eZ Publish Tour

Discover eZ Publish Premium solutions and services

Version 4.2- 29th September 2009

THE CONTENT MANAGEMENT ECOSYSTEM

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What is eZ Publish?

Introduction

Top media multi-nationals, medium-sized business, government agencies from the regional to the federal level, humanitarian organizations, and educational institutions—tens of thousands of organizations choose eZ Publish as their preferred platform for managing and publishing digital content. What has made eZ Publish such an attractive choice for building powerful, next-generation Web sites?

The answer lies in a combination of factors which has made it the top open source alternative for enterprise-grade CMS software:

- out of the box functionality matched to common business requirements,

- a technical framework with an unparalleled capacity for customisation and extension (the flexible core content engine),

- and an Enterprise Open Source business model which combines all the value of Open Source software (cost, time to market & transparency) with the assurance of Premium Services for critical projects.

This white paper will introduce you to the design features and philosophy of eZ Publish. We will discuss the ways in which eZ Publish can help your organization successfully manage and publish editorial, image, text, and video content to any channel or device from the Web to the iPhone, mobile internet, television, and gaming consoles, enable user-generated content, and improve user interaction.

Why use eZ Publish ?

Competitive on every level with its proprietary counterparts, the eZ portfolio consists of eZ Publish, acclaimed Open Source CMS and eZ System's flagship product, eZ Flow, a fully-configured solution for managing rich media portal and landing pages, eZ Find for advance searching capability, and the eZ Components developer framework.
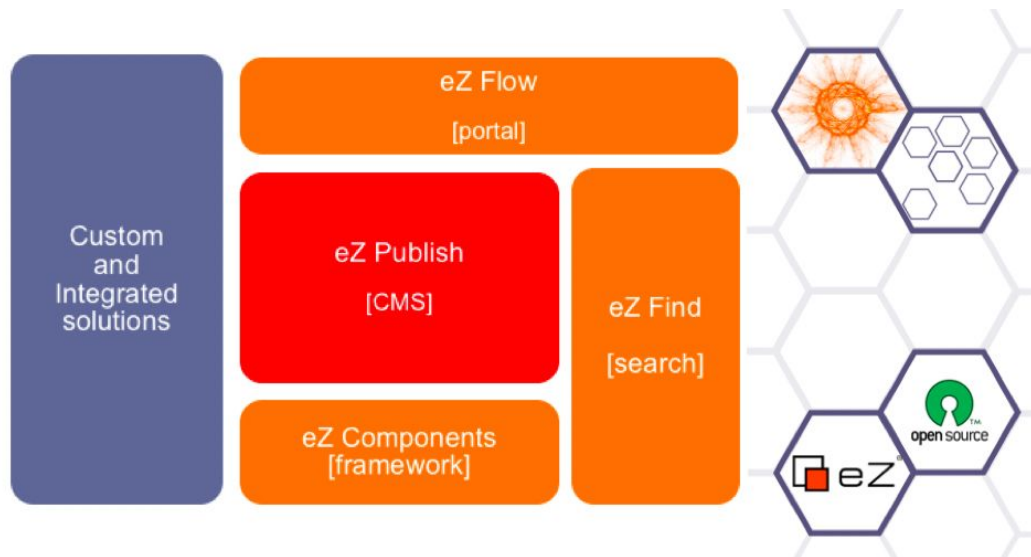
Together they providing a comprehensive solution for all aspects of the Web today:

- News portal for traditional publishers or pure Web player
- marketing and corporate Web sites for any kind of business from small and medium businesses to multinational corporations
- cross media publishing for content providers for not only editorial but images, video, and interactive content
- social networks and community Web sites for people developing the Web as a space to meet and share experiences
- Intranet and extranet applications for all kind of organisations
- e-commerce portals
- Blogs and wikis as a communication strategy in line with the social Web revolution
- The eZ ecosystem is host to hundreds of modules that can help your organisation reach its goals and build its own solutions.

The eZ ecosystem is not just features and software !

Choosing eZ means you get more than just a bundle of features or software. You become part of the eZ ecosystem, a constantly growing and evolving network of customers, users, partners, and developers using eZ in a wide range of different use cases.
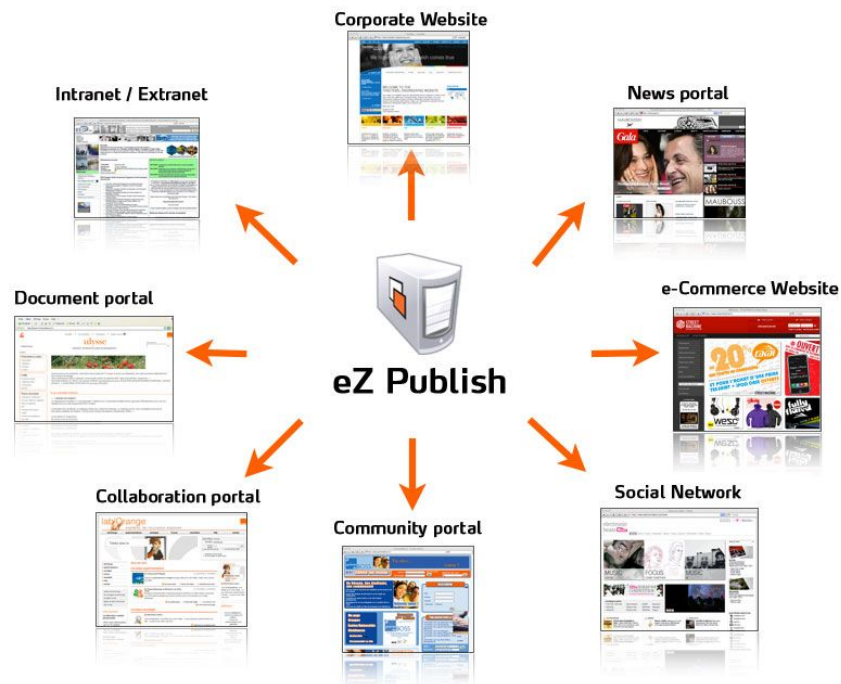
The eZ ecosystem is constantly expanding and so are the opportunities it offers. The services, extensions, knowledge and collaborations that the eZ ecosystem provides are greater than the sum total of its parts.

The eZ ecosystem is at the core of eZ Systems' strategy and success !

eZ Publish Premium model

eZ Premium services are another aspect of the eZ ecosystem. In addition to developing eZ Publish as open-source software, eZ Systems takes full responsibility for its products, for which the eZ Premium services are available.

Premium services allow you and your organization to focus on what you do best, while eZ takes care of the rest. Available in a variety of service levels and flexible pricing models, there is an eZ Premium package tailored to your needs. Services include:

- Maintenance service, including an unlimited bug-fix and security issue guarantee, reducing dramatically your own maintenance work
- Guaranteed initial response time
- Access to the regional support teams / core support team
- Support and assistant for requests from customers
- Tools and guidance to streamline the use of eZ Publish and simplify the monitoring and updating of your installations
- Additional services such as training, audits, certifications, and so on.

Content Management with eZ Publish

eZ Publish implements all the underlying concepts of modern Content Management—a powerful storage engine, a presentation engine, an extension system—all designed with a real, strong separation between content and design.

The content engine is the heart of the system. It manages core Content Management functions and provides APIs to connect eZ Publish to any system. The presentation engine delivers compelling user interfaces both at a site's front end and in the editorial and administration interfaces and offers the capability to create your own user interfaces. The extension system makes it easy to extend eZ Publish with custom and third party features.

One of the key elements that makes eZ Publish so powerful is its fundamental separation of content from design—an often overlooked attribute of a successful CMS architecture. The advantages of a rigorous separation quickly become apparent when eZ Publish is put to the test. Your editors and contributors can work in parallel with designers without conflict.

Your organization will save time and resources by publishing digital content in multiple formats, on multiple devices and in multiple areas, or even across multiple installations. Quickly transfer and re-purpose content. Modify designs on a system-wide basis, and benefit from a simplified update process as well.
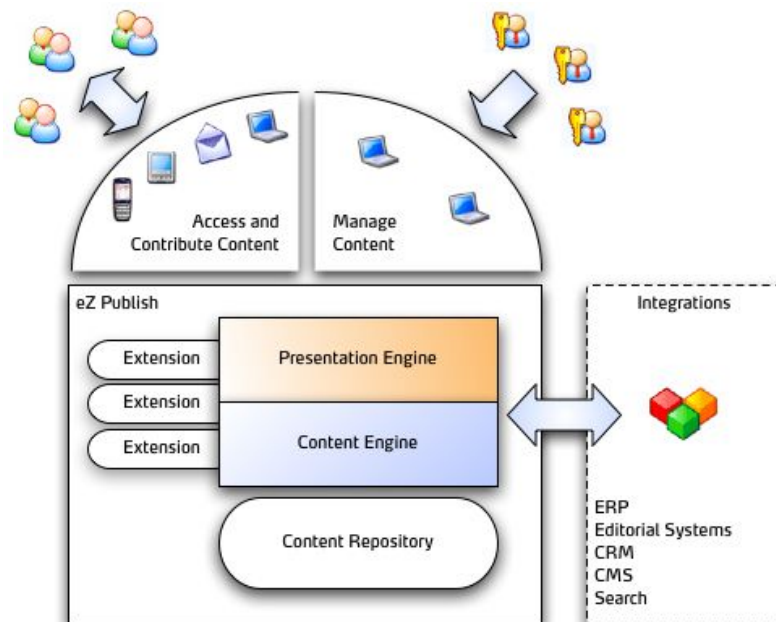
Of course, the daily running of a high-traffic or business critical portal requires a nuanced approach to content management.

eZ Publish provides an elegant system for custom work flows and user roles which accommodate everyone from dedicated content managers who might work mostly from the back-end office, partial contributors using front-end editing, and end-user contributions and comments.

Functional overview of eZ Publish

There are a number of advances in the functionality of eZ Publish that set it apart from the average CMS system.

eZ Publish is both a ready to use Web Content Management (WCM) solution, and an open development framework for content-centric Web application integration and customisation.

Straight out of the box, eZ Publish offers a best-of-breed solution for the whole spectrum of WCM needs. Your administrators has only to access the administration interface or edit from the Web toolbar to achieve all the tasks needed to efficiently manage and publish your content.

From straight forward content creation to publishing work flows, content versioning, content translations, and configuring your site for user generated content, eZ Publish is flexible enough to meet your needs out of the box. User interaction with content, such as rating, recommending, or commenting on content is fully supported as well.

In addition, eZ Publish has native support for front-page management, role-based permissions, search, automatic keyword content relations and tag clouds, monetization of content, and mobile Web site publishing. And with administration interface access to the template system, there is virtually no limit to the possibilities.

Flexible content engine

eZ Publish eschews the "one size fits all" approach with its powerful and flexible content engine. Instead of forcing data into predefined and rigid structures, the system enables the creation of custom structures with a unique object-oriented approach.

For example, the site developer of a telecommunications company can build custom structures that map to the storage needs of Phone descriptions, including all the attributes of a phone, whereas a newspaper might use a simple article content type. In addition to offering the freedom of custom structures, it also enables the modification of content structures on live sites.

The centralized content model enables system-wide content features such as:

- content creation
- content translation
- version management
- centralized search index
- change notifications
- role-based permission management
- secure input handling and content storage

In addition to custom content types, eZ Publish comes with a variety of built-in content types including:

- RSS support
- Configurable email notifications for content updates
- Optional access restriction for intranet and extranet sites
- Classification of content into sections
- Keyword tagging
- Timed publishing and expiration of content

The most commonly used content types include:

- Articles are a general-purpose, versatile content used to publish a broad range of information from news releases, to articles, reports and brochures. eZ Publish has built-in support for news and newspaper-like front pages, which can automatically list the latest content from various areas of the site with or without summary text.

- Blog posts are simplified in comparison with the article type. They target users who like to express their opinions quickly, without a heavy editorial work flow. They integrate well with tags, keywords, and category,and calendar browsing.

- Forum and discussion boards.

- FAQ and Knowledge Base content types support automated menu creation and browsing behaviours.

- The Web Video accommodates various video formats either for progressive download or streaming. If flash is not an option, there is also the potential to use Windows Media, Quicktime, or Real formats.

- The Document content type stores and controls access to any file provided for download, such as PDF, Word, or Powerpoint documents.

