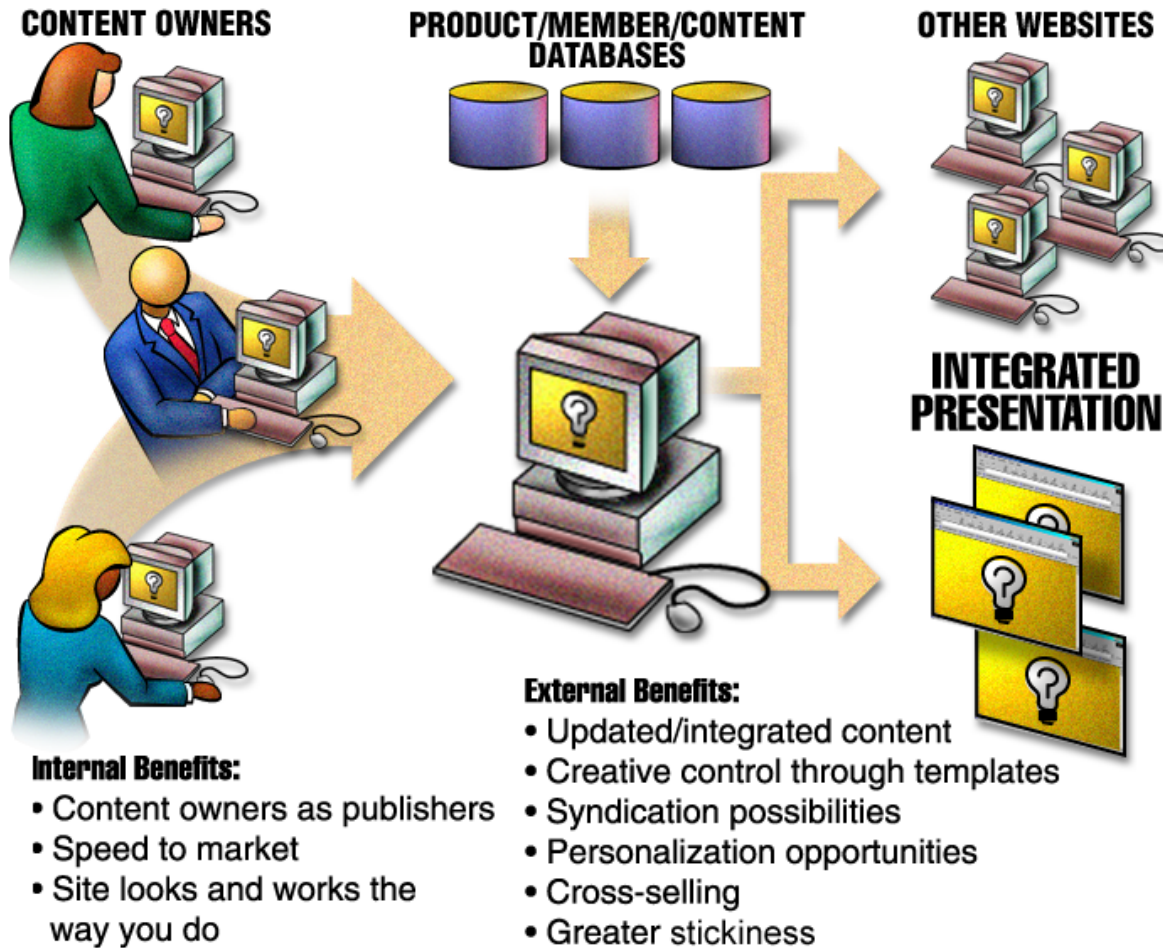
# What Is Content Management?

- “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



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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- Inaccurate/outdated content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

- Workflow
- Authoring
- Tagging
- Roles
- Versioning
- Localization
- Aggregation

## Publishing and Distribution

- Page generation
- Searching
- Personalization
- Privileges
- Caching
- Replication
- 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

The screenshot shows the Zope web interface in a browser window. The address bar displays 'http://localhost:8080/'. The interface includes a navigation menu on the left with folders like 'Control\_Panel', 'Applications', and 'Objects'. The main content area shows the source code of a file named 'index.html'. The code is HTML with embedded Zope tags, such as . Below the code editor, there are buttons for 'Save Changes', 'Cancel', 'Refresh', 'Print', and 'Save Copy'. At the bottom, there is a 'File' field with a 'Save' button.

