

How It Happened

Stories and Lessons from Inside Python, Zope, Plone,
and Pyramid

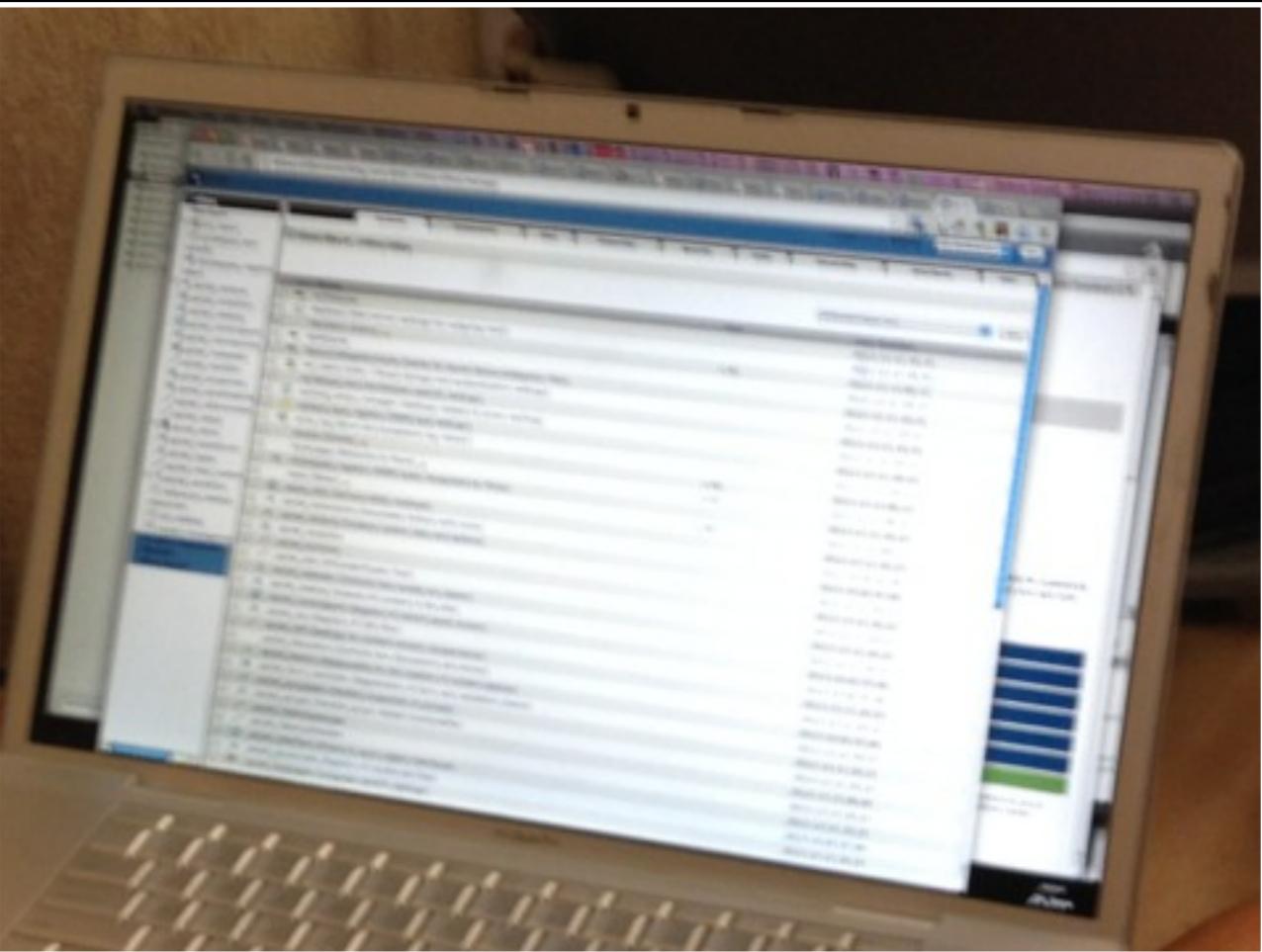
Paul Everitt, Agendaless Consulting
PloneConf/PyCon Brasil, 2013

