



# Case Study:



# Oxfam America

# Introduction

- Oxfam is one of the largest NGO in the world
- “Committed to creating lasting solutions to global poverty, hunger, and social injustice”
- Oxfam America sees ~ 20M in revenue
- charitynavigator.org, “Exceeds or meets industry standards and performs as well as or better than most charities in its Cause “

# The Sales

- I was in Brazil, Andy was in Canada.
- The fact that we were heavily involved in Plone project was a enormous positive
- Oxfam U.K. was just starting Plone implementation, at the time.
- Oxfam US was excited about being able to share components with Oxfam U.K.
- They had a committed stakeholder who had previous site management experience

# The Close

- Plone is easy-to-use. Leadership perceived
- Sold our commitment to Plone and other core competencies such as testing & versioning.
- Truth. We were going to use Five. It would make their life easier. Trust us.
- Leverage work by Oxfam U.K. done with CompositePack and Kupu
- We had the skills to pull off a ton of work in a constrained budget.

# The Strategy

- Prototype five/z3 to ensure it would work
- Identified legacy data to ensure that non XML data was identified as early as possible
- Client understands that they are ultimately in charge of testing/hand migration.
- Start writing tests for EnSimpleStaging
- Navigation Tree rules would be difficult.
- Conclusion: Doable but tight deadline.

# We're Off

- Tests. Tests. Tests.
- Agree on Stub Interfaces for Views. We build sample stubs.
- Client fills out stubs along with page templates that use the stub data.
- We ensure that the stub data is accessible in a fast/efficient way.
- Start XML scrubbing and XSLT.

# Product #1 -- Marshall

- Need to be able to import content into Plone using XML (out of process) using DAV PUT.
- Ability to link objects using AT References. Specifically an Article has X Partnerships.
- Time consuming. Mostly because of source data (mixed with PHP) not 100% XML.
- The final outcome looks like: MYSQL DUMP, SCRUB/Process, XSLT, DAV PUT/Marshall
- Works. We are happy. Move onwards.

# Product #2 -- EnSimpleStaging

- Integrate CMFStaging+ZopeVersionControl
- Add ability to revert previous deployed tags
- Provides a simplistic “Workspace” area
- All workspaces have a deployment path.  
WhatWeDo deploys to public\_website/whatwedo
- Simple. Works. We find bugs. ZVC is difficult to work with. Tests make life bearable.

## Deploy Workspace

You can deploy the current workspace, or revert the workspace to earlier published labels.

You can change the deployment location by  editing this **Stage**. Currently it is set to deploy to: [http://dev.oxfamamerica.org/public\\_website/en](http://dev.oxfamamerica.org/public_website/en). *Full Deployment* a expensive operation and should only be done when structural changes occur, such as renaming content or folders.

Deploy current workspace Label:

Enter comment

## Previously deployed labels

**Warning: selecting a label below and pushing the button will overwrite the current public label with the selected label.**

	label	deployment date	by	elements deployed	comment
<input type="checkbox"/>	68	2005-04-07 01:12 PM	nrabinowitz	1	new nias pr
<input type="checkbox"/>	69	2005-04-11 12:13 PM	nrabinowitz	1	kicking door pr and report
<input type="checkbox"/>	70	2005-04-11 03:38 PM	nrabinowitz	2	cafta/rapa swap
<input type="checkbox"/>	71	2005-04-12 03:43 PM	nrabinowitz	1	darfur video order form redirect
<input type="checkbox"/>	72	2005-04-14 11:42 AM	nrabinowitz	2	new coffee report, improved driving directions

The above is not a full list of revisions. Some were not shown. [Click here to display all versions.](#)

# Process: Skinning

- Client focused on HTML/CSS from mockups
- We only support him through occasional questions – typically asking python syntax.
- His stubs use primitives such as returning a sequence of dictionaries. Little behavior involved.
- Starts describing rules of navigation tree. Specification is required. Delivered. He continues.

# Product #3 – OA Tree

- Site admin can declare interface on content
- The Tree takes almost 60 hours to build. By far the most complex piece of software.
- We contract Andreas Jung. PSOL and EPI.
- Without Tests – we would could not have maintained the sophisticated rule set.
- Constantly broke some of the rules and tests alerted us **immediately**
- Should have been XML

## Edit Marker Interfaces

A marker interface is used to set a marker on a piece of content. This allows you to enable and disable templates and functionality based on the markers you've set.

