

eZ Publish 5
The digital user experience platform

Whitepaper
January 2013

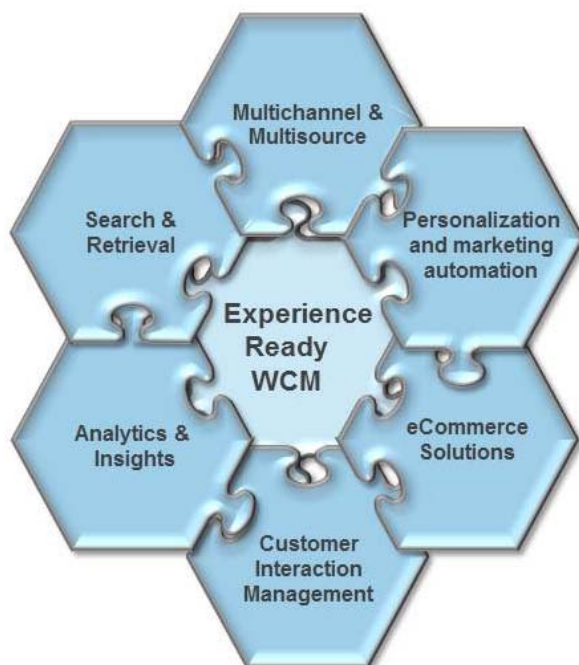


eZ Publish 5, the User Experience Platform for Successful Digital Enterprise Management

The goal of Web Content Management is to enable organizations to efficiently create and manage websites and web content. While this might have been a real goal for organizations at some point in the relatively recent past, it is clearly really only a milestone. Your overall objective as a business going online today is beyond the simple act of successfully delivering a website. It must be much more strategic – it is about improving your activity or business by creating an engaging and successful experience online for customers, prospects, members, employees and users of all kind. This ability to create your own Digital Experience is the key to a successful digital business! This is what eZ can help you with.

Beyond Content Management, managing “Digital Experiences”, takes much more than technology; it is a strategy that focuses on the operations and processes of a business around the needs of the individual customer. Today leading organizations are increasingly focusing on building great experiences but realize it is a complex enterprise, involving strategy, integration of technology, orchestrating business models, brand management and CEO commitment.

eZ Publish has evolved over the years from the sole mission of enabling web content management (WCM) to the more important one of becoming a User Experience Platform (UXP) designed to create and manage compelling digital experiences of all kind, from customer experiences to employees experiences. The new release of eZ Publish represents a new foundation – eZ Publish 5 is the platform for sustainable and successful Digital Experience Management. From here forwards eZ Publish’ new edition shall be known as the eZ Publish 5 Platform.



The components of a successful User Experience Platform



In eZ's vision and approach, content is king. That is why the web content management platform is the foundation and core of the UXP platform. Whether you are creating b2c (business to consumer) or b2b (business to business) marketing properties, online commerce services, customer services, building communities, providing support, informing or directly delivering information and content, the one and only common denominator is CONTENT. In the digital world, Content is at the core of any interaction, and is the substance that fuels your activity!

To really empower content, you need more. The other pillars of successful digital experience management include:

- Advanced search
- Online analytics
- Recommendation and personalization
- Marketing automation
- Online commerce
- Social networks interaction

All these components are part of the eZ Publish 5 Platform and you will find more information about them in this white paper.



Why use the eZ Publish 5 Platform? Samples of use cases:

While a definition of web content management and digital experience management can help you understand what the eZ Publish 5 Platform is and why you should use it, a simple sample and non-exhaustive list of use cases can sometimes help us better understand!

