

# Plone Conference 2007 Keynote

**October 11, 2007 — Naples, Italy**  
**Alan Runyan & Alexander Limi**

- Are you having fun yet?
- How many of you are first-timers?
- Mindblowing how big Plone has become



# Stats

- Plone downloaded over 1 million times
- Site traffic: [plone.org](http://plone.org) handled 9 times the normal load on 3.0 launch (Digg etc) — didn't slow down
- 49 (!) new contributors this year
- 84 people checked in code to Plone over last 12 months (228 total)
- Increasing year-over-year activity
- Plone is among the largest open source teams in the world (top 2%!)

# Plone 3

Welcome to Plone

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Manage portlets

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## WELCOME TO PLONE

by [limi](#) — last modified Oct 06, 2007 03:34 AM

**Congratulations! You have successfully installed Plone.**

[Also available in presentation mode...](#)

If you're seeing this instead of the web site you were expecting, the owner of this web site has just installed Plone. Do not contact the Plone Team or the Plone mailing lists about this.

## GET STARTED

Before you start exploring your newly created Plone site, please do the following:

1. Make sure you are logged in as an admin/manager user. (You should see a Site Setup link in the top right corner)
2. Set up your mail server. (Plone needs a valid SMTP server to verify users and send out password reminders)
3. Decide what security level you want on your site. (Who can join, password policies, etc)

## GET COMFORTABLE

After that, we suggest you do one or more of the following:

- Find out [What's new in Plone 3.0](#).
- Read the [documentation](#), especially the [What documentation should I read](#) and [Server setup recommendations](#).
- [Explore the available add-on products for Plone](#)

OCTOBER 2007

MO	TU	WE	TH	FR	SA	SU
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Manage portlets

- Stunning release, blew our socks off
- Started at Archipelago Sprint
- Several other key sprints (Barcelona, Baarn UI sprint)
- Jon Stahl gave excellent overview presentation yesterday
- Got mentioned in most major industry magazines — InfoWorld, ComputerWorld, eWeek, etc
- Just got reviewed by Infoworld (placed #2, after Alfresco, beat out Drupal, DotNetNuke), several more reviews in the pipeline

# Rock stars

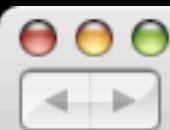


- Everyone at the Archipelago and Barcelona sprints (more sprints)
- Who here likes 3.0?
- Applause for the team!

# Major sites



- Novell
- CIA
- Discover Magazine



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**Novell.**

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- Consulting
- Training

**Support**

- Customer Center
- Documentation
- Knowledgebase
- Patches & Security

**+ Partners & Communities****Partners**

- Certified Partner Products
- Find a Partner

**Communities**

- Blogs
- Cool Solutions
- Developers
- Open Source
- User Groups

**Novell**

- Presenting at the conference, and sponsoring!
- Moved from Vignette
- Developed and maintained in-house



# CENTRAL INTELLIGENCE AGENCY

THE WORK OF A NATION. THE CENTER OF INTELLIGENCE.

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Iraqi Rewards Program

المكافآت

## Quick Links

- World Factbook
- World Leaders
- Today's CIA
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### Mission

The Central Intelligence Agency (CIA) is an independent US Government agency responsible for providing national security intelligence to senior US policymakers.

### Featured Story

#### [The Dawn of the Space Age](#)

On October 4, 1957, a Soviet R-7 missile launched *Sputnik*, the world's first artificial satellite, into an orbit 150 miles from the Earth's surface. The launch electrified the world. Ham radio operators tuned in to hear its signal. On clear nights, people looked up from their back yards in hopes of seeing the highly-polished metal sphere as it streaked across the sky. But, there was a dark side to the Soviet success.

[more >](#)

### What's New

[October 5](#) - "Archangel" posted to Books & Monographs section.

[October 2](#) - CIA Joins Niagara University Tribute to OSS Chief William Donovan.

[September 24](#) - Letter from the DNI Marking CIA's 60th Anniversary.

[\[View all recent updates\]](#)Strategic Intent  
2007-2011

### Showcase

Take a step inside the CIA through our [Headquarters Tour](#). Stroll down the [CIA Museum](#) corridor to see some of our artifacts.

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## CIA

- Might be here, we don't know ;)
- Extremely security-conscious
- Rebranding
- Maintained in-house

# DISCOVER

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## Daily Dose

October 8: How does a Muslim [pray in space](#)? Consult the computer program [Muslims in Space](#), of course.

