

OSGi Alliance Community Event

GX WebManager 9 OSGi Business Case

Hans Bossenbroek – CEO luminis
Martijn van Berkum – CTO <GX>



Warning

- This presentation does not cover in-depth architecture or technology issues
→ but we can answers questions afterwards ;-)



Topics

- History / background of luminis and GX
- ‘Enterprise Web Content Management’ ?
- WebManager revisited
- Benefits and results
- Future scenario’s



GX – Company

- Founded in 1995: privately held
- 150 employees, 68 software engineers
- 2007 revenue: 17 million US\$
- 30-40% annual growth and profitable
- Product: GX WebManager, focus on WCM
- Nr. 1 in the Netherlands
- 150 High profile Dutch customers with international presence
- Competitors: Vignette, IBM/Filenet, Oracle/Stellent, SDLTridion, Fatwire, Mediasurface + Microsoft



Luminis – company

- Founded in 2002 (1997), privately held
- ~30 consultants in Arnhem and Enschede (+Apeldoorn)
- Expertise: Consulting, coaching and training in:
 - Services architectures (OSGi)
 - Distributed systems (mobile, server and devices)
 - Software engineering processes and capabilities
- Products/tools: OSGi Software Provisioning
- Major customers: GX, Nedap, PANalytical, Peek traffic, Philips, Sony Ericsson, Thales, Vanderlande Industries



Enterprise Web Content Management

- Enterprise-grade:
 - Basis for reliable, effective support of business
 - Robust, high-performant, secure, etc
 - ...
- Web Content-Management
 - Foundation for e-business (customer-facing)
 - Flexible enough to match evolutions in the market
 - Different from Enterprise Content Management
 - That focus on document management, workflow, ...



Challenges for modern customer-facing systems

- Customer-facing technology evolve very fast
 - Productivity
 - Complex architectures hinder developer performance
 - Flexibility
 - (Fashionable) scripting languages are too dynamic for large systems
- Customer-expectations change overnight
 - Content authoring evolves
 - User generated content, videos and mash-ups are examples of the changing environment

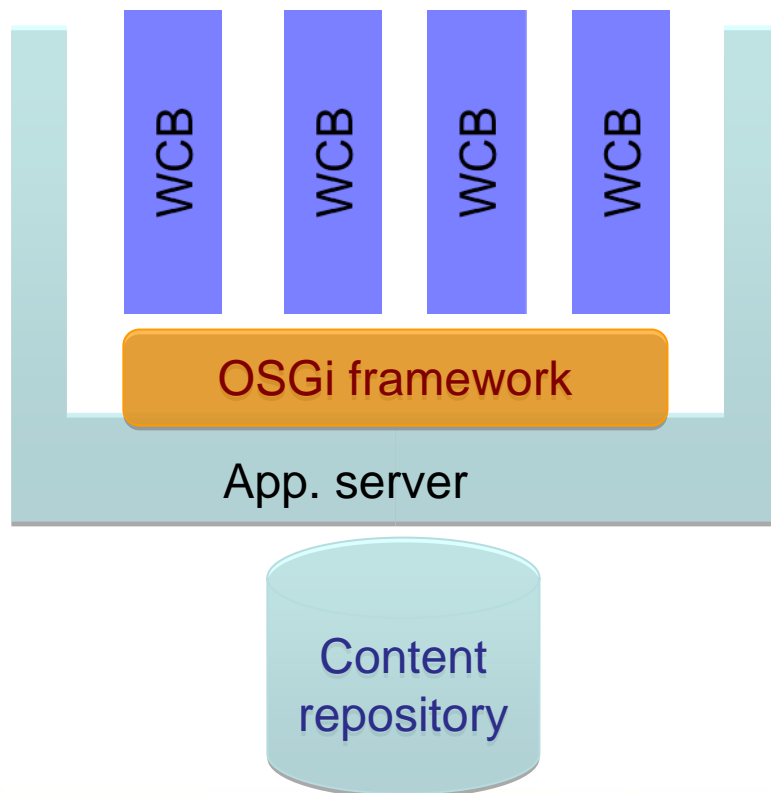


GX development strategy

- To create developer- and user-communities
- By offering a platform for enterprise-grade customer-facing system → WebManager 9
- WebManager 9:
 - Optimize developer performance with reuse (loosely coupled services and components)
 - Standards compliant
 - Overall Java-based; scripting as a specific solution