- The image and media gallery displays organized collections of images and video

- Event calendars: keep different groups of users informed about important events and, optionally, link to pages containing additional information. eZ Publish supports multiple event calendars that can be used in a variety of ways, including training dates, conferences, product launches, social events, user group meetings, and so on.

- There are additional default content types, as well as endless possibilities for creating and publishing your own.

The Administration Interface

The eZ Publish Administration Interface is the advanced, back-end interface used to add and manage content and to perform administration tasks, such as configuring user account details and permissions, validating links and configuring work flows. It enables you to conveniently manage most of a site's settings through your browser.
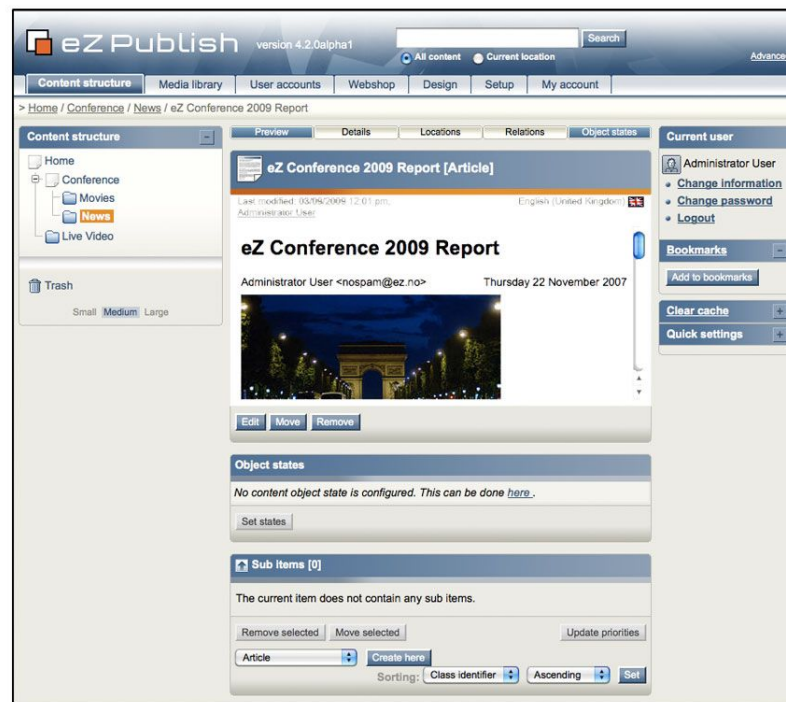
Online Editor

The Online Editor allows editors to use a familiar interface to edit text content. The Online Editor is a WYSIWYG editor integrated into the Web site (no HTML coding required), providing formatting functions similar to word processing applications. The editor allows users to insert, delete and edit tables, links and images, mark text as bold, italic or as headers, and upload and embed the resulting files. There is a minimal learning curve with this intuitive interface.
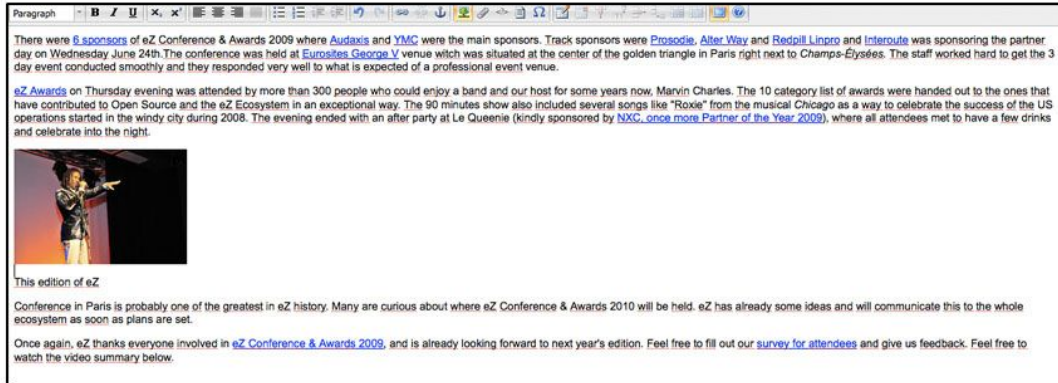
Compared to other Rich Text editors on the market, the eZ Online Editor keeps content and design strictly separated. Thanks to its XML parser, the editor prevents your contributors from breaking styles or layout in the way that an HTML based editor would—a feature that saves time and money, ensuring that you leverage the graphical styles and layout of your Web sites.

If you need to give your editors a wide variety of styling options, you can easily define custom tags to fit the desired styles while maintaining control of your site's look and feel. In this way, the Online Editor is compatible with user-defined custom styles. By referencing a tag in the article, the user can invoke specific graphic styles.
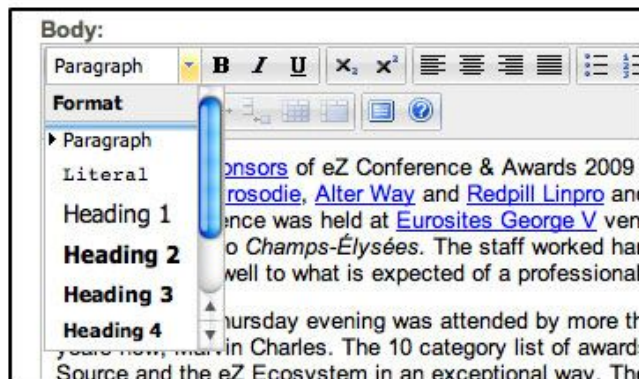
The Online Editor's deep integration with eZ Publish means it is easy to reintegrate and re-purpose content already in the repository (the media library, for instance), into the middle of an article through a dynamic Ajax search interfaces
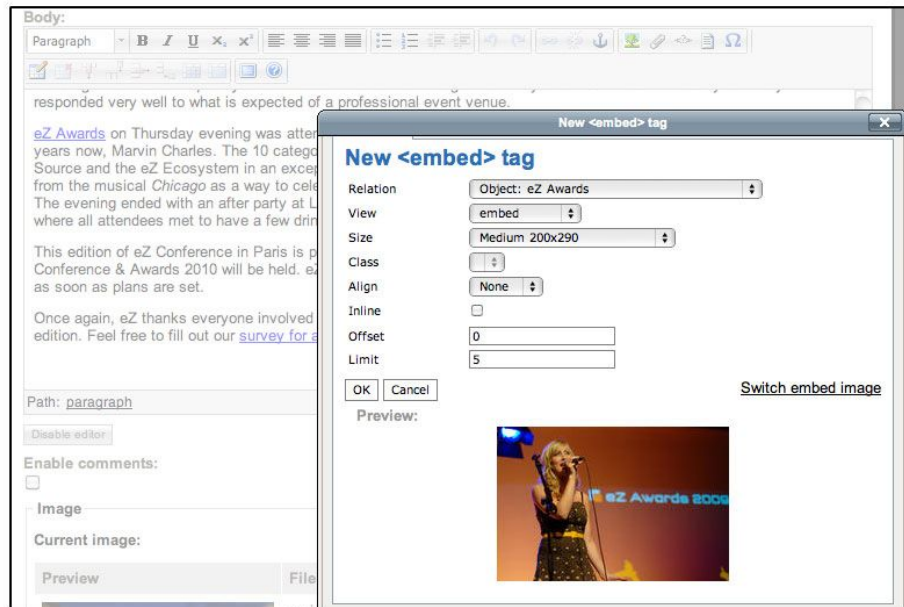
Front End editing

Expanding on the theme of usability, eZ Publish incorporates a front-end editor in addition to the back office.

While administrative tasks, such as content type creation, settings, and user management are handled from the administration interface, the front-end editing toolbar provides a highly intuitive interface for strict content management roles—a natural avenue for non-technical users to access and contribute to the site with little or no learning curve.
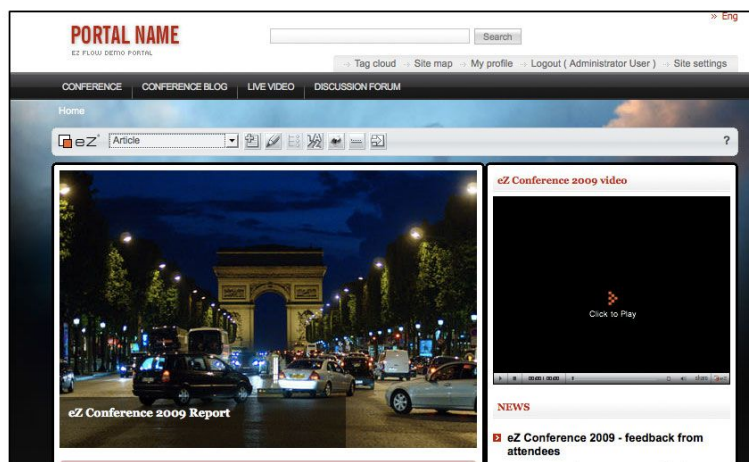
As little training is required for editors to start editing and adding content —they just need to know how to browse a Web site and how basic word processors work—the saving in resources can be significant.

Search capabilities

Site visitors can use the search function to find what they are looking for. This decreases the amount of time spent searching for material. Searches can be limited to a specific type of content, a section of the Web site, the time of publishing and more. Results are then displayed in an informative list. With the search function, editors can quickly locate content. The following features are supported:

- Search for several words at the same time (for example "car bike train")
- Search for an exact phrase (for example "cheap cars in Scandinavia")
- Search with wildcards (for example "scandi* " will also return "Scandinavia")
- Class-level filtering (limit the search to a specific type of content)
- Attribute-level filtering (search only a specific attribute, such as products that cost between certain amounts)
- Tree-level filtering (limit the search to a part of the content tree)
- Section filtering (limit the search to pages that belong to a certain section)
- Time filtering (yesterday, last week / month / 3 months / year)

For projects requiring more intensive search capability the eZ Find extension, a powerful alternative to the built-in search is described below.

Tagging

Content in an eZ Publish Web site can be tagged with keywords. This helps to categorize content and helps visitors find what they are looking for quickly and easily. Tagging allows for related content fields, which improve your sites SEO and leverage archived content.

Content re-use through cross-publishing

Save time and effort by republishing existing content when it is used for multiple purposes. Maintain the consistency and accuracy of information by updating a master version of a piece of content and publishing that item in multiple locations on your site.

With the eZ Publish content node system, all content, including articles and images, can be published at multiple locations, as well as embedded in other content. An image, for example, can be used in different articles, or the same article could be published in different locations. One example might be a single news item appearing in both a Company and Community News section.

With eZ Publish, this concept scales to multi-site set ups, where your organization could have one content repository serving several Web sites.

Multi-language support

All text content on an eZ Publish site can be translated to multiple languages. The system keeps track of all translations as an instance of the same content entity. Having only one Web site to administer is efficient and makes it easier to maintain a consistent brand and message across multiple languages and countries. Different character sets are supported, including Unicode (UTF8).

An international corporation or organization can have one Web site with content in several languages. When a visitor selects a language, the menus and content are displayed accordingly. If you have not yet translated specific content, it will be shown in the source language or not at all, depending on your configuration.

When you are editing content, you can choose to switch the current language or to translate from one language to another. The source language version of the content is shown while you are translating, to aid in the process. When creating or updating content translations, you can also use the built-in diff functionality to see the added or removed text in the source language.

Permissions can be defined so that only certain editors can translate into certain languages. A version history is kept for each language, enabling you to roll back changes to any content.

More than simply translating content eZ Publish supports multilingual URLs for each page. For instance, a content object entitled "Easy" with a URL like "www.myWeb site.com/easy" might have an analogous French-translation URL : "www.myWeb site.fr/facile".

This feature is not only good for your visitor, it is key to achieve a good Search Engine Optimization (SEO) of your Web site.

Previewing

The quality level of content improves when an editor can see exactly how content will look on the site. With the preview feature, you can experiment with content without changing the display on the live site. As in eZ Publish, a content can potentially be published in several locations or even on several Web sites, the system allow you to choose in which publishing target you want to see the preview.

