



2014 CONNECT

Beyond the Platform

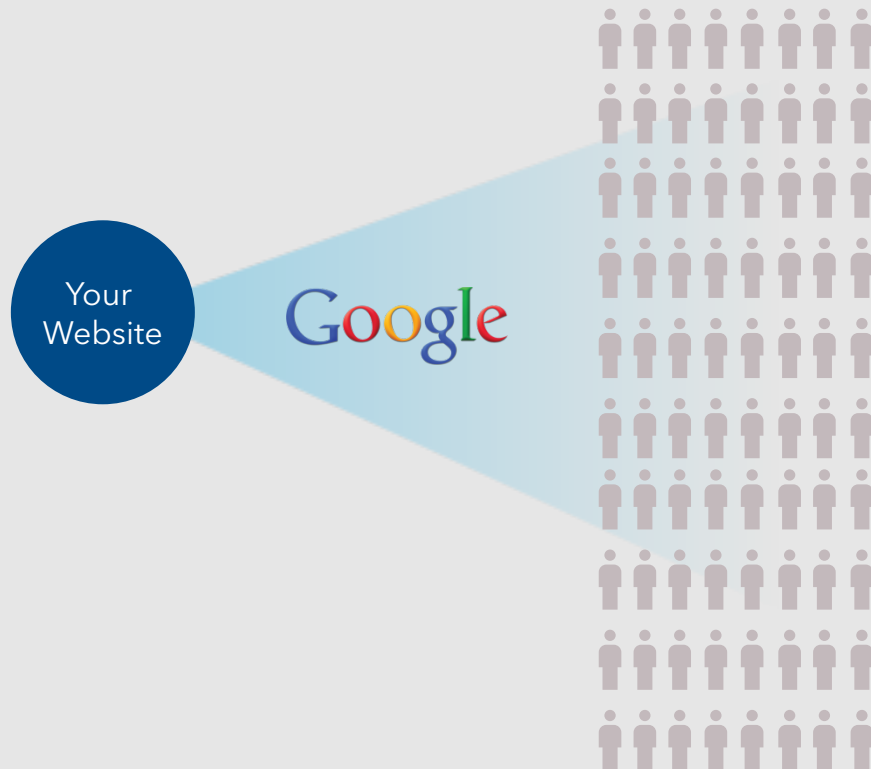
Shaun Walker (CTO) & Bob Kruger (SVPE)

17 May 2014



Web Sites Have Become Incredibly Complex!

Early 2000's



Simple Challenges: Good content & SEO

Today



Complex & Disparate Challenges: Dynamic content, multi-channel marketing, engagement, social communities, content marketing, & marketing automation

