

GT2004Gianugo

Impress your boss: Cocoon success stories

Business cases, real world stories about cocoon. His most impressive presentation ever. 11 Cocoon succes stories.

The first slide

The first slide says it all: still skeptical about Cocoon? Those people are not:

- A global 100 healthcare company
- The Swiss national TV network
- A 3K employees travel agent
- MyTV, a leading digital terrestrial technology provider
- A top 100 world bank
- RZB Group, the largest Austrian bank (which with the previous one means at least 2% of the top 100 banks are using Cocoon...)
- A number of local government customers in Belgium
- The Swiss Exchange
- VNU business publications, the largest technical publisher in the UK
- Vodafone Germany, enough said..
- One of the largest brokerage firms in the world

Numbers like 50 requests per second continuous average and 2 million page impressions a day were mentioned in these presentations.

The presentation

I count about 9 speakers waiting to take the stage!

Open Source by itself doesn't have sales force. People inside a company can be enthusiastic about open source, but the boss wants a glossy brochure and a fancy pen. This presentation is a sort of sales kit, that you can show your boss.

...all of the "success stories" speakers take the stage. Photo op!

In alphabetical order:

Jack Ivers... from Agile partners based in the US. Global 100 health company. Can't give specific information. Presence in most countries around the world, many websites, 2 of which are based on cocoon. Each country needs their own marketing presence i.e. website. Limited expertise, limited budgets.

every web project was one-off engaged jacob neilson who said it was a "jarring experience" to move round the various web sites.

First solution was "Site Builder 1"

-> template built on [TeamSite](#) CMS.

-> Now accounts for >50% of customer's sites worldwide

Cons:

- websites were pretty static
- need for dynamic sites. Interwoven uses strange templating language for this
- need for 'real' webapplications
- no inheritance from the recipes

So then came "Site Builder 2"... and Cocoon. SoC better in Cocoon Multi-channel better (e.g. RSS, web services etc)

Challenges from the client:

Client had tried and failed with Cocoon 1 Concerns about performance of xslt Client was open source friendly Interwoven still used for content editing.

In the process of developing a Real Blocks-style framework of pluggable components.

Vision: Replace Interwoven altogether. Cocoon hosts both content editing and delivery

Next up: Bertrand Marketing hat on! Did project for swiss tv network. www.tsr.ch. Existing cms worked well for standard news, but needed multi-channel and multimedia. Fast editing to stay up to date with TV.

Project team: 2 developers, 2 trainees They came to him because of Cocoon!

Next: Arje Hippo. Intranet application for large dutch travel agency. Really heavy traffic. 3000 employees, 300 shops. Need to send breaking news to employees fast.

10,000 documents already, new ones added ~30 per day (~10,000/yr). 25 editors. Every PC auto-boots at 9:00 and displays the homepage (accounts for the heavy traffic). Employees *required* to read the latest news at start of day.

Used squid as a dumb cache in front of cocoon. Caches the complete webpage. Could also be done with mod_cache. <http://www.squid-cache.org>

Next: Pierpaolo Lento, MyTV Interactive applications for digital satellite television MHP Multimedia Home Platform, uses JavaTV API, Java CDC profile Application management based on Cocoon. State management, external contents

Next: Gianugo Rabellino Client: large italian bank 400.000 e-operations. High loads, high spikes. Conversion of the existing infrastructure. Integration of different datasources. Strong digital signatures.

Selling points SoC - some (e.g. XSLT) was even outsourced. RAD: prototype showed ~30% time reduction over competitors M-DEV ready i18n etc...

XML services platform abstracts from datasources by converting everything to XML.

Next: Manfred RZB Group worldwide Management committed to open source, and donating code back to community

Lists similar selling points to the others. Also notes the community itself as a good feature.

Next: Wim van Acker, Schaubroeck client: Public local government, municipalities, public centers for social welfare Used xreporter (an outerthought /cocoon project) for a payroll system.

Lastly:

Alfred Nathaniel SWX e-services (Swiss Exchange) Ten websites under swiss exchange. He is leading the development team.

Still more: Pier Fumigali The VNUNET experience Key advantage: not a software company, a publishing company with certain requirements.

And: Matthew Langham S und N Client: Vodafone. High load site w/ load balancing, apache front-end.

Again: Gianugo proxy for Andrej Taramina Chaeron personalised letters.