Publishing via Microsoft Word or OpenOffice.org Writer

The Microsoft Word and OpenOffice.org import / export feature enables you to create or edit site content in your favourite word processor.
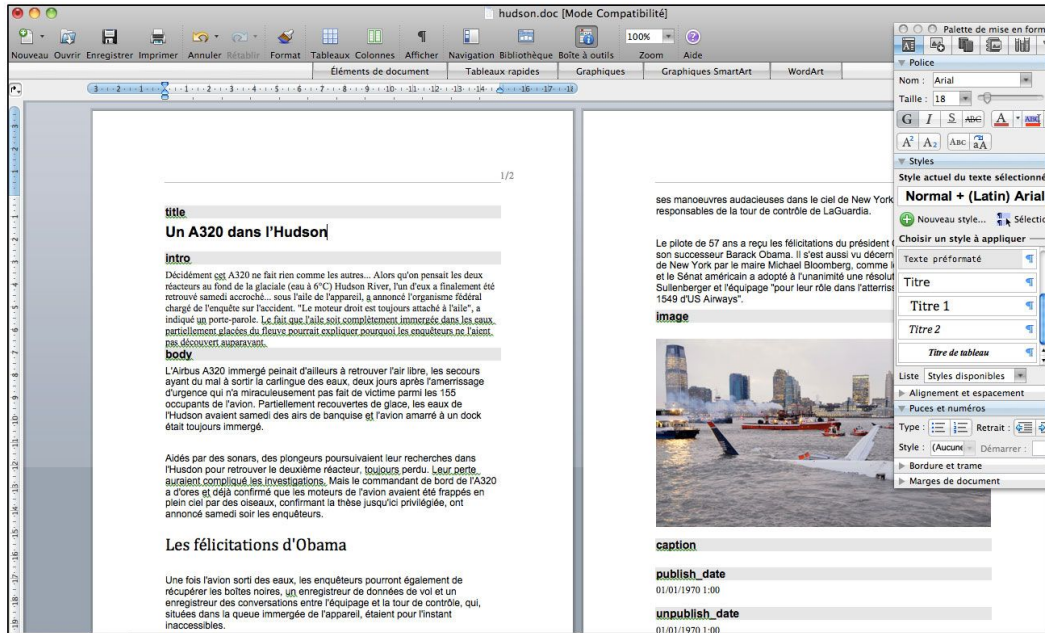
Afterwards, you can import the document through the Web toolbar editing or the Administration interfaces. Documents can be uploaded one by one or by batch, using the multiple upload or WebDAV interface.

Once uploaded, the content is imported into the content repository in accordance with a work flow that you have put in place.

How eZ Publish handles the resulting Web page is determined by type of content and of course by the templates that you decide to use for those.
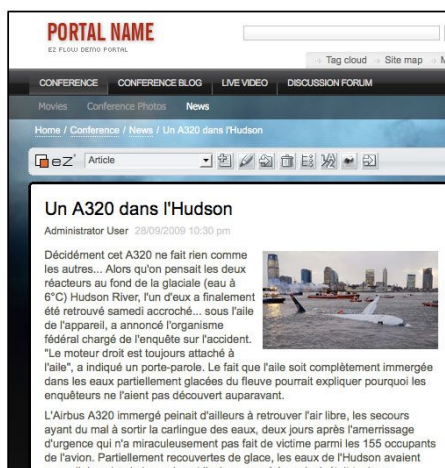
As it is not only Import but also Export, The connection with a word processor can work in the other direction as well.

If you need to create documents from existing content for whatever reasons, eZ Publish will export the content and generate documents through the Open Office extension, by simply clicking a button.

Some possible uses for this feature are generating template documents, corporate presentations, or providing a centralised access point for corporate information.

eZ Multiupload

The eZ Multiupload extension allows your site's contributors to upload and create batches of content in eZ Publish in a single step.

Accessible via a button on the Web toolbar or from the administration interface, it handles a wide range of content by default, including images, video, Open Office or Word documents, and can be extended to handle all other file types. It's easy to see how Multiupload could be a useful functionality for sites with rapid content turnover, whether you use direct publishing or a sophisticated publishing work flow.

The multiple upload will recognize the content type based on the file type you send and will then plug the publishing process to the right work flow. Multiupload drives greater efficiency, saving time and resources.

The Multiupload interface is accessible via a button on the eZ Toolbar, integrating seamlessly with sites that use eZ Flow or the Web editing toolbar. The multiupload can also be re-used in any other user interface.
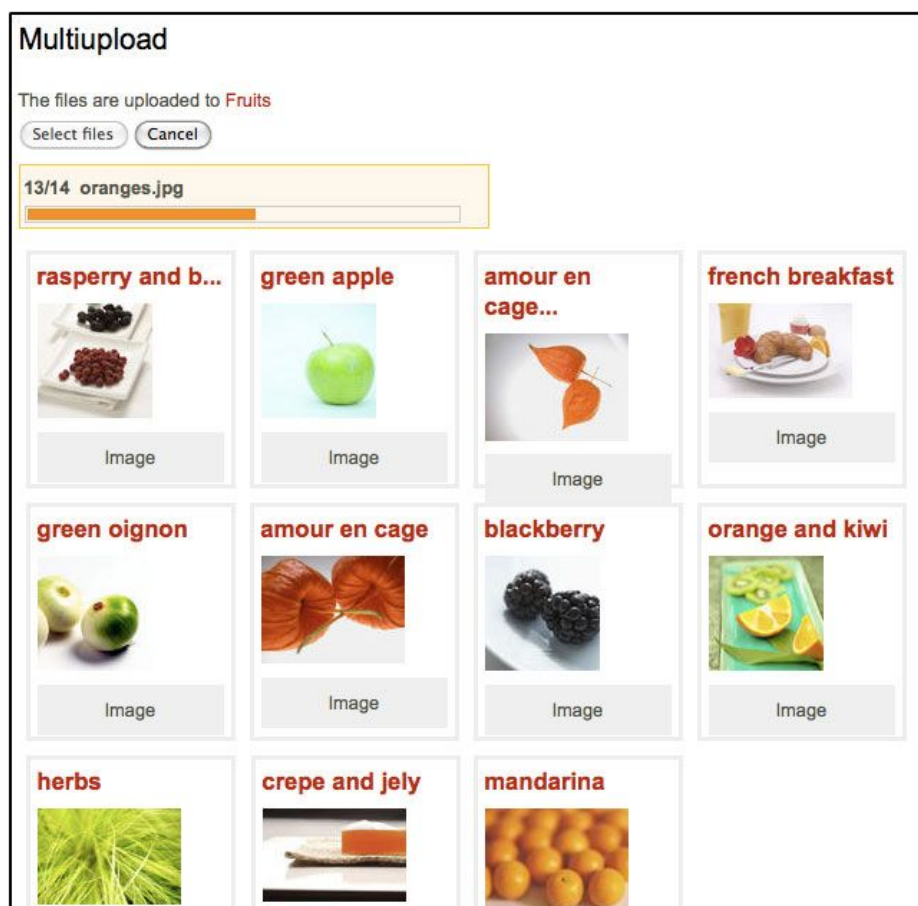
Drag-and-drop publishing via WebDAV support

An alternative to multiple upload, eZ Publish's WebDAV interface enables editors to upload documents and other files to the Web site by dragging and dropping via WebDAV client. With WebDAV, you can browse, create, remove, upload, download and rename files and directories on the Web server.
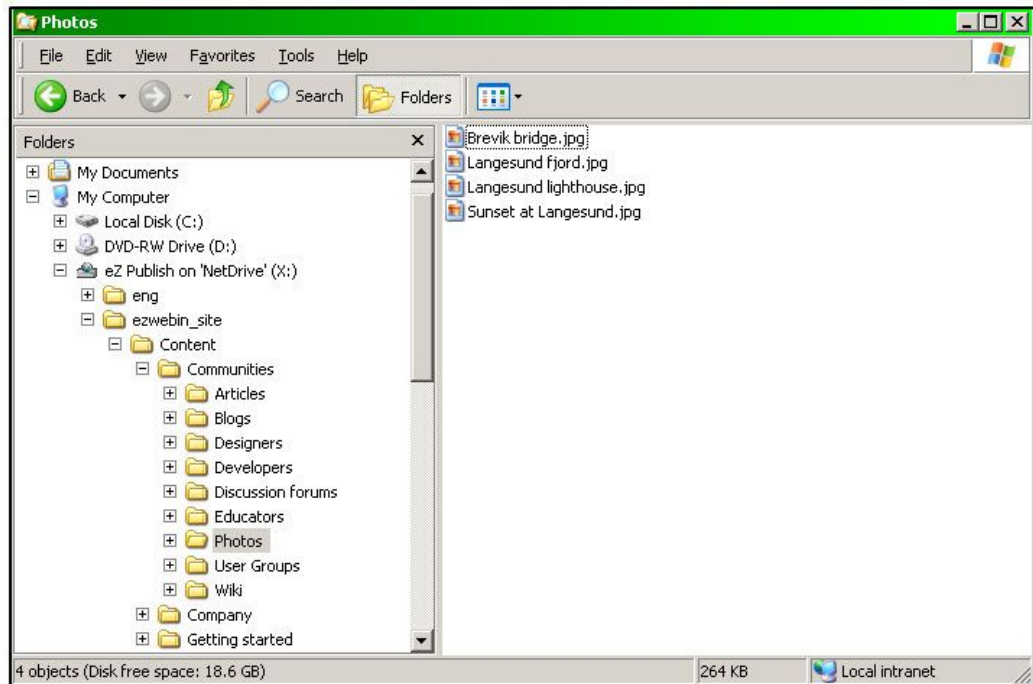
The screenshot above shows image files that have been uploaded to the gallery below.
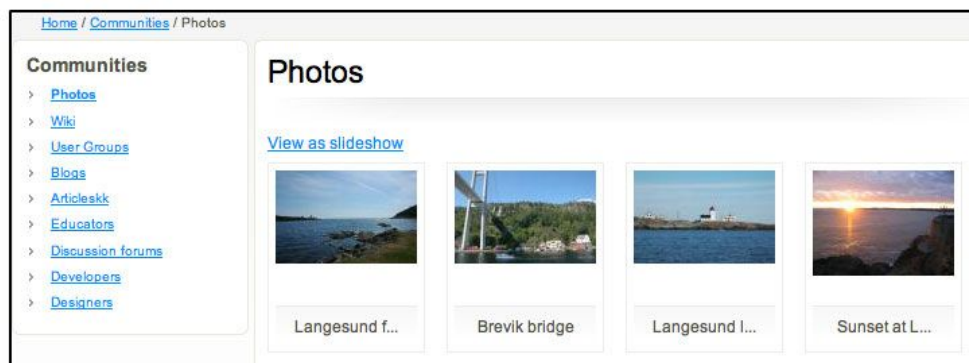
eZ Publish's WebDAV feature supports permission control, the built-in versioning system, and content type recognition based on the file upload type, and dispenses with the need for firewall reconfiguration.

Workflow

The eZ Publish workflow system is based on events, steps, and triggers—all of which are highly configurable—for validation, translation, or checkout work flows, or handling post publish and content expiration for a given date.

Work flows in eZ Publish include an elegant, simple to implement notification system. A dashboard in the administration interface tells administrators what they need to know about the various tasks such as pending validations.

Authenticated access

The eZ Publish permission control system provides the underpinnings of a more targeted approach to your organization's Web sites and their content.

In only a few clicks, you will be able to restrict a whole section of an eZ Publish installation to all but a small subset of your users. It's then very simple to create extranets, segmented community sites, and improve targeted access with this system.

It is also possible to adapt content and actions based on the roles, for instance, having a Whitepaper available for download only to authenticated and recognized users in order to generate leads and contact for your business.

UGC and moderation

eZ Publish's unique approach makes it a perfect tool for user generated content. By decoupling publishing from the site's front end, older-generation CMS designs treating user-generated content as an after-though to be implemented at great cost by developers.

In eZ Publish, there is no barrier between content and content creation. With the Web toolbar editing interface or with very simple customisation of your templates, user generated content fits right in the eZ Publish architecture, cutting down on development time.

