Supporting Joomla! to Better Service Customers and Create New Revenue

Mike “Demo” Demopoulos
Jason Nickerson
No Pitch Presentation Policy

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Each presenter signs a speaker agreement certifying that their presentation will be educational and not a sales pitch.

• Attendees have a right to report speakers not adhering to the policy.
Welcome
Welcome

Joomla!
...because open source matters

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THE GLOBAL EVENT FOR THE CLOUD AND SERVICE PROVIDER ECOSYSTEM
Live Tweet Us!

Joomla: @Joomla
MikeDemo: @MPMIKE
Jason: @jayjoomler

#Joomla #HostingCon
Introductions
Who’s Mike?

Mike "Demo" Demopoulos
Senior Digital Services Manager at MVP Marking + Design in Minnesota.
Open Source Matters (Joomla!) Treasurer
Co-organizer of JoomlaDay Minnesota
Joomla! World Conference: Sponsorship Manager
Joomla! Capital Team: Chair
Joomla! Finance Team: Member
Who’s Jay?

**Jason Nickerson**

Founder of Joomlaxtc.com
Organizer of JoomlaDay Florida
Joomla! Extension Directory QCT team member
Joomla! Showcase team member
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INTRIGUING PRESENTATIONS

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A Bit of History

August 17, 2005
Fork from Mambo & Open Source Matters was founded

September 22, 2005
The name Joomla! was announced and version 1.0 was launched

Joomla! won Packt Publishing Awards
Joomla! won Best Linux / Open Source Project UK 2 years in a row at UK Linux & Open Source Awards
A Bit of History

January 22, 2008
Joomla! 1.5 was released. Johan Janssens received MVP from PACKT for his work.

January 10, 2011
Joomla! 1.6 was released & Joomla! received another best Open Source CMS PACKT Award

July 19, 2011
Joomla! 1.7 was released
A Bit of History

January 24, 2012
Joomla! 2.5 was released

September 18th, 2012
Joomla! Won best Open Source Application award from Infoworld Bossie Awards

September 27, 2012
Joomla! 3.0 was released
A Bit of History

April 24 & November 6, 2013
Joomla! 3.1 & 3.2 were released

April 16, 2014
Joomla! Won CMS Critics Peoples Choice award for Best Open Source PHP CMS

April 30, 2014
Joomla! 3.3 was release
A Bit of History

February 24, 2015
Joomla! 3.4 was released

April 16, 2015
Joomla! Won CMS Critics Peoples Choice award for Best Free CMS

August 17, 2016
Joomla! Is 10
A Bit of History

March 21, 2016
Joomla! 3.5 was released

July 12, 2016
Joomla! 3.6 was released
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A Bit of History
A Decade of Joomla!

A Decade of Joomla!

The Joomla! Project celebrated a decade of Joomla in 2015.

How is Joomla! doing 11 years later?

- 68,000,000+ Downloads
- Every 2-3 Seconds from joomla.org
- 218 contributors the last 12 months
- Available in 59 languages
- 193 Worldwide User Groups

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193 Joomla! User Groups
Who is Joomla’s PRIMARY Target Group?

Web Agencies:

those that build websites for others for a living.
What Does Joomla! Provide?

- Great Tools
- Training
- Visibility/Marketing (JED, JRD etc.)
- Marketing Material
- Certification
- ROI
I want to contribute to something larger than me that is enabling people to make an impact on lives locally and globally.

– Sarah Watz, OSM President
Joomla! Changing Lives
The Future?

That cloud may look like a bunny rabbit to you, Dad. But to me it looks like the future of data storage.
Inside Joomla!
How is Joomla! structured?

<table>
<thead>
<tr>
<th>Open Source Matters (OSM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production Leadership Team (PLT)</td>
</tr>
<tr>
<td>Community Leadership Team (CLT)</td>
</tr>
</tbody>
</table>
# Inside Joomla! - OSM

Non-profit organization that provides organizational, legal and financial support for the Joomla! open-source project.

<table>
<thead>
<tr>
<th>Task</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manage the finances of the Joomla! Project.</td>
</tr>
<tr>
<td>Manage legal issues related to the Joomla! Project.</td>
</tr>
<tr>
<td>Sign contracts and enter into agreements with organizations on behalf of Joomla!</td>
</tr>
<tr>
<td>Own and manage the assets of Joomla!, such as domains, trademarks and copyright</td>
</tr>
<tr>
<td>Investigate breaches of license, copyright and trademark</td>
</tr>
</tbody>
</table>
Inside Joomla! - PLT

Responsible for coordinating the production of the Joomla! CMS and Framework, including code, documentation, and localization.

Working groups:

- Bug Squad
- CMS Maintainers Working Group
- Documentation Translation Team
- Documentation Working Group
- Framework Working Group
- User Experience Working Group
- User Interface Text Working Group
- Unit Tests Working Group
- Distributions Working Group
- Search Working Group

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Inside Joomla! - PLT

Responsible for coordinating the production of the Joomla! CMS and Framework, including code, documentation, and localization.