The appendix may not be useless, after all. It [makes good bugs](#) for your gut—[like yogurt](#).

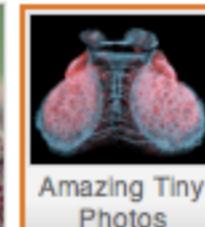
Looking at [geometrical "blobs"](#) may help search engines to actually [recognize objects](#).

An Italian photographer recently captured an [amazing dolphin birth](#)—after which the baby [didn't sleep](#) for weeks.

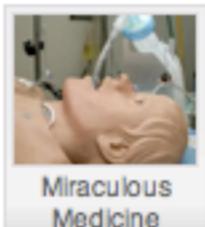


### Amazing Tiny Photos

The greatest microphotography of the year brings the very small world into very sharp focus.

[READ ARTICLE >>](#)

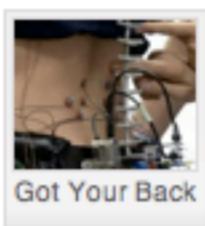
Amazing Tiny Photos



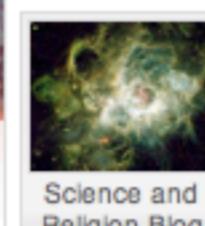
Miraculous Medicine



Super Human Vision



Got Your Back



Science and Religion Blog



Scientist of the Year

## Recent Features

### The Granddaddy of Space Colonization?

Fifty years after Sputnik, Burt Rutan leads a new space race.

10.08.2007

[One Universe, Under God](#)  
Creationism battles for the hearts and minds of America's teachers.

10.01.2007

### 20 Things You Didn't Know About... The Surgeon General

They weren't all the presidents' stooges.

10.05.2007

[Can a Drunk Person Fly the Space Shuttle?](#)  
Discover sends an intoxicated investigator to find out...

09.28.2007

### The Most Important Future Military Technologies

Super lasers, binoculars that read minds, manipulating the "human terrain"...

10.04.2007

[Google Taught Me How to Cut My Own Hair](#)  
In the Internet era, the most accessible information is the most valuable.

09.27.2007

### Small Genetic Differences, Huge Health Problems

Genomics takes the first step toward curing the toughest diseases.

10.03.2007

[Climate Change Triggers Bloodshed](#)  
Giving a new definition to "cold war"

09.25.2007

GET A  
YEAR OF  
**DISCOVER**



ONLY  
**\$2.08**  
AN ISSUE.

Loading "http://discovermagazine.com/" completed 90 of 91 items

## Discover Magazine

- Has become one of our favorite magazines
- Lots of traffic, focus on performance, running Plone
- Advanced publishing flow, editing interface (InDesign -> Plone)
- Could take up to 3 weeks -> down to as few as 3 days for publishing a magazine
- Great case study on [plone.net](#)