The off-the-shelf eZ Publish install supports the most wide-spread UGC features, including content commenting, rating, and creation of authorized users.
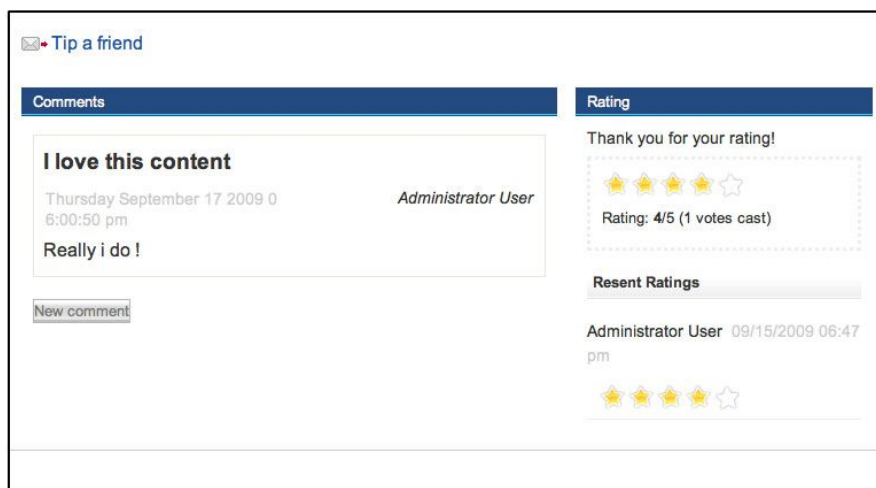
Designed with SEO in mind

Search engine optimization (SEO) is an important factor for a site's success. In the case of a content provider monetizing content or an e-commerce site, SEO translates to more visitors and more sales or click-throughs.

eZ Publish gives you all the tools required to achieve the best SEO

Google-friendly URLs are a key item for a proper SEO system. They are easily understood by visitors, but also by Google and other search engines. eZ Publish's default setting for Google Friendly's URLs conforms to the current SEO best practices.

Nevertheless, the system is configurable, and your organisation is free to change the URL translation patterns in the pursuit of further optimization.

The same flexibility inherent in the URL translation is available for page titles and all other metadata in the Web pages generated by eZ Publish. You will have the "defacto" standard off the shelf, but also the capacity to further optimize and experiment with SEO tricks.
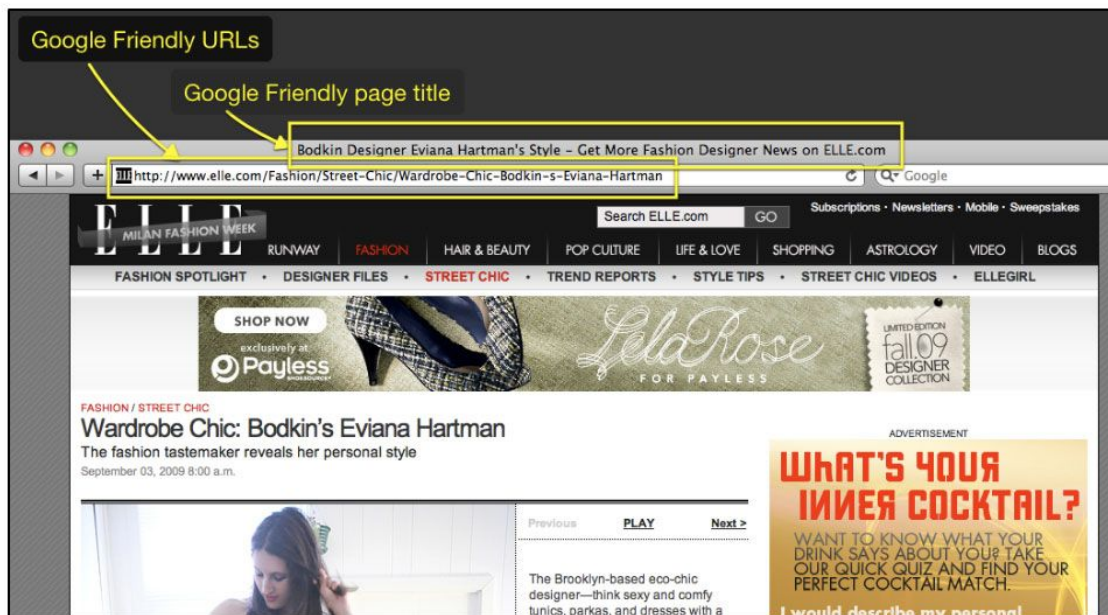
Additionally, Google site maps, 301 error notification upon changes to the URL address, breadcrumb, and related content fields and internal links, are also SEO features supported by eZ Publish.

Beyond Content Management, monetizing your content, selling products and services

Monetizing content with ads is very simple on an eZ Publish platform. eZ Publish is able to connect to any Ads server (OpenX, OAS ...), or even to provide a simple solution natively for small scale Ads management.

There are many other approaches to monetizing content on the Web. The eZ Publish content model is tightly integrated with e-commerce functionality, such as Paynet, Payex, or Paypal shopping carts.

It's object-oriented approach to content classes is also ideal, not only for monetizing content, but also for selling custom defined products—physical or digital—on the Web. And eZ Publish's flexibility means you aren't stuck with one model, a standard transaction versus a subscription model, for example. eZ Publish comes with the basic features including basket management, a discount engine, tax and shipping cost management, product variations and more.

The built-in workflow engine can be leveraged to extend the shopping checkout process. Workflows enable you to add custom steps in the checkout process, such as a selection of shipping types or credit card payments.

Workflows might assign users to a specific user group after payment, granting them extra permissions to access previously restricted content. The e-commerce engine can be used to manage subscriptions on a media site, automating access for paid subscribers to read premium news content, watch videos, and so on.

Functional overview of eZ Flow

The result of collaboration and experience with media customers, eZ Flow is uniquely suited to meet the challenges of the most demanding digital media portals.

News and media are evolving on the Web, and while visitors still read articles, watch videos, and listen to music, they also expect to interact with other visitors, as well as the editorial team.

To make an impact in today's market, a truly personalized and targeted Web experience is more important than ever. eZ Flow provides you with everything you need to quickly and easily manage complex page layouts and pre-plan publication schedules to ensure a constant flow of rich content—all while saving time and resources.

Because content presentation is based on a template system, eZ Flow can provide content to mobile devices simply by using a template tuned for the devices' display.

For example, a template customized for Apple iPhones would tune the display of content to the iPhone display size and usability.
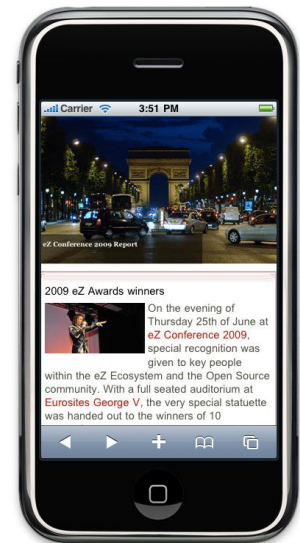
Defining your front pages with zones and blocs

eZ Flow layouts require little or no technical expertise to manage, allowing your editors—the ones who know their content the best after all —to directly manage the flow of media, freeing technical staff for other tasks.

Editors build queues of content items to be highlighted in various areas on your front pages. Visible items are rotated at set-time intervals using a sequence or in a shuffled pattern.

Alternatively, items can be automatically published at a specific date and time or following specific automatic business rules. Editors can preview portal pages to see how the site will be viewed by visitors at a given time.
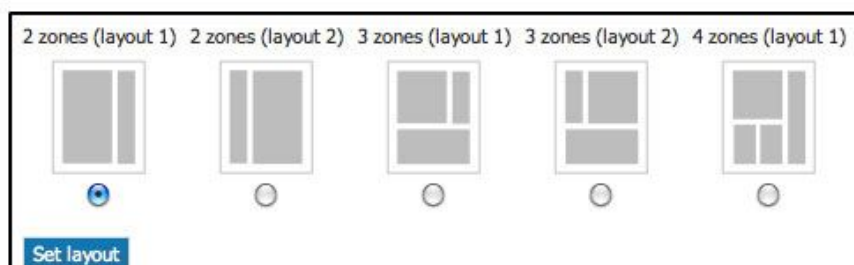
Zones and blocks , the basis of an eZ Flow layout, can be configured with a simple click and play interface to display different types of content.

A sophisticated rule engine controls when, where, and how content is displayed as it flows through the zones and blocks.

Once a layout has been configured, your editors can use a unique time line slider to preview how the result will change over time. A list below details the blocks that are available by default with an eZ Flow installation.
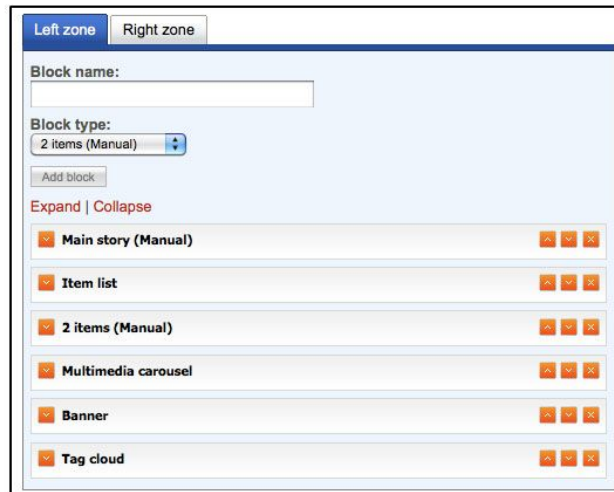
Built-in blocs available

The power of eZ Flow comes not just from its underlying concept of managing front pages.

Ready-to-use, predefined blocs are included for quickly building appealing landing pages.

The following is a list of block types available by default with eZ Flow version 2.

If you do not find exactly what you want in the available blocs, or if you have the next great idea for pushing digital content, you are free to develop custom block types to extend eZ Flow's functionality.
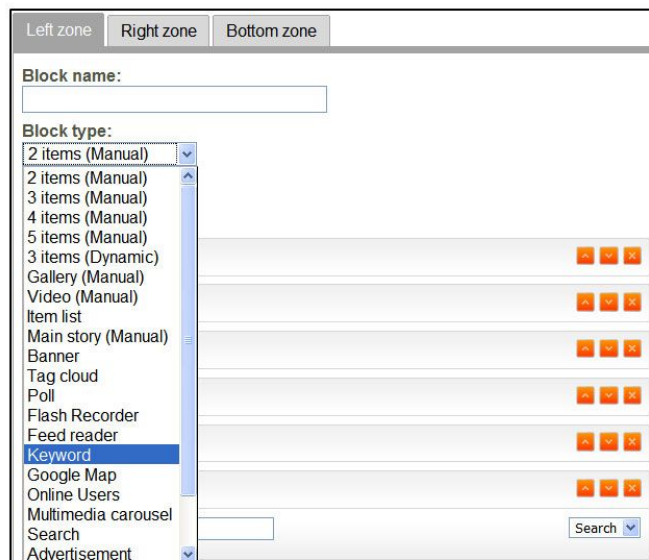
■ **Highlight article**
Designate your priority content and control how it is pushed onto your landing page. The highlight article block accepts one or several articles, and makes it possible to choose among the different templates that will display the information.

■ **Static google map**
This static bloc takes an input a location, and will simply display it on a map using the Google Map API
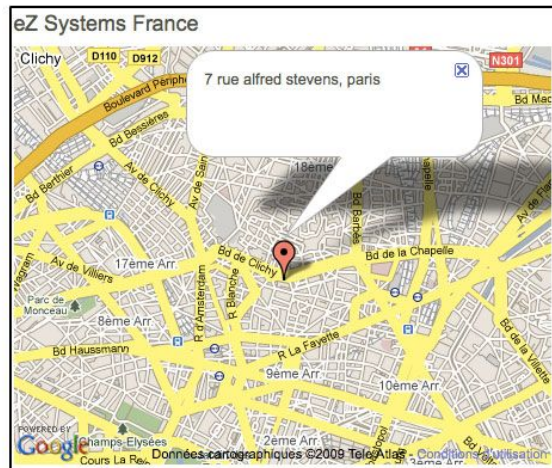
■ **Collection of links**
This block displays a collection of useful links chosen by the editor.

■ **Tag cloud**
This block displays a simple tag cloud navigation interface for the entire Web site, or simply for a subsection.

■ **Multimedia gallery**
The Gallery block highlights a multimedia gallery.

■ **Poll**
This block quickly and easily integrates an eZ poll directly into a front page

■ **Video player**
This block displays an embedded version of the same full-featured player available in eZ Publish. The editor can fully control which video content it will play and manipulate a queue of video that will appear in the player in the future.

■ **Keyword related content**
The Key word related content block displays a list of the latest content related to a specific keyword that the Web master defines simply and quickly.