2002

FISL, Porto Alegre



Sidnei da Silva



ZMI...yesterday



Luciano Ramalho

Proclamation

lesson

What you do < What you appear to do
(the dark arts)



thanks

about me

- Partner at Agendaless, “manage big stuff”
- Pyramid, Substance D (and Deform, Supervisor, Waitress)
- Plone Foundation board
- Co-founder Zope
- PSF bootstrapper and board

*** *Pyramid Open Space: Today, 5:30PM* ***

Content-Free Guarantee

You won't learn anything, but you'll laugh.

Memorable > Informative
Funny > True

| 993

www.navy.mil

tkWWW problem with ncsa_httpd

2 posts by 2 authors ▾  +1

★ **LTJG Paul Everitt** Good news and bad news. First, I compiled tcl/tk and tkWWW on one of our SunOS 4.1.3 9/2/93

 **Marc Andreessen** 9/3/93 ▾

★ In article <26652o\$9...@pens-emh2.ncts.navy.mil> [peve...@ncts.navy.mil](#) (LTJG Paul Everitt) writes:

Good news and bad news. First, I compiled tcl/tk and tkWWW on one of our SunOS 4.1.3 machines, came back to my Solaris 2.2 machine with the same home file system structure, and launched tkWWW. Worked fine with the standard binary compatibility package.

One snag I had with tkWWW though. I am bringing up a web server using ncsa_httpd beta release 3. When accessing it from Mosaic, it works fine, but when accessing it from tkWWW, I get a bad file request.

NCSA httpd 0.3 isn't smart enough to interpret the messages tkWWW (or a handful of other browsers -- all of them, within the next few months) sends it when requesting documents. NCSA httpd 0.4, which has been out for a while, doesn't have this problem; upgrading should be painless ([ftp.ncsa.uiuc.edu](ftp://ftp.ncsa.uiuc.edu) in /Mosaic/ncsa_httpd).

Cheers,
Marc

Ask question, get...answer

lesson

- gopher+ is not the future of the Internet

| 1994

Python Workshop One at NIST



Python Workshop Attendees

The pictures are from the last hour of the last day of the workshop. Note how several attendees turned into cans of spam. This is the only known occurrence of spontaneous spamification on record.



[Guido van Rossum](mailto:guido.van.Rossum@cwi.nl) guido.van.Rossum@cwi.nl



[Steven D. Majewski](mailto:sdm7g@virginia.edu) sdm7g@virginia.edu



[Dave Brennan](mailto:brennan@hal.com) brennan@hal.com



[Donald Beaudry](mailto:don@vicorp.com) don@vicorp.com



lessons

- Premature optimization: bylaws
- Durable impact requires a hero

| 996

Digital Creations



Bobo

<http://foo.com/aSite/aFolder/aSubfolder/anObject/aMethod?arg1=9&arg2=orange>

>>> aSite['aFolder']['aSubfolder']['anObject'].aMethod(9, 'orange')

- Object publishing
- Marshalling, calling, exception handling, ACL
- Transparent persistence



