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## MAGAZINE

The eZ Ecosystem Newsletter

April 2009

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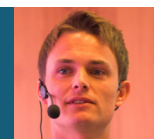
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SHARE! Magazine is a monthly newsletter about the eZ Ecosystem. It features interviews, pictures, articles, reviews and content related to Open Source software, business and development. You can subscribe to this magazine by clicking [here](#).

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## eZ Publish 4.1

By Bertrand Mougain



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eZ Systems has announced the release of the very expected eZ Publish 4.1, which is designed to power web properties working with rich and various content assets. Historically known as a flexible content management framework, eZ Publish enables web centric organizations to scale and to grow their online businesses while getting [full support, maintenance and guarantees through eZ Publish Premium](#). This eZ Publish 4.1 release focuses on User Experience, Scalability and Performances, three axes of high importance for enterprise users of eZ. These enhancements are a result of the company's work with the most demanding customers in across all industries the publishing and finance industries.

"eZ Publish 4.1 marks yet another important milestone towards our goals", said Bård Farstad, eZ CTO. "It makes Enterprise customers more efficient via the Web with improved usability, performance and multi-platform support. The discussion with our customers and [our community](#) was key before this release and our Open Source model makes it possible to easily include their feedback and wishes. In eZ Publish 4.1, we included plug-ins made by the community and the updated version of eZ Flow part of this release is also a great illustration of this process. This strengthens the position of eZ Publish as the preferred tool for online digital media".

For the latest version of eZ Publish, follow this link: <http://ez.no/download>

# eZ Conference Global Sponsor interview

We have had a talk with Pierre Spilleboudt, CEO of Audaxis who is Global Sponsor for the [2009 eZ Conference & Awards](#).

## eZ: Please introduce yourself and your company

Audaxis is a key player in Europe on open source business solutions. We integrated new IT technologies for a wide range of customers. Our portfolio encompasses selected web and enterprise business open source applications on which we develop a deep functional and technical expertise. Open source enables us to deliver greater added value to our customers: adapt applications to customer requirements, easier integration with the rest of their information system, faster time to market, optimize project resources, increase solution scalability. Open source also challenges us to constantly improve our services and stay ahead of the competition.

Our solution for press & media groups includes subscription management, CRM, thesaurus & document archiving, paper and web flows integration, web & other media publishing, web 2.0 integration, ads registration and management. We helped a large daily newspaper group operate a 3 years transition from their mainframe based applications to a fully integrated state of the art web based system

Audaxis has operations in France, Belgium, Luxemburg and Switzerland. It is a subsidiary of the largest french speaking daily press editor in Belgium, Rossel. In 2008, Audaxis reached a 6 M € turnover with 80 people.

### eZ: What is your relation to eZ Systems?

Audaxis has an outstanding experience in CMS systems. In 2001, the company built its own CMS, to help its customers dynamically update their website content. Because our core business is in services not in software supply, we have also always been very sensitive to CMS software vendors growing.

In 2006, Audaxis decided to focus all its CMS skills on a single CMS solution. Audaxis team selected eZ Systems solution which better fits our standards: eZ Publish's model driven architecture enables us to provide customizable web applications to our customers.

Audaxis has performed 70 projects based on eZ Publish. Based on our success, we are now working on providing contributions to eZ Systems' community.

### eZ: What made you decide to sponsor the eZ Conference 2009 in Paris?

France is our main market and this is the first time eZ Systems organizes its conference over there: this is a unique opportunity we could not miss!

We want to fully support eZ Systems in raising awareness on eZ Publish in the French market: the solution deserves more consideration from french governmental organizations, IT analysts and businesses. We are proud to be eZ Systems' global sponsor for its 10 years anniversary.

### eZ: What will be your main focus at the event?

Our main focus will be to provide feedback on key projects performed by Audaxis and share our unique experience with the community. We also expect to share our vision on customers expectations in specific business area such as press & media, industry and public sector.

### eZ: What do you hope to benefit from this event?

We should raise awareness on Audaxis and better interact with eZ Publish community.

### eZ: Thank you for your time.

For more information, please visit: <http://www.audaxis.com>

# Reality-check checklist for Web CMS vendors

Inspired by CMSWatch, eZ Systems has done a check on their CMS eZ Publish on marketing, pricing, maintenance, and other aspects of being a CMS Vendor. eZ gets a score of 40/45, and would like to challenge other CMS vendors to do the same. Thanks to CMSWatch for this original and interesting survey.



## 1. Our software comes with an installer program.

Yes, eZ Publish 4.1 comes with an Installer followed by a step by step wizard to install and set up eZ Publish.

## 2. Installing or uninstalling our software does not require a reboot of your machine.

Absolutely. No reboot needed here.

## 3. You can choose your locale and language at install time, and never have to see English again after that.

The choice of the language (as well as additional languages if needed) is done in the web based step by step wizard.

