Thunder
State of the Union
Hamburg
November 2017

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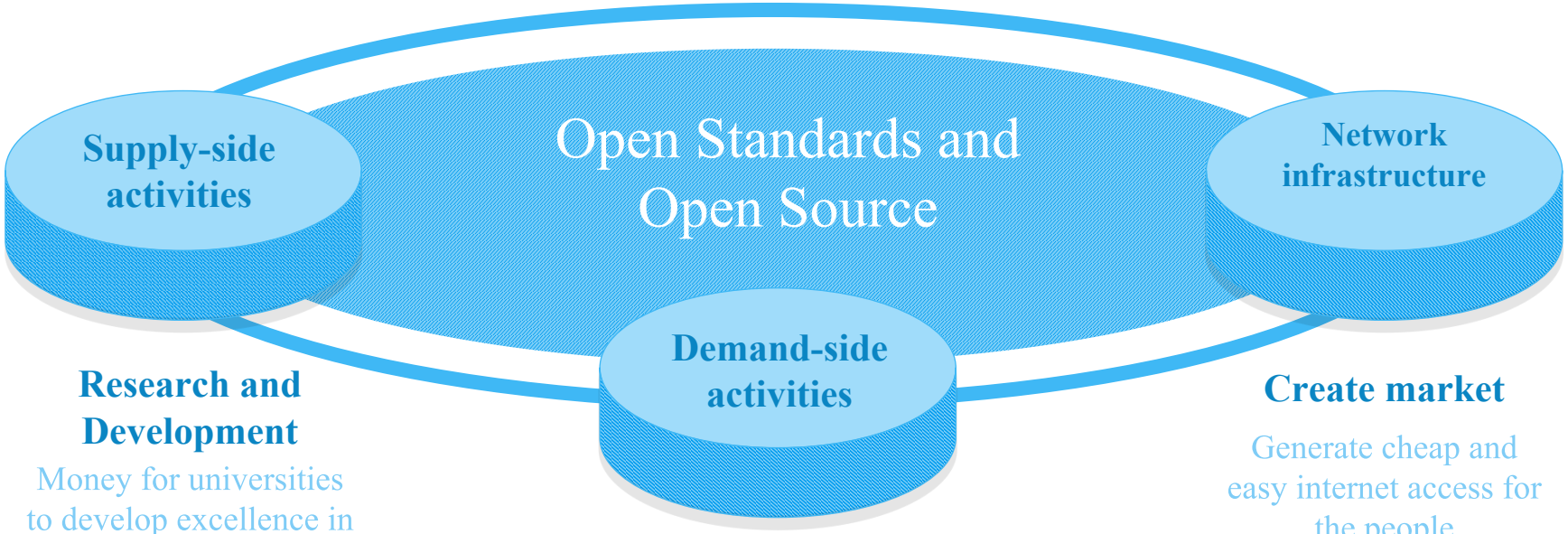
PART I: THE ECONOMICS OF OPEN SOURCE

ANOTHER VIEW ON THE INTERNET – A GIGANTIC ECONOMIC STIMULUS PLAN

In 1993, the **US government** initiated a **technology policy** to enhance the national industrial performance

ORGANIZATIONS LIKE ISOC AND IETF DEVELOP OPEN STANDARDS WHILE THE GOVERNMENT INVESTS IN KNOWLEDGE, THE INDUSTRY AND THE INFRASTRUCTURE



