Overview

- Intro
- When: Do I need Content Management?
- Why: CMS Goals of Decision Makers
- How: Magnolia Advantages
- Magnolia Release 3
- Magnolia Gardens
- Roadmap
When would you need a Content Management System?

- Content bottlenecks with a webmaster, IT department, or some other related gatekeepers in company.
- Site visitors have difficulty finding what they need.
- Content contributors have difficulty finding what they need.
- Content is inaccurate / outdated / redundant / unauthorized.
- The web-site exhibits inconsistent design and navigation schemes.
- Contributors occasionally overwrite content / files accidentally.

(from “Content Management Problems in Top500 US 2002”, Forrester Research)
When would you need a Content Management System (cont.)

- Web managers need to "roll back" the site to a previous version - perhaps for legal or regulatory reasons - but cannot.
- Content contributors are unable to pre-publish content to appear at a specified later date or time.
- Content has feet of clay: web managers cannot easily reuse / share / distribute / import it.
- An inability to protect or control access to content keeps good material offline.
- Marketing and product managers cannot customize content for customers, partners, and other important visitors.
- Internal company staff is not invested in web communications.
CMS Goals of Decision Makers
(from “Content, Management, System” by Chung-Wei Lin)

- Reduce content update costs and improve frequency of information publication.
- Increase Web content value with workflow & approval processes.
- Standardize content structures, and maintain design control and branding across an organization.
- Maximize effectiveness of team skills by enabling business users to publish their own content.
- Leverage existing enterprise technologies and skills to deploy Web applications.
- Reduce site creation, maintenance, and enterprise rollout costs by creating automated processes.
Benefits of a Content Management System

• Enable Faster, Less Expensive Content Updates
• Increase Content Accuracy, Quality, and Value
• Decrease Information Retrieval Time
• Centrally Manage Site Usability and Branding
• Centrally Manage Site Development and Deployment
• Facilitate New Opportunities for Innovation
Magnolia
Simple is Beautiful.

- It's a CMS!
  - Simple is Beautiful
  - Open Source
  - Standards, Standards, Standards
- And more...
  - Document Management, Asset Management
  - JSR-168 (Portal/Portlet) support
  - Business Process Navigator
- So what is it not, then?
  - no portal, no groupware, no forum, no wiki
Magnolia
What makes Magnolia unique

- Open-Source & Standards-based
- User-friendly
- Battle-tested
- Supported
Open Source
Maximum Flexibility

- open source for best possible integration support
- Open Source, Open Roadmap, Open Communication
- world wide community
Standards
Lower Total Cost of Ownership

- easily integrate your company’s information assets thanks to supported Standards - JAAS, SSO, LDAP, ADS...
- reuse your existing J2EE infrastructure and technical staff
- use your existing knowhow – no need to learn a proprietary templating or scripting language (which you will never need again)
- easily find resources if you need them
Standards
JSR-170 standardized repository

- JCR is to CMS what SQL is to databases – standard access to content
- magnolia is "next generation" CMS leveraging the JCR-API
- JCR will shape the future of content management
- Gartner Group, Forrester Research, and Meta Group expect "content unification" as a major challenge today. JCR is a key technology to make content unification feasible.
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User-friendly

- AJAX powered: outstanding, easy-to-use GUI brings desktop software functionality to the web browser
- Intuitive User Interface
- Philosophy: if you have to explain it, it's too complicated
How does ease-of-use make a difference?

• “We did a user test last week where we setup some templates both in magnolia and in opencms and had the users walk through creating pages in both and give their feedback on what they liked or disliked about both systems.

I was the magnolia trainer and compared to the opencms trainer I hardly received any questions about how to accomplish things, people seemed to just understand it intuitively.

On the opencms side there were lots of questions with people not really understanding what was going on.”

Tom Jensen, Boise Cascade
The decision for choosing a content management system depends on a variety of criteria, depending on the scope of the project. Using the matrix below, you can see the most important reasons for choosing TYPO3 as your favorite content management system. Choosing a CMS can be a long and difficult process, especially since there are a large number of content management systems available. In Europe alone, you have around 500 systems to choose from. The first step in the evaluation process is to build up a cluster with the following CMS categories:

- What is a CMS?
- Highlights
- Feature list
- Screenshots
- License
- Association
- History
- Snowboard
- Customers
- Support
- Demo
- Contribute
- Press
- search
- contact
- Thanks
- About this Site
- templates
- New TYPO3.com
- typo3.org
- edu.typo3.com
- gov.typo3.com
- typo3.org under construction
- MANUAL
- Copies...
- DB
- Old stuff
- edu projekt surselvafutur
- OLD.edu.typo3.com

Whether you are looking to manage content in a large corporation, a non-profit organization or a small business, we can help you find an enterprise-level solution that meets your needs. You no longer need to settle for an expensive proprietary CMS with limited features. Instead, we can offer you the best feature of all - freedom. Below is a brief list of the most important highlights TYPO3 has to offer.