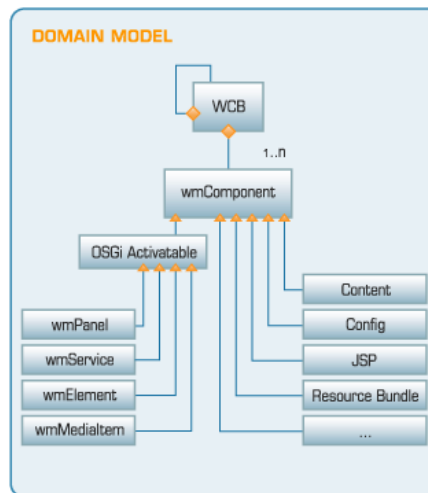
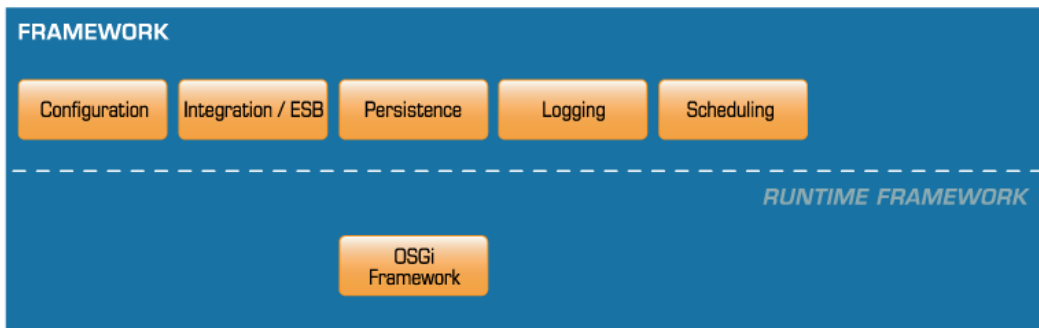
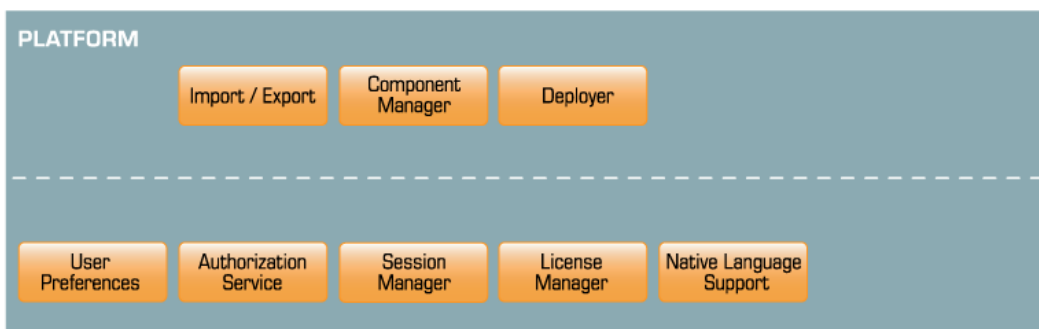
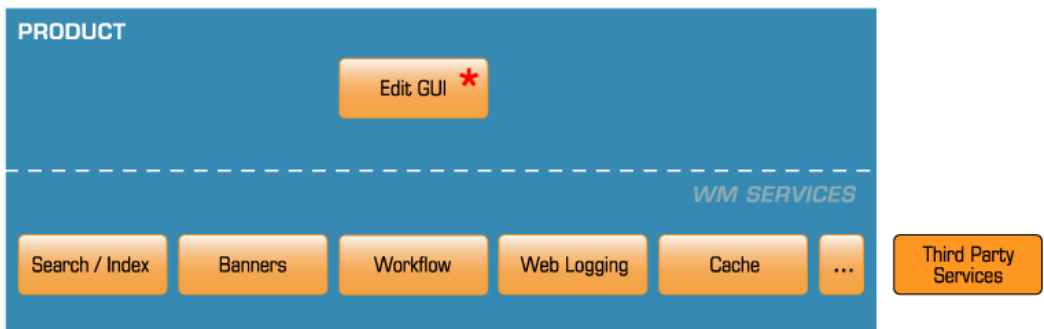
OSGi embedding strategy



- Foundation:
 - OSGi:
 - Apache felix
 - App. Server:
 - Apache tomcat
 - JCR content rep.
 - Apache jackrabbit