Research and Development

Money for universities to develop excellence in technology

Public Orders

Stabilize young firms with state orders and attract private investors

Create market

Generate cheap and easy internet access for the people

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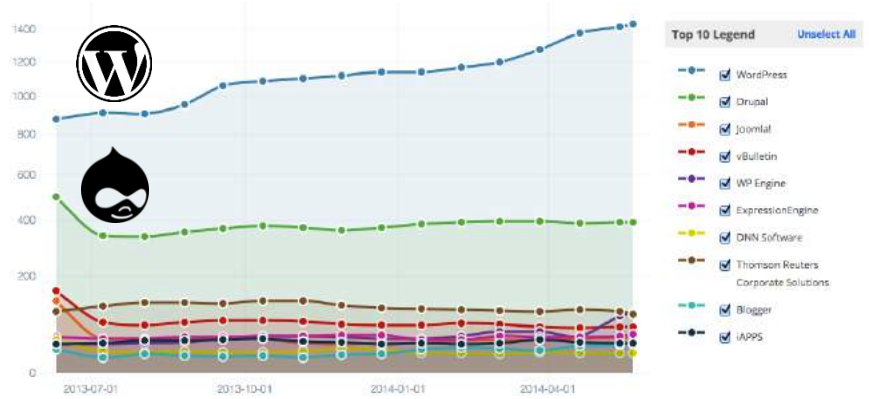
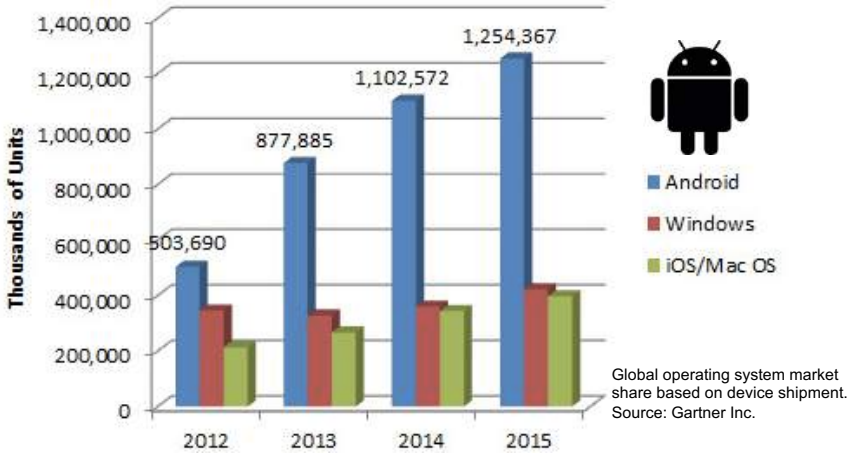
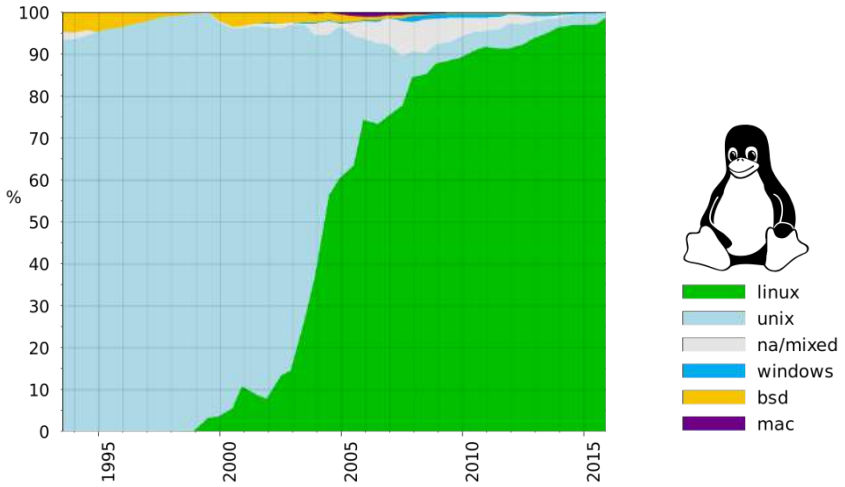
Open Standards and Open Source bring **decreasing investment risk** and **equal opportunities** for many companies

