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MAGAZINE

The eZ Ecosystem Newsletter

December 2009

Geneva awaits you



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New Year 2010 extension release
eZ Publish engines the Wall Street Journal
eZ Systems is a Finalist for the Red Herring 100 Global Award
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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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By Bertrand Mougain



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We are soon ready for the eZ Winter conferences and eZ Systems welcomes you to quickly look back at the 12 passed months and look ahead into a new year. On January 21st and 22nd, two events will take place in Geneva which is a very central and convenient location for a conference as well as a growing market place for eZ.

The Community Day will be the occasion to get presented with the new community platform <http://share.ez.no>, how it works and how we can make it an hyperactive, attractive and fun tool for eZ Publish users. The in-depth changes about the way the eZ Community lives will be exposed, and you will in this regard meet the community members who decided to join the share.ez.no team.

During the Partner Day, partners from all over the world meet up to get updates and insights about how eZ is planing the future. This day is very important to eZ to get partners' feedback and all discussions around the further strategy, roadmap and technology. eZ Partners will be able to meet eZ's CEO, Christoph Rau, for the first time. It is key for Partners to attend in order to get updated about the vision of the new management team as well as about the 2010 strategy. As last year, Partners will be able to meet the Board of Directors of eZ during a Panel session at the end of the day.

Get more information and register [HERE](#)



Site of the month interview with Infolox GmbH

Site of the month interview with Infolox GmbH

3M won the [Site of the Month contest](#) last month with an integrated shop based on eZ Publish. We have had a chance to talk to Alexander Pircher, the CEO of [infolox GmbH](#) who implemented the solution.

eZ: Please tell us a bit about yourself and your company.

AP: My name is Alexander Pircher, I am CEO at infolox GmbH. infolox is an owner run and independent service provider for product communication and information management. We focus on creating and implementing the best of breed print- and online-solutions in order to support marketing & sales processes for our customers. We are located in Lindau at Lake Constance, and work with a team of 24 specialists in marketing & information management for customers in Germany, Austria and Switzerland. Companies like 3M, Buderus, Junkers, Bosch, Siemens, Texas Instruments, Honeywell and many more trust in our competence and experience.



eZ: What made you opt for the eZ Publish platform?

AP: From our point of view, [eZ Publish](#) is the best option when you look for a strong combination of a CMS and a Shop-System. The generic data model is perfect for us to integrate it with our PIM solution. Also the business model that combines Open Source with enterprise grade maintenance and support services ([eZ Publish Premium](#)) provides our customers with the security and stability they expect

eZ: What features on eZ Publish did you use for the 3M site?

AP: The CMS, [eZ Find](#), the search-engine-friendliness, the Shop and the front end editing.

eZ: Can you tell us about the catalogue integration?

AP: Our customers maintain the product content, such as descriptions, varieties, product codes etc. in our PIM-Solution (Product Information Management System). It is then imported into eZ Publish via our XML-import extension in regular terms.

eZ: Are you planning on more project with eZ Publish in the future?

AP: For sure, after our <http://wiha.com> solution ranked #1 in a German contest for online-shops, we realised not only the 3M shop, but also more and more eZ Publish projects. Our extension and the combination of our PIM and eZ Publish is extremely stable and flexible. So, we will use eZ in 80% of our online-catalog or online-shop solutions.

eZ: Is the fact that eZ Publish is Open Source important for your development?

AP: Yes, it is. The [community](#) is important for its pace and innovation. If you have no license costs at the start of a project, then you have a decisive competitive advantage over license CMS like RedDot. Compared to other Open Source solutions like TYPO3, the eZ Systems businessmodel with eZ Publish Premium maintenance and support is the key competition fact.