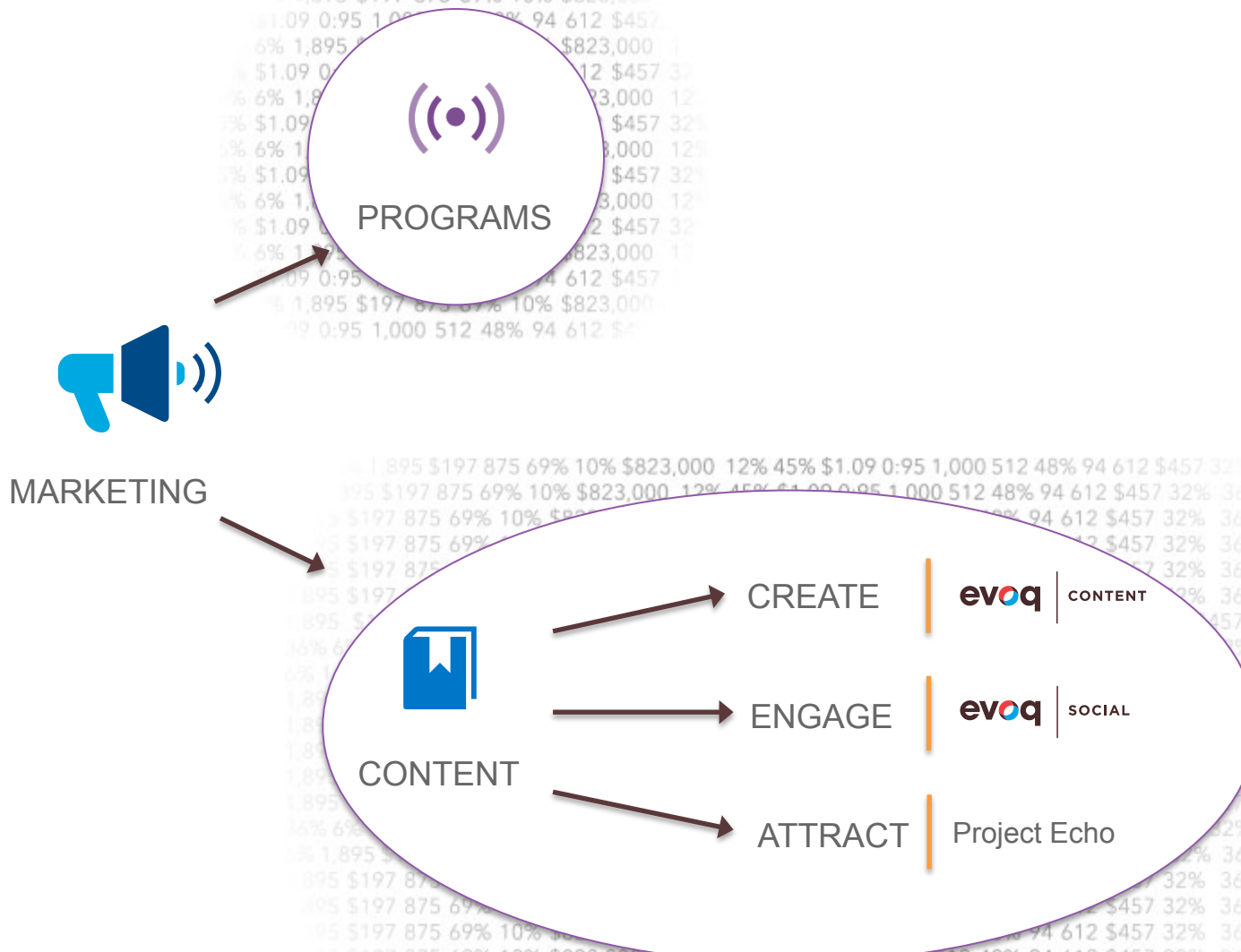
Website Ownership is Shifting



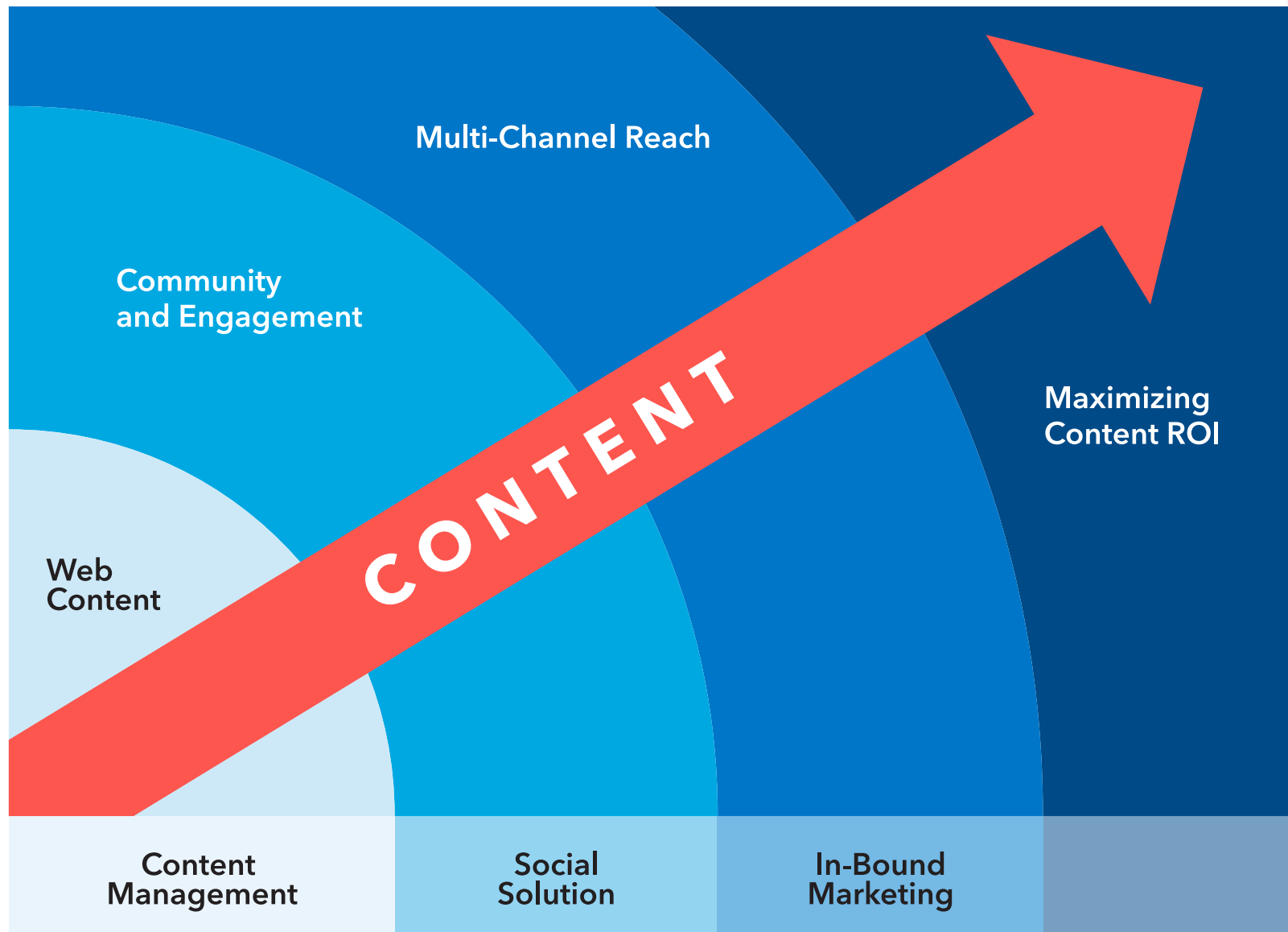
“By 2017, the CMO will spend more on IT than the CIO.”

Gartner

Our Vision for 2014 and Beyond



Content Marketing Suite



Marketing: The Last Un-penetrated Functional Bastion Of Business Software

Finance

Mature

SAP (\$86.9B market cap)
Microsoft (Great Plains)
Intuit

Intacct
Sage
NetSuite

Manufacturing

Mature

Oracle (\$152.7B market cap)
SAP
JD Edwards

Manugistics
i2

Sales

Slow Growth

Salesforce (\$29.6B market cap)
Microsoft (Dynamics)

Oracle (Siebel)
NetSuite

Marketing

Nascent & Rapidly Growing

Marketo (\$1.31B market cap)
Jive

*There Will Be Multiple Billion Dollar Companies Over
The Next Decade In The Marketing Domain*

“By 2017 the CMO will Spend
More on IT Than the CIO”

Gartner

“The enterprise marketing
management software market is
worth \$2.5 billion and doubling in
size on an annual basis”

IBM

“The marketing automation
software market will reach \$4.8B
by 2015”

IDC
Analyze the Future

Our Approach

Integrated Suite Of Marketing Solutions for the Mid-Market. Ready To Go.