## 4. Eval versions of the latest edition(s) of our software are always available for download from the company website.

Yes. All eZ Publish versions are available for download on <http://ez.no/download>

## 5. Our WCM software comes with a fully templated "sample web site" and sample workflows, which work out-of-the-box.

Yes, eZ Publish comes with different sample web site set ups : a simple corporate site out of the box by default or an online magazine if you choose the eZ Flow package. From there, the user can create, remove, edit content and customize its installation.

## 6. We ship a tutorial.

Yes, eZ Publish comes with a step by step tutorial to start with.

## 7. You can raise a support issue via a button, link, or menu command in our administrative interface.

Not in eZ Publish 4.1. However, we are planning this in the administration interface itself, both for our community support and our Premium support! Stay tuned ! But already today, this can be done from [ez.no](http://ez.no), our portal, that we think as integrated part of the eZ Publish user experience.

### 8. All help files and documentation for the product are laid down as part of the install.

Help is fully online, so no need in our opinion to ship this with an install but we could do so of course ... would not it be a step back regarding the web evolution? <http://ez.no> contains a very detailed documentation of eZ Publish from a developer and user point of view. Included it in the distribution would not make sense.

### 9. We run our entire company website using the latest version of our own WCM products.

Yes and no. Some parts still run outdated but still very stable :-). eZ Publish versions. At least it is running on our technology and our focus is first our releases and secondly our corporate website .

### 10. Our salespeople understand how our products work.

Yes. eZ is a technology company! Even some of our salespeople are even certified developers :-). More seriously, yes, salespeople are trained internally to know eZ products and understand how they work, but also, we try to make our software more and more user friendly and then, understanding how they work is pretty natural !

### 11. Our software does what we say it does.

Oh yes! Again eZ is a technology company and 4 years ago we had no marketing people at eZ. So be careful with what you say about the software and do not over promise otherwise pure eZ technologists come back to you pretty hardly!

### 12. We don't charge extra for our SDK.

We are an 100% Open Source vendor. Should we even answer that question? :-)

### 13. Our licensing model is simple enough for a 5-year-old to understand.

Well, if a 5-year-old child can read then yes. Understanding that you can use something for free, only if you share it with others should be ok (usually they have harder time to understand they can't get things that cost ...). You don't even have to explain him the concept of money, only the concept of sharing. Ok true, sharing a toy is not always easy for a 5 years-old ... but isn't it worth to learn to?

### 14. We have one price sheet for all customers

Yes, we are a global organization with a global pricing policy. We adapt to countries as well though especially when it comes to expert consultancy services.

### 15. Our top executives are on Skype, Twitter, or some similar channel, and: Feel free to contact them directly at any time.

Oh yes, my username is bertrand.maugain if you want to Skype me :-)

# More articles on eZ Publish

The new focus on “The Knowledge Series” is aimed at publishing knowledge articles regularly on the subject of our products, especially eZ Publish. Every second week, members of eZ and of the community will contribute on explaining eZ Publish features to the Ecosystem through this series of articles.

The three first articles in this series are covering the following topics:

- \* [Stale Cache, new cache management in eZ Publish 4.1](#)
- \* [Editorial workflow with Object States](#)
- \* [WebDAV in eZ Publish 4.1](#)

## Stale Cache, new cache management in eZ Publish 4.1

*One of eZ Publish 4.1's new features, the so-called “Stale Cache”, is a major performance and scalability booster. In short, instead of deleting cache elements and then regenerate them across concurrent requests, a cache element will be marked as invalid but not deleted until a new version is ready. During the generation of the new cache element, the old version will still be served until it is ready. The article presents the underlying concepts, how to enable this feature, and also demonstrates, backed up with figures, how much of a breakthrough it is for eZ Publish in the domain of cache management.*

[Read full article...](#)

## Editorial workflow with Object States

*Have a look at the new step-by-step tutorial, explaining how to create an editorial workflow using one of eZ Publish 4.1's new features: the object states. It is a short, easy-to-read and hands-on article. In a few words, the introduction of freely definable object states, possibly grouped in object state collections and coupled to the role/policy system of eZ Publish, enables a wide range of applications. One of them is fully detailed in this article.*

[Read full article...](#)

## WebDAV in eZ Publish 4.1

*Drag and drop of content even easier in 4.1! eZ Publish 4.1's WebDAV support is now relying on the eZ Components' “WebDAV” component. The new version conserves all existing features, plus it now capitalises on the solid base of eZ Components with its unit tests, documentation and extensibility. The article gives an insight on what is new, shows how to set it up, fully describes three use-cases, and finally depicts the future evolution of this feature.*

[Read full article...](#)



# eZ Systems scales up product development investments and names Roland Benedetti VP of Product Management

eZ follows the release of eZ Publish 4.1 with an aggressive hiring plan for eZ Labs, the firm's core development team, with the aim of accelerating eZ Publish development.

