about eZ Product Strategy

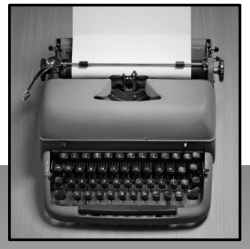
Community Day - Geneva - January 21

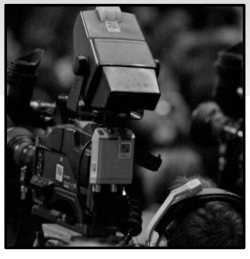
eZ
THE CONTENT MANAGEMENT ECOSYSTEM

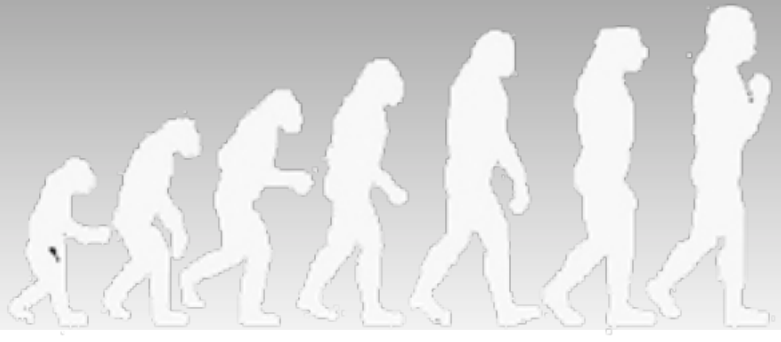
#Product Strategy ?

eZ®
THE CONTENT MANAGEMENT ECOSYSTEM

Content (R)evolution







User (R)evolution

Christmas 2006:

Time magazine person of the year:

YOU

Channel (R)evolution

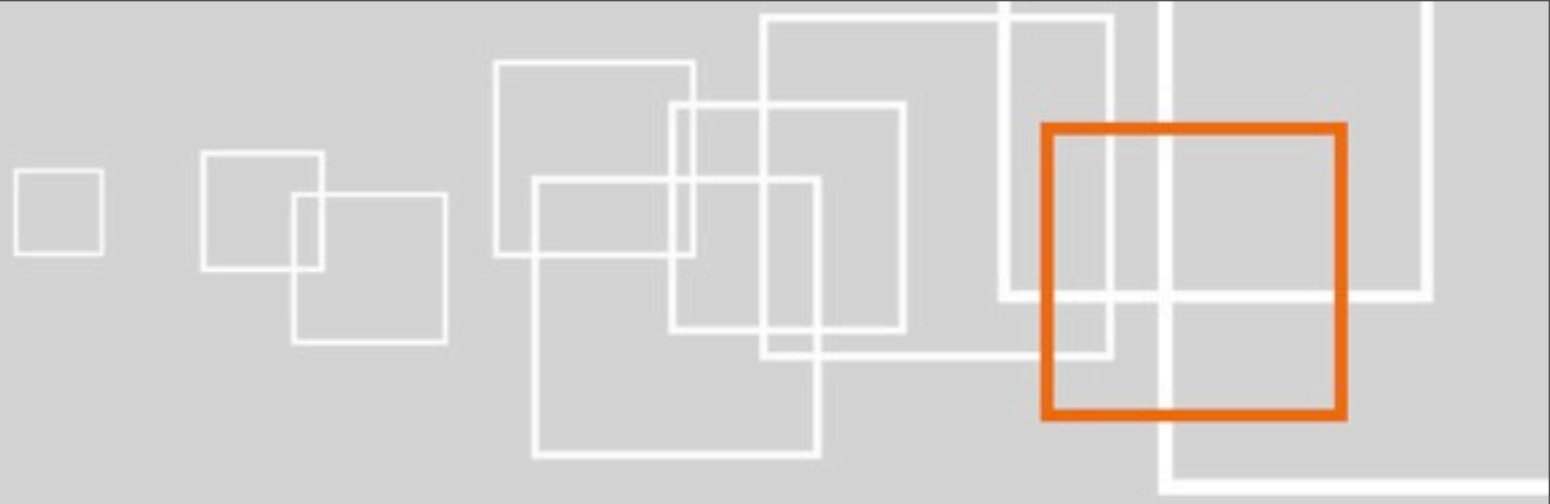
eZ Publish: nextgen Web Content Management