OMG



Joint W3C/OMG Workshop on Distributed Objects and Mobile Code

June 24-25, 1996

Boston, Massachusetts

Program Committee

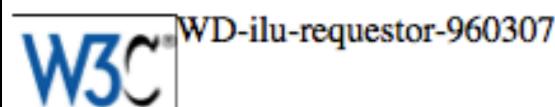
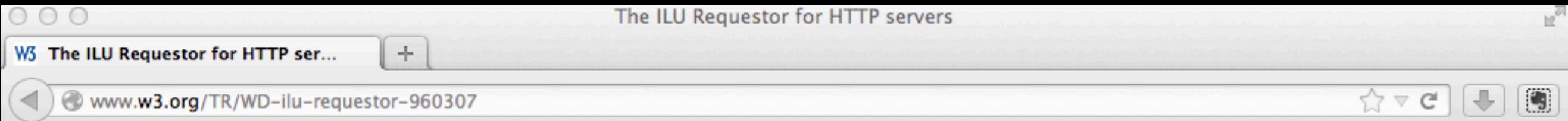
- Tim Berners-Lee, [W3C](#)
- Dan Connolly, [W3C](#)
- Paul Everitt, [Digital Creations](#)
- [Andrew Herbert, APM](#)
- [William Janssen, Xerox PARC](#)
- Robert Marcus, [AMS](#)
- [Richard Soley, OMG](#)
- [Craig Thompson, Object Services](#)
- [Guido van Rossum, CNRI](#)
- [Sankar Virdhagriswaran, Crystaliz](#)
- Andrew Watson, [OMG](#)

[Dan Connolly, W3C](#)

[Richard Mark Soley, OMG](#)

last modified on \$Date: 1996/05/04 17:53:45 \$

Inquiries to domc@omg.org.



The ILU Requester: Object Services in HTTP Servers

W3C Informational Draft 07-Mar-96

This version:

<http://www.w3.org/pub/WWW/TR/WD-ilu-requestor-960307>

Latest version:

<http://www.w3.org/pub/WWW/TR/WD-ilu-requestor>

Authors:

Paul Everitt, [Digital Creations](#) < paul@digicool.com >

Status of this document

This document provides information for the W3C members and other interested community. This document does not specify a W3C standard of any kind.

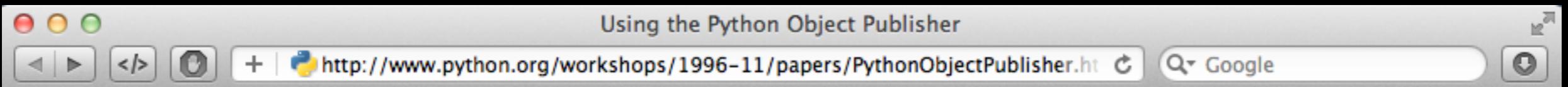
Feedback should be directed to the author.

A list of current W3C documents can be found at: <http://www.w3.org/pub/WWW/TR>

Abstract

The [Common Gateway Interface](#) (CGI) is not scaling to meet the requirements of today's dynamic, interactive webs. For this reason, multiple vendors have proposed C callable APIs. These APIs allow authors to alleviate the performance penalty of CGI, and allow tighter integration of add-in modules. Unfortunately, this comes at the price of complexity and portability.

This document describes a new model for extending WWW servers. First, HTTP is captured using an [interface specification](#), which eliminates the ambiguities of interpreting a standards-track document. This interface is then implemented atop a particular httpd's API. Finally, all of this is done using a standard distributed object model called [ILU](#).



Using the Python Object Publisher

Paul Everitt, paul@digicool.com

Digital Creations, L.C.
910 Princess Anne Street Suite 300
Fredericksburg, VA 22401
<http://www.digicool.com>

Abstract

The Python Object Publisher (Bobo) allows objects to be published without any Common Gateway Interface (CGI) or Hypertext Transfer Protocol (HTTP) specific code. Complex object hierarchies can be published with Uniform Resource Locators (URLs) that mimic the object hierachies. Form data, including file upload data, are marshalled into method parameters. Most tasks associated with the interaction between an application (such as URL traversal, parsing form data, parsing queries, parsing headers, parsing cookie data, access control, and error handling) are performed automatically. This paper provides an overview and simple examples.

Background

Publishing dynamic information on the web is straightforward. Publishing it *coherently* is unnecessarily difficult.

lessons

- If there's gonna be a majority owner...
- Objects, web, Python, community
- Spend extra time choosing a name

| 997

Principia



DIGITAL
CREATIONS, L.C.