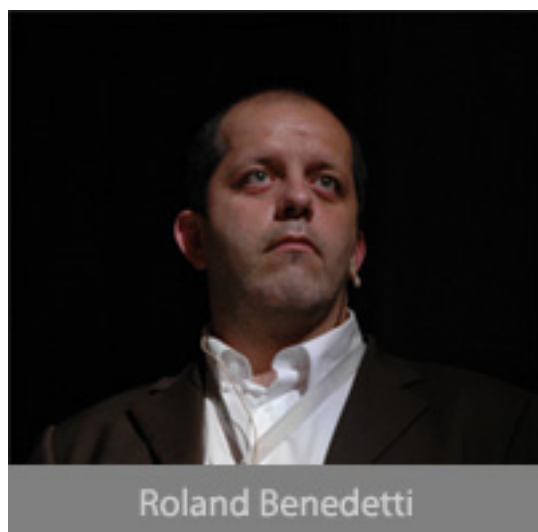
"We are looking for talented software engineers, testers and documentation editors in Leuven (Belgium), Skien (Norway) or possibly in other eZ offices" says Paul Borgermans, head of eZ Labs.

Naming Roland Benedetti, the former Managing Director for eZ Western Europe, as VP Product Management is an important step for the eZ Ecosystem, helping to clearly delineate Project Management from Engineering.



Paul Borgermans

"This new organization is the result of a long internal project", says eZ CTO, Bård Farstad, adding, "We were very much focused on making eZ a profitable company in 2008 but wished we'd been able to invest more in development. eZ Find 2.0 and eZ Publish 4.1 were great accomplishments, but 2009 will be even better. Splitting Product Management and Engineering will improve our communication with our community, our customers, and our markets to deliver a professional road map, as well as optimize the use of our core resources".



Roland Benedetti

eZ Systems welcomes the recent community initiatives which have contributed to the core of eZ Publish. Roland Benedetti comments, "One of the key responsibilities of the Product Management team is to gather all relevant feedback. We are aware that the eZ Publish community is eager to contribute even more. This is perfect timing for us, as we wish to broaden the role of community contributions at eZ Systems. To that end, we are organizing several developer days in April to meet community members and partners to discuss possibilities for community involvement in the eZ Ecosystem".

The next developer days will be held in Paris (April 9th), Dortmund (28th or 29th. of April), Oslo (tba). Also PHP Vikinger wil be held in Leuven, Belgium at the end of May.

## 3 awards, 2 political parties, 1 CMS vendor

During the Norwegian Farmand Awards last week, the largest political party in Norway, Arbeiderpartiet, won 2 awards in the categories "Best web" and "Open Class". Another political party, SV, caught the 3rd place in the "Open Class" category. All projects are developed with eZ Publish.

6 months before the Norwegian election for government, the web sites for the 8 biggest political parties in Norway have been evaluated in the Farmand Awards. The jury has focused on usability, and how the sites were able to communicate their political program in a way that is easy to understand.

- The websites are getting better every year, but in this years contest there were huge improvement, says chairman of the jury, Nina Furu. The jury said this about Arbeiderpartiet's portal, [www.arbeiderpartiet.no](http://www.arbeiderpartiet.no). "This is a site that will definitely be friendly to the audience. Not only are there a lot of easy to access information, but we find URL's to the Prime Minister on Facebook and other members of the government on Twitter. Is this web 2.0 or what?"



When Sindre Beyer, the information manager at Arbeiderpartiet received the awards he said: "This is only the beginning of our focus on the internet, and we will continue this work towards the election this fall".

Arbeiderpartiet.no was developed by eZ Partner Nexus Consulting.

### About the Farmand award

The Farmand award is a prestigious award where the organizations that are attending receive a written evaluation of their web pages. They are also given specific suggestions on improvements and comparisons to the other participants.

Source: <http://www.arbeiderpartiet.no>

A screenshot of the Arbeiderpartiet website homepage. The background is red. On the left is the Arbeiderpartiet logo (a white stylized rose) and the text "Arbeiderpartiet". In the center is a portrait of a man in a dark suit. On the right, there is a search bar with the word "søk" in a red box. Below the search bar is a quote in white text: "Arbeid til alle er jobb nummer én". At the bottom of the quote area is a dark button with the text "VINN VALGET MED AP".

# eZ Systems went profitable in 2008 with Open Source Web Content Management System eZ Publish

After several years of financial deficits due to large investments, eZ Systems went profitable last year. The annual report for 2008 shows a profit before tax of 337 thousand NOK. This is an improvement of 25 million NOK from 2007.

"This is a great achievement" says Aleksander Farstad, eZ's CEO. He continues "We have not only turned a large deficit into profit in one year and delivered according to plans, but this also shows that Enterprise Open Source can be a viable business model. This is unique in the Content Management market. We will strengthen that focus in the future investing again into core development and support. We provide more and more value to our eZ Publish Premium customers without compromising our Open Source strategy and vision. This is the key of our success."

Total accounting revenue for 2008 was 35,9 million NOK (26,9 million NOK in 2007) + 33 % for the group. While consulting business is strategically allocated to eZ's partner channel, it is a 300 % increase in subscription revenue that contributed to the top line growth. The mother company eZ Systems AS had a revenue of 25 million NOK (and got a profit before taxes 1,4 million NOK).

## Site of the month winner: Cosmopolitan.it

The italian fashion magazine cosmopolitan.it won the Site of the Month contest. Stay tuned for interview, case study and more.