Community Objectives

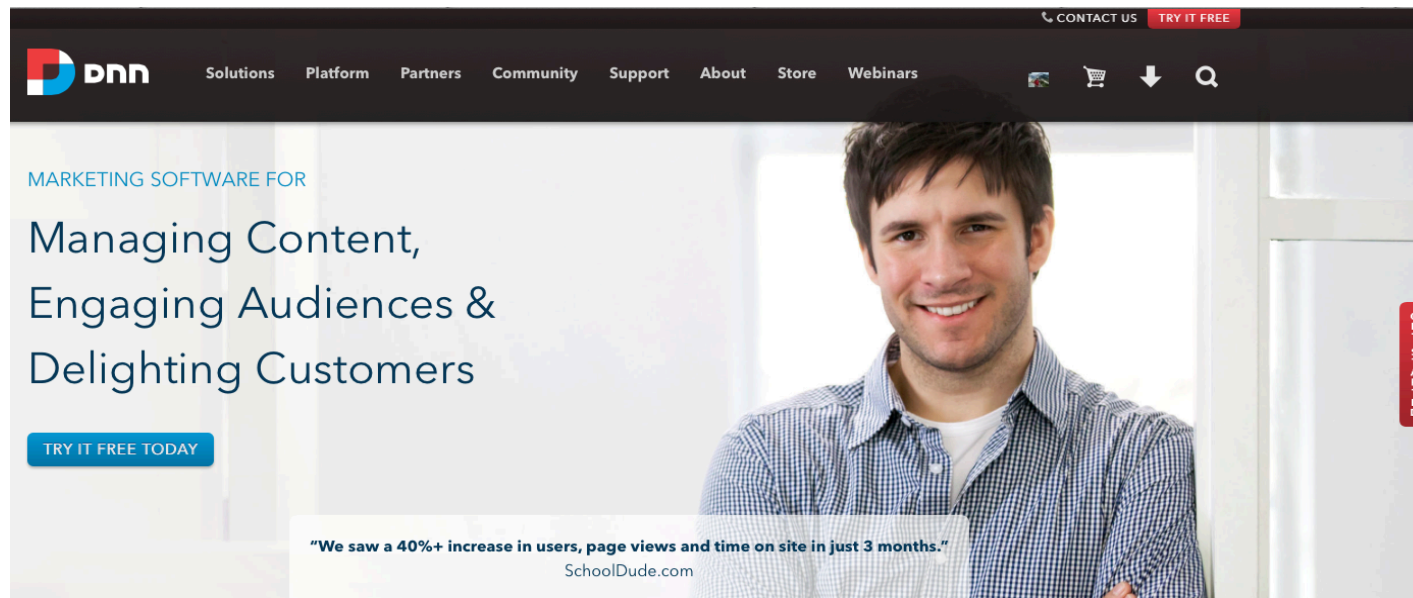


- Increase engagement of all DNN ecosystem stakeholders
 - › Community
 - › Employees
- Maintain/grow DNN Platform adoption
 - › DNN Platform Installs
 - › # of Pull Requests
 - › # of Forge Project Releases
- Further customer understanding of DNN value
 - › Website engagement
 - › Requests for info
 - › Downloading of materials (case studies, language packs, etc.)

Community Strategy

- Continue to utilize open source development model and solicit contributions (core & extensions)
- Increase Community visibility via Leaderboard based on actual activity
- Employee recognition for interaction with Community
- Sponsor and participate in more Community events
- More frequent communications by Monthly Newsletters, MVP Weekly Meetings, Weekly Employee Report, @dnn tweets
- Implement Community Provider program based on Community Activity
- Forge improvements to reduce operational maintenance and increase flexibility of where projects can be hosted
- User Groups improvements to make them Location-based and automatically connect Registered Users
- Overhaul Community Showcase
- Make it easy to upload/download community created Language Packs

Website Highlights Value



CONTACT US TRY IT FREE

dnn Solutions Platform Partners Community Support About Store Webinars

MARKETING SOFTWARE FOR

Managing Content,
Engaging Audiences &
Delighting Customers

TRY IT FREE TODAY

"We saw a 40%+ increase in users, page views and time on site in just 3 months."
SchoolDude.com

GET STARTED

Evoq Customers Share Their Stories

SCHOOLDUDE

Evoq Social helps grow users, improve performance and increase loyalty.

READ MORE

SPORTSDIRECT.COM

Evoq Content powers eCommerce for the largest sports retailer in the UK.

READ MORE

Hilton

Evoq Content makes mobile vacation planning fast and easier, no matter the device.

