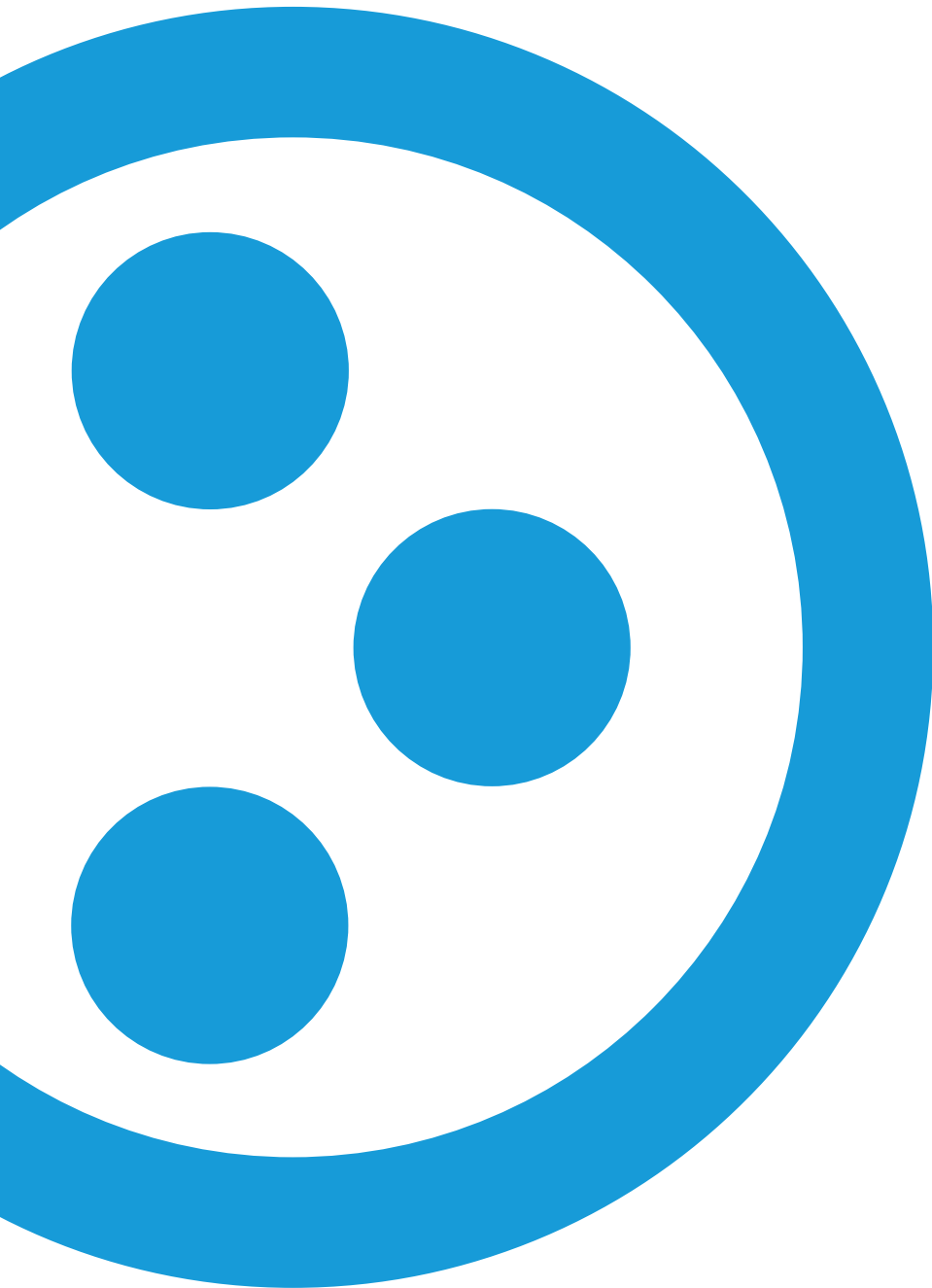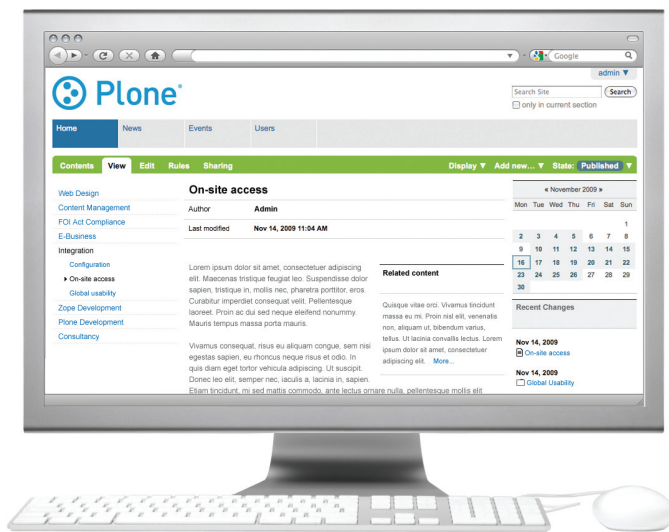# Plone ®