<GX> WEBMANAGER 9 ARCHITECTURE



(r)Evolution in <GX>

1995
Company founded

First customer:
Mercedes

2005

Mercedes Chrysler
awarded best
automotive site

GX ranked in Fast 50
and EU Fast 500

2007

GX customer winner
Dutch web 2.0 award

Schiphol: Blue Martini
migration

GX WebManager 9
introduction
Component
architecture

2001

Planet Internet:
Vignette migration
project

2003

kpn.com: Broadvision
migration project

2004

kpn.com awarded
website of the year

2006

7 GX customer
nominations website of
the year in 5 categories

3 GX customer
nominations Spin
awards

GX Winner Emerce
100

2008

Developerweb

Community
Edition

WCMexchange

Internationalization

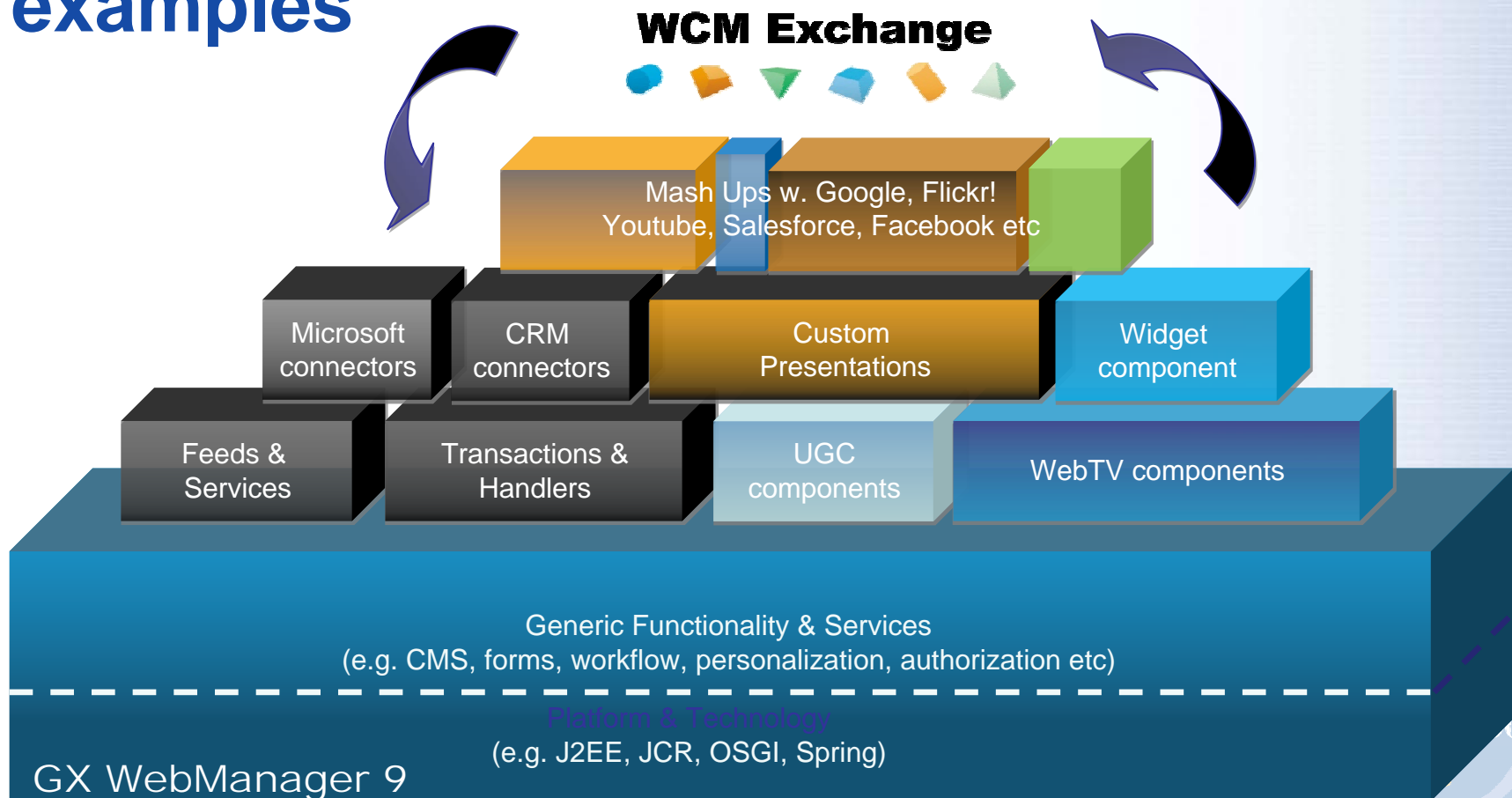


Re-architecting project

- Project details:
 - Started Q4/2005, finished Q2/2007
 - Introduction of new development strategy
 - Project-team of 12 members
- Major requirements
 - Dynamic update capabilities
 - Introduction of JSR-170 (JCR content repository)
 - Dynamic migration functionality
 - Improved multi-media support



