

# SHARE!

## MAGAZINE

The eZ Ecosystem Newsletter

October 2009

New CEO

Interviews,  
case studies,  
new partner  
program +++



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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## Updated Partner Program

By Bertrand Maugain



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The demand for eZ Publish among large organizations has contributed significantly to the Partner Network's recent growth. In 2006, eZ had 50 worldwide Partners. Three years later, almost 250 companies are officially providing eZ Publish based solutions around the globe. From November 1st 2009, eZ splits Business Partners from Community Partners.

"Our subscription based Enterprise Open Source business model is now well implemented globally and the important growth of our partner network during the last years allows us to differentiate our Partners better in order to provide clear options to end customers looking for reliable eZ Publish providers" explains Bertrand Maugain, Global Partner Manager at eZ. "In the new Business Partner Program, Business Partners are required to follow semiannual continuous trainings and certifications at each new software release. In addition, Business Partners base their project deliveries on eZ Publish Premium in order to provide Enterprise level support, maintenance and guarantees together with eZ."

eZ's presence as a leading software vendor helps customers to choose among qualified Partners. "Enterprise Open Source makes us able to qualify our Partners. Many enterprises choose eZ Publish because it is backed by a trustable entity that can qualify and recommend the most relevant IT companies around the world for their specific needs. This is a key differentiating factor when compared to most other Open Source CMS."

While Community Partners get benefits and visibility for their activities on the new community portal, Business Partners get full attention from eZ's sales & marketing resources. eZ helps Business Partners with technical pre-sales, sales support, marketing material and co-marketing activities. "This new Business Partner Program also helps eZ focusing its growing sales & marketing forces in all regions: we work with Business Partners from Lead Generation to the project delivery through support & maintenance. We are dedicated to bring more business to our Partners and generate leads for them" continues Bertrand Maugain .

# eZ Publish based website and community platform for the European Radio Network Euranet

Creating a general European awareness is the goal of the website and community platform for Euranet, a pan-European consortium of international, national and regional radio stations.

German Gold Partner silver.solutions GmbH implemented a multilingual website where editors from all over Europe can easily contribute their content on: <http://www.euranet.eu>.

eZ Publish meets Euranet's high requirements regarding a multilingual site with rich media content, being user friendly for editors at the same time. The flexible user rights- and access management of eZ Publish perfectly reflects Euranet's editorial workflows. The strict separation of content and design allows silver.solutions to implement additional microsites fast and easily.

Euranet is another media customer that profits from the full support and maintenance services of eZ Publish Premium. You can download the full case study [here](#): (German and English)

The screenshot displays the Euranet website interface. At the top left is the Euranet logo with the tagline "radio community". To the right are navigation elements including a "Your Language" dropdown, an "Archive" button, a search bar, and a "Participate" button with a silhouette of people. Below this is a horizontal menu with "Today", "Themes", "Dossier", and "About us". A secondary menu highlights "Radio", "Latest programme", and "Preview".

The main content area features a news article titled "Will Berlusconi remain immune?" dated 06.10.2009. The article text states: "Italy's top court has started reviewing the law which shields prime minister Silvio Berlusconi against prosecution. If the court's 15 judges declare it unconstitutional, a number of court cases, including one where Mr Berlusconi was accused of corruption, could become active." A "[more]" link is visible below the text. To the left of the text is a small portrait of Silvio Berlusconi.

On the right side, there is a "Live" radio stream player for "Network Europe" scheduled for 07.10.2009 from 16:00 UTC to 16:30 UTC. Below the stream player is a "Ticker" section showing "Wednesday 07 October 2009" and a news snippet: "Bruselas acoge hasta el jueves el debate de la Semana Europea de Regiones y Ciudades..."

# Interview with eZ Business Partner Aplyca

We have had a talk with Felipe Jaramillo Fonnegra, CEO of Aplyca to see how it is like being an eZ Partner and what eZ Publish projects they have in the pipeline.

## Please tell us a bit about yourself and your company.

I have worked with Internet technologies since 1995 and founded Aplyca in 2003. My background is in Business with a Management Information Systems degree. Aplyca is primarily based in Bogotá, Colombia, in South America. We work both directly with end customers and on behalf of partners. Our focus is on media and large-scale portals, with most of our business activities located outside of our national market (particularly Latin America, Europe and the US). Our team has 6 Certified eZ Developers and a selective network of international developers brings an additional set of skills for larger projects.



## What does it mean to be an eZ Business Partner for you today?

Being an eZ Business Partner is by definition a reciprocal relation. We get a way to show potential customers our track record in providing affordable expertise on complex eZ Publish projects while promoting eZ through large scale implementations. Positioning the eZ brand as a high-end CMS outside of Europe is a big challenge and should be a priority for the community. It is encouraging to see eZ getting more press coverage from specialized publications after the opening of the eZ office in Chicago. Efforts to introduce eZ within media organizations are also showing progress with some of our new clients in Mexico, Costa Rica and the US. I expect this to become a widespread trend for media companies and complex enterprise portals.