Here are a few common use cases for eZ Publish:

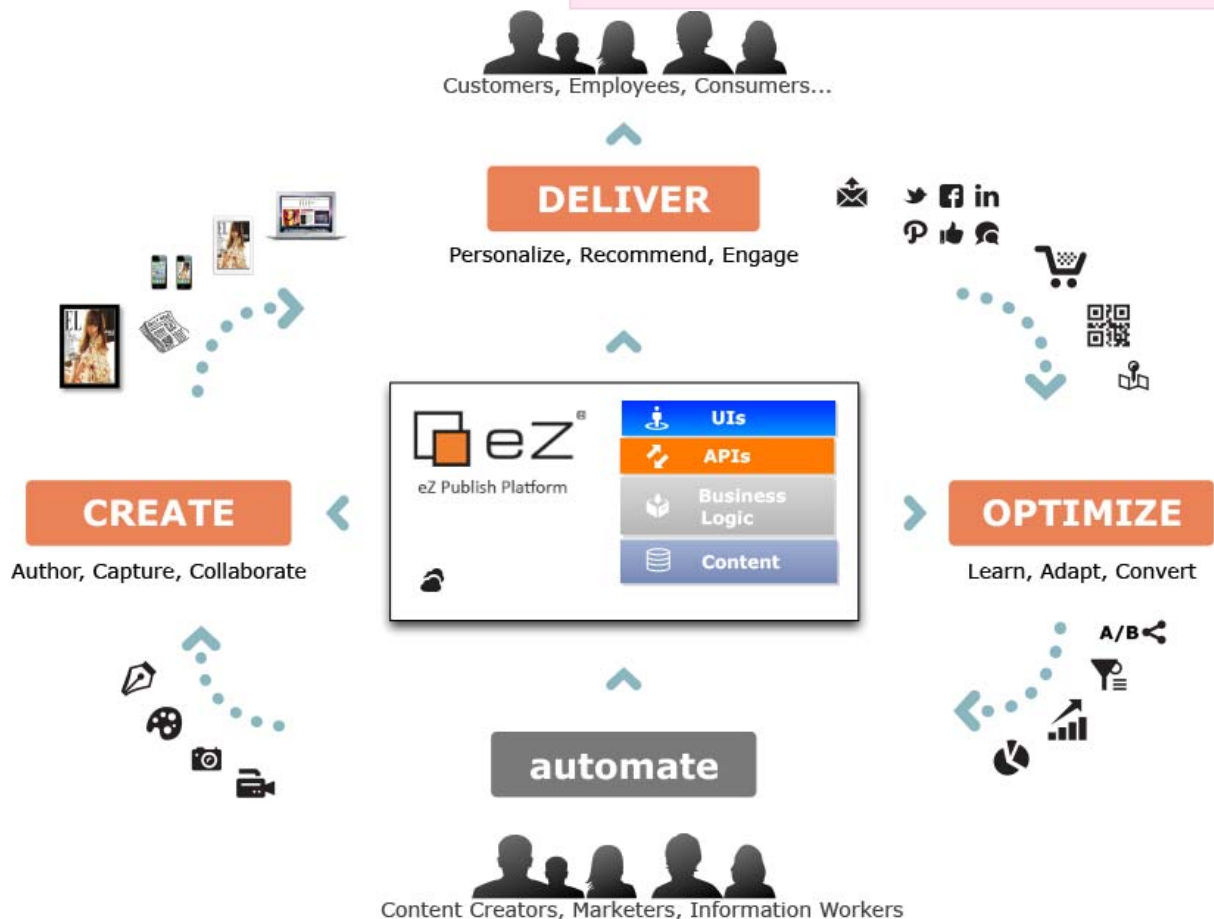
- Marketing and corporate Web and Mobile websites for any kind of business from small and medium businesses to multinational corporations
- News and media portals for traditional publishers or pure Web players
- Event web and mobile website
- Cross media publishing for content providers of not only text editorial but images, video, and interactive content
- Social networks and community sites for people developing their Website as a space to meet and share experiences
- Online Commerce, from traditional e-shop to more sophisticated ways of selling online
- Intranet and extranet applications and portals for all kind of organizations, from education to banking
- Online learning services
- Blogs and wikis used as a communication strategy
- Any kind of Content-driven application and Online Service involving delivery and capture of content

All these examples are not only about content management but about digital experience management. All of them can benefit from all the components of the eZ Publish 5 Platform. In all of them, eZ can help you create better experiences that you couldn't achieve without eZ technology.