WATCH VIDEO

LEADING BRANDS CHOOSE EVOQ

NIH National Institutes of Health
Empowering Healthcare

McKESSON
Empowering Healthcare

CHRYSLER

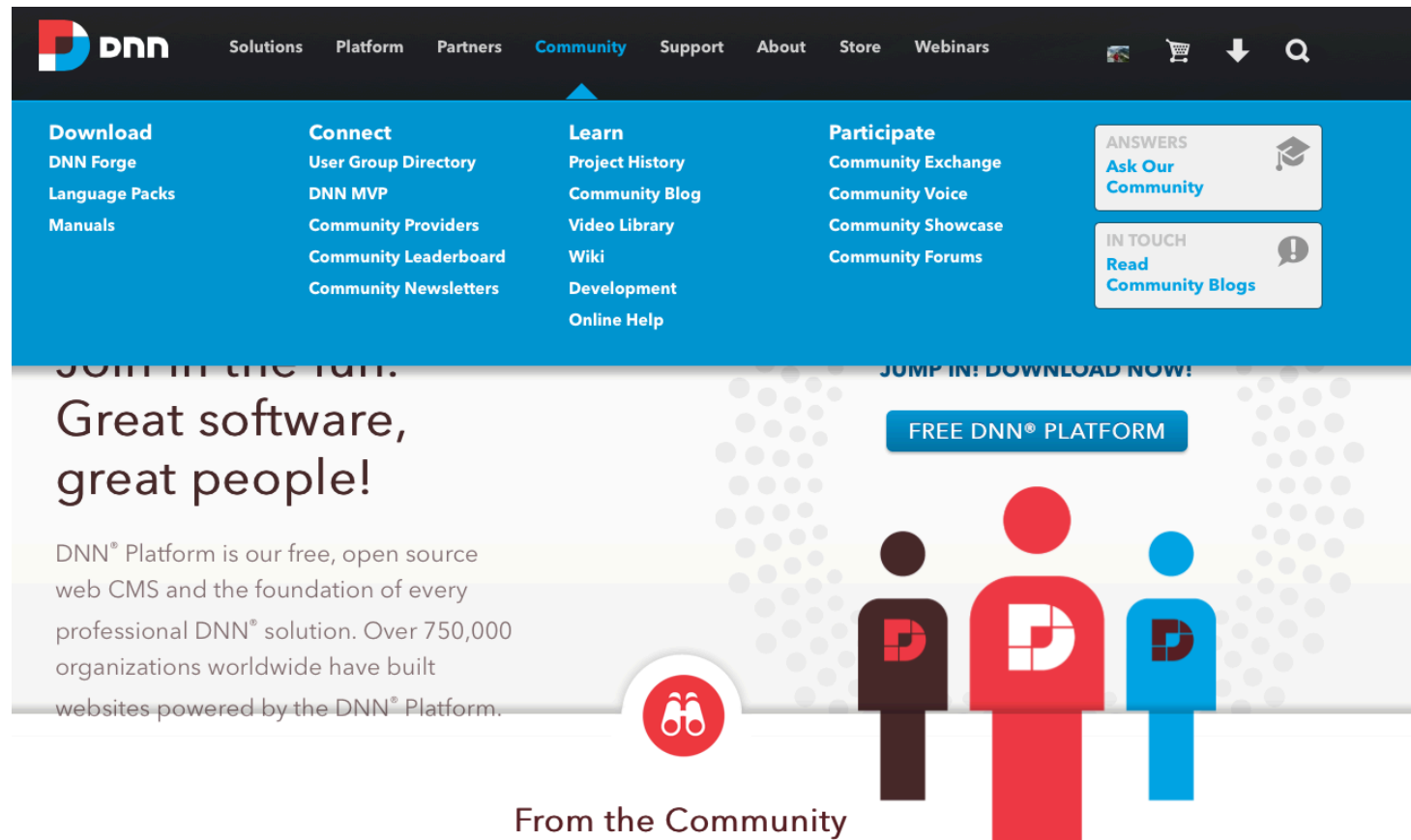


ING DIRECT

NASCAR

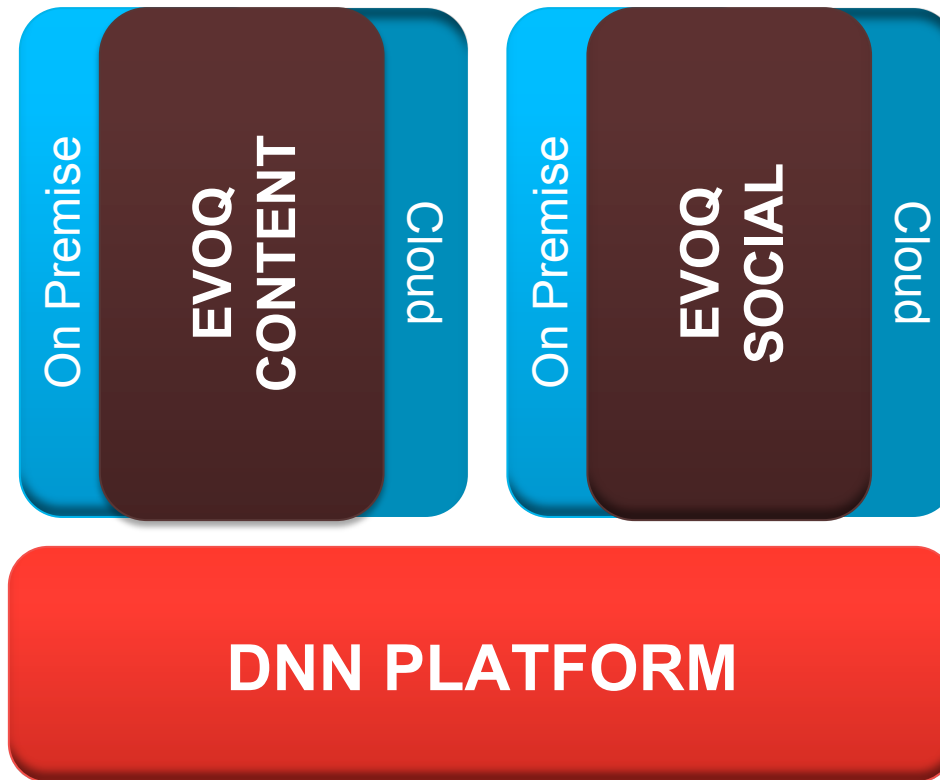


Website Highlights Community



"The company's sole, razor sharp focus is on ensuring the success of DNN as a product, as a project, as a community, and as a company."

