



is Sexy

Paul Everitt
LinuxSolutions, Feb 2004

...and *Sexy* sells.

- Why Sexy is important
- What does Sexy mean
- How does Free Sexy mean money

Edd Dumbill



Zope Europe Association



Managing Editor



Smart but busy

- Wanted a personal CMS
- Had one weekend to work on it
- Chose Plone

Reaction

Over the holiday break I worked on a relaunch of one of my existing web sites, using [plone](#) , a content management system based on Zope. I'm very impressed! Combined with my modest Zope skills, I've been able to get an impressive amount of work done in a short time.

<http://www.advogato.org/person/edd/diary.html?start=42>

Relative to Zope

When I saw Zope, I realised that it was pretty much my dream come true. Zope's huge advantage is the way that functionality can be deployed in reusable "products" that can be dropped into a site. For example, navigation elements. Then I hit the other side of Zope, the steep learning curve! In the earlier days, however much you admired the ideas behind Zope, the learning curve hit you hard. Still, there was enough of value to me there, as well as a friendly and helpful community, and I put Zope to work.

<http://usefulinc.com/edd/blog/contents/2003/07/02-zope/read>

Jim Rapoza



Zope Europe Association





Zope Europe Association



Apr 2003

Plone 1.01 is “...one of the best open-source portal and Web publishing products that eWeek Labs has seen.”

Plone Opens Up Web Publishing
<http://www.eweek.com/article2/0,3959,1007949,00.asp>

Reading Tea Leaves

We found Plone, which can be downloaded at www.plone.org , to be an excellent system for creating and managing collaborative portals or Web sites or for building corporate intranet pages. It proved to be much more capable and flexible than the competing PHP-Nuke. And Plone—which runs on Linux, Mac OS X and Windows—is quite possibly the most easily deployed server application we've ever seen, open-source or commercial.

...

Plone's biggest strength is probably the content publishing options it gives to regular users. Although Plone has many of the common open-source publishing features—such as Slashdot-like, discussion-enabled news and content—we found these features to be more flexible and capable in Plone than in other open-source applications.

We could easily add a wide variety of content to the Plone portal, including documents, folders, images, discussion forums, calendar events and issue collections. And because we could define the state of the content, it was easy to work on it before making it visible to other users. Plone also supports WebDAV (Web-based Distributed Authoring and Versioning), which made it easy to add content directly to the site.

Laura Trippi



Zope Europe Association





Zope Europe Association

Simon Fraser University Surrey

- Assistant Professor, Interactive Arts
- Cool presentation
- Art friends meet CMF plumbing
- Launched the “Plone is Sexy” meme

Links

- Slides: <http://plone.org/Members/latrippi/Document.2003-10-20.1031>
- Movie: <http://plone.org/events/conferences/1/video/>
- Online conference videos !? Plone is Sexy

Tony Byrne



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Two-way neural link

Prohibitively Fractured?

“Moreover, an emphasis on technical elegance over end-user features goes against what the CMS marketplace is looking for today.”

http://www.cmswatch.com/Features/OpinionWatch/FeaturedOpinion/?feature_id=89

Point is...

- Read this stuff, it's the playbook for the other team!
- Channeling the reaction of target market
- Do we have the guts to listen?