Create-Deliver-Optimize – Continuous optimization is the winning formula

To successfully deliver on the promise of building quality digital experiences, it takes much more than a typical WCM platform.

eZ Publish focuses on delivering the full value chain for building online experiences, starting by enabling the creation of remarkable content; continuing with the provision of all the tools, to successfully delivering the content to the consumer, by whatever means, and finally providing the tool that not only helps to track and measure but also to optimize your online services, up to self-optimization which in itself turns into further and continuous automated optimization – the winning formula!



Create

Increasing the productivity of your digital content infrastructure, the eZ Publish Platform provides powerful tools to create, automate and collaborate on content. Dealing with potentially hundreds of editors, having millions of content contributions from multiple different sources and managing information targeted to and created by diverse audiences is complex. From very simple and unstructured to highly structured content with rich metadata and media, eZ Publish enables even your non-technical contributors to manage complex content and to collaborate with co-workers to get tasks done quickly.

Deliver

Content consumption is changing rapidly. An agile solution to distribute your content and empower your digital business model across all devices and channels is key to success in every industry. eZ Publish is the platform to make the omni-channel approach possible. A powerful presentation engine provides the power to display across a multiplicity of websites and page renderings. A powerful API directly and simply integrates your content with any Web-enabled application on any device, including the iPad, iPhone or Android without ever interfering with or impacting the platform itself.



Optimize

Optimizing content in context means serving audiences with the right content at the right time and in the right format. eZ Publish Enterprise offers an entire set of capabilities including search, analytics, personalized recommendations, automated email marketing and integrated Multivariate A/B testing functionality. Efficient search starts with enabling editors to rediscover existing content for re-use and re-purpose. You can analyze the user behaviour, create a compelling content strategy and provide automated scenarios based on the users' predicted preference. You can optimize your online presence based on efficient tracking of your KPIs, whether it is simple landing pages or more sophisticated online services, based on metric-driven inputs that will allow you to maximize your real goals. You can also optimize and automate all your online marketing interactions using segmentation approaches to your online marketing campaigns.

What's the value for you?

Depending on your specific project, the value of the eZ Publish 5 Platform can be visible in different ways. Our 17 000 customer stories are all unique and different, there are still common values that are very clear, however. In our customer interviews about the platform we note the drivers for customer satisfaction by order of importance are:

- Enabling you to create user experience you couldn't make otherwise – build and keep a competitive edge for your online business
- Optimize and improve online profits and costs of your online business
- Enable faster time to market for your new project
- Rely on a long term solution to accompany your business in all its future challenges, even those that you don't foresee today

In all cases, this means we empower our customers in creating a platform for a sustainable content driven digital business.