Product Portfolio



DNN Platform Themes for 2014



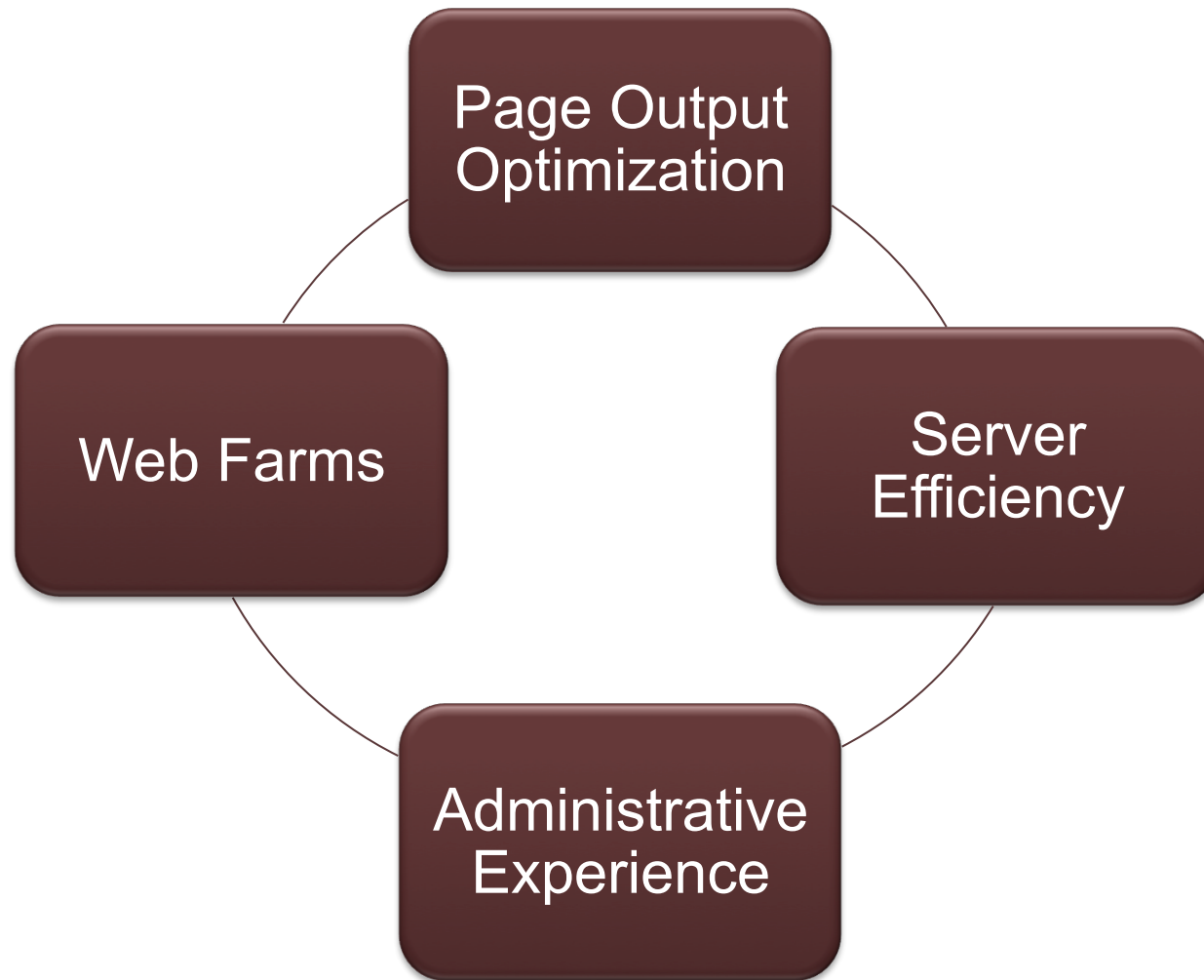
Performance &
Scalability

Usability &
Feature Depth

Stability

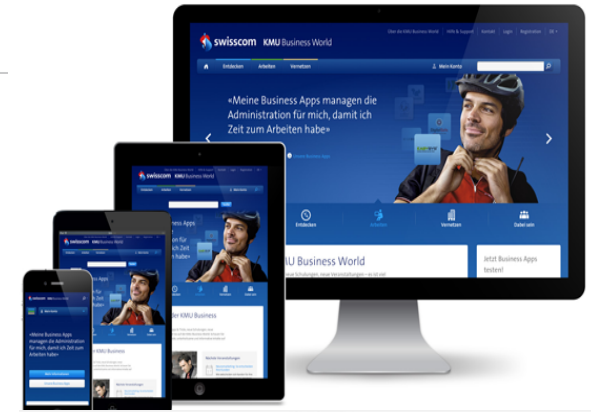
Commercial solutions drive Platform improvements

