

The Alkacon logo is a blue oval with a white border containing the word "Alkacon" in white serif font. It is positioned at the top left of a black horizontal bar that spans the width of the slide.

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A non-technical, business  
introduction to OpenCms 7

Alkacon Software GmbH  
August, 2007



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# Alkacon OpenCms overview

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- OpenCms is a Website Content Management System
- First public release in March 2000
- Version 5.0 (stable) released May 2003
- Version 6.0 (stable) released June 2005
- Current Version 7 released July 2007
- OpenCms is true Open Source Software
- OpenCms is available under the LGPL license
- No licensing costs
- OpenCms can be freely downloaded from the project's website: <http://www.opencms.org>



# Alkacon OpenCms overview (2)

The Alkacon logo, which consists of the word "Alkacon" in a white, sans-serif font inside a dark blue oval shape.

- Especially suited to build company websites and intranets
- Build for the needs of medium-large enterprises with existing IT infrastructure
- Most features developed according to “real world” customer requirements
- Highly flexible and customizable
- Written in 100% Java
- Uses many proven components from the open source Java community



# Alkacon OpenCms overview (3)

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- Open source development effort for core system lead by Alkacon Software GmbH
- Active development community
  - 1000+ mailing list subscribers
- Widespread commercial support
  - More than 100 official “Solution Providers”
  - 200+ web companies offer support
- Fair amount of documentation available
  - Book on OpenCms written/edited by community members, revised edition under way
  - Interactive documentation / examples



# Alkacon OpenCms overview (4)

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- Soft & Hardware requirements
  - Software: Open Source to „High End“
    - e.g. Linux + Tomcat + MySQL
    - e.g. Win NT + IIS + Tomcat + MS SQL
    - e.g. Solaris + BEA + Oracle
  - Hardware: High flexibility
    - Runs on a notebook computer
    - Standard configuration:  
Normal Intel PC, 2Ghz CPU, 1 GB Ram
    - Other: SUN Sparc, cluster configuration possible
- Installation is wizard based for default components (e.g. Tomcat, MySQL / Oracle), takes just 5 minutes



# OpenCms main features

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- Direct Edit of content from the front end of the website
- Automatic Online / Offline workflow
- Flexible content repository
- Integrated full text search engine
- WYSIWYG Editor for "unstructured" content
- Easy definition of XML based content items for "structured content"
- Automatically built editor for "structured content"



# OpenCms 7 improvements

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- Advanced link management with the Content Relationship Engine
- WebDAV support
- Restore (undelete) operation for deleted resources
- Publishing simplified with the publish queue
- Improved internal system roles & organizational units





# OpenCms more features I

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- Multiple selections and operations in the Workplace Explorer
- Native image scaling and manipulation, Photo album
- Visual comparison of document versions
- Integration of the popular FCKeditor for WYSIWYG editing
- Manage multiple sites in one installation
- Full text search also in PDF, Word, Excel documents in repository



# OpenCms more features II

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- Configurable meta information (properties) for all repository resources
- Time based automatic content release / expiration
- Full support for Unicode content
- ACL permission system
- Optional static export of HTML
- JSP based template mechanism
- Templates are version controlled



# OpenCms other features

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- Advanced multi language support
- Web browser based application
- Full control over the output layout
- Integrated user management
- Project based workflow
- All XML content is schema validated
- Task management
- Version control of content
- History of changes
- XML based content import / export
- Multi path resource access through siblings
- Dynamic page rendering
- Link checking
- Combination of static and dynamic content
- Fully database driven
- Non-GUI shell access to document repository
- Powerful log file configuration
- Open module API for extensions
- ...