Feature Richness
Over the years, TYPO3 has grown and expanded rapidly by meeting the needs of clients and end users. Some of the world’s best programmers and consultancies have a vested interest in the development of TYPO3 and have formed a strong community in response to that need. When ideas are initiated, they are openly discussed among the group and quickly integrated within the next version of the software or built into an extension. The community
<table>
<thead>
<tr>
<th>Page</th>
<th>Title</th>
<th>Template</th>
</tr>
</thead>
<tbody>
<tr>
<td>mail</td>
<td>メール</td>
<td>???Sample Mail Template??</td>
</tr>
<tr>
<td>features</td>
<td>Magnolia 2.1 Features</td>
<td>Magnolia samples: Two columns page</td>
</tr>
<tr>
<td>obinary-services</td>
<td>Obinary Services</td>
<td>Magnolia samples: Two columns page</td>
</tr>
<tr>
<td>feedback</td>
<td>Feedback</td>
<td>Magnolia samples: Two columns page</td>
</tr>
<tr>
<td>help</td>
<td>Help</td>
<td>Magnolia samples: Two columns page</td>
</tr>
<tr>
<td>mailform</td>
<td>Mail Form</td>
<td>Magnolia samples: Two columns page</td>
</tr>
<tr>
<td>thanks</td>
<td>Thanks</td>
<td>Magnolia samples: Two columns page</td>
</tr>
<tr>
<td>search</td>
<td>Search</td>
<td>Magnolia samples: Two columns page</td>
</tr>
<tr>
<td>magnolia-product-info</td>
<td>Magnolia Product Info</td>
<td>Magnolia samples: Two columns page</td>
</tr>
</tbody>
</table>

- Open page...
- Open page
- New page
- Delete page
- Move page
- Copy page
- Restore
- Versions
- Activate this page
- Activate incl. sub pages
- De-activate
- Export tree to xml
- Import from xml
But guess what: its not the looks!

- Magnolia looks great – but its not the icons that make a product usable
- Magnolia also works great: interaction design is paramount and rigorous
- Not “from Developers for Developers” but “from Developers for Users” (but the Developers get a nice package, too)

- Lessons learned:
  - Its simple to make things hard
  - **Its hard to make things simple**
Magnolia
What makes Magnolia unique

- Open-Source & Standards-based
- User-friendly
- **Battle-tested**
- Supported
Battle-tested
Installations and Scalability

- 130,000 downloads, >5000 Installations worldwide
- 400 concurrent users maxing out at 65MB of memory
- distributed architecture out of the box
- built-in clustering
- pluggable high-performance cache to meet your needs
- pluggable repository (CRX available)
- largest currently planned setup we know of:
  Diamond, currently building UK’s largest synchrotron, plans to
  mirror Magnolia to 24 servers
Battle-tested: Amgen Tour of California

- “We were very impressed with how Magnolia handled under the load, even before I got caching working. We averaged about 580 hits a second, although that was an overall average and we probably had about 4 times that during lunchtime. (= 8 Million Hits/hour)

This was all running on a single server per magnolia instance, an Intel Xeon 3.0 ghz processor with 2 Gb of Ram.”

Brandon Root, Portent Interactive
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Professional Support

- Enterprise Edition - “certified stack”
- world-wide professional training available
- professional support through the Magnolia Organization
Support
Is training worth it?

• “I just finished up yesterday at the training for Magnolia ... and felt it well worth the time and money to go there. **It was so nice to have a knowledgeable instructor to help understand Magnolia and how it relates to the JCR. ...** The training not only will have **saved me many hours of head scratching**, it has helped me to get the vision of what was intended with Magnolia and how to better use it along with the underlying repository.”

*Tom Jensen, BC*
What’s in it for me?
Why you should consider Magnolia

- Features for Editors
- Features for Programmers
- Features for Administrators
Features for Editors

• easy to use content editing thanks to user friendly interface design and rich text editor
• comes in your language (per user setting)
• editing in look & feel of life site – no need to learn custom navigation of other admin tools
• edit any browsed page simply by changing the url prefix from www to e.g. cmsadmin
• move & copy functionality lets you easily duplicate page or site structures for quick entry of similar content
• works in more than one web browser
Features for Programmers

- Automatic form-dialog generation
- Use any templating language you like (JSP is used out-of-the-box)
- Custom-tag library speeds up templating
- “Pluggable Anything” (Swing coming right up next)
- Unlimited page and paragraph designs
- Java Content Repository (JCR)
- modularized Maven2 project infrastructure
- Logging with Apache Log4j
Features for Administrators