■ **Dynamic google map**
This dynamic bloc do the same but being able to display a collection of content for which geolocation is available as a metadata attribute, for instance a list of restaurants for a city guide Web site

■ **Latest comment block**
This will simply display the latest comments from the users on one or several content objects

■ **RSS reader block**
This front-page bloc simply aggregates RSS content provided by an external website. It takes the URL of the feed, the number of content objects to display, and the offset in the feed. Editors need only define the feed they want to re-use.

ez.no News

▣ New webinar: High Performance eZ Publish

▣ Madsack publishing group switches eight of its newspaper portals over to eZ Systems platform

▣ eZ Publish is on top at TopTenREVIEWS

▣ SHARE! Magazine for August 09 is out

▣ Interview with eZ CEO Aleksander Farstad in IT Management & Leadership magazine
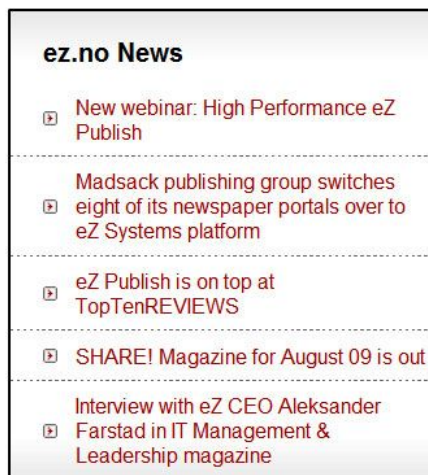
■ **Online users block**
The online users block simply displays the number of users currently on the site, split between anonymous and authenticated users.

■ **Ajax search block**
This block type implements an Ajax-based search area form which is especially efficient with eZ Find as the back-end engine. It is a simple way to give users the capability to search on the front page without having to leave the home page.

■ **Multimedia carousel block**
   The multimedia carousel is a JavaScript based browsing block for a
   selected Media gallery. It allows users to quickly scan the contents of
   a library.

■ **Javascript block**
   This is a versatile place holder for JavaScript tags that makes it easy
   to use JavaScript calls, for instance when 3rd party services such as
   ads server tags, analytic tracking, and syndication of external content
   is required.

Planning the content flow for your landing pages

Editors build queues of content items that are rotated at set time intervals, either in sequence or randomly. Alternatively, items can be automatically published at a specific date and time. Editors can preview portal pages to determine how the site will be viewed by visitors. The history, current status, and future or the content queue can each be viewed from the administrative interface.

The content queues enable editors to explicitly define the flow of content between blocks. A selection of shuffle and rotate mode gives the editor as much or as little control as they want over the flow of content on their site.

Blocks can be linked in sequence to progressively depreciate content from hottest to not hot.
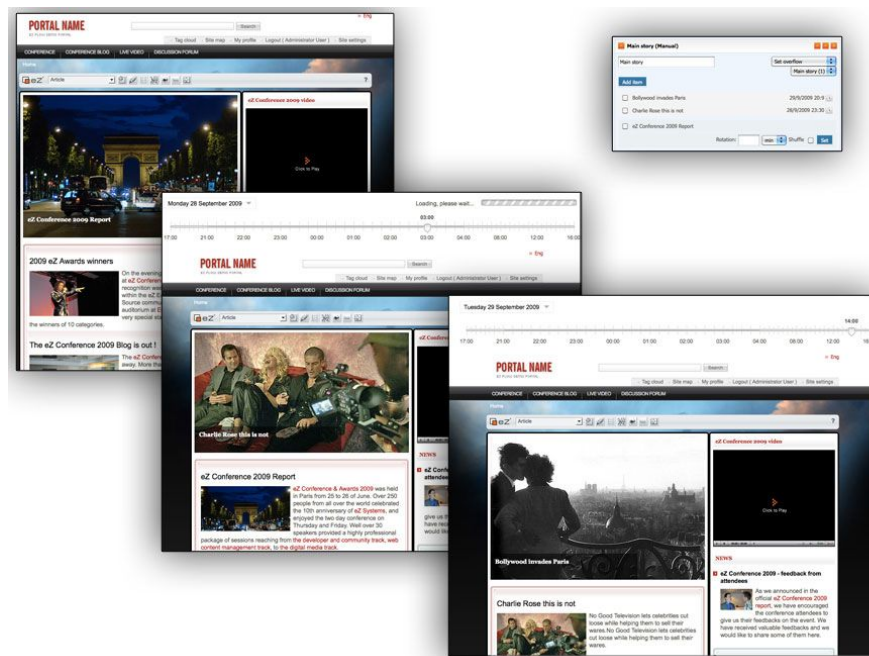
Extending eZ Flow

Like eZ Publish, eZ Flow is not only an out-of-box solution, but also a very powerful framework for development. Existing Blocks can be customized and extended. New blocks can be created with any desired business logic. It turns very easy to include very specific features, or to plug in third-party Web services like facebook, twitter, or analytics, such as WebTrends, Google Analytics, and OpenX.

Functional overview of eZ Find

eZ Find comes highly recommended for any site with serious content management needs. Whether you have an e-commerce site, an article-rich magazine archive, a busy news portal, or a directory of contacts, a site-based search engine is of utmost importance.
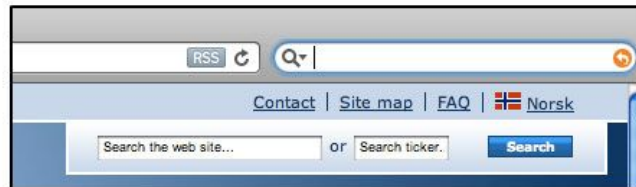
Insufficient or irrelevant search results will quickly alienate visitors. With the right search engine, your site's valuable content can be assured of reaching the right people in the right contexts.

eZ Find is offered as an extension to eZ Publish, rather than being built in. This saves a small site from needlessly implementing technical searching, when the simplified standard search would do as well.

Replacing the built-in search of eZ Publish

eZ Find is designed to replace the standard search, both in the front-end and administration interface. The look and feel of the eZ Find search remains unchanged from the standard version. However, eZ Find will produce much more accurate and relevant results, in less time, while using less of its platform's hardware resources.

eZ Find makes it possible to search multiple sites and installations simultaneously. High scalability and performance ensures that the eZ Find search engine can support enterprise-level sites. With eZ Find, you can have a complete inventory of your digital assets.

User search experiences are made enjoyable and efficient.

Sophisticated relevancy ranking of results, drill-down navigation, a wealth of multilingual features, and search phrase spell checking are just some of eZ Find's capabilities. More details are listed below.

Faceted search

Fine tune results in a variety of ways with eZ Find 2.1. You can configure drill-down navigation (also known as faceting searching) attributes in order for users to narrow results, such as by publication year or for specific authors. The standard facets available in eZ Find are based on standard axes to classify content in eZ Publish : content type, author, creation and modification date, keywords, location, and so on.

However, all the power of a faceted search will express itself once you have adapted it to your own business: a city guide portal will provide facets to navigate in search results for restaurant listings by type of food, range of price and location, while an automotive portal will have facets that reflect the type of case make and model, power range, price range, etc.

Elevate Support

Thanks to the new elevate-support feature, editors will be able to push "sponsored results" into the top of eZ Find results. The business editors' creativity is the only limitation to the possibilities that this feature provides. Orient traffic to your most impressive content, or even implement a sponsoring model with business partners whose content receives increased traffic through the elevate-support feature. Elevate support is provided in addition to the already existing relevancy tuning solutions.

Related content

eZ Publish can be configured to generate automatic relations between content objects based on full text analysis of the content of the attributes of each object. EZ Find 2.1 makes this functionality available throughout any installation. This increases average visit length, and leverages content not found on landing pages. It's also an excellent way to increase SEO by generating smart cross-linking between pages.

Spell checker and suggested misspell

Make use of a spell checker to provide best guesses that improve or correct search phrases. Not only it will help the user in finding the right content, it also extends user visits building brand loyalty among your visitors.

Searching in many eZ Publish installation at once

eZ Find 2.1 supports indexing of up to 100 million objects per server. Indexes can be combined to enable searches across several installations. Smart caching means that eZ Find improves its own performance, becoming faster and better the more it is used.

If you run not one but several Web sites with eZ Publish, a very powerful asset of eZ Find is that it can be used to search in all your eZ Publish installations at once. A single search back end is of course simpler for IT departments but also brings added value to your editors: a search might bring results from all your Web sites in a single page, creating bridges and links between your various sites !

Searching in other sources of data

eZ Find can be configured to search not only in several eZ Publish Web sites but also in external content repositories, for instance through XML archives. This is an extremely useful feature for leveraging existing content, while avoiding heavy content migration in your CMS.

Technical overview

Technical introduction to eZ Publish

eZ Publish is built on top of the robust, popular, and open source LAMP platform (Linux, Apache, MySQL and PHP).

The LAMP platform is used by major Internet service companies such as **Yahoo!** and **Facebook** to deliver some or all of their services. eZ Publish can also be run on Microsoft, Sun Solaris and Mac OS X Server systems.

In addition to MySQL, eZ Publish supports Oracle and PostgreSQL databases.

Separation of content and design

eZ Publish conforms to best practices, completely separating content and design. This ensures that you can re-use your content and only have to enter or import it once. The content is stored internally in XML, which enables easy re-purposing. The design of the site can change dynamically by modifying templates (using the powerful eZ Publish template language) and CSS files, while keeping the same content.
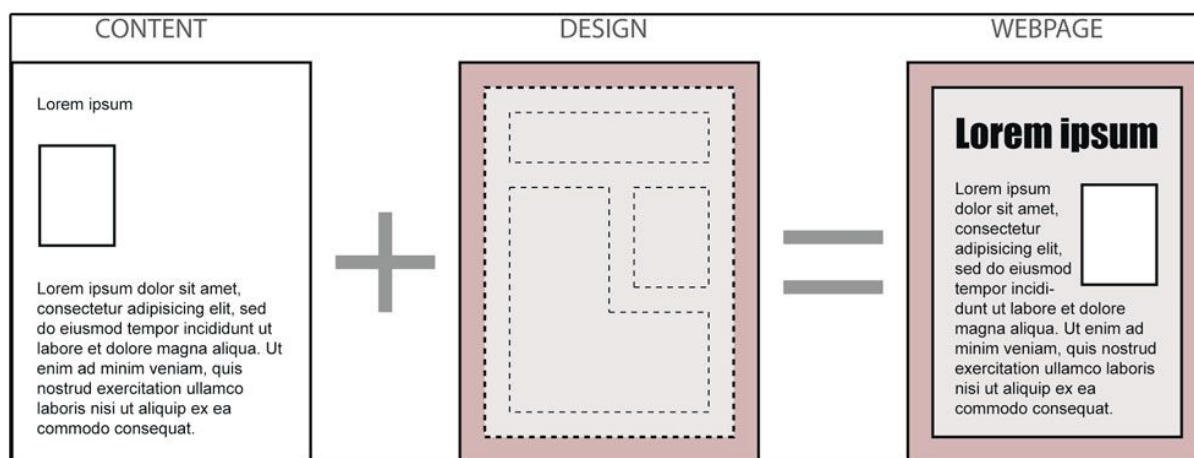
The main advantages of this are:

- Content editors and designers can work separately without conflicts
- Content can be published easily in multiple formats, such as PDF, RSS, print and email
- Content can easily be transferred and re-purposed
- Global redesigns and changes can be done with simple modifications

This is especially useful for media sites who can automatically publish content in different channels.

For example, the same PDA / mobile content can also be served on a normal XHTML page, in email notifications, and in newsletters.

The separation of content and design is also crucial in order to be able to integrate with third-party systems, such as importing content from an editorial system via NewsML or exporting content to InDesign or other XML-based systems.

Cross-browser compatibility

To help ensure that eZ Publish is compatible with all major browsers (including Internet Explorer, Firefox, and Safari), we combine stable and well-understood implementation choices with adherence to web standards and a dedicated quality assurance / testing phase. We also participate in several accessibility work groups involving various players of the Web industry.

Speaking XML fluently

As described above, eZ Publish is based on an hybrid storage of content in relational database and XML formatted content. The question is not storing content, so much as the possibilities for communicating with eZ Publish from a programming point of view : API.

The XML content exchange format is one of eZ Publish's biggest strengths in the eyes of developers: eZ Publish speaks and reads XML fluently!

- You want to export or retrieve content from eZ Publish ? eZ Publish's native format is XML based.
- You want to automatically load new content in an eZ Publish repository ? Once again, the native API will accept XML content without a fuss.

Your developers will love it, and it makes for simple, seamless integration. The built-in compliance with the ODT standard described below is the best example of that !

OASIS Open Document Format (ODF)

Open Document Format (ODF) has been recognized as an official open document format. It has been used by the Sun, Open Office, Google Docs, and many other projects as well. It can be readily imported into the Microsoft Office software suite.

eZ Systems has considered ODF as an important standard since early in its development, and has invested in it accordingly.