"a premier Internet
service provider"

<http://www.digicool.com>
info@digicool.com

Principia Version 1.5
RPM Format / .tar.gz Format
(circle one)

A Web Application Platform for Linux
30-Day Evaluation Version

910 Princess Anne Street, Suite 300, Fredericksburg, Virginia 22401



Key Selling Points

- Don't let your customer shoot you in the foot
- URLs that you can read to your mom over the phone
- Database that feels like a file system
- TTW: No “programming”

lessons

- “What do you think we are, a database company?”
- Original sins: Hide Python, Product Company

| 1998

Going Open Source

Eric Raymond, IPC7

The Spreading Grass-Roots Threat to Microsoft

By *Mark Leibovich*

Washington Post Staff Writer

Thursday, December 3, 1998; Page A01

In an overflowing lecture hall, the prophet is preaching to a group of students. He has a droopy mustache and red-rimmed eyes and he lurches around the room, interspersing his gospel with giggly asides. His audience of University of Texas computer scientists sits quietly and rapt, some rocking in their chairs the way Bill Gates does.

"Okay, so here's how we're going to take over the world," the prophet says.

His name is Eric Raymond, and he is leading a grass-roots crusade that few Americans have heard of, a crusade that is building at the hardest core of the technology world -- in computer labs, Internet chat rooms and hacker conventions.

Even so, open source remains a radical notion in many corporate realms. "Intellectual property laws have been around a long time," says Paul Everitt, CEO of Digital Creations, a Fredericksburg, Va., software company that has adopted open-source.

Last month he traveled to Houston to hear Raymond speak. "I'm trying to learn if the success of this movement is inevitable or if we're just tilting at windmills," he said. Everitt said Raymond's then-upcoming conference call with Merrill Lynch institutional investors could be "an inflection point" in open-source history.

\$750,000... we are
going open source

11/20/98

None Many colors, many voices, acoustics, music, optics, physics
Game InflectionPoint, Day1/DayOne (D1), Diwan, TownSquare,
Centerline, CenterPoint, Engine, SquareFront, Circle42, CircleSquare1, Circle7,
TownSquare, Circle1, Square, VillageSquare, Laggerhead,
→ → Look up old movies in IMDB
CircleEng, circle2, Circle3
Circle [X, 0, 8], Broadcast, SocialMachine, MultiMind,
ConnectingMinds, ConnectedMind, ThinkingPage, ThoughtPage,
PageAlive, NeoPage, ClearPage, ObjectPage, NeoSite, NuvoSite, NuvoPage,
MetSite, MetPage, ClickStreet, Advertisement, Clickfront, ClearSite, GuildStreet
POO, Everywhere, History, Waterby, Sunsiteset, Arabesque, 3RingSchool,
TrapDoor, Civ.Cato, ForeSite, Env.Site, ActiveSite, ThatlongSite
NooSite, Perchance, Skotman, Skot, Pick3, Zedos, ObjectPublisher,
Object2, object2, X-Mason, Quippe, AppMarker, ObjectMarker

M, 11/23/98

Gals Announce → Python list, prepare for board mtg

Clear Names Wao, Appweaver, Noovo, InflectionPoint, Squarefront, Circle [2, 3, 4],
SocialMachine, ConnectingMinds, ThinkingPage, PageAlive, ClearPage, ObjectPage,
Zope, NuvoSite, NuvoPage, ClickStreet, GuildStreet, Waterby, NooSite,
Object Publisher (Opie), AppMarker, ObjectMarker

Names ThomasGears, SiteSquare1, Wizard/Whizdom, SiteScript, Algorist, Aurea

W25 Nov

License Some research on the TrollTech charges. People like the LGPL, but the APL
makes charges cumbersome. Commercial developers must pay. Can people
distribute modified versions of Z? Are portions of Z like before?
Cannot make proprietary software using Qt. Preclude forked versions;
GPL is incompatible w/ other licenses (GPL virus). MPL is OSF-like.
Allows NS to do commercial releases w/ closed software. Nature of modifications,
QPL does not allow use in other programs.

lessons

- Became an open source *business story*
- Hype: Another original sin...
- ...but it worked
- Built-in contradictions

| 999
Zope

ever heard of?