## Please tell us about your main eZ Publish projects, especially in the media sector.

Our first major media project was with La Prensa, the largest newspaper in Honduras. We implemented eZ Publish as a CMS solution that enabled the media group to deploy their multi-year strategy. We worked closely with their team to create the main portal, import content and train an internal development group. This resulting in migrating three major portals in about 16 months. Needless to say, we fell in love with the whole industry and found a perfect match for our skills. There is little compared to the feeling of launching a site getting over a million visitors a month. We then expanded to magazines where eZ can perfectly serve as a back-end editorial system. Computer Shopper is a veteran industry publication based in the US that has covered consumer technology for the last thirty years. We used eZ Publish to create a magazine editorial system that supports their complete content life-cycle, from assignment and research to publication. Following a growing trend in the publishing industry, the company has abandoned print publication and moved entirely to web-based publication supported by eZ publish. Another recent project has been IPC Digital, a newspaper for the spanish and portuguese speaking community in Japan. Using eZ Flow on a multilanguage portal gives unprecedented flexibility to layout and content scheduling. All of our large projects involve considerable content migration and this is an area that we feel should be stronger in new versions of eZ. Content import is generally underestimated in terms of complexity and effort. We have come to enjoy dealing with legacy content like hand made HTML or old databases and turning them into clean XML in eZ. We were hired by Duo Consulting in Chicago for various projects including the migration of over a decade's worth of content for the Christian Science Monitor (an independent international news organization) . Aside from media, we enjoy working on Education and Large Scale Corporate Portals. Education is interesting as it shares a lot of the content production challenges of media companies. We participated in the MIT and University of Massachusetts (UMASS) projects with Commonplaces, a great US based partner in Boston. We also constantly work with University of Los Andes on implementing eZ for the Business School, Economics, Medicine and Law faculties.



### In your opinion, what is the strongest advantage eZ Publish has for the media industry?

Media companies are required to quickly release innovative web initiatives like verticals (real estate, auto, jobs), hyperlocal and micropayments while supporting these projects in the long run. This is precisely where the eZ Publish Premium services pay off with increased security and ROI. Many CMSs have nice features through modules or extensions but lack a solid content model. Many are not much more than fancy interfaces to flat database tables. The flexible content model in eZ Publish is its strongest asset in technical terms while the corporate backing and support model make it a wise choice when a business depends on its content management capabilities. eZ Publish provides both an enterprise-grade CMS and, with eZ Components, an underlying framework and toolkit for application development. This provides a robust, flexible infrastructure that is complemented by a clean, user-friendly front-end.

### Can you tell us about any new exciting projects in your pipeline?

Our customers and the media industry challenges involve a relationship where we become innovation partners in the long run. Currently, the biggest challenge facing media companies is revenue generation in the digital realm. Some exciting projects are:

1. A flexible and customizable Classified Solution based on eZ Publish for media groups. We are working with Mexican regional newspapers for this. Newspapers can fight new competitors in the classified real by having a solid classified and white-page listing strategy.
2. Supporting micro-payment strategies on eZ Publish sites with "Pay for Content" models. This is a visible trend that is being widely discussed. It is encouraging that major players like Google and Facebook are working on micro-payment platforms that will ease the shift for media companies. The Tico Times, an english newspaper in Costa Rica is one of our clients who is moving to eZ introducing TicoCredits, a credit based system to make content purchasing more convenient.
3. Integrating comparison shopping, discounts and coupons into publisher's sites to create new revenue opportunities. This is particularly useful for monetizing a US based audience on international sites.

By creating eZ Publish solutions to enable this kind of revenue generation, media companies can collect direct revenue from their highly valuable body of content, as well as earning indirect revenue for providing services to consumers. These are exciting times for the media industry and it is great to help the ongoing transformation with eZ technology.



# GEO Magazine deploys all international brands on eZ Publish

GEO International, Gruner + Jahr's most international magazine brand and leading reportage magazine, has successfully launched eight websites in different countries in the space of just few weeks in the first quarter of 2009. In this interview with Bertrand Maugain from eZ Systems, André Moellersmann, Head of G+J International Brands and Licenses, tells us a bit more about his organization and his view of the Digital Media.

**BM: Could you please tell us a bit about your self and your background?**

AM : I am working for the publishing group Gruner + Jahr and I am there among other brands responsible for the international activities of GEO, which means both Print and Digital. We have set up a GEO International team four years ago, which started the international roll-out based on an innovative central concept and during this time we have expanded into 15 new markets such as Finland, India or Brazil – GEO as a printed magazine is now published in 21 countries worldwide, reaching more than 12 million readers each month. Furthermore we have started – also based on a central concept – eight websites in Spain, Russia, Finland and other GEO-countries in the first quarter 2009 to extend the brand's core values such as great photography, travel and its „Green“ commitment also digital.