As a result, eZ Publish offers a native, bi-directional interface between eZ Publish and the ODF standard. This makes it possible to import and export content from Open Office documents to eZ Publish, and thus from any system able to use ODF, for instance Microsoft Office suite.

Thanks to the setting possibilities offered by the ODF extension, developers will be able to simply extend the built-in ODF integration to match any kind of content type stored in eZ Publish.

Other standards compliance

The following is a list of standards to which eZ Publish adheres:

- W3C WAI is an accessibility standard designed by the World Wide Web Consortium. Organizations and governmental agencies often make it a requirement for their Web sites. eZ Publish conforms to the accessibility standard "Section 508", which ensures that your Web site is accessible to people with disabilities.

- eZ Publish produces XHTML adhering to the W3C XHTML 1.0 transitional standard, considered the authoritative standard for Web site publishing.

- eZ Publish supports the LDAP standard for synchronizing with extant directories. For example, you can use an existing user base for eZ Publish login authentication, and avoid re-populating your list of users.

- eZ Publish natively supports UNICODE via UTF-8 character encoding. You can have multi-lingual sites without needing different character sets for each language. This is an industry standard for multilingual support.

- With RSS, a visitor or customer can subscribe to site updates (such as a list of new products or new articles), then have that list delivered directly to their desktop in an RSS client application. eZ Publish provides a powerful RSS module that allows editors to create feeds from anywhere in the content hierarchy or syndicate RSS content from other sites. This allows for better and quicker communication with customers via Web 2.0 communication mechanisms.

- Recently, the industry decided to define a standard for interoperability between CMS repositories, called CMIS, and while it is still in beta stages, it promises easy integration between various systems. eZ Publish embraced this standard starting with eZ Publish 4.2, and will certainly significantly extend support for this standard in the next development stage.

- Despite being an inflated term, "Web service" has become a reality thanks to native support in eZ Publish for the SOAP and REST commercial communication protocols.

A secure platform

eZ Publish's content engine architecture settles many of the possible security concerns before they have a change to raise their head : all content types and extensions rely on the same kernel core services. This prevents having a system bloated with modules, each one for which there is a potential security risk.

The use of a kernel-based architecture is a strong asset for a secure system, but in case of a security problem, it is also an efficient means for troubleshooting. This is a major difference with many other CMS systems, especially Open Source or Bespoke systems, that were not designed with rigorous security concerns in mind.

Security is one of the important focuses of eZ Publish certification and Quality Assurance teams, when it comes time to certify a new release of the software. This includes scanning for traditional security holes like cross side scripting (XSS) and SQL injections as well as newly discovered issues.

eZ System's track record, combined with the fact that, through eZ Publish Premium services, eZ Systems provides a confidential, dedicated process for management of security issues for its customers, should be enough to reassure the most demanding users with regards to security.

A DITSCAP certification of the eZ Publish-based DASN One Source Web site attests to eZ Publish's high security standards. DITSCAP certification means that the United States Department of Defense has audited an application and certified it for use within the Department of Defense (including any divisions of the US armed forces) to store both classified and unclassified information.
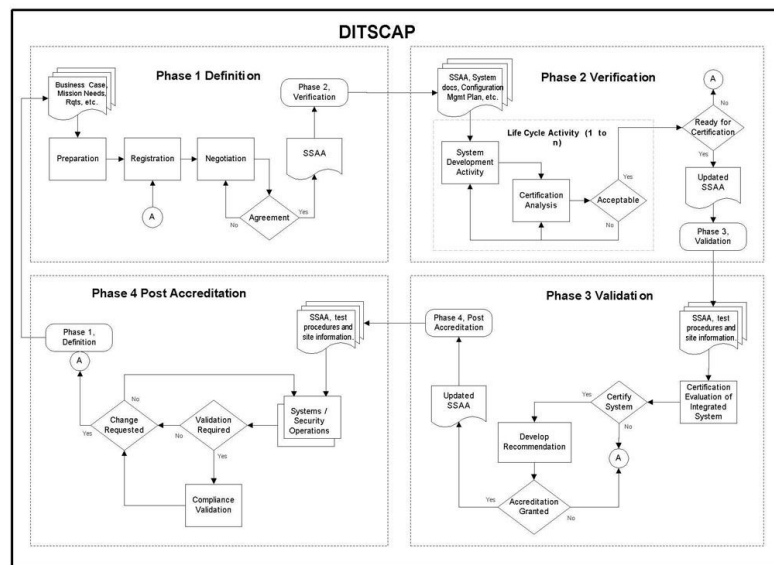
Extensible and customizable

The standard eZ Publish installation is feature-rich, but also designed to be extended. The extension system enables you to customize eZ Publish and still keep it upgradeable.

The Online Editor is an example of such an extension. It can be upgraded by itself in a few seconds, allowing the Web site to continue running without downtime.

Another example of an eZ Publish extension is the eZ Survey system, which is a powerful solution for creating, publishing and managing surveys into your Web site, or eZSI, a powerful technical integration that makes it possible to use the Edge Side Include (ESI) standard for the delivery of your Web pages in a high traffic environment.

Those are only 3 examples but the list of possibilities is limitless !

The following parts of the eZ Publish system can be extended:

- Template functions and operators
- Data types
- Work flow events (such as payment gateways and subscription management)
- Notification handlers
- Modules

The eZ ecosystem has contributed hundreds of extensions that can be freely downloaded on the eZ Web site, adding a wealth of optional functionality to the system.

To ensure high-quality extensions, there are certified eZ extensions (provided by eZ Systems) and certified eZ Partner extensions (created by partners but certified by eZ Systems) that adhere to strict quality, maintenance and documentation standards.

With extensions, you can:

- Quickly integrate extended functionality into existing Web sites
- Use contributed extensions from the eZ community
- Re-use extensions across different Web sites
- Make future upgrades and customization without affecting the core eZ Publish installation

Integrations framework

eZ Publish is built upon open standards and is designed for a multitude of integration possibilities.

It is already set up for several standard integrations, including payment processing, data import and export and authentication via LDAP. Successful integrations have been performed with Lotus Notes, LDAP, PayEx, PayPal, and many other systems.

eZ Publish has been integrated with the following Enterprise Resource Planning (ERP) systems:

- Microsoft Dynamics NAV (Navision)
- Microsoft Dynamics AX (Axapta)
- SAP
- TinyERP

eZ Components

As the eZ Publish 4.x family continues to develop, it will gradually embrace more of the eZ Components PHP enterprise components library.

eZ Components is an enterprise-ready general purpose PHP components library used independently, or together for PHP application development. It is an important for the long-term development of eZ Portfolio to provide high-quality Enterprise-grade extension development.

Organizations and partners extend eZ Components using PHP 5 language enhancements to more easily extend and tune the already rich functionality towards their specific needs.

Well-documented, and with an intuitive API, eZ Components has over 35 member components. As a collection of high-quality independent building blocks, eZ Components will both speed up development and reduce risks. An application can use one or more components effortlessly as they all adhere to the same naming conventions and follow the same structure.

With eZ Components, developers will not have to reinvent the wheel. Instead, they can concentrate on solving customer-specific needs.

Among other things, eZ Components will help you implement crucial database functions, debugging, and authentication, as well as save you time when developing user input validation, image and mail handling, graphing, and much more.
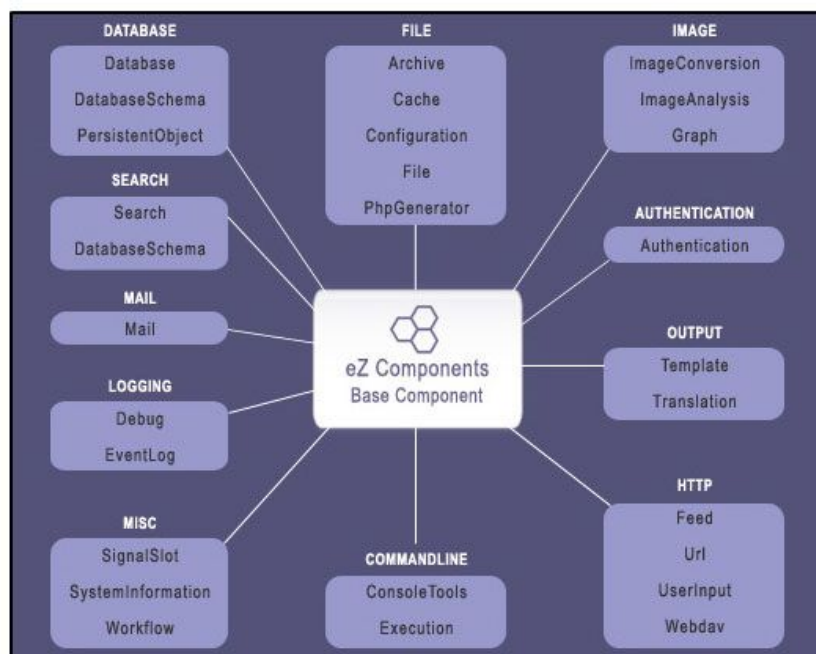
High-traffic, high-performance, high availability

eZ prescriptions for your Web woes

In the world of high-performance, high-traffic portals no two problems—and it follows no two solutions—have the same requirements. That's where a keen diagnosis comes into play.

Web site performance in high traffic environments is extremely complex, and require specific answers. With that in mind, before discussing the advantages of eZ Publish for high-performance, high-traffic sites, let's look at some of the symptoms of an under-performing site.

Web applications might face challenges on several areas:

- Serving front end pages and functionality from the CMS, usually load generated by the need for serving simultaneous pages to many visitors at once.

- Serving back end pages and functionality, usually a matter of load generated by parallel editing and content creation by contributors.

   Efficiently storing and accessing an overloaded content repository. Database and file systems are ?a common bottleneck for under-performing infrastructures, whatever the software used on top.

- Other areas unrelated to the application itself, like network capacity to deliver the requested bandwidth, the speed and latency of the Web site's Ads server, or the dependencies to other 3rd party services such as analytics or syndication.

eZ Publish offers solutions for optimizing—and achieving high performances and high availability on—any installation with those issues.

Caching

In many cases, people think of caching as the solution for EVERY performance problem. This is not necessarily true, and in some cases caching might simply move or hide the problems.

However, it is a key to achieving the best response time and reducing the use of resources when they are not justified.

To increase system response speed, eZ Publish uses an advanced four-level caching mechanism:

- View caching (caching of article contents)
- Block caching (caching of page fragments)
- Static caching (caching of the complete page in XHTML)
- HTTP caching with third-party HTTP Accelerators such as Akamai, Varnish and Squid.

By tuning the cache mechanisms in eZ Publish, you can achieve lower response times on the same hardware, thus saving money on hardware upgrades.

On very high loaded traffic, a smart design will enable you to decouple totally Front-end and Back-end load, which is ideal.

Front-End load will then totally depend of the capacity of your infrastructure to deliver static files, which is then pushing the limit extremely high.

Cluster setup

Being able to support very heavy traffic is important, but you may not want to deploy an enormous infrastructure on day 1 of your project, when you are not sure what level of success your online business might have !

eZ Publish can be installed on a cluster of servers, and deployed across the cluster progressively. However successful your site becomes, you have the guarantee that you will always be able to progressively scale resources to handle more traffic and to reach high availability.

*Media and pages delivered to **consumer** by several servers, using a load balancing system.*

Distributed File System

The admistration application can be managed by dedicated servers.

*This allows **administrators** to access and manage Digital content relying on the same content repository without interfering.*

Editors can use the Front End editing of eZ Publish on a dedicated system, insuring they don't suffer of traffic peak on the Live servers, but also that they don't disturb the live platform.

Whatever your IT department practices, with eZ Publish, you will be able to leverage distributed file system (like SAN or NAS systems or other distributed file systems) or database cluster infrastructure. eZ Publish, since the 4.2 version, has offered both options for its cluster mode (called DFS cluster handler or DB Cluster handler).

Content delivery

In most cases, on an eZ Publish install, the eZ Publish Web server is the one handling content delivery to end users. You will get very competitive delivery response times by letting eZ take care of this important function, especially if you activate static caching.

However, when the Media handled is heavy compared to the network bandwidth (in the case of video delivery for example), where the visitors are coming from extremely wide-spread locations, or in extremely high numbers to access to the same Web pages or content, it might be worth implementing a dedicated component in charge of content delivery for your infrastructure.

eZ Publish can be integrated with high performance HTTP delivery systems such as Varnish HTTP accelerator or with more sophisticated network-based Content Delivery Systems (CDN), like Akamai, that will absorb your content, and distribute it to a network of servers in charge of delivery across the Web.