ANY CONTENT /

ANY WHERE /

ANY USER /

eZ Publish: nextgen Web Content Management



More Slideware about eZ Publish ?

eZ
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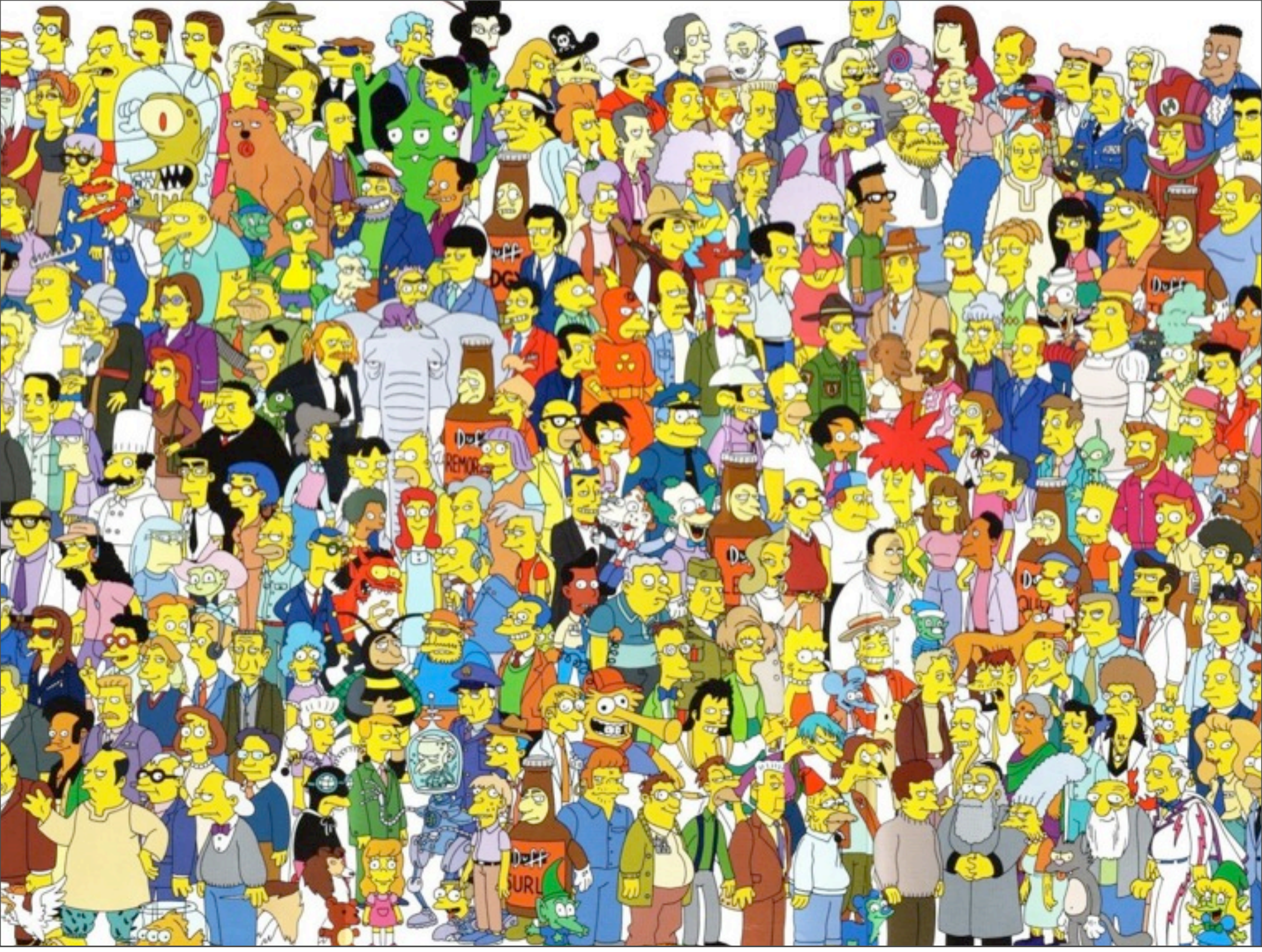


