



The Future Of Enterprise Content Management

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Munich Germany 2003 – Why are you here???

- How many Content Management Providers are there in the market today?

- More than 1000!

- Who is the Largest global player in the ECM market today?

- Documentum?

- Vignette?

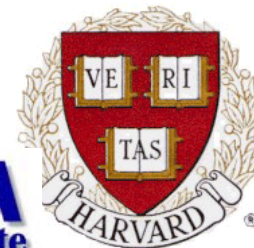
- OpenText?

The 5 million EUR Company

- That actually is a 250 million EUR Company

About eZ

- *The World's largest Open Source Enterprise Content Management software company*
 - More than 200 000 installations
 - More than 2,4 million downloads
 - More than 230 global partners
 - More than 4000 paying customers
 - More than 28 000 registered community members



New Media Solution

Lagardère Active: Elle & Premiere

The image displays a screenshot of the Elle.com website. The top navigation bar includes links for RUNWAY SHOWS, FASHION, SHOPPING, BEAUTY, ASTROLOGY, IN THE MAGAZINE, and VIDEO. The main content area is split into two columns. The left column features a large fashion advertisement for 'FIRE BRIGADE' with a woman with red hair and the text 'ADD INSTANT QUIRK WITH A BOTTLE OF RED HAIR'. The right column is dedicated to movies, with a header for 'PREMIERE' and a featured article for 'EMIMA JE T'AIMÉ'. Below this, there is a search bar and a list of movie-related links: Accueil, Horaires & salles, A l'affiche, Bandes-annonces, Galerie photos, DVD, A la télé, Jeux, Le Club, Blogs, Forums, and Spectacles. The main movie section includes a search bar with the text 'rechercher un film, une séance, une salle' and a list of movie-related links: Les frères Farrelly, Le retour, Robert Redford, Interview, A voir absolument, bande-annonce, American Gangster, Dossier, Valkyrie Décrypté, Dossier. The bottom of the page features a navigation bar with links for Dossiers, Exclus, Actus, Stars, and Vidéos.

ELLE.COM

RUNWAY SHOWS FASHION SHOPPING BEAUTY ASTROLOGY IN THE MAGAZINE VIDEO

FIRE BRIGADE

ADD INSTANT QUIRK WITH A BOTTLE OF RED HAIR

PREMIERE

EMIMA JE T'AIMÉ

Accueil Horaires & salles A l'affiche Bandes-annonces Galerie photos DVD A la télé Jeux Le Club Blogs Forums Spectacles

rechercher un film, une séance, une salle > OK

Le lion Redford est de retour

Robert Redford Interview

A voir absolument bande-annonce

American Gangster Dossier

Valkyrie Décrypté Dossier

s'identifier

pseudo

mot de passe

OK

> Première visite

Découvrez le Club V.I.P et gagnez 1 an de cinéma !

GAGNEZ VOS PLACES POUR L'AVANT-PREMIERE DU FILM

LA NUIT NOUS APPARTIENT

Dossiers Exclus Actus Stars Vidéos

The Enterprise Open Source Business Model of eZ

- 100 % Open Source delivered with *Total Product Responsibility*

Proprietary model

Services

Maintenance and
Support

Licenses

EOS by eZ

Services

Maintenance and
Support Subscriptions

Licenses

With the Power of the Ecosystem



Superior Products!

- Together we make superior products through Open Innovation!

Value!

- The Enterprise Open Source Business Model creates unique value for money!
 - More efficient development model
 - More efficient distribution model
 - More efficient support model

Less risk!

- Investment protection from the combination of:
 - 100 % Open Source
 - A large Ecosystem
 - Total Product Responsibility

- How many ECM providers will there be in 5 years?

Consolidation in a growing market

- Industry consolidation
- Enterprise consolidation
- Globalization
- More mature and demanding customers
- Niche Specialization

--> Grow, eat, be eaten, focus or
die!

And the winners are!

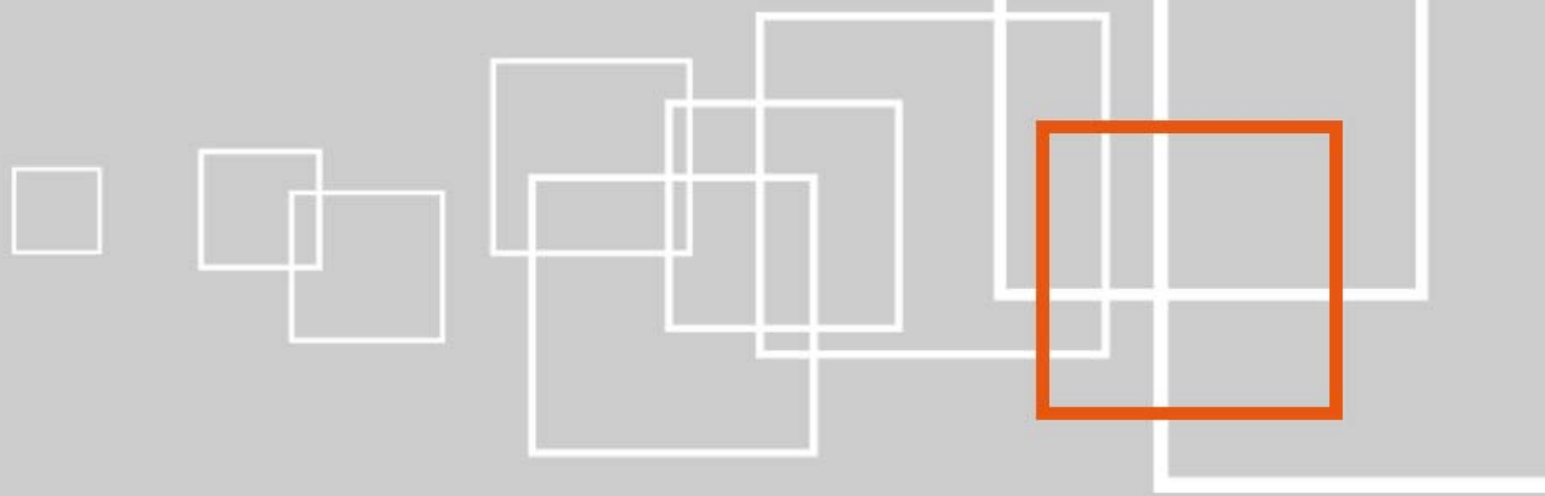
- The ones being able to reach a critical size
- The ones serving the most demanding customers
- The ones that are most efficient at innovating together with these customers for solving their needs
- The ones that are most efficient in distributing and providing solutions to these customers

Some hard facts from eZ...

- Spain 2008: Top tier proprietary vendors give away their license for free...but still loose the deal
- New York 2007: Customer writes off a 1 million USD license 3 months after they bought it...and implements an open source software (eZ) instead...

Why do this happen?

- Open Source provides a real alternative
- Which not only provides a lower cost
- But a better solution
- Delivered at a much quicker time to market
- Giving an unbeatable TCO



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