## DISCOVER NEWSLETTERS

### The Leading Stories in Science and Technology, Delivered Monthly

- |  |   |
|--|---|
| <input type="checkbox"/> Health & Medicine | <input type="checkbox"/> Human Origins  |
| <input type="checkbox"/> Mind & Brain      | <input type="checkbox"/> Living World   |
| <input type="checkbox"/> Technology        | <input type="checkbox"/> Environment    |
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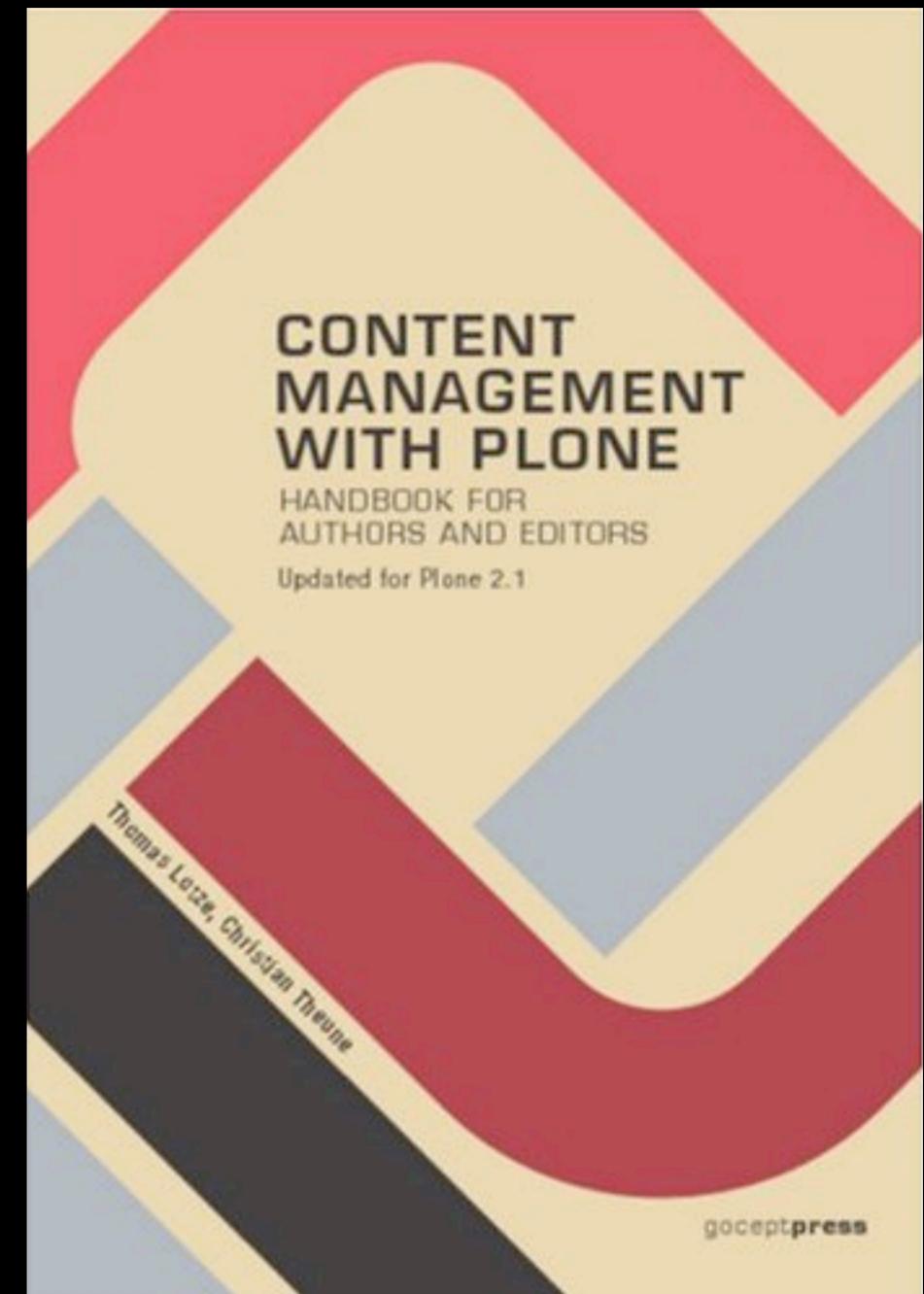
From Technologies to Solutions

# Professional Plone Development

Building robust, content-centric web applications with Plone 3,  
an open source Content Management System

Martin Aspeli

[PACKT]  
PUBLISHING



- 2 books: Pro Developers, End User Manual
- Martin Aspeli, superhuman
- Secret book project
- Probably the first time we've had 100% up-to-date book about Plone
- The book made Plone better!
- Plone is still the only open source product with an end-user manual in printed form



## What is Plone?

Plone helps you manage your content.

[Watch a Demo Movie](#)[What is a CMS?](#)[Sites Using Plone](#)

## Get Plone

Latest release: Plone 3.0.1 (Sep 2007)

[Download Plone](#)[What's New in 3.0?](#)[Roadmap](#)[Add-on Products](#)

## Learn Plone

[Documentation](#)[Buy Books](#)[Forums & Chat Rooms](#)[Find Plone Training](#)[Commercial Support](#)

## Get Involved

[Report Bugs](#)[Write Code](#)[Translate, Document, Test](#)[Support the Plone Foundation](#)[Plone Blogs](#)

Plone Conference 2007  
Naples, Italy: October 8-12

- [Registration is open!](#)
- [Pre-conference training classes](#)
- [General information](#)

[Easy to Get Started](#)[User Friendly](#)[Powerful](#)[Standards Compliant](#)[Supported](#)[Mature](#)

### Batteries Included

Supports Linux, Windows, Mac OS X, FreeBSD, Solaris. The installers get you up and running within minutes. No complex set-up procedures.



### Speaks Your Language

Available in over 35 languages, Plone was designed from the ground up for multilingual content management. It handles Chinese, Japanese, and even right-to-left languages such as Arabic and Hebrew with ease.