Powerful, flexible, secure
and Open Source.

Enterprise Web Content
Management that helps
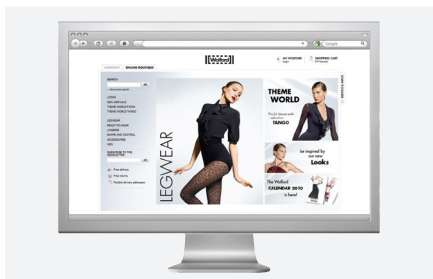your budget go further.

What is Plone?

Plone is an Enterprise-level Web Content Management System which is established as an ideal solution for intranets, document management and public websites.

It allows non-technical people to easily create and manage content, and provides administrators with a powerful set of workflow and group management tools.

Plone is especially suited for use in medium and large organisations.

It offers superior security controls without sacrificing extensibility or ease of use. In fact, Plone has the best security track record of any major CMS (Source: CVE). Plone can be integrated with industry-standard Enterprise systems such as Active Directory, LDAP, Salesforce, Oracle and SQL databases, and more.

Because Plone is Open Source software with no licence fees, there are usually much lower acquisition and maintenance costs when compared to similar proprietary platforms. In addition, Plone's Open Source licence means that it can be extended and customised in any way imaginable. With these factors combined, organisations that use Plone find that they have more budget available to customise the system and create the specific features they need, and can maintain more control over the way in which their system grows.

Websites

Every aspect of Plone's interface can be completely customised to work with your brand strategy.

A wide range of 'Themes' and 'Skins' are available to get you started, or you can create your own completely bespoke interface. Plone can also be used to deliver content through other presentation technologies, like Flash or AJAX.

Plone's advanced content management capabilities, proven security record, and ability to integrate easily with other systems and Web services gives you a flexible, secure and stable foundation for websites of any size. Plone particularly excels as a platform for websites with many content contributors and complex publishing workflows.

Intranets and Extranets

Most organisations look to their internal IT systems to manage growing volumes of business data and in doing so, reduce costs, drive the gathering of business intelligence, foster collaboration and lower organisational complexity.

Out-of-the-box, Plone provides powerful tools to help meet these goals, and can be customised and extended to meet specific business requirements – even when those requirements change on a weekly basis. Plone helps bring 'social' collaboration into the business in a structured, controllable way.

Because Plone is Open Source, and based on Open standards, you have complete control over the way you use it. Keep it simple and lightweight for small teams, or scale it to serve a global audience.

Portals and Mash-ups

Plone's combination of a stable, proven core, Open standards compliance, and highly flexible architecture make it an ideal platform for content aggregation from disparate sources – from loosely-coupled Web services through to internal business systems.

In this rapidly changing area, Plone provides a solid foundation from which to integrate multiple business data sources and services, whilst maintaining essential security and access control features.

Plone also has a range of powerful features which enable it to dynamically re-skin both interfaces and content from legacy business systems, enabling new possibilities for lightweight system integration.

Features

Plone is a mature, platform independent, Open Source Web Content Management System. Since its first release in 2001, Plone has grown to become one of the largest Open Source projects in the world, with thousands of active developers and a multitude of companies specialising in development and support.