**BM: Could you tell us more about GEO and especially about the International deployment of this great brand in print?**

AM : Our GEO International project is based on a central editorial and publishing concept: A central editorial team produces the international part for our local editions by selecting existing content of international relevance from the German GEO and its line-extensions such as GEO Saison (travel), GEO Wissen (knowledge) or GEO Epoche (history). The international edition, with a new layout and shorter texts, is afterwards sent in digital form and in German language to the local teams. The local editorial teams of our local publishing partners in the various countries then tailor the international edition for the local markets by translating the content and adding some own articles. The result is a local magazine in local language with outstanding editorial quality and a local touch.

**BM: When it comes to Digital, could you please describe the Web Content Management platform that you have in place?**

AM : Sure. Due to the good experiences gained with a centralized concept in print, the new websites of GEO were launched on a central platform as well: Technological platform, concept and design were developed centrally in Hamburg once and the different sites were afterwards rolled-out in a standardized way into the different markets. Hosting and future technological developments are also done centrally to be sure that development costs are only spent once. Regarding the Content Management System (CMS) we use eZ Publish – a great system and a perfect open-source solution for us. Despite the central project set-up the sites are from a local market's perspective local websites: the editorial responsibility lies with the local GEO editors as content is entered by a local access on the eZ Publish CMS. The websites can use their own content alongside with the German online content like reportages, picture shows and videos being translated in order to achieve the best cultural fit.

Rolling-out the websites system is quite easy as a new website is just a duplication of an existing site. After some small preparation work on the system, the local editor can start editing the local website content.



Conceptwise it is the aim of the sites to bring GEO's core elements into the web supported by attractive design, opulent images and interesting information. Additionally interaction of user by community features are key functions: Most of our sites have already launched a local photo community, where interested users can create own profiles, upload their photos, participate in photo contests and rate the photos of other users. Furthermore a new section called „Green Living“ was created to underline the environmental and ecological expertise.

**BM:** It seems that Open Source technology and eZ Publish plays an important role. Why is Open Source so important for G+J International?

**AM:** It is very important since there is an open-source community behind the technology. We can benefit from new tools, applications, innovation developments of the community. But it is also key to mention that eZ Publish has a perfect fit for us also because there is a professional vendor in the back which gives us safety for the future.

**BM :** What are the main digital challenges that you face today?

**AM :** Transferring the outstanding quality contents and elements of the GEO-brand from print into the web by using the digital potential – and earning money with it – is the key for the future of a magazine brand. We feel that we have done a good step and first ahead with a solid and very cost-efficient platform. The user seem to like it as the number of unique users and page impressions shows steady growth.

**BM :** What do you think will be your main challenges for the next 12 months?

**AM :** Continuing to build reach, further development of the existing sites, monetarizing the sites and continuing to launch new sites in our GEO markets. Furthermore we are right now in the process of preparing the next brand to be rolled-out internationally on this system: GALA – our international premium people brand and a real success in Germany in Print and definitely also in Online being the no. 1 people website.

**BM :** Thank you for your time André.

The screenshot shows the G+J website interface. At the top left is the logo 'G+J' and the text 'Gruner+Jahr AG & Co KG Hamburg'. To the right are navigation links: 'MEDIA', 'LESER', 'PRESSE', 'SERVICE', and 'JOBS'. Below the navigation is a language selector 'Sprachwahl >>> deutsch | english'. The main content area is divided into two columns. The left column is titled 'NEWS' and features a thumbnail of a Red Bull magazine cover. The article text reads: 'G+J Corporate Media gewinnt THE RED BULLETIN als Kunden'. The right column is titled 'AKTUELL' and features a thumbnail of a woman in a black hooded jacket. The article text reads: 'art History – 30 Jahre Kunstjournalismus in Bildern'. At the bottom of the page, there are two links: 'e-Annual 2008' and '„Europäische Charta für Pressefreiheit“'.

# eZ Publish Community pushed forward - Nicolas Pastorino becomes Community Manager

eZ follows the release of eZ Publish 4.2 with an important move for whole eZ Community. Nicolas Pastorino, former Expert Consultant at eZ Systems Western Europe, eZ Labs Engineer and member of the Product Management team is named as Community Manager part of eZ Systems Headquarters team.



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"We need a full time Community Manager, says Bertrand Mougain VP Marketing at eZ. Nicolas's experience from some the most demanding projects as well as from eZ Labs development team will be very important in that new position. We want to give more information to the community, to enable it to contribute more, to stimulate it too. It is a natural move since the announce of the new Business Partner Program getting more commercially focused." eZ Systems welcomes the recent community initiatives which have contributed to the core of eZ Publish.