Taking the content delivery demands off and upfront of eZ Publish gives the capacity to serve the Web pages (templates, style-sheets and so) to the visitor with very low latency, all while keeping the eZ Publish infrastructure to a minimum.

ESI support

While the concept of CDN is not new (Akamai, which pioneered the CDN concept, started trading the same year as eZ Systems, in 1999), the various providers have steadily improved their service to deliver content and applications more efficiently on the Web.

The development of the Edge Site Include standard is a major innovation in this area. The standard, which was initiated by Akamai but also supported and implemented by other industry players such as Oracle and Varnish, has revolutionized the performance of digital media portals.

Concretely, the Edge Site Include standard is a simple mark-up language, used by the delivery systems themselves rather than the Web server, for dynamic Web page assembly. It is now possible to assemble pages at the delivery point from blocs requiring different refresh rates and update frequencies.

The direct result is faster development and increased performance—typically for digital media portals and their landing pages.
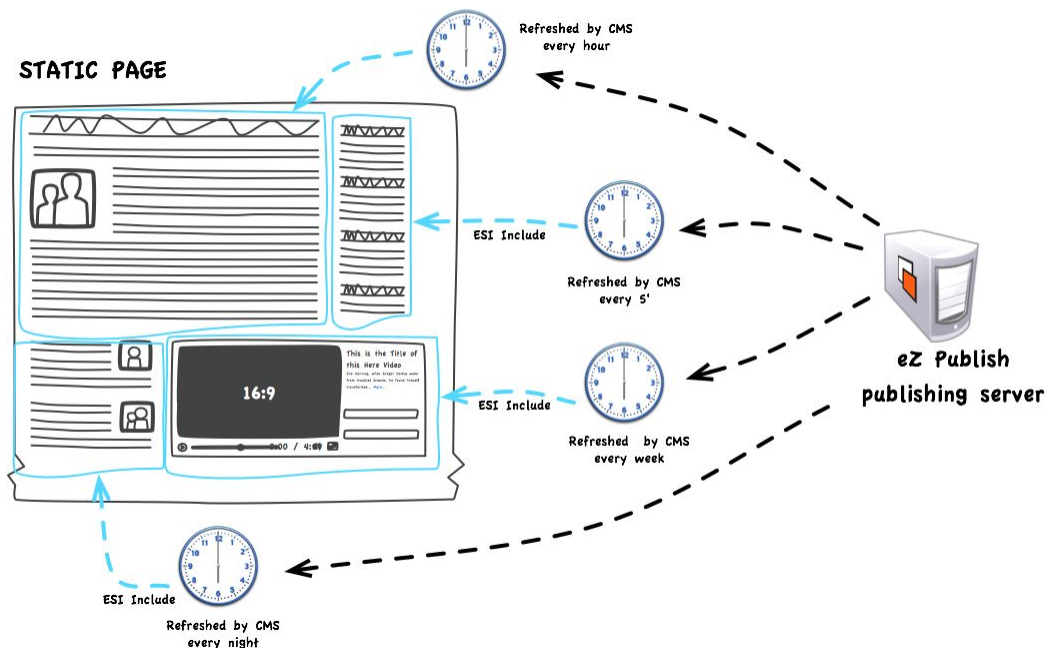
The eZSI extension, developed by eZ Systems, is intended for developers to leverage the ESI standard, combining eZ Publish with ESI compatibles delivery technology, such as the Varnish http caching system, or Akamai Content Delivery Network.

Technical architectures

The best-fit eZ Publish technical architecture very much depends on the requirements of the project at hand. Whatever the project, a thorough analysis, possibly involving eZ Systems Professional Services, is necessary to prepare for development.

To determine the technical architecture, eZ system architects revue the project requirements to determine the load on the system, and define targets in terms of number of simultaneous requests to be handled by the front or back end of the site, overall projected volume of the content, its growth, and application specifications (degree of personalization, real-time services or heavilly cached, etc), as well as the requirements for High Availability required by IT or business considerations.

Only taking those aspects of a project into account, will it be possible to define a serious technical architecture.

There is no generalized technical architecture for projects, but looking at a couple examples will give us some insights into how eZ Publish scales from small to large installations.

Small project with limited audience:

Some projects do not require much in the way of resources. They either have a small number of users, or the content publishing is very static, and restricted to a reasonable amount. In this case, a simple architecture on a single hardware server handling all the services might suffice.
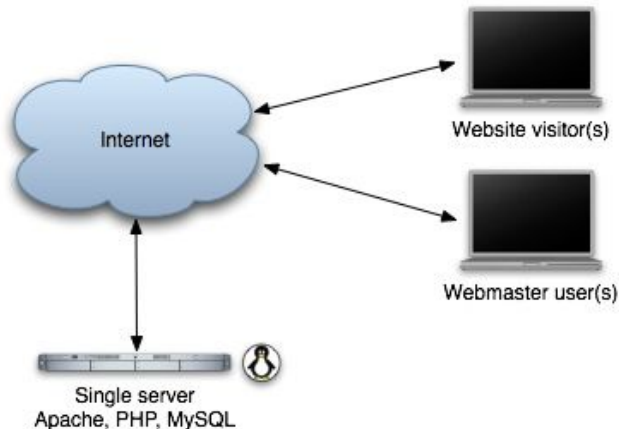
Big architecture with fail over and unified application clustering:

For larger projects, redundancy is critical for the infrastructure to avoid any Single Point Of Failure (SPOF).

To maintain a clear separation between layers of the network (delivery of content, applications, data repository) a three-tier architecture, with each tier protected by redundancy is a robust solution.

- a front-end layer made of a load-balanced and redundant implementation of Varnish HTTP Accelerator

- an application layer consisting of an eZ Publish cluster handler using either the database cluster or the distributed file system cluster handler to share content data

- a storage layer made of potentially redundant databases and distributed storage that is also redundant and backed-up.
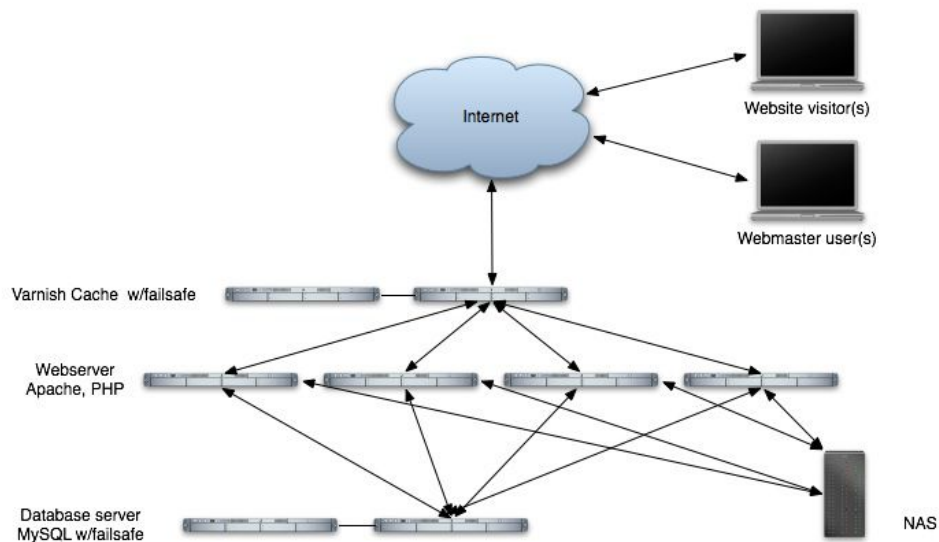
Mid size architecture leveraging CDN with separated front and back end :

Even with a CDN taking the strain off of a site's front end, a site with a lot of editors would need to be robust on the publishing side as well.

A good solution is an architecture splitting back-end publishing and front-end delivery, using eZ Find extensively as the main dynamic navigation user interface, and focusing resources on the back end.

This might result in the following set-up:

- A single Front End server for the delivery of content to the CDN, using the eZ SI extension
- A serious back end made of 3 servers to handle the load of a large editorial team
- A strong database and search back end, sized to deliver

These cases are only generalized examples, and a wide variety of architectures might be designed to fit each specific project need.

The most important thing at this stage is to perform a serious analysis of the requirements in order to define the architecture that best fits a defined project. eZ Systems' Professional Services is available to help.

eZ Publish

Typical use case

How do you build a Web community?

By providing mechanisms for users to participate in a Web site, organizations benefit from visitor feedback and ideas, as well as a more engaged audience that spends more time on their site.

Feedback (polls, wikis)

eZ Publish has built-in support for graphically displaying the results of a poll. There is also a default one-vote-per-poll limit for visitors. In this way, visitors' opinions are accurately represented.

Facilitate user involvement and interest on your Web site by giving users a private channel to comment and ask questions about your company's products or services.

eZ Publish's "contact us" forms make it easy for customers to communicate with you through your Web site without needing to configure their system or for them to open an email client. Visitors can even be given the option of sending forms anonymously.

A wiki is a collaborative Web site where the content can be edited by anyone with access to it. The eZ Publish content engine supports wikis, where user accounts can be granted permission to edit and create any type of content.

Since eZ Publish has built-in version control, content notifications and content diff, you can keep track of the changes made by community members. You are free to require users to register in order to make site changes, or editing can be fully open to the public.

As an example, the eZ Publish community documentation site at http://eZPedia.org runs on eZ Publish.

Conversations (blog comments, forums)

Blogs provide visitors with a more personal and informal information channel, and the ability to comment and interact on posts. You can share information about company developments and opinions about industry trends. Visitors can also be given the opportunity to have their own blogs and blog posts can be written by multiple authors.

Host multiple blogs on your Web site with the following features:

- Multiple authors for each blog
- Commenting features for posts

THE CONTENT MANAGEMENT ECOSYSTEM

- Tagging of posts
- RSS syndication
- Archiving posts by date and category

Forums are a meeting place for people with similar interests and needs. Customers can ask a question and discuss the solution through threaded conversations.

This can provide you with important feedback for identifying problems, possible solutions, and strategies for improving your services.

Since users can register themselves, it takes very little effort to maintain forums, but the benefits are immense. Forums facilitate a user community without allocating internal resources from the organization. They also act as a continuously evolving archive of past issues.

A Web site can have an unlimited number of forums, and forum replies can be moderated by your organization.

Forum features include:
- Automatic user account registration and password retrieval
- Support for multiple forums, topics, and sub-topics
- Forum activity email notifications
- Forum superuser moderator roles
- The option to create public and private (member-only) forums

Fostering Involvement

eZ Publish can manage interactive content (such as contests, polls and games) to engage users and encourage participation.

Dynamic content that is frequently updated keeps visitors interested and promotes loyalty through regular visits.

With extensions, content can be published and unpublished at scheduled intervals, and eZ Publish sites can make use of next-generation concepts such as Ajax technology and user-contributed content to ensure that content is constantly new and fresh.

How do you build a multi-site installation?

In eZ Publish, there are options that allow for every type of multi-site architecture, on a single eZ Publish installation, or spanning several.

Depending on the requirements of the business, it is possible to:

- Implement a site factory for small stand-alone Web sites, and make the deployment of a new Web site fully automated at the push of a button. This might simply deploy a new Web site, with its own full eZ Publish content management system, including a choice of site package system models. This is a common solution used by software providers as a service for Small and Medium Businesses to provide a low-price solution to maintaining an on-line presence.

- Implement a very large scale galaxy of Web sites that might share some part of their content across a unified database, used for all the Web sites,or by relying on syndication functionalities.

- Use a single eZ Publish installation, but deploy stand-alone Web sites on top of it, with a dedicated content database and autonomous content management for each access assigned to different teams. This is a common set-up for international corporations that might want to share infrastructure and IT resources, but keep each of its department or daughter companies strictly isolated from a content management point of view.

- Use a single content database and eZ Publish installation and simply plug each Web site into it at various places in its content tree.

How do you implement a multi-country, multi-lingual portal ?

In eZ Publish it is possible to configure site accesses for both countries and languages. One site can be multi-lingual, while one language might span several sites. Define your localization strategy, and it will be possible to implement whatever the outcome.

Take the example of a multi-country portal, with one Web site per country. All the sites of the portal would share graphical guidelines, features, and content. Some of the sites might share languages, Canada and the United States, for example, and it might be necessary that the Canada site also be itself a multi-lingual site with French and English translations of all the content.

