The business part of Plone/Zope

Our understanding:
Despite the fact that Zope and Plone are becoming a widely known brand
(mainly because of being used) we must provide supplementary information
which helps the community [service providers, software developers and "decision
makers"] to choose a Plone/Zope based solution [CMS/DMS/Portal] with
confidence.

Our approach:
We provide documents, presentations and statements (who?) for people with
different *views* of Plone/Zope: as *a customer* or as a *provider of solutions/services*

- Software developers
- Information technology officers ("I-am-customer" case)
- Analysts ("The-future-of case")
- Executives, e.g. Managers of company providing services ("I-am-provider" case)

Pitching for Plone acceptance

Customer → (Project and Contract) ← Provider
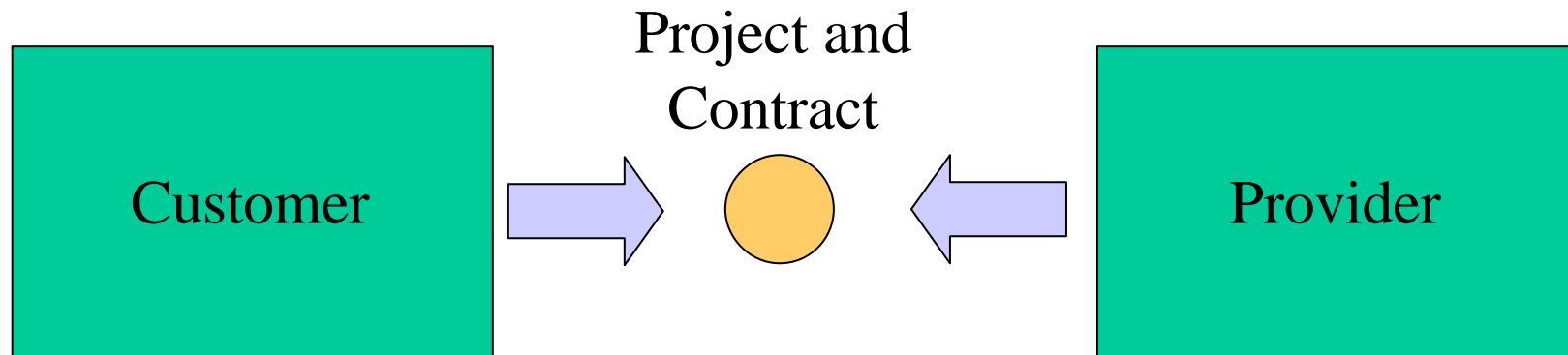
Customers want to minimize risks and to get more-for-less.

• fill the need
• minimize risks
• minimize time and costs
• maximize value

plone int.

Providers want to sell their service and/or software solutions and maximize ROI

• solution out-of-the-box

• community support: new features, components, testing, auditing

• easy to customize

• powerful and productive technology

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We provide the documents for:

- ***Executive Summary, Elevator Speech***
- Comparison charts (how we see Plone/Zope positioned in comparison to other COMMERCIAL content and document management systems)
- ***An imaginary business case***:
  Discussing Return On Investment (ROI), Total Cost of Ownership (TCO), how Open Source Business Model can work
- ***Model for continuing the Plone business development:***
  - how to collaborate and contribute
- References, usecases, customerprofiles

In our example cases we focus on:

- easy applications, like CMS or document management
- implementation & customization *time and value*, not the price tag
  → because one of the most important excellence of Plone and Zope [in comparison to competing solutions] is the fact that setting up a customer solution is pretty fast
- reliability and scalability [who isn't afraid of this problems?]
- large business cases

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What we should keep in mind:

- business case for service providers: software, customization, service, maintenance and support (Value chain)

- awareness for assessment for risk and value:
  - how risks change with the usage of software, how it can affect the costs

- let's not invent the wheel again – contibute and inform us about good sources and ideas

Plan for the next days of work

- Tuesday morning:
  - structuring and working on business case / TCO / ROI talks
- Tuesday evening:
  - work on executive summary, elevator speech
- Tuesday business meeting -> collaboration with others
  - collaboration and continuing development model

- Wednesday
  - continue work on same subjects
  - structure a future vision