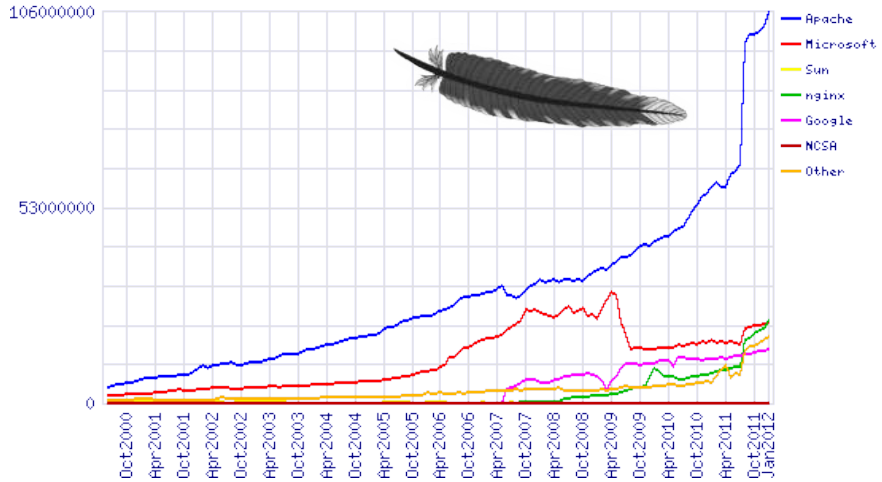
OPEN SOURCE REPLACES PROPRIETARY SOLUTIONS





Global operating system market share based on device shipment. Source: Gartner Inc.





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Showcase Burda: Most of our businesses are unthinkable without Open Source, Open Standards and the Open Web.

CONCLUSION, Part 1

1. Open Source and Open Standards are some of the driving factors of today's economy.

2. We have a responsibility to keep them up.

3. The indirect business models of Open Source drive whole industries.

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PART II. THUNDER ECONOMICS

The Burda View

Burda relaunched the majority of their digital properties on Thunder, saving up to 90% time and expenses, compared to the last relaunch.

Burda believes in a Democratic Internet and in Cooperation between Publishers

Cliqz is an Open Source Browser which respects the privacy of the users.

Thunder is the Open Source CMS for professional Publishing

AdTechFactory offers a collaborative CRM and and Ad-booking for publishers

More initiatives next year

Other brands follow the trend and get involved

200 sites report using Thunder. Those include not only **traditional publishers**, but also **agencies** and **brands**.

OUR CTIs

galaniprojects
STERNWALD
HBF
wunder group
Valuebound
Rise together
INVIQA
UEBERBIT
drunomics
digital echidna
undpaul
SYSTEMS
STUDIOPRESENT

