Initial Situation

- 5 Portals
- 5 different Systems
- 32 Editors
- 2 Developers
- 1 Product Manager
- 190 Stories / Day
Challenges

Proprietary code
Highly dependent on 3rd parties
Extreme Costs
Undocumented Features
Sluggishness
Crashes
Frustration on all sides
Wishlist

- Ease of Use
- Open source
- Speed
- Low Cost
- High Efficiency
- Lots of Resources
- Maintainability
- Flexibility
- Competitiveness
- Eco-System
Keep it simple

Us

TYPICAL APPLE PRODUCT...

TOUCH

A GOOGLE PRODUCT...

FIND

Them

YOUR COMPANY’S

FIRST NAME:  TYPE CD:  4-K
LAST NAME:  TOP STAT:  AAZ
SSN:  FT/PT:  VER:
ID:  CAT CD:
PHONE 1:  CITY:
PHONE 2:  STATE:
ADDR 1:  ZIP:
ACCT #:  ORD #:  O O P:

OKAY  APPLY  SAVE  UNDO  HELP  DELETE  EDIT

SELECT  BROWSE  ERRORS
CMS is not throw-away software
Product follows workflow
Provide best-practices in a stable environment
But do not dictate process
Structure is key
Index everything
Detect relationships
Automate suggestions
Provide meta-data
Decouple structure from presentation
What you see is not always what you get
Trust your data
Decouple structure from presentation
What you see is not always what you get
Trust your data

Landing Pages
consist of
Blocks
are filled by
Collections
map search queries of
Content
This is not your company!
Cache everything
Write once, read often
Use Cache-Tags
Scaling is not related to traffic
Separate applications wrt. to scaling demands

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<th>2 of 2</th>
</tr>
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Continuous integration and deployment
Platform-as-a-Service for rapid prototyping
Conceptual Development
06.2016 - 09.2016

Software Development
09.16-02.17

1st Public Betas
02.17

Optimization
02.17-now

Launch motor.at
10.17

Launch futurezone.at
11.17

Launch kurier.at
12.17
Achievements

- Ease of Use
- Open source
- Velocity in development
- **Lower Cost (-62%)**
- Maintainability
- Flexibility
- Competiveness
- Innovative Eco-System
Findings

Better coordinate with the Thunder roadmap.

Earlier inclusion of all stake holders.

Never rebuild but innovate.

Conclusion

We’ll mostly would do it the same way we did it!

We are very happy being a part of the Thunder community!
Any Questions?

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