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## MAGAZINE

The eZ Ecosystem Newsletter

March 2009

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SHARE! Magazine is a monthly newsletter about the eZ Ecosystem. It features interviews, pictures, articles, reviews and content related to Open Source software, business and development. You can subscribe to this magazine by clicking [here](#).

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## eZ with new focus in the US

By Bertrand Mougain



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eZ Systems AS has announced that Todd McElroy has joined the company as Managing Director North America, responsible for all operations from eZ Systems North American Headquarters in Chicago. McElroy joins eZ from Reddot (OpenText), where he was Director of Channels and Alliances. Executive Channel Professional, McElroy has nearly a decade of experience in successfully growing software organizations through a solid partner channel.

“There’s already a steady movement by the market to use open source and eZ is the market leader. It is exciting to be able to change the game, so that you can provide enterprise customers the ability to produce a full featured website in a matter of hours instead of the traditional days or weeks. Knowing this market very well, I am convinced that eZ has a fantastic potential in the US and my first weeks at eZ confirm that impression” says McElroy.

eZ Systems announced in 2008 the establishment of a new office in Chicago where eZ Publish-founder and CTO of eZ, Bård Farstad has started US operations.

Aleksander Farstad, CEO of eZ, comments : “We have an incredible combination of skills sets in Chicago now: the creator of [eZ Publish](#) and Todd McElroy’s experience in the Enterprise Content Management market. It will allow us to build a strong partner network and assist partners even better in delivering the most innovative solutions based on eZ Publish”. Concerning the difficult financial times, he adds : “we have never received such enthusiastic interest in the first 90 days of a new market segment like we have in the North America.

# Meet eZ Account Manager Melissa Bender Dellaméa

Originally from Brazil, Melissa lives in Norway and has worked at **eZ Systems** since 2004. In her position as Account Manager, Melissa works with customers and **eZ Partners** from Spain, Italy, Portugal, and Latin America. In this interview, she details the variety of projects she's been involved in, and explains what makes her happy at and outside of work.



**eZ: What educational background do you have?**

**MBD:** I have a degree in Social Communication (Advertisement) at **UFSM** in Santa Maria-RS, Brazil, and specialization in Marketing at **ESPM** in Porto Alegre-RS, Brazil.

**eZ: You have a lot of international experience with customers. Can you elaborate a bit on that?**

**MBD:** I work directly with eZ Partners and customers on marketing activities and customer projects. Together with eZ Systems Western Europe, I focus on Spain, Italy, and Portugal. I am also responsible for the Latin American market. Today we have around 10 partners in Brazil, Argentina, Colombia, Venezuela, Ecuador, and Mexico; 8 partners in Spain; and 16 in Italy.

Some interesting projects I would mention are: **WEG Industries** in Brazil; **La Prensa** in Honduras; **Random House Mondadori** in Spain; **Superleague Formula** in Spain; **Fotogramas**, by eZ Partner Tanta Tecnologias in Spain; and **Vita Trentina** in Italy.

**eZ: What do you like about your job?**

**MBD:** It is great to work in an international environment, with colleagues, partners, and customers from different parts of the world. I am also able to use the 4 different languages I speak: English, Spanish, Portuguese, and Norwegian.

It is definitely satisfying when I can help a partner or a customer to find the best solution for his or her Web-related problems.

**eZ: What new eZ Publish feature do you like best?**

**MBD:** I know this is not a new feature, but I think that the **Website Interface** is the best feature we've added for end users. It makes eZ Publish much more user-friendly and as a result, content management becomes even easier and more practical. I also really appreciate the eZ Multiupload feature, soon to be officially released with eZ Publish 4.1.