AUND
COMPUTERSYSTEME
1x INTERNET
Ramsalt
frontkom
triomgroup
oneshoe
CI&T
KEY TEC
itelios
DIGITAL COMMERCE & SERVICES
Factorial
ACTO Team
ZiTEC
AG Prime
Accelerating your success
CYLEX
ZENSATIONS
WEB + COMMUNICATIONS
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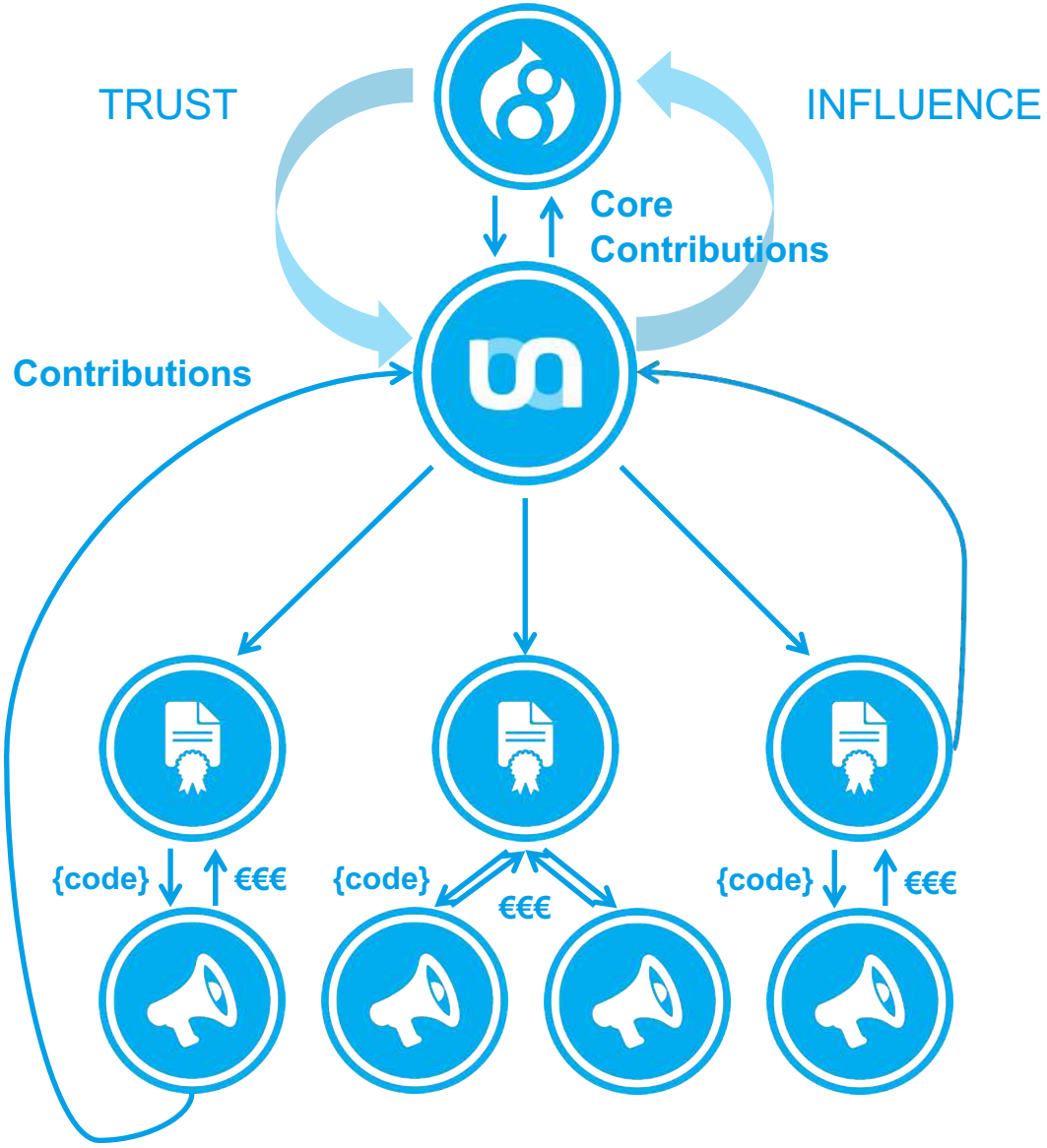
Everybody wins in the CTI Economy



Thunder uses the Open Source System Drupal (approx. 30.000 developers) and develops an Open Source distribution for professional publishing.

Agencies (CTIs) offer additional services and software to publishers.

Publishers pay the agencies, so they are interested in promoting Thunder

Agencies contribute code and motivate publishers to open-source the modules created for them.

Thunder improves Dupal Core. (already under the Top 20 contributers and #1 in Germany)

The Drupal Community starts to trust Burda, even though we are a for-profit enterprise.

Thunder gains influence on Drupal and uses it in the best interest of publishers and the CTI Economy.

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Thunder@Drupalcon

CONCLUSION, Part 2

1. Burda managed to save millions of euros with Thunder.
2. Publishers start adopting Thunder.
3. CTIs make significant revenues with Thunder.
4. The Drupal Community accepts and supports Thunder.