**Working groups:**

- Web Services Working Group
- SQL Optimization Working Group
- Joomla! Issue Tracker Team
- Translations Working Group
- Automated Tests Working Group
- Translation Tools Working Group
- Joomla! Security Strike Team
- Update Working Group

More information:
[https://docs.joomla.org/Production_Leadership_Team](https://docs.joomla.org/Production_Leadership_Team)
Inside Joomla! - CLT
Responsibly for all Joomla websites, forums, and user groups.

**Working groups:**

<table>
<thead>
<tr>
<th>Joomla! Discussion Forums</th>
<th>Joomla! Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joomla! Extensions Directory</td>
<td>Joomla! Community Portal</td>
</tr>
<tr>
<td>Joomla! Community Showcase</td>
<td>Joomla! User Groups Team</td>
</tr>
<tr>
<td>Joomla! Events Team</td>
<td>Joomla! Demo Sites</td>
</tr>
<tr>
<td>Joomla! Volunteers Portal</td>
<td></td>
</tr>
</tbody>
</table>

More information: [https://docs.joomla.org/Community_Leadership_Team](https://docs.joomla.org/Community_Leadership_Team)

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Inside Joomla!

But the most **IMPORTANT** thing of all:

We are all Volunteers!

An international community of more than a half million active contributors, helping the most inexperienced user to seasoned web developer make their digital visions a reality.
The Heart of Joomla! Is The Community
Change in the JOOMLA!
Organization & Methodology

- OSM
- PLT
- CLT

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Change in the JOOMLA! Organization & Methodology
Open Source Matters, Inc organization structure

* The Team Leader of the Department Coordination Team is the representative of its Department in the Board of Directors.
The Joomla! Difference
What is Joomla?

An Open Source CMS that enables you to build web sites and powerful online applications.

Why Use Joomla?

- Joomla! is Open Source and free
- Joomla! requires almost no technical skill or knowledge to manage.
- Joomla! is easy-to-use and extendable.
- Joomla! is one of the most secure Open Source CMSes
- PHP based coding
## Ways to use Joomla!

An Open Source CMS that enables you to build web sites and powerful online applications.

**Joomla.com**

<table>
<thead>
<tr>
<th>Feature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free hosting with no ads</td>
</tr>
<tr>
<td>Growing selection of templates</td>
</tr>
<tr>
<td>Pre-installed Extensions</td>
</tr>
<tr>
<td>Export or upgrade available.</td>
</tr>
<tr>
<td>No hassle.</td>
</tr>
</tbody>
</table>
## Ways to use Joomla!

An Open Source CMS that enables you to build web sites and powerful online applications.

### Joomla! CMS

<table>
<thead>
<tr>
<th>Feature</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-click install</td>
</tr>
<tr>
<td>Self-host</td>
</tr>
<tr>
<td>Configure &amp; add content</td>
</tr>
<tr>
<td>Add any Template</td>
</tr>
<tr>
<td>Add any Extension</td>
</tr>
</tbody>
</table>

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Ways to use Joomla!

An Open Source CMS that enables you to build web sites and powerful online applications.

Joomla! Framework

- Designed by software developers for software developers
- Easy to Adapt.
- Easy to Extend.
- PHP based.
- Robust Joomla API

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Who uses Joomla?
www.toureiffel.paris

Welcome!
Tours every day and every evening
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www.unric.org

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How Does Joomla! Work?
How Does Joomla! work?

An Open Source CMS that enables you to build web sites and powerful online applications.
How Does Joomla! work?

An Open Source CMS that enables you to build web sites and powerful online applications.

Under the hood:

- DATABASE
- JOOMLA FRAMEWORK
  - COMPONENT
  - MODULE
  - PLUGIN
- TEMPLATE
- BROWSER
How Does Joomla! work?

An Open Source CMS that enables you to build web sites and powerful online applications.

Joomla! Component:

An easy analogy would be that Joomla! is the operating system and the components are desktop applications.

Created by a component, content is usually displayed in the center of the main content area of a template (depending on the template).

Most components have two main parts: an administrator part and a site part.
How Does Joomla! work?

An Open Source CMS that enables you to build web sites and powerful online applications.

**Joomla! Module:**

Modules are lightweight and flexible extensions used for page rendering.

These modules are often “boxes” arranged around a component on a typical page.

Modules are assigned per menu item, so you can decide to show or hide the module depending on which page the user is currently on.
How Does Joomla! work?

An Open Source CMS that enables you to build web sites and powerful online applications.

Joomla! Plugin:

Plugins provide functions which are associated with trigger events. When a particular event occurs, all plugin functions of the type associated with the event are executed in sequence. The JPlugin class provides the means to register custom plugin code with core or custom events. The JDispatcher class (JEventDispatcher in Joomla 3.x) is an event handler which calls all plugins registered for a particular event, when that event is triggered.
How Does Joomla! work?

An Open Source CMS that enables you to build web sites and powerful online applications.

Joomla! Template:

A template is a type of Joomla! extension that changes the way your site looks.

There are two types of templates used by the Joomla! CMS:

Front-end and Back-end Templates.
Why Use Joomla?
Why use Joomla?