### eZ: What do you usually do outside of work?

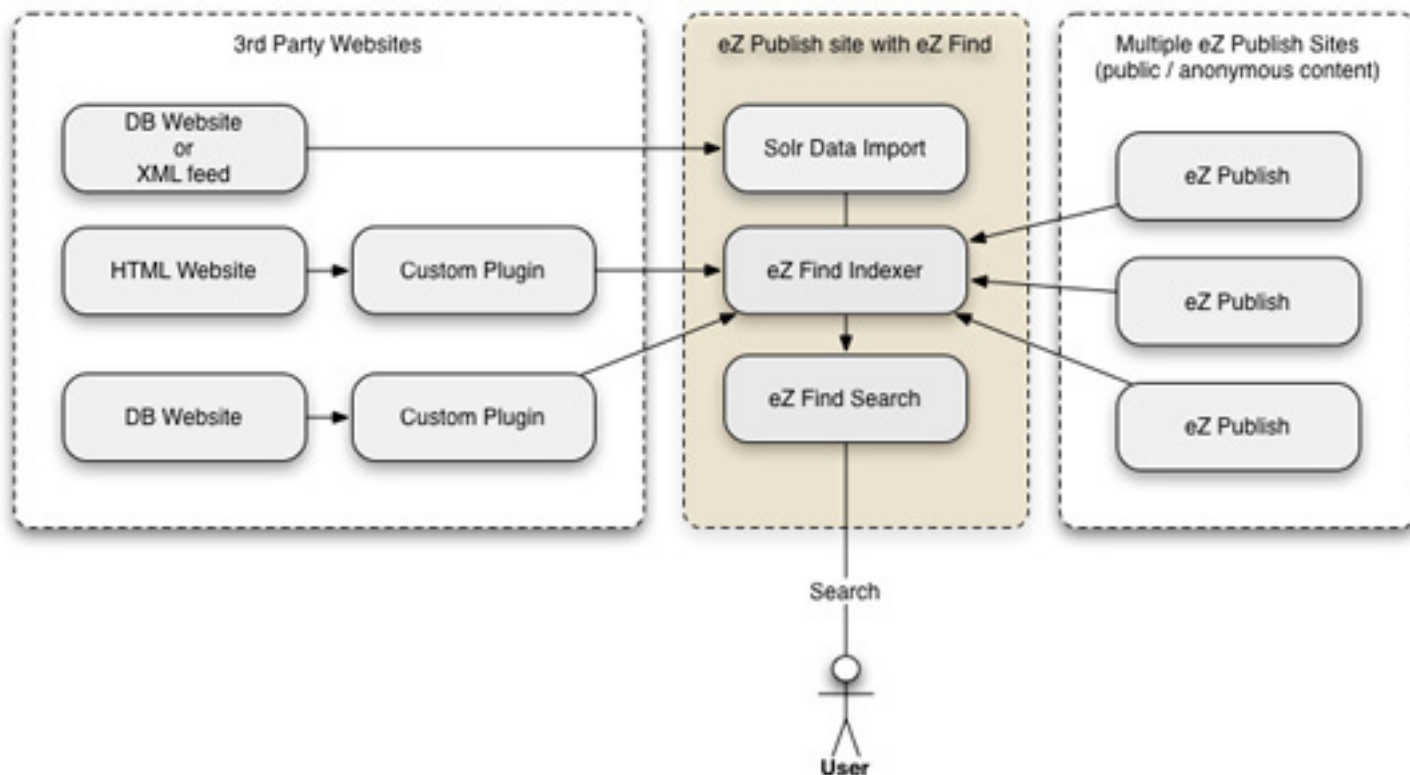
MBD: In my free time, I like spending time with my family, watching movies, traveling, reading, listening to music, hiking, and hanging out with friends.

### eZ: Thank you for your time

## eZ Systems releases Apache Solr-based Open Source Enterprise Search solution eZ Find 2.0

The next major version of **eZ Find**, the Open Source search extension for eZ Publish, has a number of new features such as: **tuning of relevance rankings; facets for drill-down search result navigation; spell checking and suggestions on search phrases; and much more.**

Based on the Apache Solr Open Source Enterprise Search server, eZ Find greatly enhances the search functionality on eZ Publish sites. eZ Find already included features such as relevance ranking, native support for eZ Publish access rights, keyword highlighting, sophisticated multi-language support, and the ability to search multiple sites containing millions of objects.



eZ Find 2.0 is compatible with eZ Publish 4.0 and the upcoming eZ Publish 4.1. It includes the following new features:

- \* **Tuneable relevance ranking:** Higher weights can be given to certain types of content, parts of content (like titles or tags), or specific pages so that the most important material always appears first.
- \* **Faceted searching:** You can configure drill-down navigation attributes in order for users to narrow results, such as by publication year or for specific authors.
- \* **More flexible search terms:** Support boolean, fuzzy, and wildcard operators.
- \* **Related results:** Offer "more like this" links to content or initial search results in an automated way.
- \* **Search phrase suggestions:** Make use of a spell checker and provide "best guesses" to improve or correct search phrases.