DNN 7.3 Theme: Performance



Page Output Optimization

- **New Default Template**
 - Utilizes Responsive Web Design
 - Optimized Images and Markup
- **HTML, CSS, JavaScript**
 - Page Markup Reduction
 - Intelligent Resource Management
- **ViewState**
 - Disabled for all Inactive Page Elements
 - 90 bytes for Unauthenticated Users (previously 4005 bytes)



```
<input type="hidden" name="__VIEWSTATE"
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```

Server Efficiency

51Degrees.mobi

- **51 Degrees V3**
 - New lookup algorithm 100X faster
 - No memory consumption
- **Cache and Database Optimization**
 - Reduction of database activity
 - More granular management of objects
- **Scheduler Improvements**
 - More Control Over Job Schedule
 - Better Support For Multiple Servers
 - Delayed Initialization on Site Startup



Administrative Experience

- **General**

- Improve Big Data UX Scenarios
- Optimize Information sent to Browser

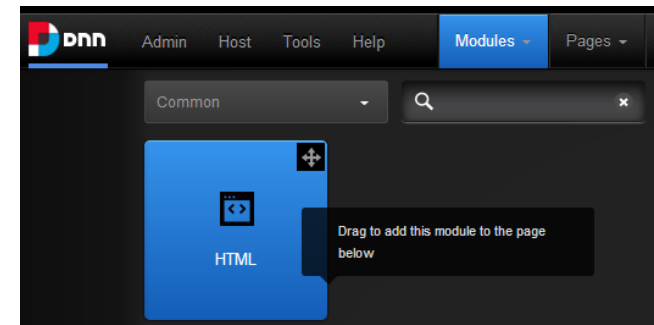


- **Control Bar**

- Improve Add Module Experience

- **File Picker / Upload Control**

- Lazy Load Folders/Files
- Real-time interaction without Page Refresh



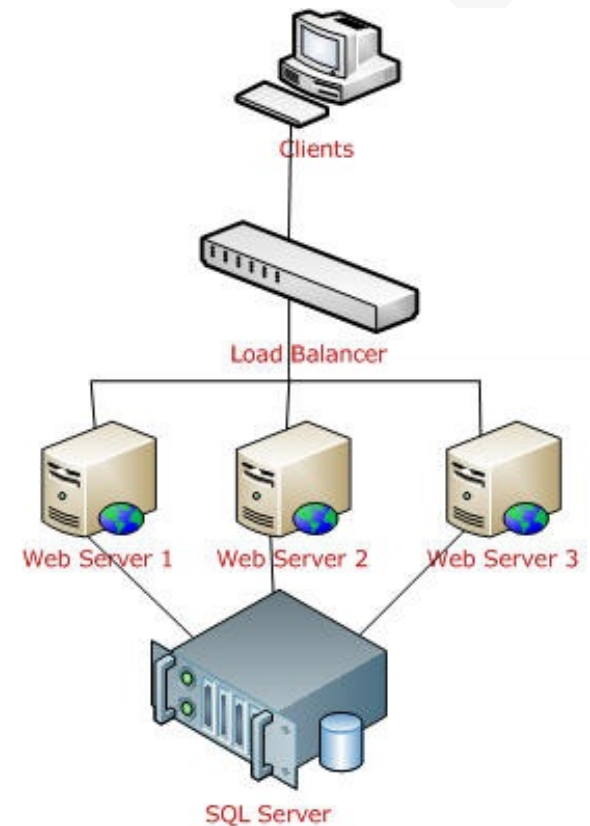
- **Permissions Grid**

- Load only Assigned User and Roles

Role	View Page	Edit Page	Actions
Administrators			
All Users	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Registered Users	<input type="checkbox"/>	<input type="checkbox"/>	

Web Farms

- **Web Server Groups**
 - Multiple Environment Support
 - Streamline Migrations between Staging / Production
- **Web Server Management**
 - Simplify Web Server Administration
 - Eliminate Portal Alias Dependency