Nicolas Pastorino comments, "One of the key responsibilities of the Community Management team is to help accelerating such a process via a brand new platform, meant to be a central communication means, strongly connected to the currently existing community tools and websites. It will be launched on November 2nd.

We are aware that the eZ Publish community is eager to contribute even more and through more activities, initiatives or events we wish to broaden the role of community contributions at eZ Systems."



Nicolas Pastorino

While eZ is strengthening its position as a leader in the Web Content Management market, this important community move shows the dedication of eZ to its Enterprise Open Source business model. By giving more possibilities to developers, designers, freelancers, eZ also believes that eZ Publish, eZ Flow, eZ Find, existing and future Certified Extensions and more generally eZ software can be better developed and at a greater speed.

## eZ Systems names new CEO

eZ Systems announced today that former IBM and BEA executive Christoph Rau will join the company as CEO, effective immediately.

Rau brings 25 years of management experience from the international IT and software industry. He takes over the CEO position from co-founder Aleksander Farstad, who will become chief business development officer.



"With innovative, leading-edge product design and a highly-competitive open source licensing model, eZ Systems today provides a very attractive value proposition for customers and partners," said Rau. "Our strong partner network and outstanding technology have made eZ the leading open source provider in the web content management space for the upper-mid and high-end market. Features like a flexible content engine and the clean separation of layout and content make eZ extremely powerful for multi-channel and multi-content delivery, for example in the Media industry, where eZ is very successful today."

"We will build from our strengths and make eZ the preferred choice for customers that need to manage different types of digital and multimedia content from different sources," said Rau. "And, eZ is the ideal choice for people who wish to publish in different channels, including web, mobile and print. We simply manage any content from any source to any user and device. At the same time, we will keep our technology as open as possible in order to make integration through open standards like CMIS (Content Management Interoperability Services) very simple."

erability Services) very simple."

The co-founder and former CEO Farstad, who will be the new chief business development officer, said that the decision to welcome Rau as a new CEO is a strategic decision for eZ Systems.

"For the first 10 years of eZ, we grew successfully by focusing on our unique commercial open source business model," said Farstad. "Our value came from our focus on how we did things better. Now, as the commercial open source business model has matured and is well established, we will focus on what we do better than any other competitor: help businesses manage and publish any type of information, created and managed by anyone and published through any digital channel."

Rau, 54 years old, started his professional career with IBM in product development. At IBM he held numerous international management positions in software development and in sales. As IBM's vice president Software Group in EMEA Central Region from 1997 to 2002, he helped grow IBM's software business. He subsequently took over responsibility as general manager of the IBM Printing Systems Division for the entire EMEA region. Starting 2003 with BEA Systems as vice president Central and Eastern Europe, he succeeded in growing market share and achieving significant growth in Eastern Europe. In 2006, Rau became CEO of Parsytec AG and was successful in finding a new strategic investor for the company.

Rau holds an M.A. degree in Computer Science from the University of Bonn, Germany.



# Site of the month: WUV.de

With features like eZ Flow and eZ Find, wuv.de is made for sales and marketing related activities.

The screenshot displays the WUV.de website layout. At the top left is the W&V logo. To its right is the text "Alles rund um die Medientage" and the "MEDIENTAGE MÜNCHEN" logo. A search bar with the placeholder "Suche..." and a "Finden" button is located in the top right. Below the search bar are links for "Erweiterte Suche" and "Print Archiv". A horizontal navigation menu contains categories: NACHRICHTEN, VERANSTALTUNGEN, KAMPAGNEN, KARRIERE & JOB, LEUTE, VIDEO, SHOP, and ABO. Under "NACHRICHTEN", sub-categories are listed: Unternehmen, Agenturen, Medien, Digital, and Media & Marktforschung. On the right side, there are links for "Login" and "Registrieren".

The main content area features a large image of a modern building with the sign "Frankfurter Rundschau". Below the image is the headline "DuMont plant 'Reporterpools'" and the text "Veröffentlicht um 07:52 Uhr". A short paragraph follows: "M. DuMont Schauberg will 'Schreiberpools' in eine eigene Gesellschaft auslagern." with a "mehr..." link.

On the right side of the page, there is a "W&V INFOCENTER" section with links for "Studien", "Case Studies", "Blog-Digest", "Specials", "Presseschau", and "Charts & Rankings". Below this is a "W&V ABO" section showing three magazine covers: "Media" (with the headline "Wer hat Angst vor Social Media?"), "W&V" (with the headline "Abschied auf Raten"), and "PRAXIS" (with the headline "Haushaltswerbung"). A "W&V Abo" link is provided at the bottom of this section.

For more information, please visit: <http://www.wuv.de>