WebManager Component Bundles: examples

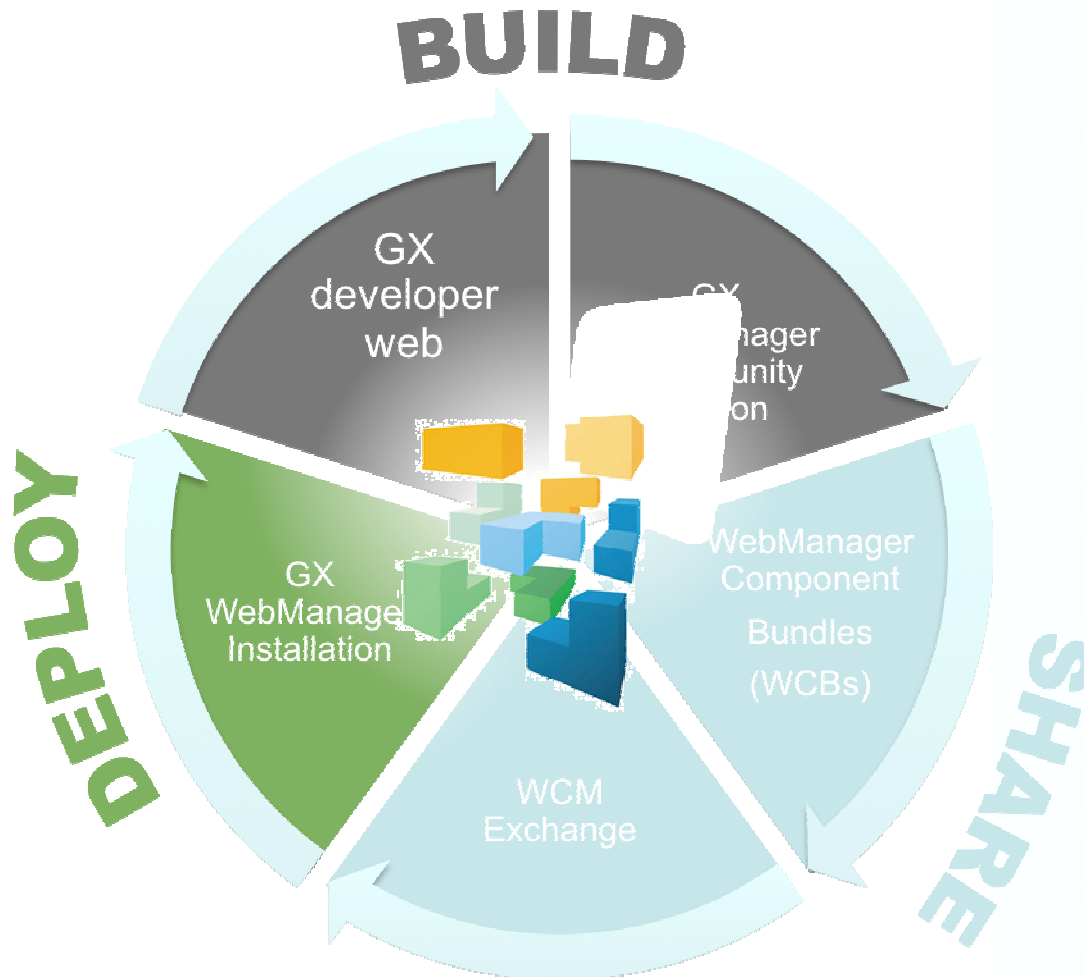


Achieved customer benefits

- Joint development of WCB's
- Reuse WCB's built by other companies
- Moving functionality from one installation to another easily
- Growing market/ecosystem of WCBs
- Ease of upgrading
- Solution Frameworks



GX Product Vision



Customer Business Benefits

- Faster Time-To-Market
 - Reduced costs



Demo time