More and more organizations are benefiting from eZ Find. Current users include the [Croatian Government](#), Norwegian syndicated food site [DinMat.no](#), Danish union [Handel og Kontor](#), and women's magazine [Woman's Day](#). eZ Find has proven to be a fast, reliable, feature-filled, and scalable search solution for enterprises large and small. As an example, eZ Find populates an index for the Croatian Government site that is combined with content from 80 other government and public websites. This highly connected process makes content -- from news articles to multimedia content -- at a multitude of sites searchable from one location.

eZ Find is free to download and install on eZ Publish sites at <http://ez.no/ezfind/download>. It is also a certified extension supported under [eZ Publish Premium support and maintenance](#) agreements.

## 2009 eZ Conference & Awards

We want you to join us in Paris this summer

2009 marks the 7th annual eZ Conference & Awards, but also the 10th Anniversary of eZ Systems as a company. In order to welcome a larger and larger ecosystem, eZ Conference will be held outside Norway for the first time. Meet up in Paris on June 25th and 26th to attend this Web Content Management & Digital Media Conference and to celebrate this special anniversary. Remember, the earlier you register, the least amount of money you pay.

**Fee: March €395 | April €425 | May €445 | June €465**

Register today: [http://ez.no/company/ez\\_conference\\_awards](http://ez.no/company/ez_conference_awards)



# Recap of January 2009 eZ International Winter Conferences

From January 28th to 30th, eZ held three consecutive days of events in Barcelona, Spain: a media user group meeting; an eZ Developer Day open to the entire PHP community; and an International Partner Day.



Among the almost 20 guests at the media user group meeting were representatives from Lagardère, [Prisma Presse](#), Gruppo Godo & RBA. This meeting was held to discuss the various projects in the media vertical of the eZ Ecosystem. The day started with an update on new projects, trends, and features in the media market. There is much focus on making services ready for the Apple iPhone, which is especially popular in France. An other big issue involves video streaming services and generating revenue from them. Other topics included media asset

management, the development of the new CSS editor, and website performance. The day finished with eZ's Bertrand Maugain demonstrating the [integration of Apple Final Cut Server with eZ Publish](#).

eZ Developer Day on the 29th was held at the Chamber of Commerce in downtown Barcelona. The eZ crew welcomed over 100 attendees from the entire PHP community. The full day, which included community presentations, started with a case study by Norway's largest online newspaper VG, examining the many ways in which they use PHP in their systems. Derick Rethans, eZ Components Project Lead, then gave a tutorial on the MvcTools component, which is included in the latest eZ Components release. Later in the day, eZ's Head of Development Paul Borgermans introduced the plan for Project V of eZ Publish, and announced some important upcoming release dates:



- eZ Find 2.0 on February 18th
- eZ Publish 4.1 on March 17th

eZ's Bertrand Maugain hosted International Partner Day, and as usual, this was an opportunity for eZ Partners to share ideas and feedback with eZ and to network with each other. The focus was mostly on the business side of the eZ Ecosystem. For example, speakers from Mamut and Apple talked about their respective collaborations with eZ. eZ's [Board of Directors](#) was also present to discuss eZ's strategy and business roadmap for the next few years.

The next big event in the eZ Ecosystem is the 7th annual eZ Conference & Awards, held in Paris

# Solar energy on eZ Publish

Solarcentury transferred support for their **eZ Publish** web infrastructure from a previous IT supplier to EMC without a hitch. EMC then showed how much the right partner can achieve using Open Source Technology.

With 4 offices across Europe, Solarcentury is one of Europe's largest providers of solar energy systems to both the commercial and domestic marketplaces. Founded in 1998, the company is well established in the renewables sector and offers a professional voice with a wealth of commercial experience. In 2008, Solarcentury was also the only UK company in sector to achieve the coveted two-star status accreditation for Best Companies 2008, recognising its outstanding workplaces and investment in its people.