# Screenshots of Highlights



# Demo Screenshot 1: The Explorer - View

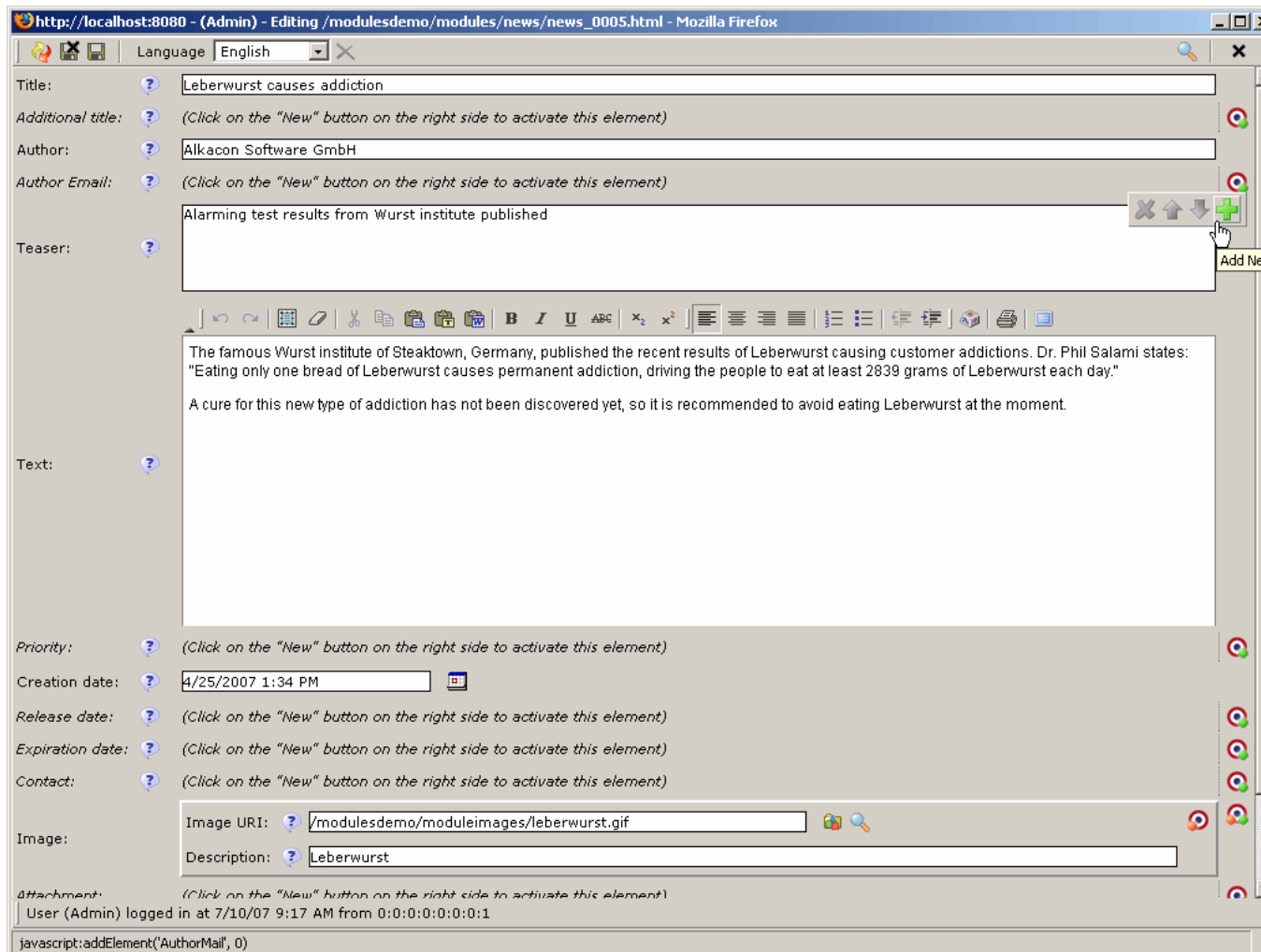
Alkacon

Name	Title	Type	Size	Date last modified	Date released	Date expired
_configuration	Template configuration	folder		7/10/07 8:51 AM	-	-
configuration	Templateone configuration	folder		7/10/07 8:51 AM	-	-
language demo	Language demo pages	folder		7/10/07 8:51 AM	-	-
photoalbum	Demo images photoalbum	imagegallery		7/10/07 8:51 AM	-	-
search-demo	Search demonstration documents	folder		7/10/07 8:51 AM	-	-
side-elements	Side elements	folder		7/10/07 8:51 AM	-	-
element.html	Page with 5 elements	xmlpage	4486	7/10/07 9:16 AM	-	-
index.html	Templateone Start	xmlpage	3773	7/10/07 8:51 AM	-	-
new.html	New page	xmlpage	1692	7/10/07 8:51 AM	-	-
onlineform.html	Contact form	emailform	7054	7/10/07 8:51 AM	-	-
photoalbum.html	Demo Photo album	photoalbum	1731	7/10/07 8:51 AM	-	-
reduced.html	Reduced menu page	xmlpage	2251	7/9/07 11:14 AM	-	-
utf-8.html	UTF-8 Demo: 0ΦCΛδSUU Δηγυλγυλ γ	xmlpage	1417	7/10/07 8:51 AM	-	-