mercredi 3 février 2010

How should we collaborate ?

request for feedback

‘speed dating with 15 eZ Publish open stories’

Tell us your opinion !

1. Rank the stories from 1 to 4
   - 1. Useless :-(
   - 2. Could use it
   - 3. Definitely a needed feature
   - 4. Would die for it !
2. Mention if you would like to contribute or collaborate, from shaping the requirements to contributing to the production
3. Tell me your « top 3 » open stories

#1: Improved Meta Data management

Requirement:

A new system that enables complex (in number and in structure) metadata to be associated to content objects and users.

Including an easy management of the metadata and a capacity to preserve speed and performances with complex and loaded setup.

Value:

- Performance and Scalability
- AAA

Origin: VWT / EST

Product: eZ Publish (kernel)

#2: User Subscription Management module

Requirement:

A module that allows the simple management of user subscriptions. This module should provide the tools to manage periodical subscriptions for users of the website (for instance, for subscription based paid content access) including ordering process, renewal process and minimum CRM and self-care as well as multi level subscription.

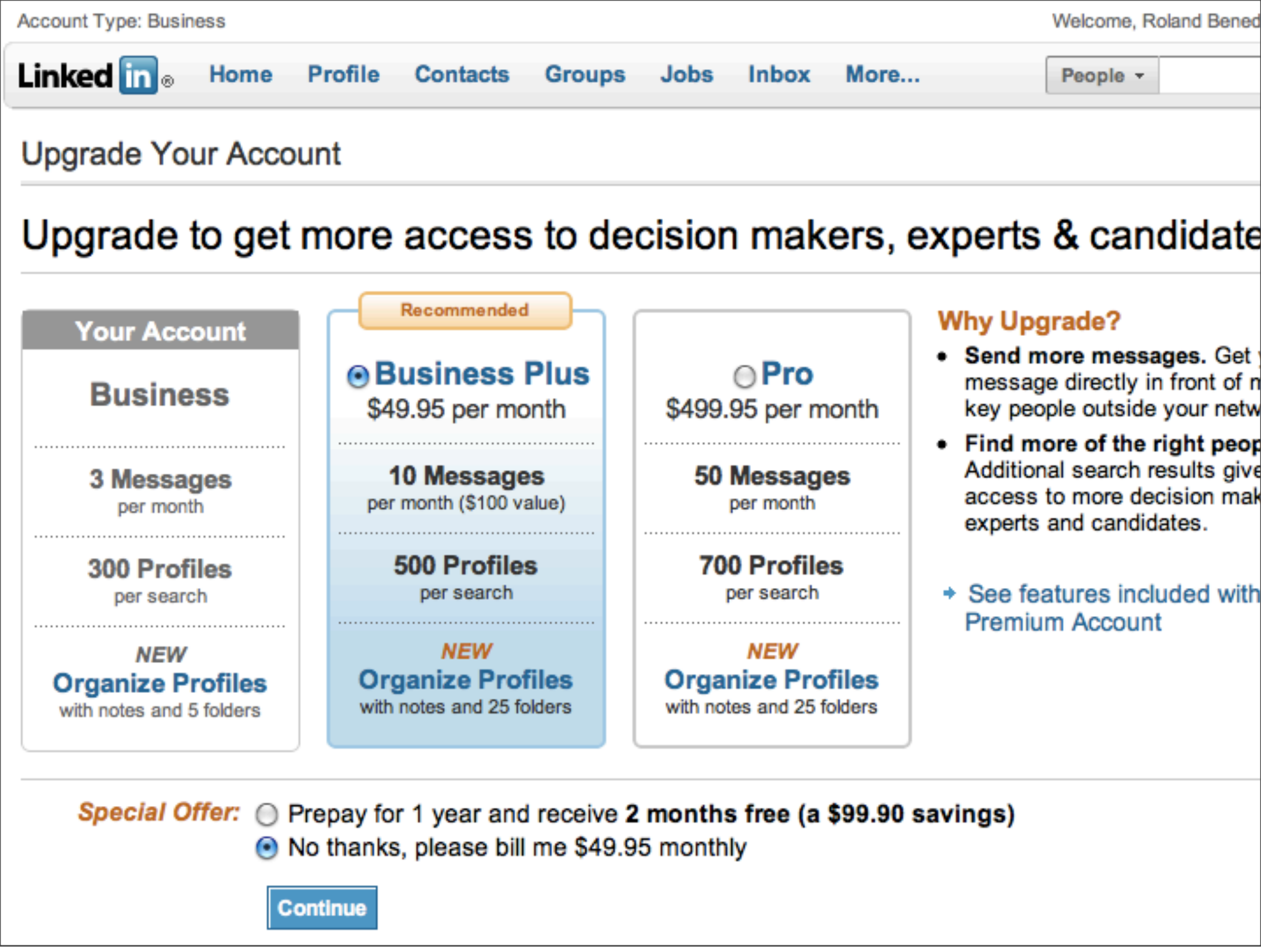
e.g: subscription based social network (cf. LinkedIn / LinkedIn Business / Business Plus / Pro)