Solarcentury needed a web presence that reflected its position as market leaders, and which delivered the rich functionality required by a growing international firm with over 110 employees and a large, complex network of customers, suppliers and partners. Solarcentury see their website as far more than just an impressive, static online brochure. The site helps employees, suppliers and partners to communicate.

The company's marketing manager, Oliver Sylvester-Bradley, had recognised the cost and broader technical benefits of Open Source web content management as early as 2005. Working together with Solarcentury's web supplier at the time, Sylvester-Bradley had built the company's existing website on the Open Source eZ Publish enterprise content management system (CMS).

When the existing IT supplier announced that it was refocusing its business and would no longer be able to support the website, the company was forced to change. Solarcentury looked at other CMS solutions for the new site, but with so much time and energy invested in eZ Publish he was keen to find another supplier from the eZ Publish partners who could take over the support of the existing site and continue with new development on the same platform.

After putting the new contract out to a competitive tender, Sylvester-Bradley decided to work with eZ Publish Gold Partners, Enterprise Management Consulting (EMC).

"One of the great benefits of a popular Open Source solution is that it is relatively easy to change the support and development partners you work with. There is no real lock-in to one supplier," comments Sylvester-Bradley on the company's final choice. "EMC's honest, straightforward working ethos just seemed to fit with our corporate culture"

After a precursory audit, EMC was willing to assume responsibility Solarcentury's existing site, ensuring that there was no gap in support during the transition between suppliers. And once initial project objectives had been laid down, EMC was also able to begin work immediately on updating the eZ publish infrastructure, providing full commercial support with software updates and patches and developing new functionality.

**Hello, we are the UK's leading solar energy company, we provide solar for...**



**We specialise in building integrated solar thermal and photovoltaic technology**

Solarcentury has one smaller website, Solar for Schools, which had been running on a different Open Source content management system. When this site developed problems, EMC suggested that it should be transferred to eZ publish in order to simplify Solarcentury's overall architecture. Sylvester-Bradley could see the logic, but, given the expected cost, he needed time to discuss this with colleagues.

Meanwhile, EMC replicated the site in less than four hours. By the time Bradley called back to suggest a conference call, EMC were able to show him a working demo.

Solarcentury also had website development skill in-house, which the company wanted to utilise. Using an Open Source product with the support of a certified partner offered the ideal solution. Staff could explore the system and work on many tasks themselves, gaining a real understanding of how the content management system worked at the administrator and light-development level. But all the time they had the safety net of an experienced team of eZ developers to contact for advice and assistance.



"EMC have worked with us like a trusted extension of our in-house team. We work on the system to a level where we still feel comfortable and when we need help or advice the response is fast and effective," continues Sylvester-Bradley.

When Solarcentury came to EMC asking for a quote to build a new intranet for the company, the response was typical: "You already have one!" The incredibly flexible permissions within eZ Publish, mean that any number of different sites or views of the same site can be created for different registered users.

With the core infrastructure already in place, Solarcentury was able to focus the budget onto developing dedicated functionality for intranet users.

"eZ publish allows us to constantly evolve our web presence and add new features and functionality. With no software or licensing cost, we have an ongoing budget for support and development," concludes Sylvester-Bradley. "And we have complete control over that budget. When new functionality is needed, we can develop it, when budgets need tightening, we can cut right back to a minimal support charge. And given the cost, quality and flexibility of the support from EMC, I find it hard to understand why anyone would use a proprietary CMS."

## Site of the month

Random House Mondadori's corporate website is site of the month winner.