# Demo Screenshot 2: The structured content editor

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http://localhost:8080 - (Admin) - Editing /modulesdemo/modules/news/news\_0005.html - Mozilla Firefox

Language English

Title: Leberwurst causes addiction

Additional title: (Click on the "New" button on the right side to activate this element)

Author: Alkacon Software GmbH

Author Email: (Click on the "New" button on the right side to activate this element)

Teaser: Alarming test results from Wurst institute published

Text: The famous Wurst institute of Steaktown, Germany, published the recent results of Leberwurst causing customer addictions. Dr. Phil Salami states: "Eating only one bread of Leberwurst causes permanent addiction, driving the people to eat at least 2839 grams of Leberwurst each day." A cure for this new type of addiction has not been discovered yet, so it is recommended to avoid eating Leberwurst at the moment.

Priority: (Click on the "New" button on the right side to activate this element)

Creation date: 4/25/2007 1:34 PM

Release date: (Click on the "New" button on the right side to activate this element)

Expiration date: (Click on the "New" button on the right side to activate this element)

Contact: (Click on the "New" button on the right side to activate this element)

Image: Image URI: /modulesdemo/moduleimages/leberwurst.gif Description: Leberwurst

attachment: (Click on the "New" button on the right side to activate this element)

User (Admin) logged in at 7/10/07 9:17 AM from 0:0:0:0:0:0:1

javascript:addElement('AuthorMail', 0)



# Demo Screenshot 3: Direct Editing of Contents



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Modules demo - Mozilla Firefox

http://localhost:8080/opencms/opencms/modulesdemo/index.html

START PAGE ALKACON SOFTWARE GMBH OPENCMS.ORG REFERENCE SITES SOLUTION PROVIDERS Search

OpenCms Alkacon

HOME | TEMPLATEONE DEMO PAGES | MODULES DEMO PAGES | XML CONTENT DEMO | RELEASE NOTES

- Events Demo
- FAQ demo
- Jobs demo
- News demo
- Link list demo

### Modules Demo pages

These pages show the usage of XML Contents with the following content types available for template one:

- Events
- Frequently asked questions (FAQ)
- Job offerings
- News messages

For these four types, variable lists of items can be displayed either on the right side of the template or in the content area below editable elements.

Those lists are activated or deactivated by choosing a layout with the "simplified" property editor that comes with the templateone module. Simply click on "Properties" in the context menu of a page or a folder using template one, the dialog allows to select a layout for the center and the right area of the template.

**Note:** To display XML Contents correctly, each microsite using templateone needs a "modules/" subfolder containing folders and items for the contents to display.

### List variations

Check out the demo pages to see how different lists of XML contents can be displayed on pages:

- [List of latest events](#)

### News

- Leberwurst addiction** 4/25/07 - Alarm results from W... institute published [Direct Edit](#)
- Sausage is fine** 4/18/07 - Short description of Sausage is fine Wurst!
- Great news of V** 4/11/07 - Short description of Wurst
- 23 new brands Wurst invented** 4/4/07 - This is the short description of the Wurst article.
- This is the title first wurst article** 3/28/07 - This is the teaser of news article 0001

http://localhost:8080/opencms/opencms/modulesdemo/index.html#



# Demo Screenshot 4: The WYSIWYG Page Editor

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http://localhost:8080 - (Admin) - Editing /dempages/new.html - Mozilla Firefox

Element English Text Z1 S1

Format Normal Font Size B I U ABC x<sub>2</sub> x<sup>2</sup>

### My first OpenCms page

An introductory text here, with a nice picture to the right.

A link to [another page](#) would be handy, too.

An example table

Year	2005	2006	2007
Pos. 1	135,50	146,26	167,08
Pos. 2	20,43	18,49	21,65

A special character is inserted below the horizontal rule:

---

© Alkacon Software GmbH

User (Admin) logged in at 7/10/07 8:19 AM from 0:0:0:0:0:0:1 [OU root organizational unit]

Fertig

http://localhost:8080 - OpenCms reso...