Over the course of the decade, Plone's feature-set has developed to establish it as a compelling alternative to enterprise commercial systems for organisations as diverse as NASA, Oxfam, eBay, The University of Oxford, Warwickshire Police Force and Novell.

In addition to the range of powerful standard features, a significant strength of Plone is its flexibility. The interface is simple enough for new users to start creating content in just a few minutes, yet the system can be scaled up to provide a coherent, manageable platform for tens of thousands of users spread across disparate business units, growing strategically with changing business requirements.

Batteries Included
Supports Linux, Windows, Mac OS X, FreeBSD, Solaris. There are no complex set-up procedures, and Plone's focus on usability makes it easy for users to create and manage content.

Powerful Workflow Engine
Make your business processes part of the document workflow — complemented by fool-proof security management.

Speed and Scalability
Comes out-of-the-box with clustering capability and intelligent caching proxy integration.

Security and Flexibility
Fine-grained role-based security model secures your content. Plone's sandbox architecture ensures that even if your system should be compromised, intruders will not have access to your server or your network.

Plays Well with Others
LDAP, SQL, SOAP, Web Services (WSDL) and WebDAV, Plone works with them all. If required, any presentation-tier technologies (Java, .NET, Ruby etc) can be used to deliver content from the Plone CMS.

Pluggable Authentication
Easy integration with LDAP, Active Directory and SQL databases. You name it, Plone talks to it.

Protected and Mature
Plone has been around for over eight years, and the non-profit, community-governed Plone Foundation owns and protects all intellectual property and trademarks. Plone also has legal backing from the experts at Software Freedom Law Centre.

World-class Support
Whether you use the online documentation, mailing lists and chat rooms — or the services of the hundreds of companies around the world that support Plone — you're never alone.

Great Documentation in Print and Online
There are many published books about Plone, which have been translated into German, Japanese and several other languages.

Speaks Your Language
Available in over 40 languages, Plone was designed from the ground up for multilingual content management. It handles Chinese, Japanese, and even right-to-left languages such as Arabic and Hebrew with ease.

Look Your Best
Plone is easy to theme. It can blend seamlessly with your existing branding, or accommodate a completely new design template with every aspect of the interface customisable.

Lets You Focus on Your Writing
Plone includes a powerful, rich editor with text formatting, image and link insertion abilities. If you're used to working with an office suite, you'll feel right at home.

Built-in Image Handling
Upload an image, and it's automatically rescaled to a variety of sizes, ready to be used in your content. No Photoshop needed.

Innovative and Extensible
Hundreds of add-on products are available — forums, issue trackers, blogs and collaboration tools. Plone is written in the powerful, fast and popular open-source language, Python.

Accessibility Standards Compliant
Meets or exceeds W3C's WAI-AA and the U.S. Government Section 508 standards for sight and motor impaired individuals. All JavaScript usage comes with fallback modes that work in any web browser.

Instant, Full-text Searching
All content is searchable immediately; even Word documents and PDF files. LiveSearch puts it all at your fingertips.

Syndicate and Aggregate
Smart folders and smart updates: Plone automatically produces RSS feeds from folders, search results and more — the ideal way of staying on top of the information explosion and customising information delivery.

Outstanding Search Engine Visibility
100% valid XHTML and CSS keeps search engines and web browsers happy. Plone sites are consistently ranked well in Google search results.
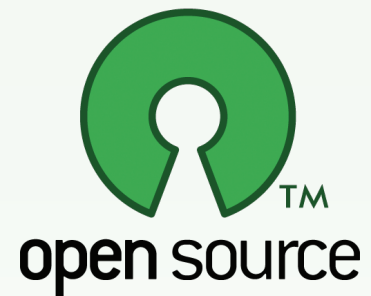
Open Source software for enterprise applications

Businesses today are driven to achieve more with fewer resources – but the commercial software industry has provided tools which are expensive, difficult to customise, and based on competing standards.

Open Source software offers the solution.