ZOPE

Back to: [List of Tracks - Day Overview](#)

WWW8 Developer's Day - 14 May 1999

Track D8: Room 717A, 1:30PM -- 5:00PM (*Afternoon only*)

Open Source Software

Track Chairs:

Organizational co-chair: [Brian Behlendorf](#), O'Reilly and Associates and the Apache Group,

On-site co-chair: [Cameron Laird](#), Network Engineered Solutions

Details of Talks:

Time	Speaker	Title
1:00 - 1:45pm	Rasmus Lerdorf, and Guido van Rossum, CNRI	Open Source Development Strategies for PHP and Python
1:45 - 2:30pm	Mark Abrams and Constantinos Phanouriou, Virginia Tech.	User Interface Markup Language (UIML) Open Source Project
3:00 - 3:45pm	Paul Everett , President, Digital Creations	Funding The Perfect Beast: Venture Capitalism, Intellectual Property, and Open Source
3:45 - 4:30pm	Manoj Kasichainula , IBM	The Elephant and the Feather: How IBM embraced the Apache open development model

Funding The Perfect Beast: Venture Capitalism, Intellectual Property, and Open Source

Paul Everett, Digital Creations

History is littered with brilliantly conceived software projects whose candle once burned brightly but sadly flickered out. To appeal to business decision makers, Open Source software projects need a sustainable business model that includes a framework for financial backing. How then can software freedom marry into a culture favoring protected intellectual property?

This talk describes the relationship between Digital Creations, the company behind the Python-based Zope web application server, and Verticality Investment Group, its first-round investor. Within a month of the investment, Verticality convinced the Digital Creations principals to release their web application server as open source. What business strategies supported this? What replaces intellectual property as the strategic asset? How did Digital Creations recast its business model for success?

Paul Everett is President and Co-Founder of Digital Creations, a software consulting company that focuses on dynamic business solutions using its free, Open Source Zope web application server. In 1992 as a United States Naval officer Paul created the Navy's first public web server at www.navy.mil. He has been published in WebReview, has authored a W3 Technical Report, and served on the program committee for the W3C-OMG Joint Conference on objects and the Web. His company is an original member of the Python Software Activity and a member of the Python Consortium.

lessons

- ZClasses, Perl for Zope, Acquisition
- How different is *too* different?
- But what lesson really to learn?

2000
IPC8

Home ›

Python Conference Report

May 01, 2000 By Andrew M. Kuchling
in Community



[Like](#) [Sign Up to see what your friends like.](#)

Some of the ongoing shifts in the Python community were apparent at the Eighth International Python Conference (IPC8), held in Washington, DC this past January.

Some of the ongoing shifts in the Python community were apparent at the Eighth International Python Conference (IPC8), held in Washington, DC this past January. [Note: the Spanish Inquisition was not in attendance.] For a start, the continued growth of the Python community was obvious. IPC7, the previous conference, attracted roughly a hundred attendees. IPC8 was more than twice as large, with around 250 attendees. Much of this growth came from the increasing popularity of the Zope application server, which had its own conference track for the first time. This track drew some 90 people who attended talks on Zope's architecture and features, designing applications for Zope, and saw demos of new products such as the Portal Toolkit.