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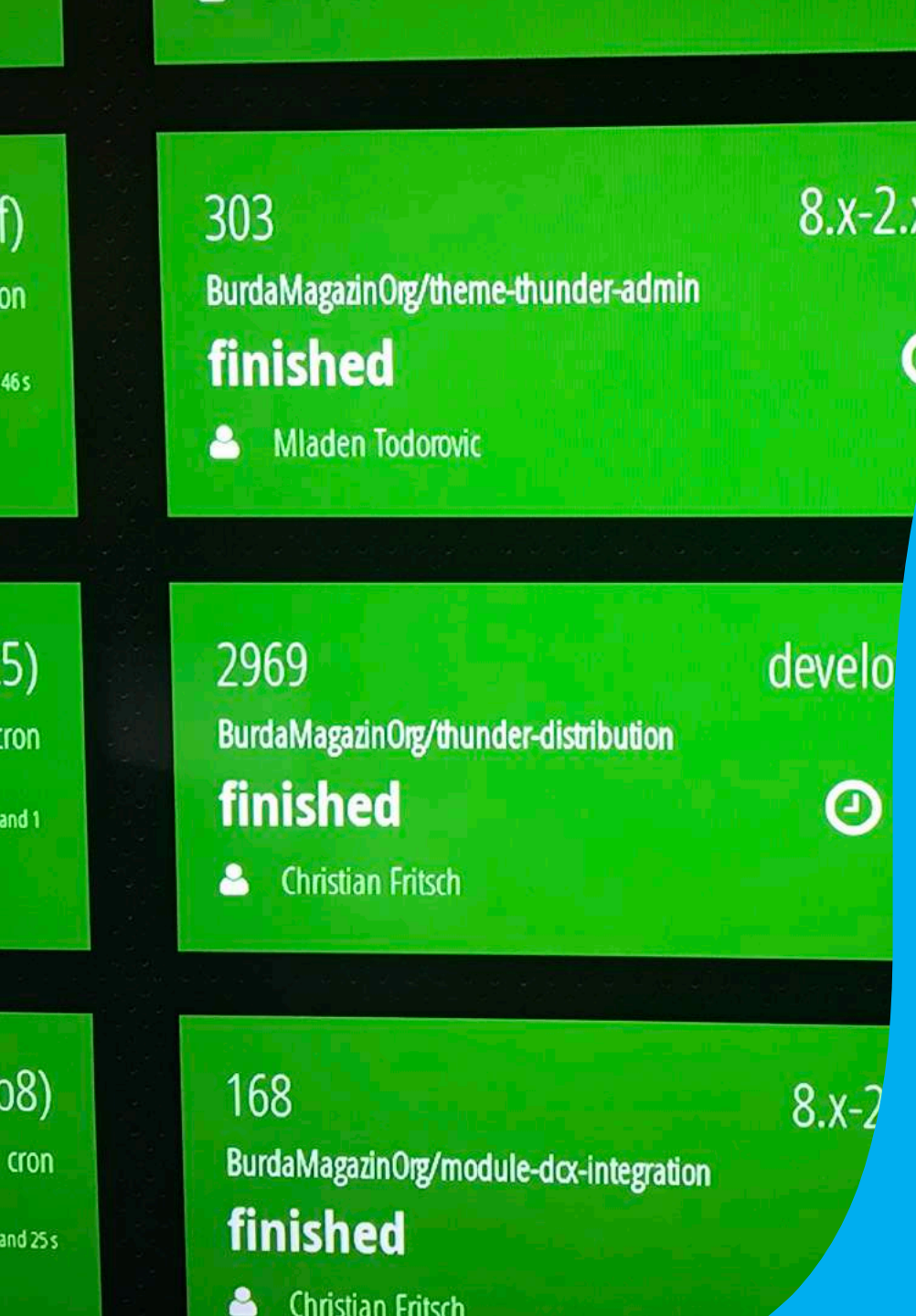
PART III.
WHAT'S UP NEXT

Thunder and Burda

- Burda continues and increases support for Thunder. New team member Alex Pott. (Yeah!)
- Take more reponsibility for Drupal Core and Association.
- Strong focus on Europe.

Growing the CTI Economy

- Enable and support partners to market non-GPL but Thunder related software, thus accelerating the growth of the CTI Economy.
- Thunder itself will always stay GPL!
- First example is T4P, a cooperation between A+F, Sprylab and Brixware. Stay tuned.
- Establish a sustainable, non-profit „Thunder Foundation“ aiming to improve Thunder and to foster the CTI Economy.



Thunder Core Development

- Headless Thunder – provide a commonly usable API.
- Page Building – give editors the ability to quickly create custom layouts.
- Unified Search – improve editorial and end user search results.
- Workflow – have more advanced article states and state changes.
- Dashboard – provide the editorial staff with content perfomance information.
- IPFS and other Blockchain integrations.

CONCLUSION, Part 3

„Viel ist schon getan,
Mehr noch bleibt zu tun“,
Sprach der Wasserhahn
Zu dem Wasserhuhn.

Robert
Gernhardt

The Drupal 8 based open source CMS for professional publishing

Ingo Rübe
CTO at Burda Magazine Holding GmbH
Initiator Thunder

info@thunder.org

+49 89 9250-4617
www.thunder.org