Value:

- AAA: User + Content
- Direct > enabling a revenue model for content providers

Origin: Customers

Product: eZ Publish (add-on)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Welcome, Roland Bened
LinkedIn
Home
Profile
Contacts
Groups
Jobs
Inbox
More...
People
Upgrade Your Account
Upgrade to get more access to decision makers, experts & candidate
Your Account
Business
3 Messages
per month
300 Profiles
per search
NEW
Organize Profiles
with notes and 5 folders
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Business Plus
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Organize Profiles
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Pro
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50 Messages
per month
700 Profiles
per search
NEW
Organize Profiles
with notes and 25 folders
Why Upgrade?
Send more messages. Get
message directly in front of n
key people outside your netw
Find more of the right peop
Additional search results give
access to more decision mak
experts and candidates.
See features included with
Premium Account
Special Offer:
Prepay for 1 year and receive 2 months free (a $99.90 savings)
No thanks, please bill me $49.95 monthly
Continue

#3: Native Support for Semantic Web via RDFa

Requirement:

Support the emerging standard for Semantic Web: RDFa (see http://www.w3.org/TR/rdfa-syntax/).

Extend the website generated by eZ Publish to simply manage and include RDFa XHTML attributes to the published pages.

This will turn eZ Publish website in a «semantic web» site, ready for whose content will be «machine readable», open and ready for semantic discovery.

Value:

- Market positioning
- AAA : User + Channel

Origin: Competitor analysis

Product: eZ Publish (kernel)

#4: Built-in Video streaming

Requirement:

An HTTP streaming solution (aka flv streaming) integrated with eZ Publish offering the best of the Streaming (for non realtime streaming) without the constraints of pure streaming protocols like RTMP.