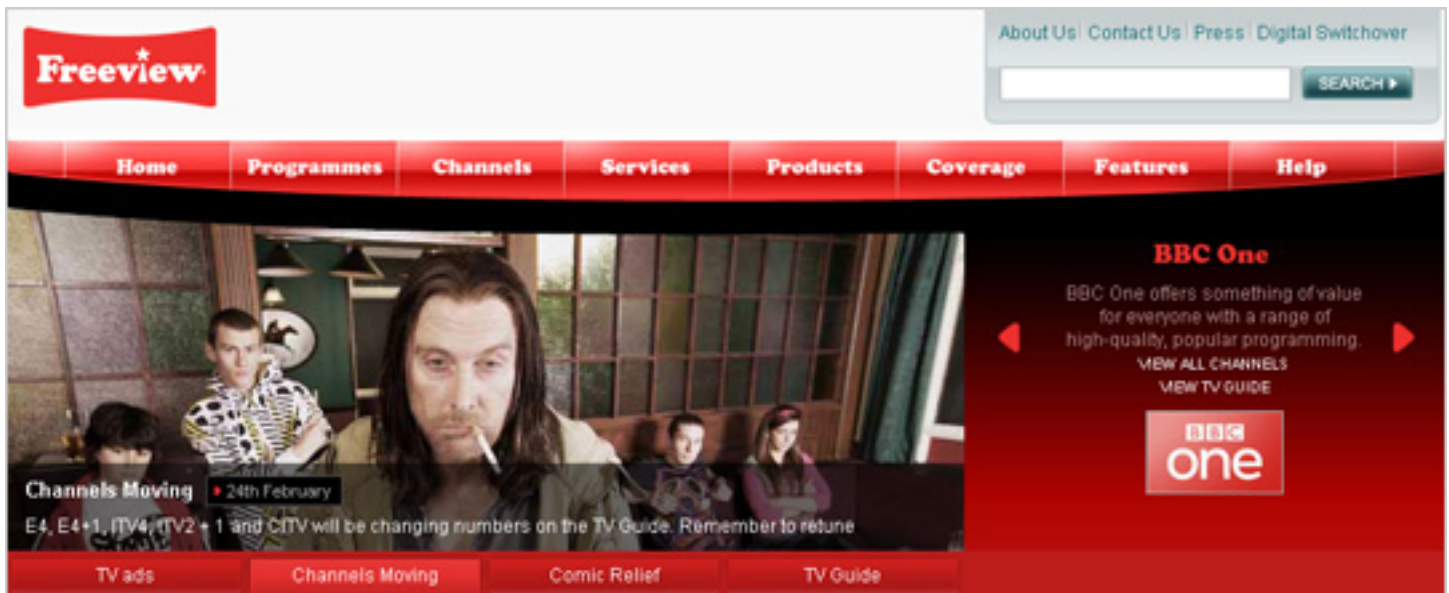
Megustaleer is a massive ez publish project and is one of the most important marketing actions of Random House Mondadori Spain in year 2008. It features daily integration of 17 different book databases (SAP) updating the whole sites catalogue divided in completely separated theme oriented sections ; links to stores where the books can be bought, totally user oriented with all the latest Web 2.0 gadgets and utilities and one of the biggest databases currently on-line including books, authors, biografies, multimedia content.

The screenshot shows the homepage of 'me gusta leer random house mondadori'. At the top, there's a navigation bar with links: 'quiénes somos', 'autores', 'libros', 'mi cuenta', 'contacta', 'sellos', 'extras', and 'zona profesional'. Below this is a search bar with the text 'entra y lee' and a search button. The main content area is divided into sections: 'Últimas novedades' (Latest news) with a carousel of book covers including 'Modigliani' and 'EL FUEGO'; and 'hoy recomendamos' (Today we recommend) featuring 'EL PINTOR DE SOMBRAS' by Esteban Martín. On the right side, there's a sidebar with a newsletter sign-up form and a search bar with a 'buscar' button.

For more info, please visit: <http://www.megustaleer.com>

# The UK's most popular television service provider chooses eZ Publish

Freeview is a broadcaster of free digital television channels (almost 50), radio stations (over 20), and interactive services in the United Kingdom. To receive free over-the-air media content from Freeview, users need only a digital box, a television with an integrated digital tuner, or a computerbased receiver card. This case study is available here: [http://ez.no/customers/case\\_studies](http://ez.no/customers/case_studies)



## eZ will attend the 2009 Documation trade show

Welcome to the only french B to B exhibition dedicated to information, content and document management. eZ will have its own booth during 2 days and Roland Benedetti will present a workshop about different possibilities offered by eZ Publish, eZ Flow and eZ Find solutions.

When? 25-26 March 2009

Where? CNIT, Paris La Défense

For more information, please visit: <http://www.documation.fr>