### Nicest Kid on the Block

The Plone Team includes leading usability experts who have made Plone easy and productive to work with.



### Everybody Loves Plone

"An eWeek Labs Analyst's Choice award winner, this open-source product is one of the best solutions — period — for company portals and intranets"

- Major infrastructure upgrade
- New caching
- Additional box running SVN, lists, other things
- Foundation funded hardware

# Foundation



- Launched donation program, tax deductible in US — got major donations
- Toby got our taxes done, we have received about \$15K of donations this year — tax exempt!
- Paul gives talk about this after this keynote
- Vote for the 2008 candidates at the conference if you're a Plone Foundation member
- Joomla (IP mess)
- Jarn.com (voluntary name change)
- Plone.net!



plone.net

- A space for case studies, provider listings, site listings and other commercial activity
- Launched at previous Plone Conference in Seattle
- Now has 200(!) providers in 44 countries — and over 800 sites listed

Next steps:

- Case studies — write up your projects!
- Job Board?

# Logo refresh



- Redesigned by Jola Hyjek
- We like our existing logo, but needed an update



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Old logo



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## New logo!

- More readable
- Stronger colors
- Better font
- Updates and modernizes the Plone logo

# Documentation

- Documentation sprint at Google
  - Reorganization of the documentation into main topic areas
  - Hopefully the sprint continues here in Naples after the conference



# Add-ons

## Products

Currently listing 697 projects with 1654 releases.

[RSS](#)

**Plone releases and available add-on products for Plone. Make sure you have Plone installed before downloading the add-ons — and make sure you are using add-ons that have been certified for use with your particular version.**

### Get Plone for your platform



Latest release: Plone 3.0.1 (Sep 2007)

### Search for add-on products



[Want to list your add-on product?](#)

[Log in to add your project](#)

## Add-on Product Releases

Show

All categories

for

Supported releases (3.0 or 2.5)

278 releases matching your criteria, sorted with latest releases first.

### PloneFormGen 1.2 (Release candidate) Oct 9, 2007

in Polls/Surveys, Communication, Fields and widgets

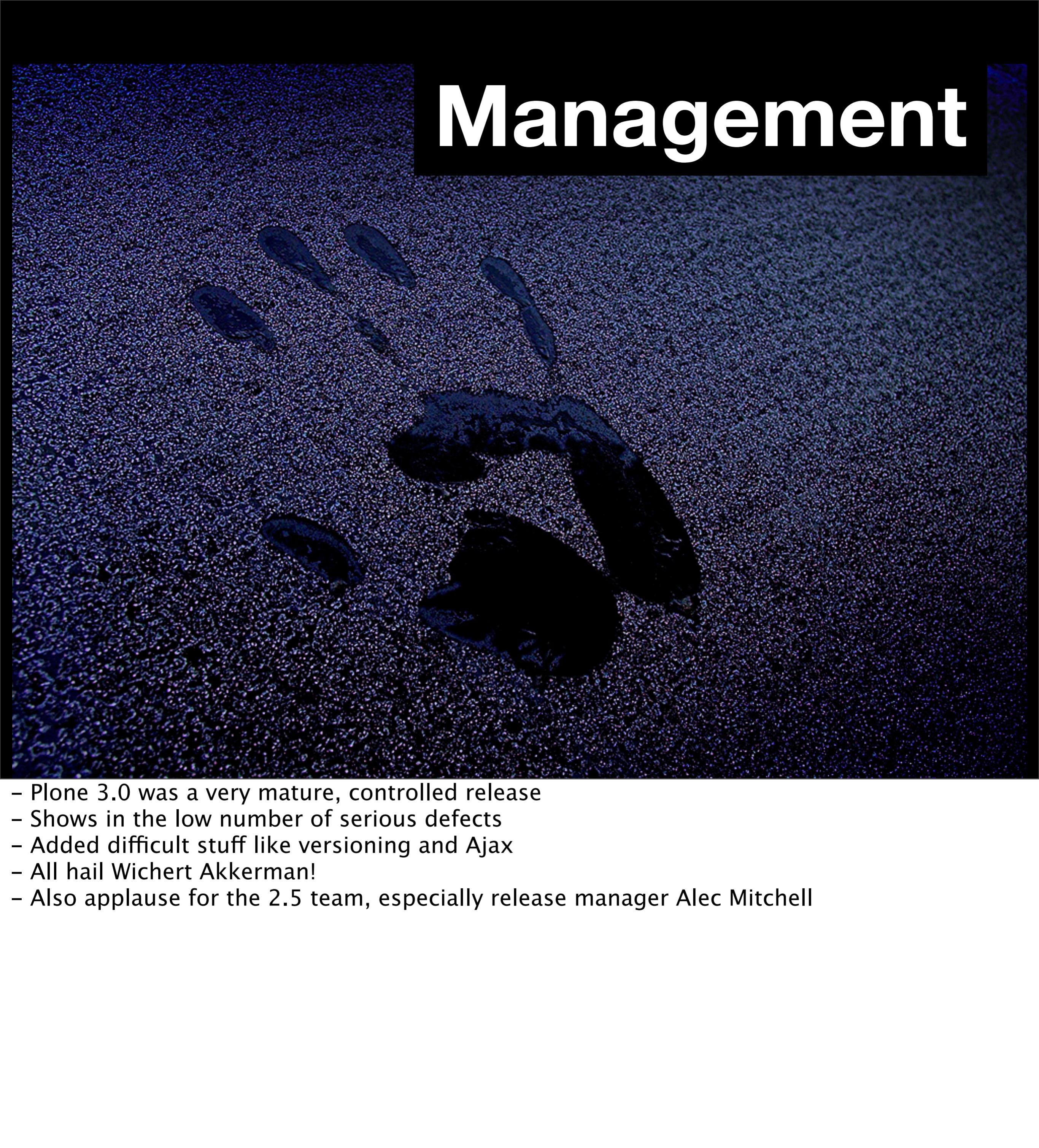
A generic Plone form generator using fields, widgets and validators from Archetypes. Actions like mailing or saving form input are incorporated by included ...