It is software which is released with its source code, allowing modifications to its functionality. It is created and developed by a community which releases it without licence fees, meaning that the initial and ongoing costs of ownership are reduced. Unlike proprietary commercial systems, Open Source software like Plone has a low cost of initial deployment, and much more predicable long-term costs. The overall TCO can be a fraction of the cost of comparable proprietary systems.

Whilst it is the potential for significant cost savings that make many IT and business leaders first look at Open Source software, the advantages of Open Source systems go beyond the initial value-for-money considerations.

Flexibility

The inherent flexibility in Open Source software, brought about by having access to the source code, means that the system can change as you need it to – you are not restricted to a fixed feature set. With Open Source software you can customise the system to fit your requirements, not the other way around.

Trust

Proprietary software is based on the vendor 'keeping a secret'. Open Source software enables you to leverage a culture of trust and openness, rather than secrecy. By having access to the source code, a customer can be safe in the knowledge that everything the software vendor intended to deliver can be independently verified.

Cost

Open Source software costs far less to acquire and maintain. Zero license fees mean a low cost of entry and iterative development allows you to grow the system with your requirements, rather than being tied to the vendors' prescribed upgrade paths. New projects can be trialled at very low costs without the worry of wasting licence fees.

Why Open Source Software is the right choice

Security & Track Record

Keeping the source code of the software 'open' actually increases its security and quality through continual inspection and peer review. No software can be completely immune to security or reliability issues but Open Source software has a widely acknowledged history of rapid response to security threats, and a lower mean time to fix reported bugs. The nature of the Open Source community ensures that open discussion and corresponding development resources are always available.

Vendor Choice & Stability

With a software project based on Open Source components, you not only have full control over the code base but you actually own your customisations as well. If a vendor of a proprietary system gets bought out or shuts down, their users can be stranded. Similarly, a proprietary system usually has a forced upgrade path that does not always fit in with the plans of the business. Neither of these problems affect Open Source software; when you use Open Source components you will be able to find people all over the world with the right knowledge and skills to further develop your project.

The Plone development community

Plone is among the top 2% of all Open Source projects worldwide, with hundreds of core developers and more than 300 solution providers in 57 countries.

The project has been actively developed since 2001, is available in more than 40 languages, and has the best security track record of any major CMS.

Plone's intellectual property is owned by the Plone Foundation, a not-for-profit organisation, which also manages the direction of the project. The breadth and diversity of the Plone development community, combined with a clear long-term strategy, is one of the central factors in Plone's success.

The nature of the community also ensures Plone's long-term stability – the future of the project is not in the hands of any one person or company. Not all Open Source software has such a diverse community – many commercial Open Source products are developed and maintained by just one company (much like proprietary software), which can sometimes be a risk for the future of the system.

The Growth of Open Source

Can software really be both free and good? It's a proposition that seemed incomprehensible to many in the industry a few years ago. But the changes witnessed through the rise of Web 2.0 and Enterprise 2.0 have demonstrated that successful business software is now frequently characterised by its transparency, openness, simplicity and flexibility. Business leaders today do not want to be stuck with a vendor who does not 'play well' with others.

The global recession has also forced businesses – regardless of their size – to question the real value of the software that they procure. Are those huge licence fees justifiable? Whilst it is true that 'free' software does still have costs associated with it, in many cases Open Source software provides dramatically increased return on investment, whilst removing vendor lock-in.

Market research companies such as Forrester and Gartner have found that the uptake of Open Source has accelerated sharply through 2009, as more and more business have found competitive advantage through the tailored capabilities, lower costs and greater security available from Open Source products. Vendors of proprietary commercial systems are watching these developments with some trepidation.

Open Source software (OSS) is increasingly a part of the enterprise software strategy of leading businesses and is seeing mainstream adoption at a strong pace. The OSS industry is forecast to grow at a rate of 22.4% to reach $8.1 billion by 2013.

Source: IDC

Who uses Plone?

Plone is used successfully by a wide range of organisations all around the world – from innovative start-ups to global multinationals, from universities to governmental bodies and non-profit NGOs.

Thousands of websites, portals and intranets are built on Plone. Below are just a few examples of the variety of businesses and organisations using Plone to solve their content management needs.