From Issue #73
May 2000

lessons

- Is it good to bring in outsiders?
- “Killer App” vs. hiding Python

2000
Big Investment

 PR Newswire
United Business Media

Send a release
Member sign in ▾
Become a member
For journalists
Global sites ▾

Products & Services Knowledge Center Browse News Releases

See more news releases in: [Computer Electronics](#), [Multimedia & Internet](#), [Banking & Financial Services](#)

Digital Creations Closes \$12 Million in C Round Financing; Whitney & Co. Leads Strategic Investors Including Intel 64 Fund And Opticality Ventures

[!\[\]\(6a561fd4d75d39dc5c7ad377b572350e_img.jpg\) Like](#) [!\[\]\(86b35435a6221791f5efc4d23b7da3a5_img.jpg\) Tweet](#) [!\[\]\(812dd3ca1fffceefd06af1f57f352fcf_img.jpg\) Share](#) [!\[\]\(185230b95d6e137932e9aff15c40931b_img.jpg\) +1](#)

NEW YORK, Nov. 13 /PRNewswire/ -- Digital Creations, a leading provider of Open Source web application services, today announced that it has closed a \$12 million C round funding. Whitney & Co., a major investor in innovative Internet, e-commerce, business-to-business and software development companies, leads with other strategic investors, including Intel 64 Fund and Opticality Ventures I, LP.

"Zope (Digital Creation's signature development platform) is a leading Open Source web application server that enables teams to collaborate in the creation and management of dynamic web-based business applications such as intranets and portals," said Rob Page, co-founder and COO of Digital Creations. "The market for our technology and services solutions, has dramatically expanded over the last year. Digital Creations possesses the technology and time-to-market advantages customers demand, and is geared to deliver quickly, efficiently and cost-effectively."

"Digital Creations has executed flawlessly in their quest to deliver premier web applications solutions to an impressive roster of customers that includes the Navy, Zap Media, HomeGain, and CBS, leveraging Zope's time-to-

Outcomes

- Professional CEO
- Took on PythonLabs
- Name change (“perfect distance”)

Lessons

- Things completely changed
- Would you do PythonLabs differently?
- Would you do the C Round?

Paul, look at your
watch

2000

ArsDigita Port to Java

Outcome

Romancing the Dragon: Know What Accepting Investor Money Means

by Steve Robbins

Right around the turn of the millennium, a startup named ArsDigita was born, flourished, and died a horrible death. The entrepreneurs blamed the venture capitalists and circulated their

lessons

- Much easier to get big, once big, you're stuck
- Can't be what you're not (again)
- If you're going to reboot, rename

2001
Zope 3



lessons

- Major change is usually fatal
- Shouldn't have called it Zope
- Second system syndrome...who was it for?

PJE on programm

a dirtSimple blog

thursday, january 04, 2007

Where Zope Leads, Python Follows

A few months ago, [Philipp von Weitershausen](#) asked me to write a foreword for the new edition of [*Web Component Development with Zope 3*](#), which is about to become available in the US. The following is what I wrote.

Where Zope leads, Python follows.

So it has been for a decade, and the trend doesn't show any signs of stopping. Whatever the latest buzzword -- be it RESTful web programming, standardized interfaces, pluggable components, or practical restricted-execution environments, Zope has quietly led the way, delivering the goods years ahead of anyone else. Not just as technology concepts, but shipped and working in *paying* clients' offices.

And yet, strangely, Zope's role in the ongoing development of Python is little-known and little-appreciated among Python developers. It is frequently the case that some new and much-touted development in the Python community -- especially in the web application and object security arenas -- is something that Zope has already been doing for many years.

I'm somewhat baffled by this peculiar blind spot in the Python community. Even when I tell people that Zope's already done something that they're working on, the response is usually a blank look, or no response at all. It's almost as if the innovations of Zope don't really exist until somebody else reinvents them. In fact, the pattern has led me coin this little saying:

Those who do not study Zope, are condemned to reinvent it.

