OSGi Alliance Community Event

GX WebManager 9
OSGi Business Case

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Warning

• This presentation does not cover in-depth architecture or technology issues
  → but we can answer 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
(r)Evolution in <GX>

1995
Company founded
First customer: Mercedes

2006
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

2008
Developerweb
Community Edition
WCExchange
Internationalization

2001
Planet Internet: Vignette migration project

2003
kpn.com: Brodyvision migration project

2004
kpn.com: awarded website of the year

2008
7 GX customer nominations website of the year in 5 categories
3 GX customer nominations Spin awards
GX Winner Emerce 100
Re-architecting project

- Project details:
  - 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

**WCM Exchange**
Mash Ups w. Google, Flickr!
Youtube, Salesforce, Facebook etc

- Microsoft connectors
- CRM connectors
- Custom Presentations
- UGC components
- Widget component
- WebTV components

**Generic Functionality & Services**
(e.g. CMS, forms, workflow, personalization, authorization etc)

**Platform & Technology**
(e.g. J2EE, JCR, OSGi, Spring)

GX WebManager 9
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