- ■ Public Website
- ▲ Intranet
- ● Portal

Aerospace & Defence
- ▲ Defence Academy
- ■ EADS Space
- ■ NASA

Arts, Entertainment & Publishing
- ■ British Postal Museum & Archive
- ■ Chicago History Museum
- ■ Discover Magazine
- ■ Norwegian Archive, Library & Museum Authority
- ■ Vienna Tourism

Consumer Goods & Services
- ● Amtrack
- ▲ Disney
- ■▲ DSGi
- ● eBay
- ■ Norwegian Consumer Council
- ● Panasonic
- ■ Wolford AG

Education
- ●■ Columbia Centre for New Media Technology and Learning
- ● Connexions
- ■▲ Harvard University
- ●■ JISC
- ■ Penn State University
- ■ University of Bristol
- ■ University of Oxford
- ●■ Yale University

Government
- ▲ Centre for Ecology & Hydrology
- ■ City of Alberquerque
- ■ European Free Trade Association
- ■ Government of Brazil
- ▲● Kent County Council
- ■ Nordic Council
- ■ European Environment Agency
- ●■ Warwickshire Police

Healthcare
- ■ British Society for Rheumatology
- ■▲ NHS
- ▲ Prostaken
- ▲ Sanofi Aventis
- ■▲ UNC Healthcare

Information Technology
- ■ Akamai
- ● Avaya
- ■ IEEE
- ●■ Nokia
- ■ Novell

Manufacturing, Industrial, Processing
- ■▲ Belron
- ▲ Carglass
- ▲ Honda
- ●■ Schlumberger
- ■ SITA
- ●■ Uniq

Non-profits
- ■ ACM
- ■ Amnesty International
- ■ Friends of the Earth
- ▲ Medicin Sans Frontieres
- ■ Oxfam
- ■ Sightline Institute
- ■ The Free Software Foundation
- ■ The Marine Stewardship Council
- ● VCS Collaborate
- ■ Voluntary Service Overseas

Top 10 Questions about Plone

How much does Plone cost?

Plone is Open Source software distributed under the GNU General Public License (GPL) and is free to download, use, customise and share. With no licensing fees, Plone lets users spend their resources on customising the software to meet their specific needs, creating content, site branding and maintenance. Even after factoring in the cost of engaging consultants, the total cost of ownership for implementing a Plone solution will often be significantly less than propriety solutions such as Sharepoint or Vignette, which carry steep licensing fees. For organisations which do not have the in-house skills to deploy Plone, professional assistance and commercial support are available from over 300 Plone consulting firms located around the world. Many are listed at http://plone.net.

How do I edit/upload my content using Plone?

Users can edit and upload content to their Plone site from any computer using only a web browser. Users simply log into their site to edit existing pages, add new sections, remove old content, upload new videos, and do so using a simple web-based editor similar to Microsoft Word.

What databases does Plone integrate with?

Plone comes with a reliable, secure, easy-to-administer object database backend known as the ZODB (Zope Object Database). In addition, Plone can easily connect to data stored in Active Directory, LDAP, Salesforce.com, SQL databases, and more. A free Plone add-on, RelStorage, also allows enterprises with investments in Oracle, MySQL and PostgreSQL to store the data driving their Plone site in their existing infrastructure to be able to make use of familiar tools, clustering and failover solutions.

Is Plone search engine friendly?

Very much so. Plone automatically encourages search engine optimisation best practices such as keyword-rich URLs, human-readable descriptions, and crawlable sitemaps. Many sites that switch to Plone immediately notice a jump in their search engine rankings, crawl quality and relevance. As an example, plone.org is one of the few websites in the world that has a 9 out of 10 PageRank in Google, the same as major sites like those of IBM and Microsoft.

Does Plone support multi-languages?

Plone has been translated into more than 40 languages. Plone can manage content in multiple languages using LinguaPlone, a free add-on product. LinguaPlone provides content contributors with a convenient side by side interface to enter content in multiple languages without the need for a duplicate site structure.

Does Plone support visitors with disabilities?

Plone meets or exceeds W3C's WAI-AA and the U.S. Government 508 standards. Organisations with legal obligations to meet accessibility standards frequently choose Plone precisely for this reason.