Site \*http://localhost:8080 (/sites/default/)

- /sites/default/
  - dempages
  - modulesdemo
  - release
  - xmlcontentdemo
    - \_configuration
    - nestedcontent
    - side-elements
    - subfolder
    - widgetdemo
    - article.xsd
    - article\_0001.html
    - article\_0002.html
    - article\_0003.html
    - article\_0004.html
    - detail.jsp
    - detail\_content.html
    - detail\_scriptlet.jsp
    - include.jsp
    - list.jsp
    - list\_content-scriptlet.html
    - list\_content.html
    - list\_scriptlet.jsp
    - list\_tree.jsp
    - side\_element\_demo.html
    - index.jsp





# Demo Screenshot 5: ACL permission screen



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The screenshot shows the OpenCMS ACL permission screen for the resource `xmlcontentdemo/`. The interface includes a navigation pane on the left, a main content area with a "Change permissions" dialog, and a "Group Selection" dialog.

**Change permissions: xmlcontentdemo/**

Select view:

There are no responsables for this resource.

**User permissions**

Permission	Allowed	Denied
Direct Publish	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Read	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Write	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Control	<input checked="" type="checkbox"/>	<input type="checkbox"/>
View	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Inherited from parent folders**

- users group (Users)** (+r+w+v)
  - Inherited from "/sites/default/"
- All others**
  - Inherited from "/"
- Template developer** (+r+w+v+c+d)
  - Inherited from "/"
- Root administrator** (+r+w+v+c+d)
  - Inherited from "/"

**Add a user/group access control entry**

Group:

**Group Selection**

Groups (6)

P	Name	Description
<input type="checkbox"/>	Overwrite all inherited	Select to overwrite all inherited access control entries.
<input checked="" type="checkbox"/>	All others	Select to set permissions for users with no defined access control entry.
<input type="checkbox"/>	Administrators	administrators group
<input type="checkbox"/>	Guests	guests group
<input type="checkbox"/>	Projectmanagers	project managers group
<input type="checkbox"/>	Users	users group

User (Admin) logged in at 7/10/07 9:17 AM from 0:0:0:0:0:0:1

http://localhost:8080/opencms/opencms/system/workplace/commons/chacc.jsp#

http://localhost:8080/opencms/opencms/system/workplace/commons/principal\_selec...



# Demo Screenshot 6: Full text search results



START PAGE ALKACON SOFTWARE GMBH OPENCMS.ORG REFERENCE SITES SOLUTION PROVIDERS  Search

HOME | TEMPLATEONE DEMO PAGES | MODULES DEMO PAGES | XML CONTENT DEMO | RELEASE NOTES

- List demo
  - Scriptlet list demo
  - Tree Read Demo
  - Sub tree folder
  - cms:include Test
  - Nested XML Content
  - Widget Demo
  - Side Element Demo

### Search in area OpenCms Xml Content Demo

Search the entire website

[New features of this release](#) (100%)  
XML content Highlights Among the many uses for the **OpenCms 7.0 XML** content are: Automatic editor generation with multiple widgets. Check out the [Widget Demo](#) to see all available widgets in action. It's possible to "nest" **OpenCms XML** content, i.e. one XML content definition can include another. See the [Nested XML Content](#) example. **XML** content can be used for RAD in **OpenCms**. See the Email Form Editor example. **OpenCms XML** contents are defined by a W3C XML schema that can contain additional  
7/9/07 12:05 PM

[Page using a sample side element](#) (50%)  
of editable XML content elements on the right side Using XML content, you are able to quickly create ... is fairly easy and requires only a little **OpenCms** template programming knowledge. Using the templates  
7/9/07 12:05 PM

[Demonstrates all available widgets](#) (50%)  
Option 2 This is a demo for a text area to allow longer string inputs. A combobox value This content has only a demo purpose. Open the editor to see all the XML widgets currently available in a default **OpenCms** installation. Please note: Not all of the XML content values you can enter in the editor are actually displayed in this list view. /sites/default/modulesdemo/moduleimages/weisswurst.gif This is a

### XML content Highlights

Among the many uses for the OpenCms 7.0 XML content are:

Automatic editor generation with multiple widgets. Check out the [Widget Demo](#) to see all available widgets in action.