#### New in this release:

Modest feature additions and Plone 3.0 compatibility.

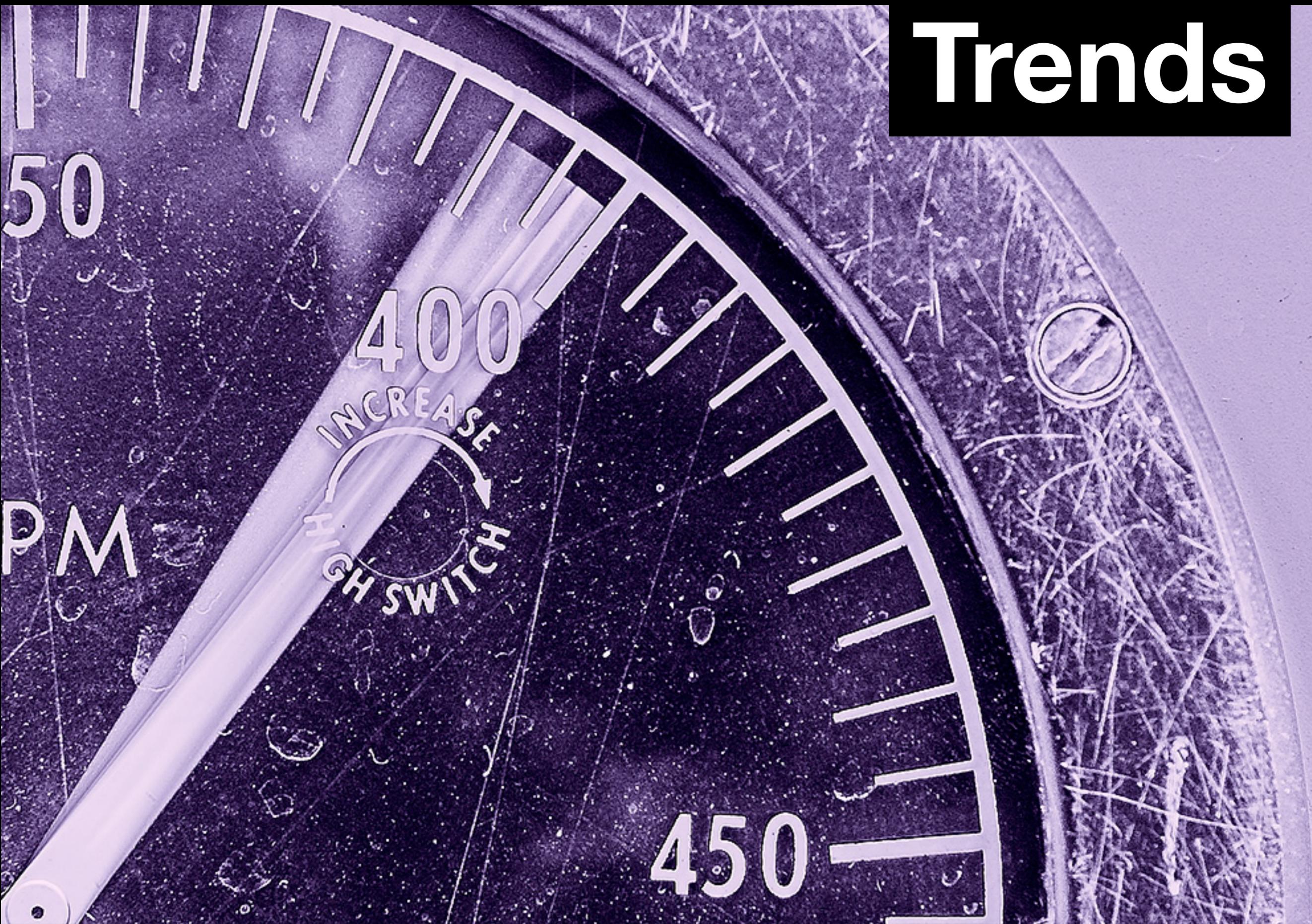
- Much improved products front page to coincide with Plone 3.0
- Responsibility over ownership
- PSC and PHC now have new maintainers (Alex Clark and Steve McMahon)
- There's a sprint after conference: focus is on quantitative ways to rate products and find quality