Does Plone support versioning?

Plone ships with a product that allows users to track changes as successive versions of a document are written. Plone provides a detailed history of document versions allows users to compare versions and revert to a previous version.

How scalable is Plone?

Plone is appropriate for very small websites and very large ones. Plone has powerful built-in caching features that can be configured to optimise site performance. In addition, Plone site administrators often use web accelerators such as Squid and Varnish to boost site speed. Thanks to its use of Zope, Plone has outstanding clustering capabilities, which allows a website to be split over multiple servers to handle high traffic.

How secure is Plone?

Plone offers superior security without sacrificing power or extensibility. As an Open Source product, a large number of developers frequently scrutinise the code for any potential security issues. This proactive approach is better than the wait-and-see approach in proprietary software that relies on keeping security issues a secret instead of resolving them outright.

Built on Python and Zope, which are highly secure platforms, Plone has a technological edge that has helped it attain the best security track record of any major CMS (Source: CVE). And because of its object-oriented backend, Plone isn't vulnerable to SQL Injection attacks, which are one of the most common security problems that affect PHP/MySQL-based systems. Plone's flexible ACL system for user permissions also helps ensures that users only see the content that they're supposed to. In fact, security is a major reason why many CMS users are switching to Plone.

How does Plone compare with Sharepoint, Drupal, Alfresco and Joomla?

Plone is a true Web CMS with built-in publication workflow and document management features, unlike other systems such as Sharepoint or Alfresco, which are primarily document management systems with limited web functionality. This makes Plone ideal for intranets, extranets and public websites. Plone can be customised and extended to meet the specific needs of an organisation in terms of site structure, content types, workflow rules, etc. Not all CMS offer the same level of flexibility. Because it is built on top of Python and Zope, Plone is very secure, which is a reason why many switch from Joomla and Drupal to Plone.

Plone is 100% Open Source, so released, stable versions can be downloaded for free. There's no need to purchase a per-server or per-user license to get commercial support, as is the case with Alfresco or Sharepoint, and the future direction of the project is not 'locked in' to one company.
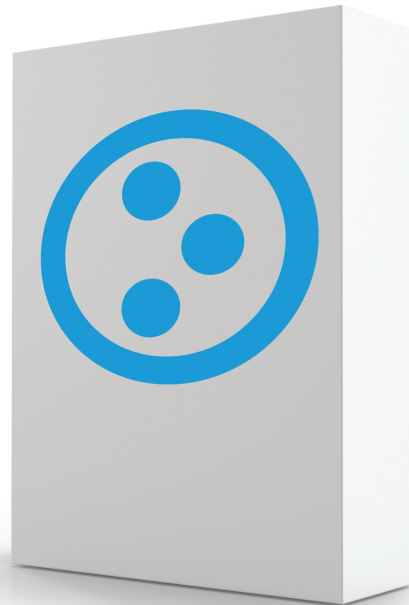
Find out more

You can download the full, latest version
of Plone for free from www.plone.org.

Plone can run on Linux, Windows, Mac OS X,
FreeBSD and Solaris — and offers a
straightforward installation process to get
a website up and running quickly.

Plone is supported by a global network of over
300 solution providers in more than 50 countries
offering development, integration, consulting,
hosting, training, support and maintenance
services.

A list of service providers and consultants around
the world can be found at www.plone.net.

**This brochure was produced and distributed by Netsight,
a UK-based Plone Development and Support company.**

Netsight is a web development company which was founded in 1999
and has since delivered over 200 projects using Plone and the underlying
Zope application framework, making us one of the most experienced
implementers of Plone-based systems in the UK. Netsight has worked
with a wide range of clients in all sectors, from start-up companies to
multinational corporations, public sector organisations, educational
institutions and NGOs.

We combine proven technical expertise with engaging, intuitive (and
award winning) design to produce exceptional Websites and Intranets.
We then provide our clients with the security of 24/7 mission-critical
support resources. The company has been involved in the Open Source
community since its inception.

Matt Hamilton, the Technical Director of Netsight, has been elected three
times to serve terms on the board of the Plone Foundation.

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