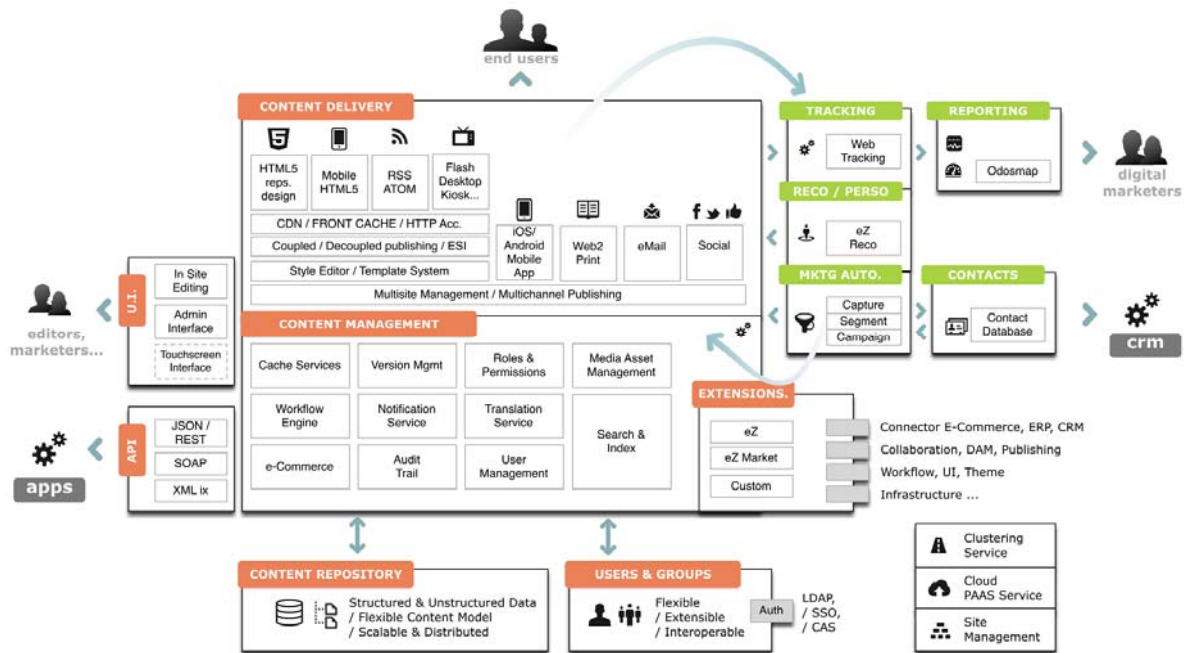
Overview of the platform

eZ Publish 5 Platform implements all the underlying concepts of a User Experience Platform starting with that of a modern Content Management. This includes a powerful storage engine, a presentation engine, an extension system – all these components 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 official certified eZ extensions as well as with custom and third party features.

All the other bricks of the UXP architecture are also of course covered, some of them built into the software platform, others provided as a service. This includes a powerful tracking platform, the foundation for all web analytics, recommendation and marketing automation capabilities.



The diagram below covers the main functions of the platform.



Functional overview of the eZ Publish User Experience Platform

In this diagram, orange components are part of the Software Platform, which can be deployed on premise or on the Cloud thanks to the hybrid delivery approach of eZ. The green components are part of the Service Platform and are provided as services whether the software platform runs as a cloud service as well or not.

One of the key elements that makes content management with 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 resource 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 systemwide basis, and benefit from a simplified update process as well.

There are a number of other advances in the functionality of eZ Publish that set it apart from other systems.

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

Straight out of the box, eZ Publish offers a best-in-class solution for the whole spectrum of WCM and Digital Experience Management needs. Your editors have only to access the administration interface or edit from the Web toolbar to achieve all the tasks needed to efficiently CREATE your content. Native multichannel support, publishing workflow, high performance and extensions for email and social delivery of your content enable you to DELIVER content in all the ways you might need.

In addition, eZ Publish 5 Platform native landing page management tools, A/B and Multivariate testing as well as all powerful web analytics and recommendation services arm you with the tools to OPTIMIZE your sites and campaigns in order to maximize their performance.



About eZ

eZ Systems is the globally recognized commercial open source software provider.

Our leading and innovative approach takes your enterprise platform beyond content management (CMS) into creating a true digital experience with systematic optimization capabilities. The eZ Publish platform sets new standards for digital lifecycle management, including recommendations and smart web analytics functionality, coupled with an application market place of certified extensions.

Thousands of organizations worldwide benefit from optimized and intelligent multi-channel communications solutions. eZ's client base includes small, medium and large enterprises across all industries such as media, publishing and broadcasting, financial services, telecoms, retail, government, manufacturing, logistics, and education.