- **Web Server Monitoring and Failover**
 - Enable “Hot Swap” Scenarios (ie. Azure)
 - Monitor Server Activity
 - Failover Scheduled Jobs To Active Servers



General Platform Improvements

- **Manage Content Outside Website**
 - Full Support for Folder Providers
 - Portal And User Folder Configuration
 - Optimize Azure Folder Provider Sync
- **API Housekeeping**
 - Make All Core Controllers Testable
 - Eliminate HttpContext Dependency
 - Improve API Consistency
 - Clean Up RoleController

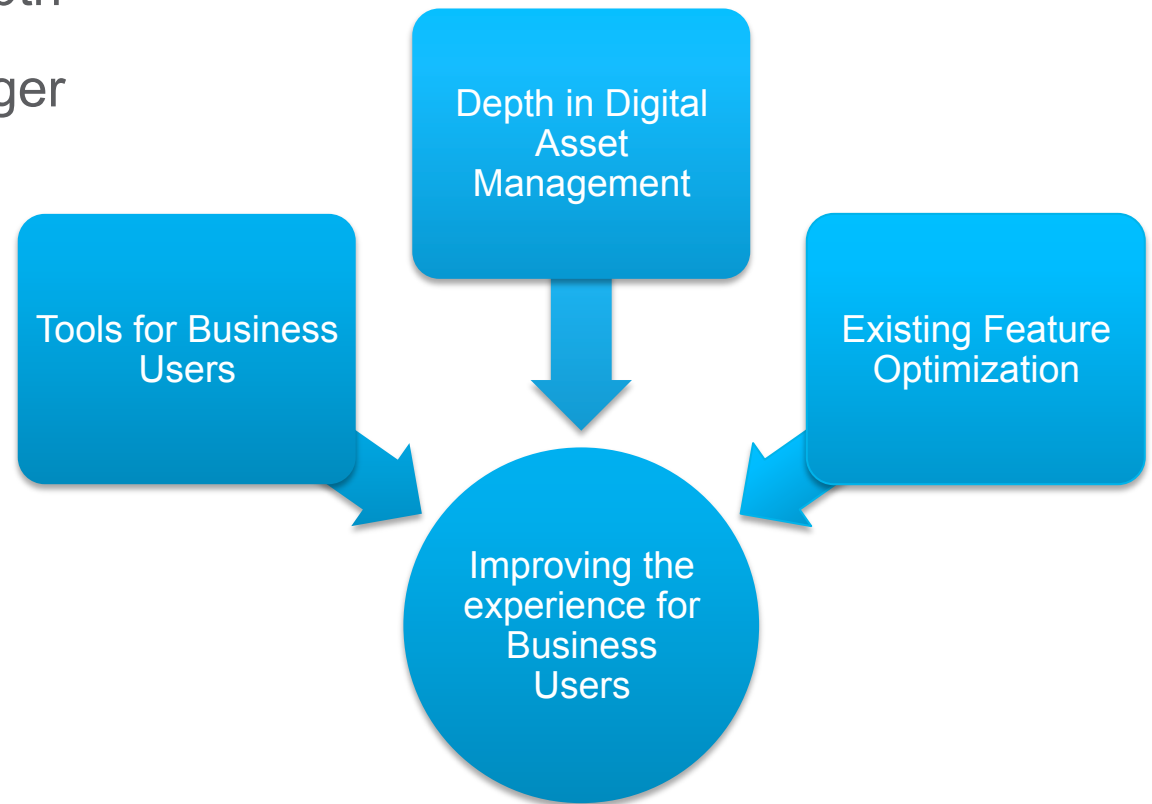


Demos

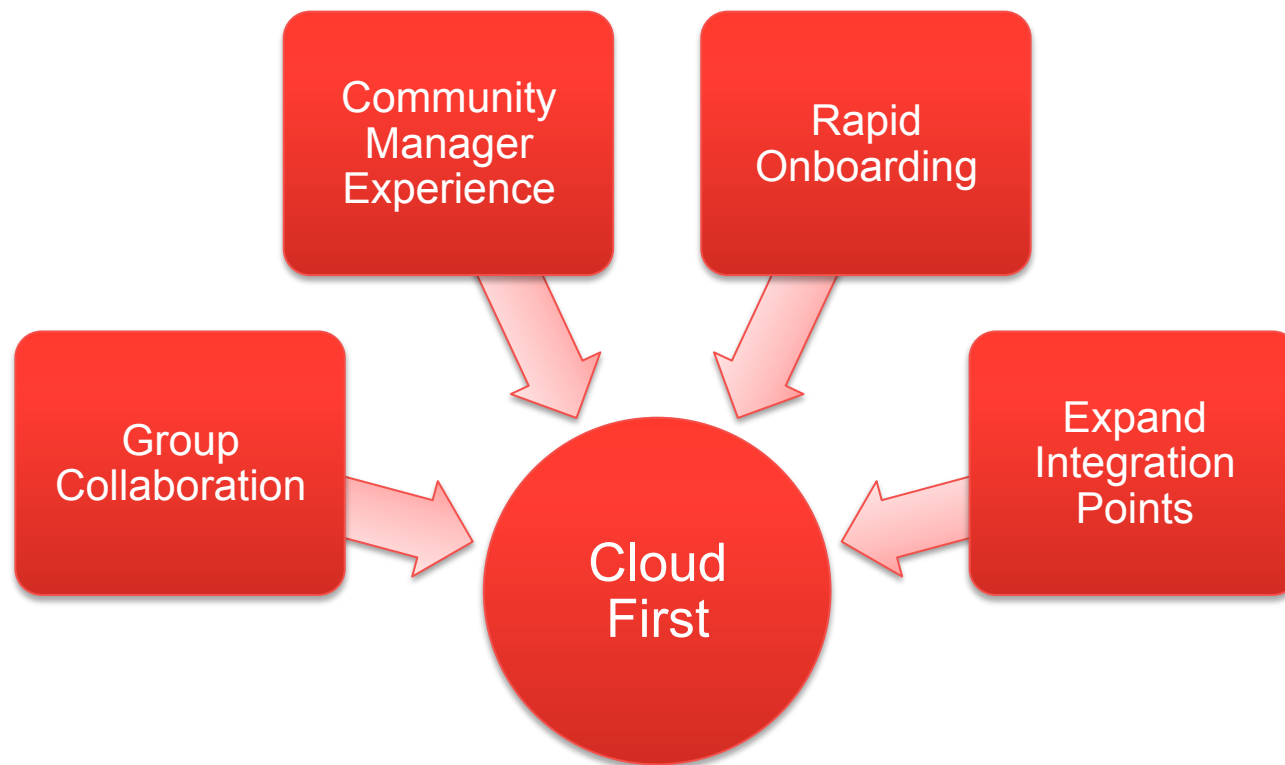


Evoq Content - 2014

- Optimize the product experience for Business users
- Strict focus on feature depth
- Target the Content Manager



Evoq Social - 2014

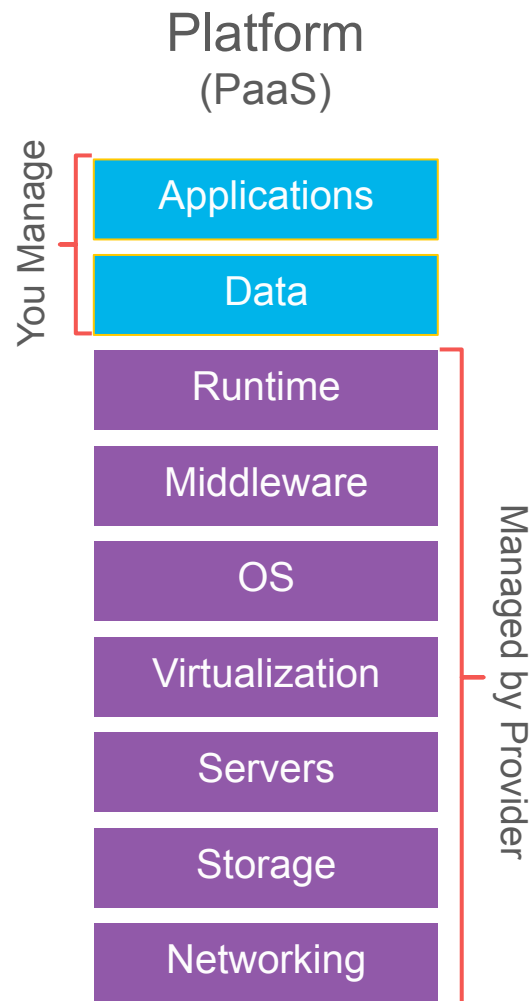


Example of General Product Improvements



- Design focus on personas (e.g. Community Manager)
- Simplified design & configuration to reduce implementation time
- New license model optimized for premise or cloud delivery
- Integration options to increase website compatibility

Evoq in the Cloud – Managed Service



- DNN controls & manages infrastructure, backups, etc.
- Customer is responsible for application
- Resources grow/shrink as needed
- Pricing based on views and consumed storage
- Resources are geo-located and redundant, based on Azure

Technology Vision



Technology Directions

- Commercial interests drive Platform evolution & benefit Community
- Community submissions increase depth and quality
- Client-side focus for usability and experience
- Better attention to performance
- Modernization based on integration of new technologies