New Year 2010 extension release

eZ Systems is celebrating the New Year by announcing the immediate release of must-have extensions for eZ Publish 4.2. New Year's resolutions: Style your websites with ease, push your content to various channels, and teamwork with [eZ Publish!](#)

eZ Style editor: simplifying the management of your site's look and feel

[eZ Publish Style Editor](#) is a brand new extension providing an easy-to-use tool to change the overall look and feel of an eZ Publish-based website. Thanks to this new tool, webmasters are able to switch in a 'visual edit' mode while managing sites featuring eZ Flow or the eZ Publish Website Interface. The eZ Style editor's simplicity belies its power. The visual edit mode provides a simple but powerful user interface for managing the look and feel of a site's pages by intuitively editing the Cascading Style Sheet (CSS) and Images used by the site.

The eZ Style editor extension scales from small, simple websites to very large sites, and even up to site factories. Dispense with the need for technical coding of variations in look and feel. Together with eZ Publish's multi-site management capabilities, eZ Style editor provides the perfect solution for deploying microsites from a shared site template. This extension is immediately available as certified software, and supported as an add-on to eZ Publish Premium.

eZ XML export: industrialize XML export of your content to content customers

The [eZ XML export extension](#) helps you manage the content you provide to 3rd-party content platforms. It gives you control over which content is exported, the XML export format with support for XML Schema (XSD) and XSLT post-processing, and a highly configurable set of delivery options in order to industrialize and automatize the content delivery.

This extension is the perfect companion for any Media business intending to leverage its content beyond traditional end-user web publication, by providing content to other media businesses in need of content for their own Media portals or publications. This extensions is immediately available as certified software and supported as an add-on to eZ Publish Premium.

Teamroom pre-release: introducing team work in eZ Publish

And now we put the "Team" in "Teamwork". Rounding out eZ's trio of releases is a pre-release of eZ Teamroom.

[Teamroom](#) is a powerful collaboration solution based on eZ Publish. Facilitate teamwork and improve your organization's online collaboration by sharing content and information in a simple and friendly way. Teamroom comes equipped with a number of value-added features for boosting team productivity. Make your team members' lives easier with simple management of teamroom members, effortless information sharing, an open and intuitive collaboration workflow, event and team document management, and intuitive confidentiality levels for your teamrooms.

Teamroom is packaged as an extension, and available as a beta in the contribution area for eZ Publish extensions: <http://project.ez.no/teamroom> Currently in beta, teamroom will have an official release in conjunction with the 4.3 release of eZ Publish.

More information on [this link](#).

eZ Publish engines the Wall Street Journal in Japan

The Japanese version of the famous Wall Street Journal has reached the Internet and eZ Publish was chosen as the desired CMS platform.

The main integrator behind the solution is the [eZ Business Partner EmblocSoft \(Hong Kong\) Ltd.](#) For this website, eZ Publish is used to build an editorial system named Wire Center for the translation and publishing of news. It comes with customized eZ Publish for auto-layout. eZ Publish was also integrated with Asia on-line payment gateway for digital asset distribution.

Tony CL Chan from EmblocSoft (Hong Kong) Ltd. comments: "From my point of view, eZ Publish is the best option when you are looking for an enterprise grade content management solution with source opened for your continuous business growth in various countries with different languages, especially when it comes with total product warranty and premium support. Within 5 months, we have integrated JAPAN.WSJ.COM to eZ Publish with 5 external and internal systems editorial systems. It was launched on Dec 15, 2009 on time"

For more information, please click on [this link](#).

The screenshot shows the Japanese version of the Wall Street Journal website. The header includes navigation links for 'WSJ 日本版', 'WSJ.com', 'WSJ 中国版', and 'MarketWatch'. The main content area features a large article titled 'オバマ政権、50億ドル規模のグリーン税制優遇措置導入へ' (Obama administration introduces \$50 billion green tax incentives) with a photo of wind turbines. To the right, there is a 'ピックアップ' (Pickup) section with an article about Warren Buffett's investment strategy. Below the main article, there are sections for 'COP15 - 遠く合意' and 'ギリシャの財政危機、欧州を揺るがす'. A 'マーケットデータ' (Market Data) section is visible at the bottom right, showing a table of market indices and a small bar chart for the Nikkei 225.

