Beyond the Platform
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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.”
Our Vision for 2014 and Beyond

MARKETING

PROGRAMS

CREATE

ENGAGE

ATTRACT

Project Echo
Content Marketing Suite

- Multi-Channel Reach
- Community and Engagement
- Web Content
- Content Management
- Social Solution
- In-Bound Marketing
- Maximizing Content ROI
Marketing: The Last Un-penetrated Functional Bastion Of Business Software

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

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

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

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

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

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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

MARKETING SOFTWARE FOR
Managing Content, Engaging Audiences & Delighting Customers

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

Evoq Customers Share Their Stories

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

SPORTS DIRECT.COM
Evoq Content powers eCommerse 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
Website Highlights Community

Join in the fun.
Great software, great people!

DNN Platform is our free, open source web CMS and the foundation of every professional DNN solution. Over 750,000 organizations worldwide have built websites powered by the DNN Platform.

From the 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."

Navin Nagiah
Product Portfolio

DNN PLATFORM

EVOQ CONTENT
On Premise
Cloud

EVOQ SOCIAL
On Premise
Cloud
DNN Platform Themes for 2014

- Performance & Scalability
- Usability & Feature Depth
- Stability

Commercial solutions drive Platform improvements
DNN 7.3 Theme: Performance

- Page Output Optimization
- Web Farms
- Server Efficiency
- Administrative Experience
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)
Server Efficiency

- **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
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
Evoq Content - 2014

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

- Depth in Digital Asset Management
- Tools for Business Users
- Existing Feature Optimization

Improving the experience for Business Users
Evoq Social - 2014

Cloud First

- Community Manager Experience
- Rapid Onboarding
- Group Collaboration
- Expand Integration Points
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

- WebForms Container Default.aspx
- DNN URLRouting
- Multi-Portal Identification
- Page Compositing Engine (Multi-View)
- User Control Skin
- WebForms User Controls
- App1.ascx
- App2.ascx
- App3.ascx
- Private Assemblies or App Code
- DNN Web Services
- DNN API
- .NET Framework
- Web API
- Microsoft SQL Server Database
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
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!