An Open Source CMS that enables you to build web sites and powerful online applications.

Extendibility:

The Joomla! core is just the beginning, the real power is in the way you can customize Joomla! with more than 7,000 possible extensions.

From shopping carts to directories, to classifieds, social networking and blogging, Joomla! has ever solution your customer is looking for.
Why use Joomla?

An Open Source CMS that enables you to build web sites and powerful online applications.

MVC based design pattern:

Joomla! makes extensive use of the Model-View-Controller design pattern. When Joomla! is started to process a request from a user, such as a GET for a particular page, or a POST containing form data, one of the first things that Joomla! does is to analyze the URL to determine which component will be responsible for processing the request, and hand control over to that component.

If the component has been designed according to the MVC pattern, it will pass control to the controller. The controller is responsible for analyzing the request and determining which model(s) will be needed to satisfy the request, and which view should be used to return the results back to the user.
Why use Joomla?

An Open Source CMS that enables you to build web sites and powerful online applications.

MVC based overrides:

Joomla! makes extensive use of the Model-View-Controller design pattern with its built in override system. Joomla! administrators can modify the view of any component or module directly in the backend of Joomla.

This allows for extensive customization without hacking the core system.
Why use Joomla?

An Open Source CMS that enables you to build web sites and powerful online applications.
Why use Joomla?

An Open Source CMS that enables you to build web sites and powerful online applications.
Why use Joomla?

An Open Source CMS that enables you to build web sites and powerful online applications.

Powerful Joomla API

Joomla’s powerful and intuitive API is at the core of the Joomla! CMS and Framework. The API allows Joomla to provide some of its best features such as Forms, Layouts, Menus, and Languages.

The library also includes classes to interact with some of the most popular API’s like Google, Github, Facebook, Twitter, MediaWiki and more.
Joomla! Framework

What is the Joomla! Framework?

A PHP framework (a collection of software libraries/packages) for writing web and command line applications in PHP, without the features and corresponding overhead found in the Joomla! CMS.

It provides a structurally sound foundation, which is easy to adapt and easy to extend.
Joomla! Framework

The versatility and structure of a Joomla! Framework™ powered project

Joomla! Framework™

PHP Applications

- Command Line Apps
- RESTful Services
- Custom Web Apps
- more ...

Feature-centric packages on Packagist.org

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Joomla! Framework

What is the Framework good for:

- Building a RESTful web services platform
- Building both simple and complex command line tools
- Building next generation web applications
Joomla! Framework

The Joomla! Framework™ Today: A new framework for PHP applications derived from the Platform for the CMS.

Application Layer:
- CMS Extensions
- Current Joomla! CMS™

PHP Framework Layer:
- Joomla! Platform v. 13.1

The Joomla! Framework™ Roadmap: Refactor the CMS to run on the new Framework as well as other packages.

Application Layer:
- CMS Extensions
- Future Joomla! CMS™

PHP Framework Layer:
- Joomla! Framework™
- Optional PHP Frameworks ... Symfony, Laravel, etc.

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Let’s Talk About Hosting
Reviews and Testimonials
Joomla 3.6 Wants to Make You a Better Web Designer

Kaya Ismail

Kudos Where Kudos Is Due

I must admit, this looks like a stellar update from the guys over at Joomla. UX improvements are always welcome (especially on Joomla) while the category creation feature is a big step in the right direction.

The ability to "reset" Joomla seems useful too, while the return of updating via update file upload will certainly be well received by the Joomla community.

In short; kudos, Joomla!

Kaya Ismail

Kaya is the Editor of CMS Critic. He has years of experience in the world of CMS, where has has reviewed products, reported on news, and consulted companies. Kaya is a lover of business software, video games, and coffee.

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“We’ve been involved with the Joomla community for 10 years now. Through our contributions, we’ve always tried to earn trust. Slowly but surely, that trust has opened many doors that otherwise would have remained shut.”

Steve Burge
Steve is the founder and CEO of OStaining. Originally from the U.K., he now lives in Sarasota in the U.S.A.
How to Get Involved

- Host a JUG or Code Sprint
- Become a Sponsor!
- Test Builds on your Hosting
- Write blogs about Joomla!
- Train staff on Joomla! CMS
- Design Templates
- Join Framework Working Group
- Donate Staff Time
- Assist Translation Team
- Write for Joomla! Magazine
- Speak and Attend at Events
- Donate Resources
- Build Custom Extensions
- Speak To Us For More Ideas!

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What’s in it For You?

- Increased Sign up
- Decreased Cancellation
- Increased Customer Satisfaction
- International Recognition
Upcoming Events

**Joomla! Festival Italy 2016**
October, 1st 2016

**Joomla! World Conference 2016**
November, 11-13th 2016 – Vancouver, Canada

**Joomla! and Beyond 2017**
Late May 2017 – Kraków, Germany
Meet Us @ Hostingcon

We Are Here to Meet You!

Meet us in booth 829

Demos, Networking, Q&A
Q AND A
Give Us Your Feedback

Remember to rate this session
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@MPMIKEMarkus Pielmeier
@JAYJOOMLER