You may want to display content in the default language when it is not available in the user language, or you might simply want to hide it to the specific user—a simple a matter of choice.

Whether you could manage all content in the same language in a global way, reducing your workload, or adapt and fine tune for each specific country, is also a simple matter of settings and content localization architecture !

How do you build mobile Web sites ?

eZ Publish is a multi-channel publishing solution , building a Mobile Internet site, or customizing for any mobile device fits the scope of eZ Publish.

The strict separation of content from design makes adding a "Mobile web" site access relatively easy. With minimal configuration, and minimal extra effort, your organisation can add an iPhone or classic mobile internet version of any Web site in unbeatable time to market.

You want to provide more to your users and visitors by giving them iPhone or Android apps? No problem for eZ Publish, which can source the applications with the same content as is used by the traditional Web site or Web applications !

You want to add more control in the mobile e-business, such as integrated payment via the phone subscription or access control, eZ Publish's templating system will simply adapt to most of the Telco provider rendering and billing systems, with no headaches. Most of the integration effort will involve simply tuning templates to integrate their mark-up language !

How do organizations use eZ Publish?

As more and more organisations turn to the Web to compete in a multitude of sectors, the Web itself has become increasingly competitive.

Web users have come to expect more from sites: better usability, rich media, and user generated content.

In an effort to stand out from the crowd in this crux period for Web development, a wide range of organisations have turned to eZ Publish to implement their Web solutions in novel and exciting ways. Here are some examples among many other cases:

FREEVIEW

Freeview is a broadcaster of over 50 free digital television channels, 20+ radio stations,and other interactive services in the United Kingdom.

To receive free over-the-air media content from Freeview, users only need a digital box, a television with an integrated digital tuner, or a computer-based receiver card. The Freeview Web site (http://www.freeview.co.uk), powered by eZ Publish, explains the service, lists and describes the available channels, highlights shows and products, and more.

01 INFORMATIQUE

01 Informatique and 01net are two major French IT press publications. 01 Informatique is dedicated to IT managers whereas 01net is more oriented towards the general public.

Both publications are owned by the Groupe Tests, a Paris-based publishing house. The 01 Informatique Web site and community portal (http://www.01informatique.fr) was successfully launched at the end of 2008, using eZ Publish as a basis for its platform.

ABUS Security-Center

ABUS Security-Center is a leading German manufacturer of electronic security technology. Their B2B online shop solution established with eZ Publish and connected to Microsoft Dynamics NAV covers five country sites and one international Web site. Download the case study in PDF format:
http://ez.no/content/download/276161/2541894

GALA.FR

The new Gala.fr was officially launched at the Cannes Film Festival in May 2007. The goal of the site (which complements the print magazine Gala) is to be the online source for news and information about people, glamour, and the art of living.

Download the case study in PDF format:
http://ez.no/content/download/250371/1705752

WEG INDUSTRIES

Brazil-based WEG Industries is one of the world's largest providers of efficient solutions with electric machines. It has more than 20,000 products in the areas of motors, energy, and automation, and has facilities in all continents.

Download the case study in PDF format:
http://ez.no/content/download/243154/1650063

PREMIERE.FR

Over the years, http://www.premiere.fr has become a global consumer entertainment portal dedicated to the movie industry. It consists of a Web site, including movie databse, schedules, cinema times, news, and industry editorial, as well as trailers available in various resolutions for all the latest movie releases. It includes as well an iphone version of the Web site offers an iPhone version which uses geolocation services to get the most out of the experience.

Massachusetts Institute of Technology:

The Massachusetts Institute of Technology, one of the top 5 universities of science and technology in the USA, chose eZ Publish to have a secure and user-friendly tool to control their Web site's contents and design.

Download the case study in PDF format here:
http://ez.no/content/download/133530/848811/file/MIT.pdf

Find many more eZ Publish use-case scenarios at
http://ez.no/customers/

Why choose eZ Publish?

If you and your organization have an ambitious Enterprise-grade Content Management project, eZ publish is the key to deploying your projects on-time and under budget. As we have seen, eZ Publish provides a host of built-in features in an easy-to-use package. Sites built with eZ Publish lead the field in terms of cost and time to market.

Take the case of Lagardère Active's on-line deployment of the Paris Match magazine. After budgeting 19 to 24 weeks for the project, Lagardère Active launched their publication's site on an eZ Publish platform in just 6 weeks. See http://ParisMatch.com for a look at the site in question.

For organizations rolling out many solutions based on a single framework, open source software's flexible licensing brings down costs dramatically. And where in the past, open source has lacked the support of a traditional proprietary software vendor, eZ Systems is there to fill the void.

You can choose a service agreement that shifts responsibility to eZ Systems, provides support and expertise, and provides training for your staff.

Companies look to eZ Publish to help them make use of next generation Web applications, Ajax, and new media tools. With eZ Publish, Web sites are customizable not just within the traditional article paradigm, but with Flash animations, films and other rich media as well.

eZ Publish also provides features to facilitate user interaction and user-generated content, ensuring that site content is always new and fresh.

With more than 2.7 million downloads and over 150 000 installations, eZ Publish has proven itself time and again to be a reliable, durable, and comprehensive solution for Enterprise-grade Content Management.

Open Source

eZ Publish is built on an open philosophy. The product itself is open source and follows open standards where possible. For example, content is stored in XML and XML protocols like SOAP and Rest are used for communication with external systems.

With Open Source there is no vendor lock-in, driving competition to provide the best service at the lowest price. The ability for anyone to access the source code produces a higher quality solution. While eZ Systems keeps a firm grip on the final product, input from partners and the community constantly pushes the eZ Portfolio forward.

The eZ Publish dual license model gives you options. You can choose between the eZ Proprietary Use License (eZPUL) and the GPL (the default open source license with the free download).

The eZPUL is a simple and traditional license for small to large enterprises who desire non-GPL licensing. It is a traditional for-pay, proprietary license for an eZ Publish end user that comes with the option of eZ Premium services.

Accessibility

Neither physical disabilities, nor social factors should limit access to the content of a Web site. eZ Publish is W3C WAI compliant, and also conforms to the accessibility standard "Section 508", which ensures that your Web site is accessible for people with disabilities.

Scalability and performance

When the number of site visitors increases, you can add servers to an eZ Publish platform. By dividing the work load onto several servers, your Web site can handle huge numbers of concurrent visitors.

This ensures that performance, stability, and the quality of user experience is maintained as your company grows.

eZ Publish has built-in clustering support, a built-in caching engine, and supports HTTP accelerators and Content Delivery Network like Akamai, Varnish and Squid. eZ Publish sites have proven to be capable of handling high-traffic, high-content Web sites.

Vibrant ecosystem

There are more than 29 000 community members in the eZ forums, helping each other and discussing and creating solutions. The eZ community contributes to the constant testing for errors and bugs and provides feedback and suggestions regarding features.

Together with a network of over 230 eZ Partners, the eZ ecosystem offers eZ Publish support and services and is a driving force behind the continual improvement of eZ Publish.

Documentation

eZ Publish is well-documented for both users and developers:

- http://ez.no/doc/ez_publish/user_manual for complete on-line user documentation.
- http://ez.no/doc/ez_publish/technical_manual/4_x for developer documentation.
- http://projects.ez.no/ for extensions and add-ons from the ecosystem

Educational resources

Our books and courses give users hands-on experience as quickly as possible. We instil a sense of ownership among the Web site's content editors from the start.

Our training allows content editors to become comfortable with eZ Publish before the site goes on-line, and make it possible for developers to get the most out of eZ Publish.

eZ Systems offer a wide range of training, certifications and books:
- Visit http://ez.no/support_and_services/training for the list of our available trainings
- Visit http://ez.no/support_and_services/certification if you are interested in becoming certified

Professional support and services

eZ provides Total Product Responsibility for all business solutions. With the yearly subscriptions you get certified open-source software, unlimited bug-fix guarantees, security updates, software updates and maintenance, monitoring and patching tools, and support as well as additional value added services. See the section entitled, "eZ Publish Premium Model" for a brief introduction to Premium service.

Like any other enterprise software provider, eZ Systems has built a strong team of Professional Service staff in order to assist with expert consulting, audits, training and any additional help needed to bring your projects to fruition.

eZ Publish Premium Support and Maintenance

Why and when should you subscribe to Premium Service ?

By purchasing eZ Publish Premium, you receive Total Product Responsibility from the makers of eZ Publish. eZ Premium will help you maintain your installation in good health at low cost, ensuring the necessary updates and fixes are performed before they become a problem.

And, in the event a problem does arise, you need only open a support ticket. In short, eZ Publish Premium combines the freedom of open source with the guarantees and security of an enterprise software vendor.
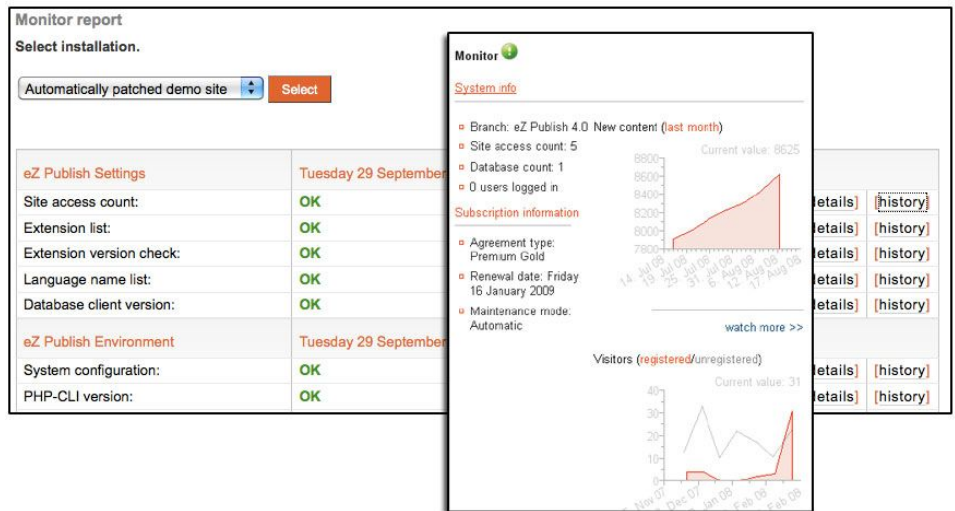
Premium customer monitoring

eZ Publish Premium is an annual subscription available in several service levels. A premium subscription lets you to focus on what you do best: Users and customers can spend their time producing quality content and running their online businesses.

Designers and implementers can focus on creative design or project development, while eZ looks after the software platform itself.

The Customer private issue tracker

Companies of all sizes choose eZ Publish Premium to ensure the security, stability, and evolution of their Web site. Purchasing a Premium subscription provides your organisation with support from the makers and maintainers of the eZ Publish software. No one is in a position to offer the same level of support for eZ products as eZ Systems.

- **A bug fix guarantee**
  We are committed to producing the most robust, secure software. We take bugs seriously and will correct all critical and security issues as soon as they are discovered. eZ Publish Premium provides unlimited bug fixes for critical defects and security issues.

- **Stability and updates**
  The continuous update service makes sure that your site always uses the most stable version of eZ Publish and guarantees timely updates. This means that you not only have a secure site but you also benefit from other improvements, like performance enhancements.

- **Guaranteed initial response time**
  The different service levels include guaranteed initial response times to suit your needs. You are assured of prompt service and can thus focus on what you do best.

- **Value added tools**
  eZ Publish Premium's Service Portal is a unique portal to the services offered, including an issue tracker and a list of available updates. There is also a CMS monitoring dashboard that provides an overview of the status of your eZ Publish installation.

- **Professional software maintenance**
  The maintenance tasks of packaging and back-porting fixes will be handled by the eZ Systems team for you, avoiding the need to dig in source code repositories to identify, test, package, and potentially back-port fixes.

- **A team of specialists**
  When you subscribe to a support and maintenance service, you benefit from the experience and competence of the makers of eZ Publish, who work daily on eZ Publish installations.

- **Key accounting and regular audits**
  Within Premium Gold and Platinum agreements, eZ Systems will dedicate personnel resources for regular follow-up meetings and quality checks, ensuring that service is delivered according to your expectations. eZ team will also carry out regular audits to maintain the health of your installation.

- **Training and Certification**
  As part of the Gold and Platinum level of Service, you will have access to all the training, certification, and knowledge your organization needs to take your project to the next level, and fully exploit the potential of the latest eZ Publish release.