 - › Enable varied development scenarios
 - › Javascript, HTML5, Knockout
 - › MVC
 - › Project K

Strong Platform for Evolution



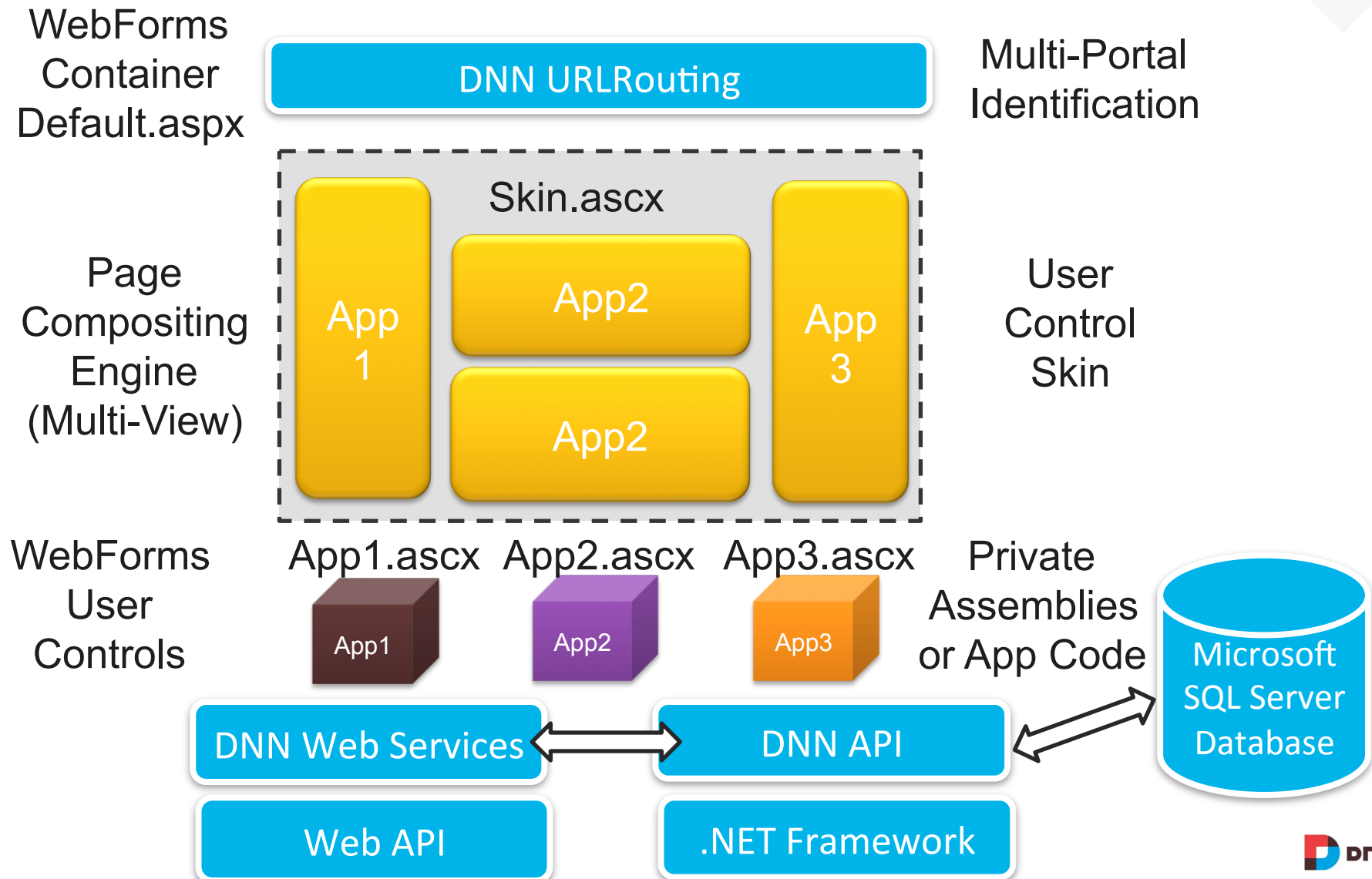
- Existing Platform reduces risk while maximizing time to market
- Multi-portal architecture suitable for multi-tenant SaaS needs
- Utilize techniques which are in alignment with our Technology Future

Technology Strategy



- Deal with current pain points
 - › ASP.NET WebForms dependency
 - › Tight coupling with native .NET
 - › Lack of Service Layer API
 - › Lack of guidance for Multi-Tenant Scale Out
- Retain key platform differentiators – composite pages, modularity, extensibility
- Focus on emphasizing technology platform agnostic scenarios
 - › Web services)
- Rely on standards as much as possible
 - › HTML5, JavaScript, CSS
- Integrate new modern Microsoft infrastructure
 - › E.g. Project K
- Remove Non-Essential Functionality (“Lean”)

Current Architecture

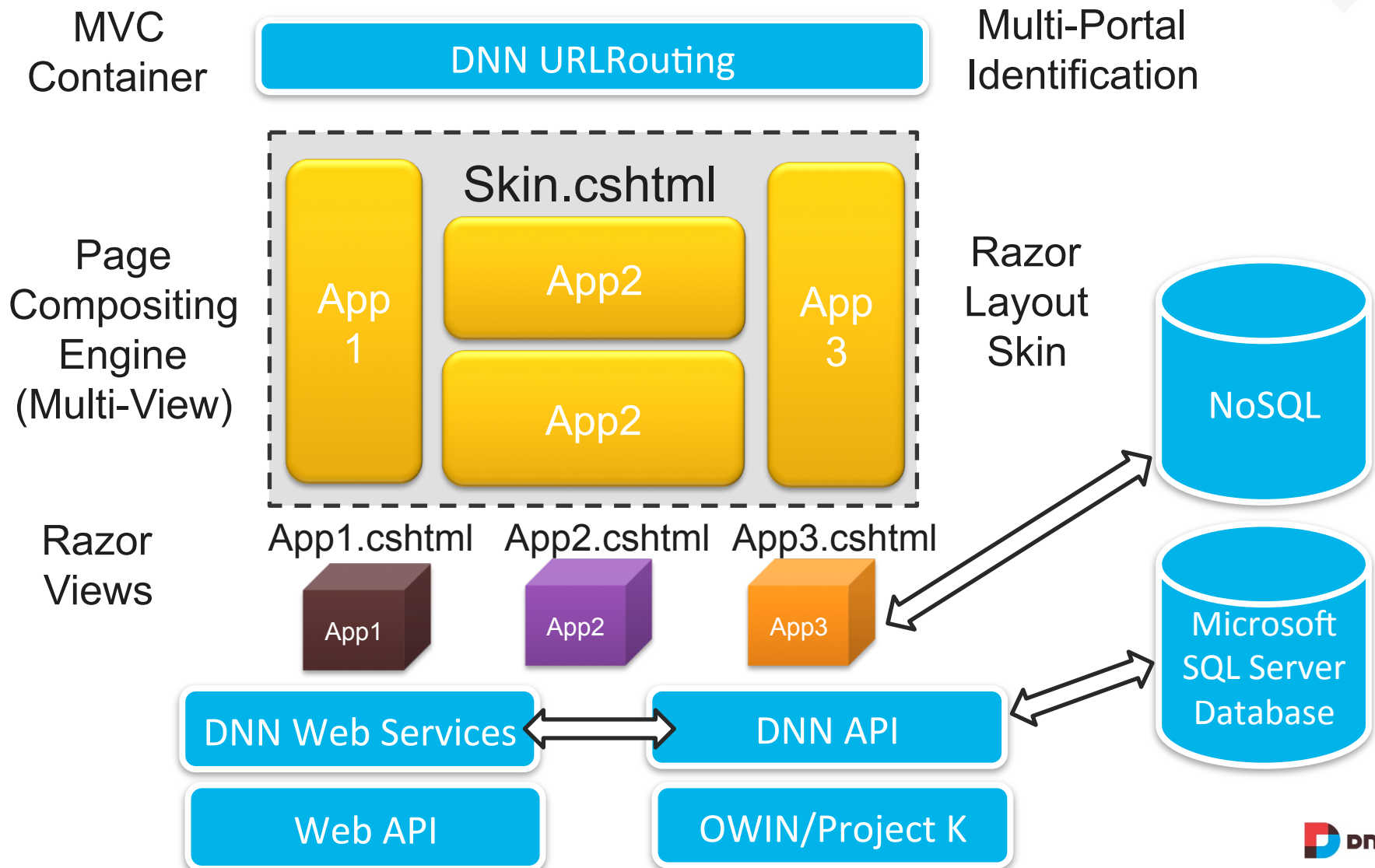


High Level Architecture



- Composite page application framework
- Loosely coupled extensibility model for apps
- DNN as light weight shell providing UI chrome, access control and administration
- Allow for simple third party service integration
- Support On-Premise and SaaS

Modernized Architecture (Research)



Key Take-Aways

- DNN Corp maintains a balance of Community and Commercial
- Commercial needs drive Platform enhancements and benefit all
- Community engagement remains a top concern
- More emphasis is on reaching Marketers and not just IT managers
- Technology strategy moves beyond Webforms and server-side focus

Thank You!