Have this system integrated with the eZ Publish Content Engine (as an optional delivery mode for any video to be played in the eZ video player)

Value:

- AAA: Content+Channel
- Reducing network costs and offering more value to visitors
- Product differentiator Vs competitors

Origin: Customers + Market

Product: eZ Publish

#5: Improved publishing workflow

Requirement

Bring a significant improvement to eZ Publish publishing workflow, leveraging as well Object States, to enable:

- More realistic workflow setup (multi-level, multi-channel, multi-user validation, a priori & a posteriori)
- More simple management and running of the workflow, including a dashboard

Value:

- Improving customer satisfaction
- Bridging gap with some competitors - identified lack

Origin: Customers (CSM and others)

Product: eZ Publish

#6: Phone App for Content Management

Requirement

An iPhone app (and potentially an Android app) to access to a subset of eZ Publish Administration interface functionalities on your mobile phone.

- Basic Content Management: create Image, Video, Content
- Basic Administration

Value:

- AAA: User+Content+Channel
- Product differentiator Vs competitors

Origin: Partners and Customers

Product: eZ Publish add-on

#7: Automatic loading tools

Requirement

A tool to enable loading large set of assets from one instance of eZ Publish (e.g. preproduction) to another (e.g. production) in a simple and safe way. Includes:

- Content Objects
- Content Classes and associated templates

Value:

- Robustness and productivity
- Product Differentiator Vs competitors
- Identified lack

Origin: Partners and Customers

Product: eZ Publish add-on

#8: Better UGC management

Requirement

Improve UGC (User Generated Content) management providing specialized tools for

- Approval Workflow, moderation (a priori and a posteriori)
- Automatic detection of inappropriate content
- Dashboard and productivity features for bulk management of UGC

Value:

- AAA: User
- enabling Social Media

Origin: Customers

Product: eZ Publish

#9: IPTC enabled native Image Import

Requirement

Extend the current functionality of importing image (via multi-upload or webdav) in order to natively handle IPTC metadata and transform it in eZ Publish attributes, by default:

- Image Content Class, IPTC object name, IPTC caption, IPTC name for alt. text, IPTC keyword
- Extendable for other attributes and content classes

Value:

- AAA: Content
- Product diferentiator

Origin: Customers

Product: eZ Publish

#10: DITA content publishing

Requirement

Enable the import and the publishing of DITA (Darwin Information Typing Architecture) XML content in eZ Publish.

The use case would allow: copywriting in your preferred DITA editor, simple push to an eZ Publish server for online publishing of the documentation.

DITA is an OASIS standard for technical publications and other types of documentations.

Value:

- AAA: Content + User
- Competitor analysis + Market trends

Origin: Market / Internal eZ

Product: eZ Publish

#11: Built-in Accessibility check and guide in OE

Requirement

Extend eZ Publish Online Editor (and Webin) to include an Accessibility Check tool providing:

- Accessibility checking «as you go» on Links, Images, Tables and other XHTML elements to control the respect of accessibility guidelines
- Generate reports

Value:

- AAA: User+Channel
- Accessibility

Origin: Market / Internal eZ

Product: eZ Publish

#12: Tools to enable multi-variant testing

Requirement

Provide a platform tool that enable progressive deployment of templates and features on various user segments, and reports on those campaigns.

- Deploy per section, per siteaccess, per user group ...

Value:

- AAA: User+Channel
- Market trend + Product differentiator

Origin: Partners / Market / Internal eZ

Product: eZ Publish

#13: Toolkit for indesign content export automation

Requirement

Provide a toolkit (API or SDK) that can easily be used to implement Indesign exports of content stored in eZ Publish.

- Template based
- Integrated with Front End editing (ala OOo extension)

Value:

- AAA: Channel
- Product differentiator

Origin: Market / Internal eZ

Product: eZ Publish

#14: Better eZ Find SolR management User Interface

Requirement

- Integrated in eZ Publish, provide better User Interface for all administration and configuration tasks to be managed on a SolR server and on all related module

Value:

- Market trends
- Real value for administrator

Origin: Market / Internal eZ

Product: eZ Publish

#15: Toolkit for Powerpoint and ODP presentation export

Requirement

Provide a toolkit (API or SDK) that can easily be used to implement automatic generation of PPT and ODP presentation from eZ Publish templates

- Template based
- Extensible

Value:

- AAA: Content

Origin: Market (existing customer) / Internal eZ

Product: eZ Publish

Then ?