cautionary tale

2003

Castle Sprint





Philipp Auersperg

lessons

- We are awesome
- The people are the story

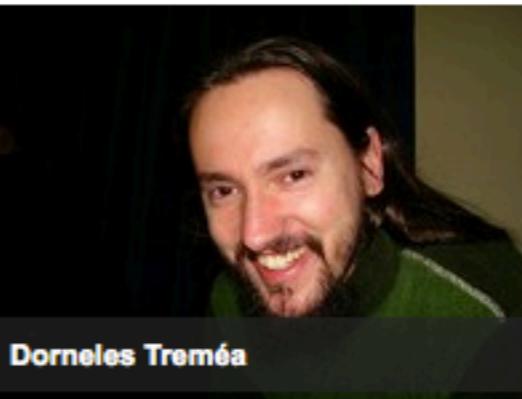
Plone community mourns the loss of Dorneles Treméa

by [Mark Corum](#) — last modified Feb 11, 2011 02:28 AM

The Plone community today mourns the loss of one of our best and brightest, Dorneles Treméa, in a car accident near his home in Garibaldi, Brazil. He was 31 years old. Dorneles was a key Plone developer, a pillar of the Brazilian Plone community, as well as president of the Brazilian Python foundation. He is survived by his wife, Flaviane Machado, and his two daughters — Helen and Ingrid.

The following was written by his friend and Plone co-founder Alan Runyan and shared with the community on behalf of those who knew Dorneles, and those never lucky enough to have met him in person.

Finding out about losing Dorneles Treméa has been gut-wrenching. He has been one of those silent heroes in my life that you always expect to be there. He was the physical manifestation of Tranquility. It was real joy interacting with him



Dorneles Treméa

Dorneles Treméa

2004

Plone Foundation



Alan Runyan



Ex-CA chief Kumar pleads guilty

Former CEO faces up to 20 years for role in \$2.2 billion accounting fraud at computer software firm.

April 25, 2006: 4:52 PM EDT

NEW YORK (Reuters) - Sanjay Kumar, the former chief executive of CA Inc., pleaded guilty on Monday to securities fraud, perjury and obstruction of justice, admitting he lied to investigators about his role in a \$2.2 billion accounting scheme at the computer software company.

Kumar, who left Computer Associates International Inc., as it was known, in June 2004, improperly booked software license revenue to meet Wall Street analysts' quarterly earnings expectations and then lied to investigators about it, according to the indictment.

In one instance, prosecutors charged that Kumar lied to investigators about a software deal. The payoff of \$3.7 million was made to meet Wall Street analysts' quarterly earnings expectations.

Stephen Richards, the former head of sales at CA, also pleaded guilty to charges at a hearing before Judge Leo Glasser.

"The guilty pleas today of Computers Associates' top executives are the government's successful investigation into the conduct of the U.S. Attorney for the Eastern District of New York,"

The men, who initially pleaded not guilty in September 2004, had been scheduled to go on trial May 8. Prosecutors would not comment on why the men changed their plea, but noted another ex-CA executive, Tommy Bennett, was arrested and charged



tell the government about a bogus investigation into a software deal that was pending against the company.

now known, also pleaded guilty to the

world-wide sales are the culmination of the investigation into the conduct of Computer Associates, Roslynn Mauskopf,

lessons

- Legitimacy is given, not taken
- The PF is a wonderful success story and achievement

2010

Pyramid



Armin Ronacher

Pylons and BFG have recently merged into a new framework called Pyramid and this was one of the greatest moves in Python's web framework history...

...what makes me incredible happy currently is that the developers of most Python frameworks or WSGI implementations have contact with each other in some form or another and there is potential for working together.

lessons

- With humility, you can avoid second system syndrome
- Chris: “Only regret is not doing it in 2005”
- No original sins, knew exactly what it was

2013

Plone/Python in Brasil



Dinner Last Night

lessons

- The suits don't always win
- Authenticity and humanity

Now

Life on Earth

Forecast: Sunny

- Django strong, Python never stronger
- Pyramid gaining traction
- Substance D brings back the fun
- All these experiences...

Girls Lacrosse



lesson

- Open source organizing for local volunteers is fun and rewarding
- Re-learned lesson...

life: you only get one
shot at it

in conclusion

lessons learned

Original sins, hype, hiding Python, too different, can't be
something you're not, people matter

perspective

how fortunate we are

to live a life with
joy and purpose

thank you