

Growing Pains

fixing the publishing industry



In the beginning

We saw a tremendous opportunity



The publishing industry
Situation normal all things f***ked up



So we set out on a quest

To build an innovative publishing 2.0 platform

That on first pass had...

weeks to be finished

content editorial interface

theme

based relationships

make framework decision quickly

write as little code as possible - leverage the CMS

that this is what

Here's how

all team

contractors

consultants

ckest way mantra

ck and dirty code



Our first prototype

Functional, limited blog with wretched code and style



Business success

We love it and we want more of it

We took two weeks to think
guns on version 2
we want to get good on this platform?
ould be okay with full rewrite
k of team excitement
coming cross site features
at other options exist?



Do we want this?

We could have pimped it out...

Our decision process

Services oriented with many modular projects

Multiple sites

Community's familiarity

What is the community like?

Signal to noise ratio

Cut and paste exceptions into code



After much deliberation

The prototype showdown

We made our decision

ovate only where it makes sense. We are in the business of publishing, not social media or comments.

enterprise' CMS + Light web framework

en Source

files!

ryone excited and onboard



Do we like it?

Yea who wouldn't?

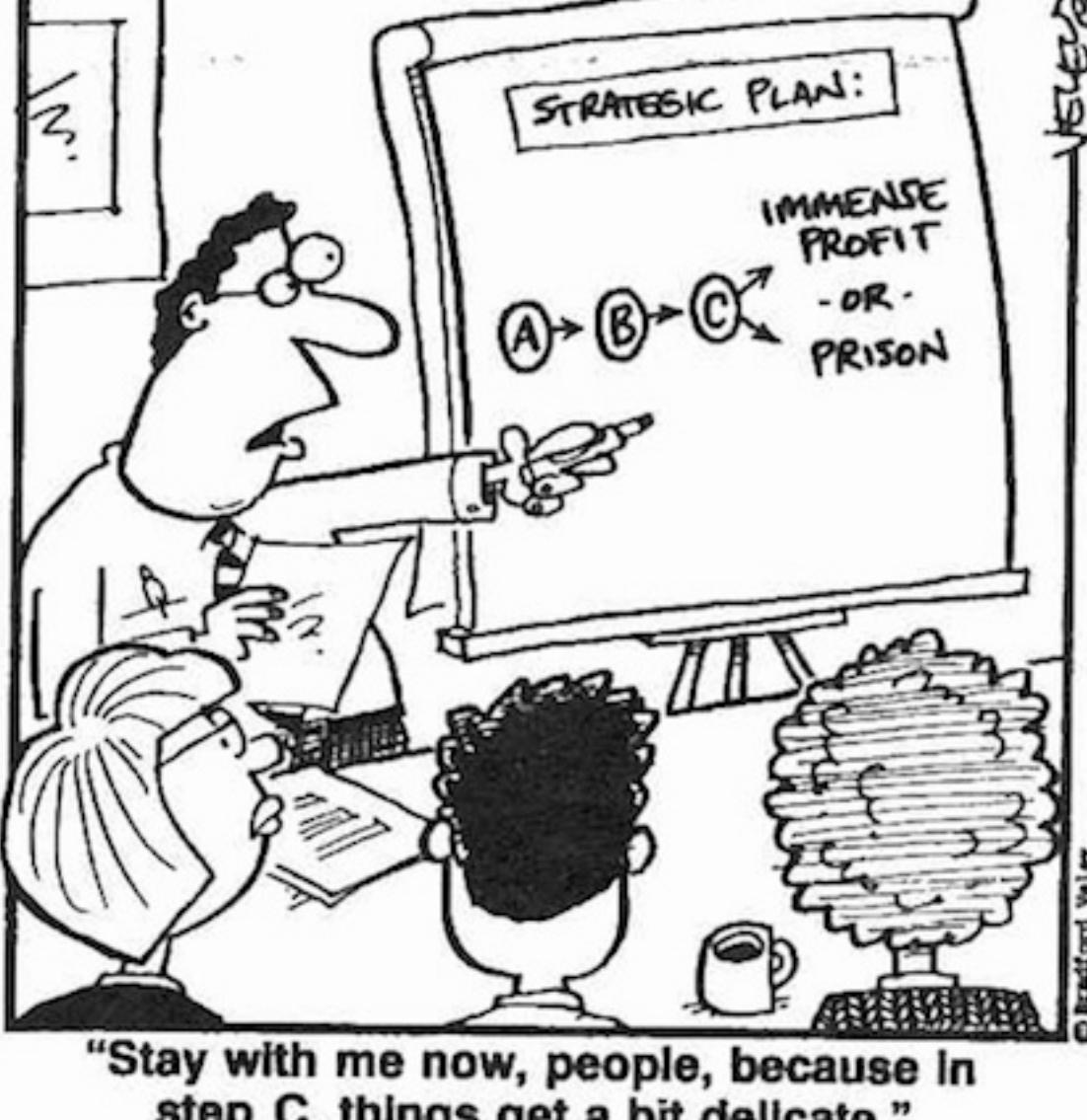
Version 2 begins

zier timeline – 8 weeks again. More features.

ng Kong or bust?

questered into conference room - intense focus

create prototype without silos



Consultants...

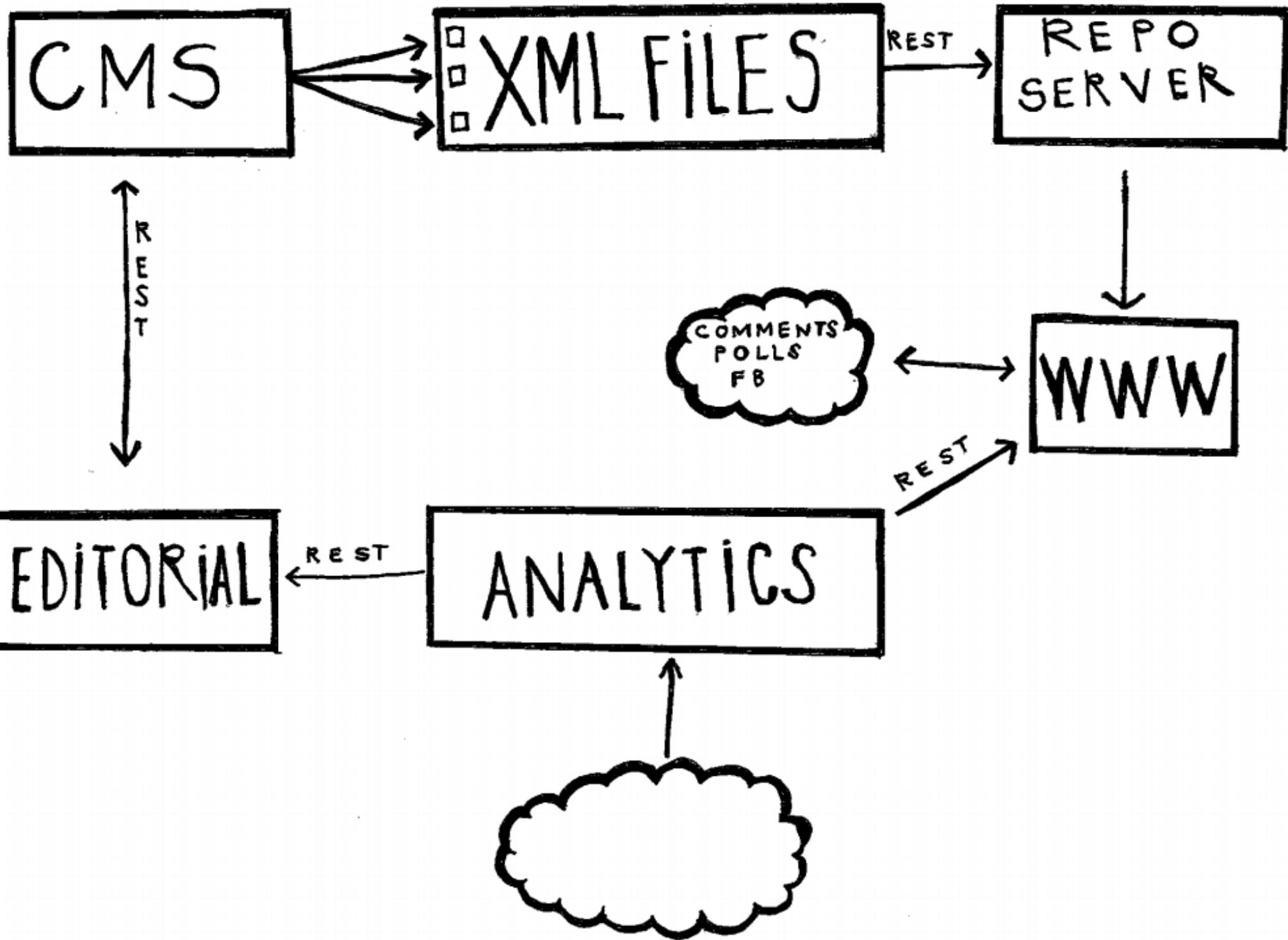
'Just make an ajax call'.... "Oh be sure to use jQuery'