- 2-minute installation with drop-able war file or prepackaged with Apache Tomcat - quick and easy deployment
- J2EE
- Packager: install and uninstall anything
- Role-based user management, ACL’s, JAAS, Single-Sign-On
- Log4J
- Built-in Clustering
- Pluggable Caching
Magnolia Release 3.0
What’s new

- workflow
- versioning
- document management
- meta templates (templating without templates)
- RSS, Podcast, Multimedia-support
- Email-Module
- pluggable template rendering (JSP, FreeMarker, Velocity, PDF...)
- Single-Sign-On through JAAS (via LDAP, ADS...)
- JSR-168 Portal Support
Demo
Showcase of major features

• Create a Webpage  
• Rich Text Editor  
• Display Excel Data in Table  
• Reorder Paragraphs  
• Reorder Pages (first link to page, then move that page!)  
• Create RSS feed or PodCast (using meta templates)  
• DMS  
• Change the page layout  
• Create Mail Form  
• Manage Users
Magnolia 3.0 Editions
Targeting different usage models

- **Community Edition**
  - great, free and unsupported

- **Enterprise Edition**
  - supported
  - “certified stack”
  - additional functionalities (LDAP, JSR-168...)
  - for sites that require portal integration and external user management

- **Business Process Edition**
  - documentation of business processes, ISO 9000, QM etc
Magnolia Gardens
The Seeds

- simple to build add-ons (paragraphs, templates, modules)
- great base: 130’000 downloads
- JCR - Java Content Repository makes content storage easy
- www.magnolia.info: community information, mailing lists
- wiki.magnolia.info: share your knowledge
- jira.magnolia.info: issue tracking, roadmap, release notes
- svn.magnolia.info: source
Magnolia Gardens
Projects and Sites

- map.es - main site for Spanish Government
- Amgen Tour of California (up to 8 Million hits/hr)
- owasp - #1 web application security site - 6’000’000 visitors/yr.
- tomato - design agency
- siemensenterprise.com
- actelion, mepha, basilea
- intranet solution for Mepha, Lloyds Private Banking
- jettravel.ru - Russian travel site
Floyd Golden
Landis wins Inaugural Amgen Tour of California
Tour of California. Race Coverage
Get live race updates and highlights from your Google homepage by adding the Tour of California module.

**AMGEN Tour of California News**

- Thank You Letter from Shawn Hunter
- Tour of California Quotes
- Inaugural Amgen Tour of California Breaks Attendance Records
- Inaugural Amgen Tour of California Concludes.
Аренда автомобилей по всему миру

01.09.2005 Суперцены на прокат автомобилей в Чехии
Все включено

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MAGNOLIA CONTENT MANAGEMENT SUITE

Magnolia Enterprise Content Suite is the leading user-friendly open-source content management system built on the Java Content Repository Standard JSR-170

Magnolia 2.1 speaks 15 major languages, including English, Chinese, Japanese, Russian, French, German, Spanish and Portuguese. It contains numerous new features: native search, XML-based import/export, a new cross-browser rich-text editor and drop-in single container deployment amongst others.

Magnolia for Web Content
The leading open-source enterprise content-management-system (ECM) built on JSR-170, the standard API for java content repositories (JCR), sporting an outstanding user interface.

Magnolia for Documents
Easily upload, share, version and search documents. Sports extensible Dublin Core meta data, integration into the Magnolia Suite, full internationalization and the world’s best search interface to easily let you find what you are looking for.

Magnolia for Business Processes
The easiest way to document business processes. Draw diagrams and document each activity directly in the browser. Fantastic for compliance documentation, QM and ISO9001:2000

EVENTS & NEWS

> Magnolia at LinuxTag
Boris Kraft will speak about "The Content Suite - a product introd business benefits for decision making" at LinuxTag, Europe's largest Conf Source (May 4, 2006)

> Magnolia offering full-time w position
If you are an outstanding web developer and would like to support our service now is the time to apply. (March 2006)

> Magnolia 2.1.5 released
Magnolia, the user-friendly Open Source Content Management System, has been updated to version 2.1.5. This new release fixes several serious issues and improves performance for all users of Magnolia. (February 2006)
Future directions

- Magnolia Release 3 in Q2 2006
- built up the community (modularization was the first step)
- international partnerships with leading integrators
- Magnolia as a platform
- Great Usability remains the #1 goal
Questions
Further Info

- Please leave your business card - we are happy to contact you
- **3 new case studies** ready - we are happy to send them to you
- Magnolia 3.0 beta next week!
- **We are hiring - looking for Java / Web Developers**

- Thank you for your interest in Magnolia!

Boris Kraft, CIO Obinary AG
http://www.magnolia.info