- Rendez vous @ barcamp for 1st result !
- This work will help in
  - Preparing roadmap for eZP 4.4 and for 4.5
  - Writing the product requirements document in an open way
  - Identifying potential contributions for implementation

Thanks !

Ideas, Questions, Feedback ?

@ barcamp

Contact

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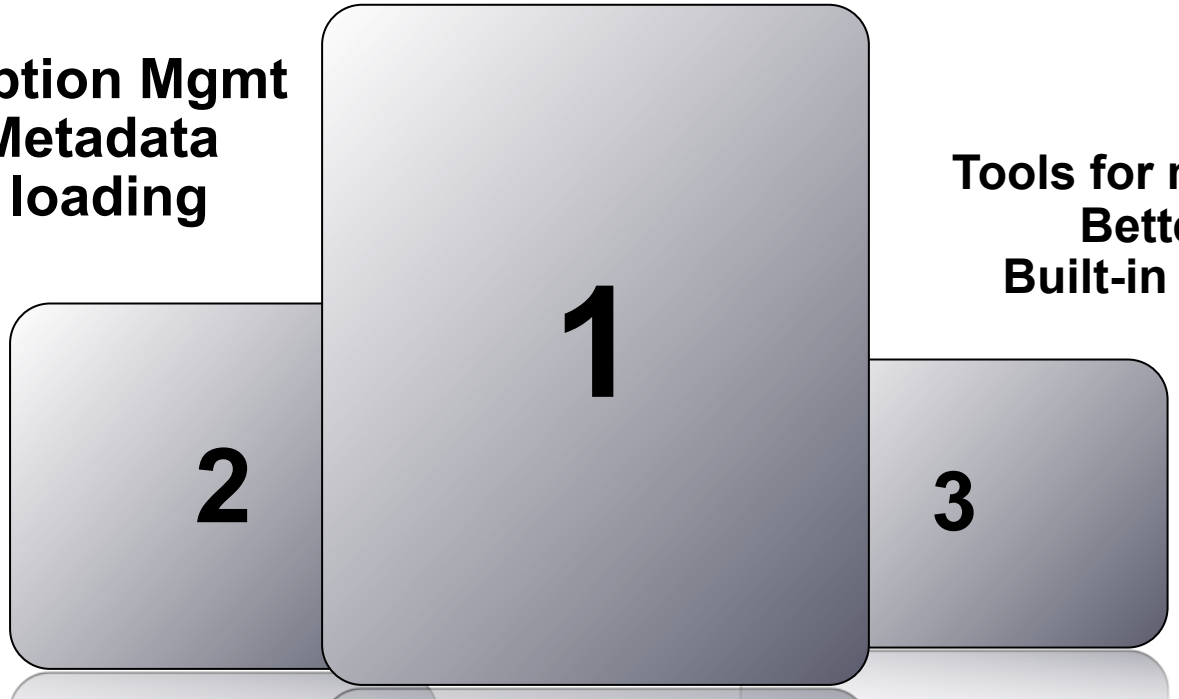
Community day:
Speed dating with 15 open stories

Improved Publishing Workflow

User Subscription Mgmt
Improved Metadata
Automatic loading



Tools for multivariant testing
Better UGC mgmt
Built-in Video Streaming

Translations & Community

- 1 (and only) community group per language
- 1 (and only one) submission to eZ PM & Engineering
- Collaboration space: share.ez.no forums and projects.ez.no SVN
- Community reward based on commit & quality

Translations & Community

- Our goals
  - Stop forgetting translations in our distribution
  - Reward contributors
  - Streamline the process
- Short term: eZ Publish 4.3
  - from now: start translating !
  - february 20th: string freeze
  - march 10th: latest date for contributions to be included in the package