Heads down

ake platform play well with others

tting stuff into CMS is hard, lack of docs and commun

tting stuff out, piece of cake - nice Restful api



Launch

ally way fewer bugs than prototype launch
ore sites, more editors, more traffic and then it blew
ntinuous repo-server failures
solutions to fix, no examples to follow, no help from
or or community. Solution: Rewrite

RES

JETTY

FREEMAKER

RHINO

SOLR



XML FILES

Post-launch

more sites, more editors, more traffic

o-server replacement is rock-solid, and simple

ication partners validation cross site ease

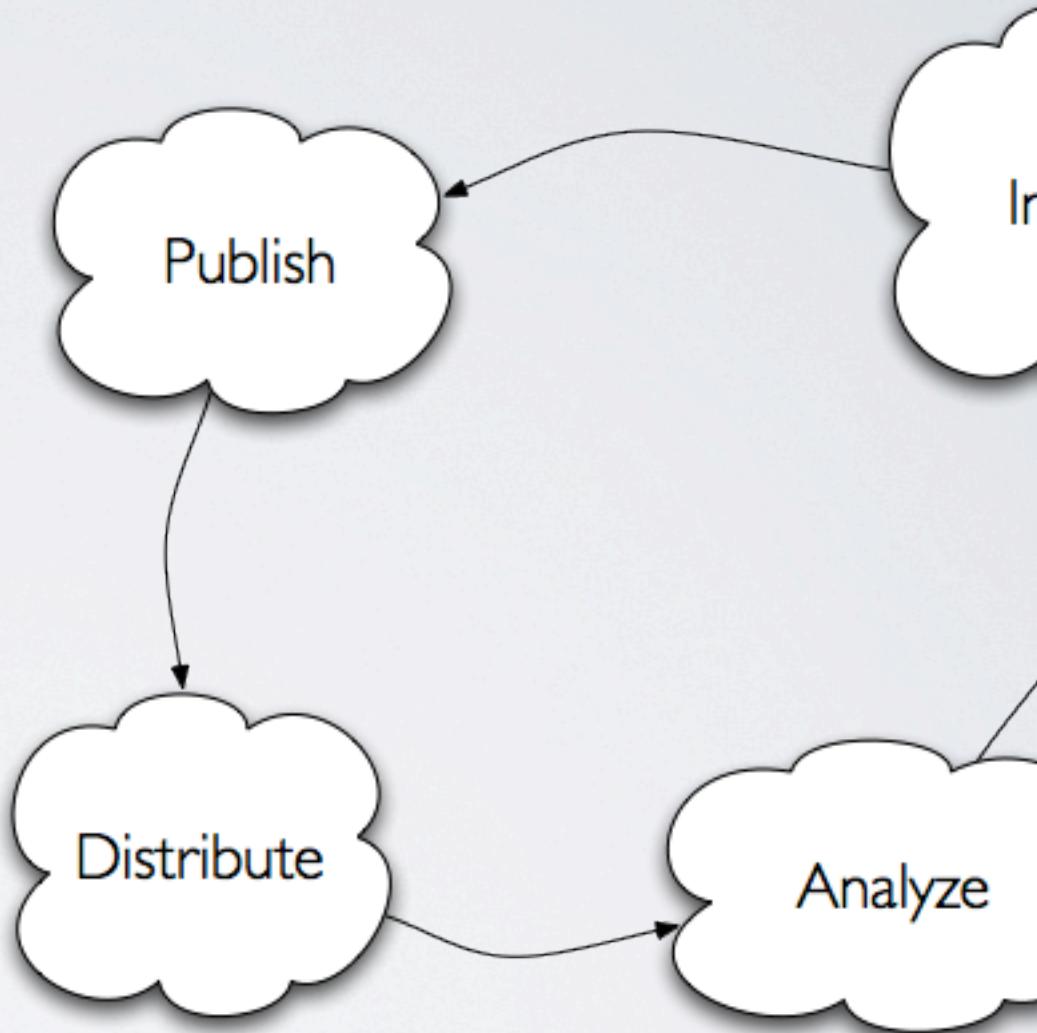
m is happy

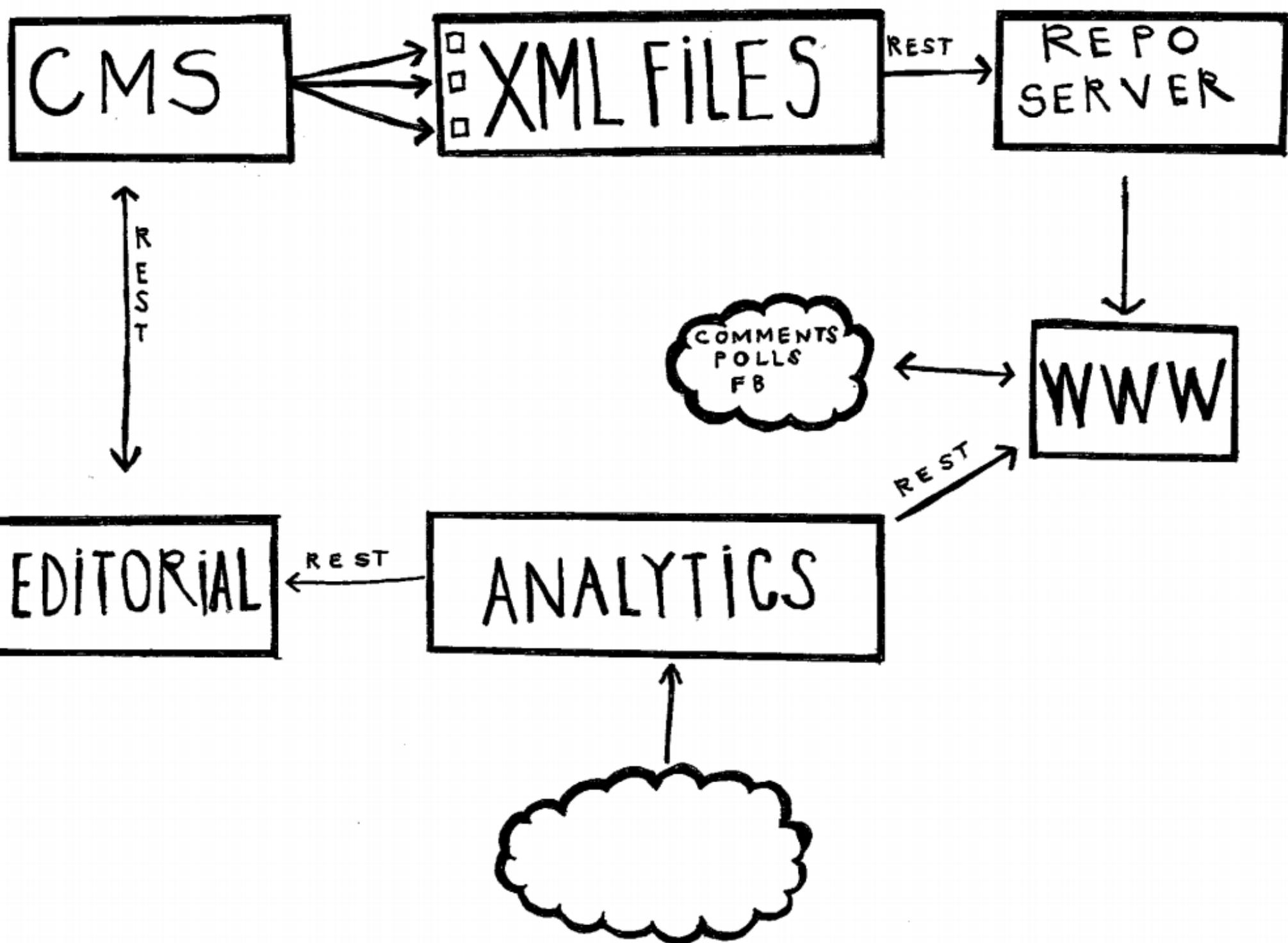


But so what?

What makes this better than “typepress” or “wordpac

It's 2.0 baby
separate platforms with
framework glue





To wrap up

Build a prototype first and don't be afraid to throw it away

Choose an open source framework

Questions?

Wait the publishing industry is uncorked? Why are you presenting at a tech conference?