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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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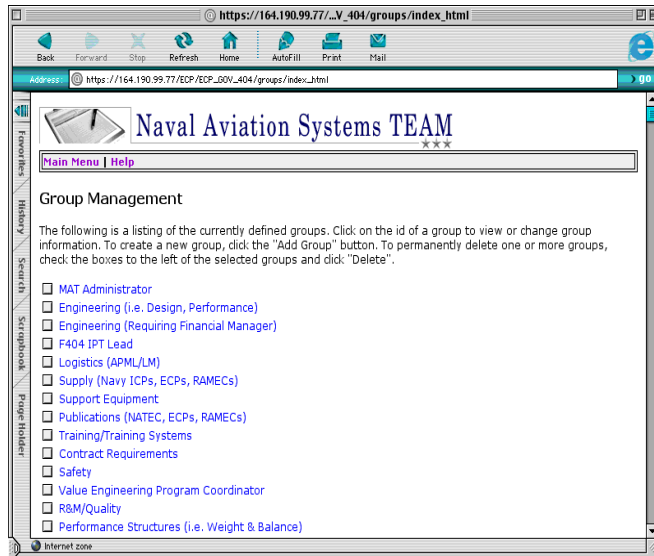
# About Zope Corporation

- Founded in 1995 in Fredericksburg, VA
- World class engineering team including PythonLabs
- Five years' experience releasing open source software

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# Cus to mers



The Navy turned to Zope Corp. to quickly develop and deliver a system to address these unique, complex challenges.

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.



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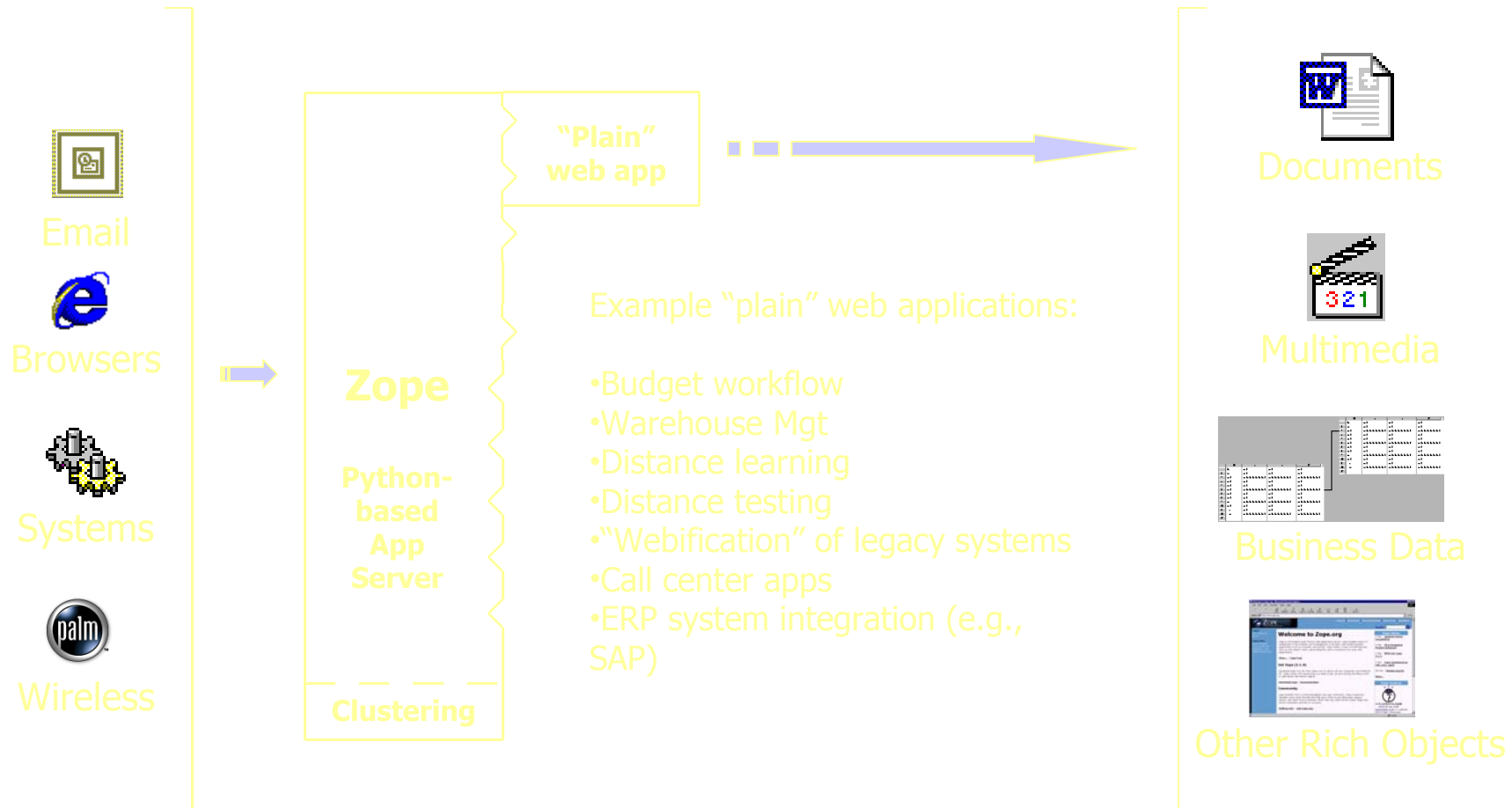
# Zope Site



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# Zope Content Architecture



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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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