指標	値	前日	変動
日経225平均	10,177.48	93.93	0.93
ダウ工業株30種平均	10,622.00	0.00	0.00
TOPIX	898.29	13.66	1.54
為替ドル円	89.58	89.61	

eZ Systems is a Finalist for the Red Herring 100 Global Award

eZ Systems announced today it has been selected as a finalist for Red Herring's Global 100 award, a prestigious list honoring the year's most promising private technology ventures from around the world.



The Red Herring editorial team selected the most innovative companies from a pool of 1,200. The nominees are evaluated on both quantitative and qualitative criteria such as financial performance, technology innovation, quality of management, execution of strategy, and integration into their respective industries.

This unique assessment of potential is complemented by a review of the actual track record and standing of a company, which allows Red Herring to see past the "buzz" and make the list an invaluable instrument for discovering and advocating the greatest business opportunities in the industry.

"This year was especially difficult," said Alex Vieux, publisher and CEO of Red Herring. "Despite the global economic situation, there were many great companies producing really innovative and amazing products that we had a difficult time narrowing the pool and selecting the finalists. Now we're faced with the arduous task of selecting the final 100 winners of the award. We know that this year's crop will grow into some amazing companies that are sure to go far."

Finalists for the 2009 edition of the Red Herring Global 100 award are selected from the regional recipients or finalists of the Red Herring 100 awards in 2007, 2008, or 2009 ranging from Asia, Europe, and North America. For the past three years, the award has been given to the top 100 global technology companies based upon their technological innovation, management strength, market size, investor record, customer acquisition, and financial health. During the several months leading up to the announcement, hundreds of companies in the telecommunications, security, Web 2.0, software, hardware, biotech, and clean tech industries sent in their submissions to qualify for the award.

The CEOs of the 200 finalists are invited to present their winning strategies at the Red Herring Global Conference in Laguna Niguel, California, January 12-14, 2010. The Top 100 winners will be announced at a special awards ceremony at the event, and eZ Systems will be represented by Aleksander Farstad, founder and business developer.

About Red Herring

Red Herring is a global media company uniting the world's best high-technology innovators, venture investors, and business decision-makers in a variety of forums: a leading innovation magazine, an online daily technology news service, technology newsletters, and major events for technology leaders around the globe. Red Herring provides an insider's view of the global innovation ecosystem, featuring unparalleled insights on the emerging technologies driving the economy.



Site of the month: Christian Science Monitor

The winner this month has an impressive amount of features implemented.

- eZ Flow (this allowed for the movement of blocks around pages, as well as scheduling and previews)
- eZ Web Interface and eZ Find (provided a front-end, browser-based interface and effective search engine powered by Apache Solr)
- Archives (served 1980-2007 content from a separate instance of eZ Publish)
- Syndication (provided public RSS feeds through FeedBurner and multiple subscription formats on demand)
- Advertising and Social Media (Burst Media, Ads by Google, Omniture, DirectoryM, Facebook, IntenseDebate)
- Akamai Content Delivery Network (CDN)
- eZDFS for clustering

A full version of the site can be viewed at: <http://www.csmonitor.com>

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Israel issues second apology to Turkey

Turkey reacted with fury this week after what it termed "humiliating" treatment of its ambassador to Israel by Deputy Foreign Minister Danny Ayalon. Mr. Ayalon issued a second apology to head off a Turkish threat to recall its ambassador.

DC Decoder
Did the CIA follow its own rules on double agents?

The Monitor Breakfast
Americans give Obama mixed report card on his first year

The New Economy
Delta baggage fees go up. Here are three ways to avoid them.

South Carolina takes aim at lynching law because it hurt blacks



People walk in Delmas street, after an earthquake hit Haiti Tuesday evening, in Port-au-Prince Wednesday. (Eduardo Munoz / Reuters)

Test for US, Obama in Haiti earthquake response

The Vote
Robert Gibbs: Democratic voters' lack of enthusiasm puzzling

Today's Cartoon 

Photos of the day 01.13.10 

Patchwork Nation
2010: the election year no incumbent wants



rachel zoe's picks.

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