# Management

- Plone 3.0 was a very mature, controlled release
- Shows in the low number of serious defects
- Added difficult stuff like versioning and Ajax
- All hail Wichert Akkerman!
- Also applause for the 2.5 team, especially release manager Alec Mitchell

# Trends



- All new components using Zope 3 technologies
- Focus on software configuration and installation — shows maturity, “replay” value, recipes
- Extensive testing in third party products
- Zope Corp is a thought leader — they build stuff and follow through and maintain.
- Unstructured data is becoming profitable and normal (google/plone/zodb). The goal is to take this experience and now look at advanced ‘structured’ technology and leverage it w/o going overboard.
- More community involvement on every level, new leaders emerge, new generation of durable, committed individuals
- Documentation consolidation, not proliferation — responsible “gardeners” for a subject matter
- Plone is adopted by more conservative governmental and commercial organizations
- Product-Developers mailing list: has increased the quality of add-on product code and communication. A significant success story.



# Everyone is busy

We had this slide last year — it's even more true now!

- All Plone consultants are busy and happy
- Incredible amount of development
- Plone makes money!

# Evangelism



- Community sourced, independent efforts, decentralized advocacy
- Dugg! Shows the power of the community
- LinuxWorld presence
- Darci had a great talk on this yesterday
- Arrange more Plone events!
- Evangelism is leading by action! Just do it! (list)
- Step outside your comfort zone, spread the word — present at a conference, write an overview-style article for a magazine (Jon Stahl on NGOs and OSS), present at other user groups, meetups both technology
- Collect feedback, what do we not have good answers for
- Don't hide anything, talk about the problems too

# Future



- How did we get here, why did we become popular? Technological solutions existed, but not very usable, very exclusive communities, very disconnected components/parts
- We made something that resonated, was easy and approachable — enabling!
- We were also mindful of the legal issues! Became very important later
- Who are the real heroes? Normal people, going out on a limb, deploying Plone, solving a problem (example: Darci) — we don't have 300 sales people that can go into verticals, but we have people!
- Reflects exactly what we did in the beginning: focused on making people happy and productive.

# 3.1



- Small, focused, 100% compatible with 3.0
- Adds no new features
- Polish, UI additions
- Specifically: Kupu, KSS, Portlets
- Paves the way for smaller, more focused releases



# Roadmap

- Strategic Planning Summit @ Googleplex in Feb 2008, not a sprint (no coding allowed! ;)
- Small strategic group of developers, integrators and customers
- Will inform the next major releases, the next couple of years
- Find Plone's "sweet spot", find out what we do well, what we \*could\* do well, and what we shouldn't do.

Some specifics:

- "Approachable Plone"
- Competitive analysis
- We want your feedback in the panel discussion here! (Document management? Rich media? Tell us!)

# Thanks

- Google for sponsoring Alex
  - Enfold for sponsoring Alan
  - cdm from Flickr for most of the images
  - jrk from Flickr for the Star Wars image
  - danielmorris from Flickr for the construction image
- (all images licensed under Creative Commons, see the respective Flickr profiles for details)