It's possible to "nest" OpenCms XML content, i.e. one XML content definition can include another. See the [Nested XML Content](#) example.

XML content can be used for RAD in OpenCms. See the



# Demo Screenshot 7: Photo album with scaled images



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Demo Photo album - Mozilla Firefox

http://localhost:8080/opencms/opencms/xmlcontentdemo/photoalbum.html

START PAGE ALKACON SOFTWARE GMBH OPENCMS.ORG REFERENCE SITES SOLUTION PROVIDERS Search

OpenCms Alkacon

HOME | TEMPLATEONE DEMO PAGES | MODULES DEMO PAGES | XML CONTENT DEMO | RELEASE NOTES

- List demo
- Scriptlet list demo
- Tree Read Demo
- Sub tree folder
- cms:include Test
- Nested XML Content
- Widget Demo
- Side Element Demo
- Demo Photo album**

### Demo Photo album

Page 1 of 3 - [Next >>](#)

This example shows the usage of the OpenCms photo album module. It simplifies the integration of photos in your website by using XML contents to create a highly configurable photo album.

Lago di Garda 2

Page 1 of 3 - [Next >>](#)

http://localhost:8080/opencms/opencms/xmlcontentdemo/photoalbum.html?action=detail&image=4



# Reasons for using OpenCms

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- Proven
  - Used by organizations/companies large and small all around the world
- Mature
  - In open source development since 2000
  - Current Version is 7.0
- Easy to use
  - Both WYSIWYG and structured editing, contents directly editable through the frontend
- Standards compliant
  - Uses / implements mature API standards
- Support is available
  - Currently more than 100 companies worldwide have registered as official *OpenCms Solution Provider*



# Reasons for using OpenCms

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- Cost saving potential
  - Compared to pricy licensing models of traditional closed source vendor products
- Open Source
  - Vendor independence especially important since “consolidation” of CMS market continues
- Fits well into existing IT infrastructure
  - Platform neutral because of Java
  - Can usually use your existing DB (e.g. Oracle)
- Good base for “make” decision
  - In case of “make or buy”
- Favorably reviewed by Analysts
  - E.g. Gartner Group recognizes OpenCms as “one of the most complete and mature of the [Open Source CMS] products reviewed” (\*)

(\*) Source: Gartner Group report “Roundup of Open-Source Content Management Systems, 1H04” (April 2004)



# Selected OpenCms references

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- **Banking & Insurance**

LGT Bank in Liechtenstein - <http://www.lgt.com>

Banc Internacional d'Andorra i Banca Mora - <http://www.bibm.ad>

Debeka Insurance - <http://www.debeka.de>

Hypovereinsbank Group - <http://www.hvbgroup.com>

Virgin Money Australia - <http://virginmoney.com.au>

- **Retail & Consumer goods**

3M Pressnet Germany - <http://www.3m-pressnet.info>

INTERSPORT International - <http://www.intersport.com>

The North Face - <http://www.thenorthface.com>

BP South Africa Ltd. - <http://www.bp.co.za>

Renault (Swiss,Austria,Portugal, ...) - <http://www.renault.ch> (.at, .pt)

- **Tourism**

The South Pacific Tourism Organisation - <http://www.spto.org>

Basel Tourismus - <http://www.baseltourismus.ch>

Verkehrsbetriebe Zürich - <http://www.vbz.ch>



# Selected OpenCms references

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- **Government**

DIMDI – <http://www.dimdi.de>

Bulgarian ministry of education- <http://www.minedu.government.bg>

Department of Corrections New Zealand -  
<http://www.corrections.govt.nz>

- **Non-Profit Organizations**

Catholic Church of Cologne - <http://www.erzbistum-koeln.de>

International Paralympic Committee - <http://www.paralympic.org>

- **University & Education**

LeTourneau University - <http://www.letu.edu>

Wilberforce University - <http://www.wilberforce.edu>

Karlsruhe Institute for Information Processing Technology -  
<http://www.itiv.uni-karlsruhe.de>

... **and many, many more, see**

<http://www.opencms.org/en/support/references/>



# Alkacon OpenCms Contacts

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