### Marker Interfaces

#### Remove Interfaces

If you want, you can remove some interfaces from the list of interfaces directly provided by your object.

	interface	description
<input type="checkbox"/>	<b>IIssue</b>	Default view for Issue pages
<input type="checkbox"/>	<b>INavigationForceExclude</b>	Item should be hidden unconditionally.

#### Add Interfaces

You can choose one or more interfaces to be added to the list of provided interfaces for this object.

	interface	description
<input type="checkbox"/>	<b>ICalendar</b>	Default view for Calendar, showing all events by state
<input type="checkbox"/>	<b>ICampaign</b>	Default view for Campaign pages
<input type="checkbox"/>	<b>IEvent</b>	Default view for Events
<input type="checkbox"/>	<b>IFAQ</b>	Default view for a single FAQ
<input type="checkbox"/>	<b>IFeatureStory</b>	Default view for Feature Stories, including bold deck and byline
<input type="checkbox"/>	<b>INewsUpdate</b>	Default view for News Updates, including date and bold deck
<input type="checkbox"/>	<b>IPartner</b>	Default view for Partner pages, including related content
<input type="checkbox"/>	<b>IPhoto</b>	Default view for Photos

# Process: Information Architecture

- We use CMFSetup to export/import structure
- Rapidly incorporate feedback from client
- Once Content is migrated into structure - fin.
- Being able to “save point” the site structure and show it/modify it – very helpful. Use .XLS
- Client agrees on structure. We start import.

▲ Up one level

## Where you do work

### English Homepage

(public\_website/en)

This workspace holds the homepage, contact us information, and redirects.

### Who We Are

(public\_website/en/howeare)

This workspace holds content for the Who We Are section. It does not include Job or Internship info, which live in separate workspaces.

### What We Do

(public\_website/en/whatwedo)

This workspace holds content for the What We Do section, including Issue, Region, Emergency, and Campaign sections.

### What You Can Do

(public\_website/en/whatyoucando)

This workspace holds content for the What You Can Do section, including Donate, Campaign Action, and Fast content.

### News & Publications

(public\_website/en/newsandpublications)

This workspace holds content for the News & Publications section, including all Press Releases, News Updates, and publications.

### Jobs at Oxfam

(public\_website/en/howeare/jobs)

This workspace holds content for the Jobs section, including all posted positions.

### Interns & Volunteers

(public\_website/en/howeare/interns\_volunteers)

This workspace holds content for the Interns & Volunteers section, including all posted internships and volunteer opportunities.

### Spanish Subsite

(public\_website/es)

This workspace holds all content for the Spanish-language subsite

# Process: Moving Content Around

- We put some simple rules on content for specific containers.
- A lot of content is not able to be categorized.
- This is very time consuming. Using .XLS or Plone Desktop would have helped.
- Needs manual optimizations (QueCat, ZODB)
- Client does the work. And is happy.



# Oxfam America



Oxfam America is committed to creating lasting solutions to global poverty, hunger, and social injustice.

## Latest News

	add item ▼
	edit item ▼
<b>Iraq</b> Shortages of fuel, electricity, and water continue to pose severe threats to the health and well-being of the people of Iraq, but lack of security is the most serious issue they are now facing. Widespread violence is both endangering Iraqis on the streets and jeopardizing efforts at reconstruction.	
	add item ▼
	edit item ▼
<b>Oxfam Scales Up Operations in Nias, Indonesia</b>	
	add item ▼
	edit item ▼
<b>The US Bullies Poor Countries on Trade</b>	
	add item ▼
	edit item ▼
<b>Workers' Rights</b> Institutional food services and fast food companies are buying greater volumes of produce at increasingly cheaper prices. As a result, the US consumer enjoys low food prices while nearly two million immigrant farmworkers earn sub-standard wages and live in dehumanizing conditions.	
	add item ▼
	edit item ▼
<b>The Coffee Crisis Continues Despite Rise in Market Price</b>	
	add item ▼

## Featured Story

	add item ▼
	edit item ▼
<b>Global Week of Action</b> This week, April 10-16, join communities around the world to make trade fair and improve the lives of poor people. Use our online calendar to find an event near you!	
	add item ▼

## Issues

	add item ▼
	edit item ▼
<b>Test Item</b> This is a test item.	
	add item ▼
	edit item ▼
<b>Asia Tsunami: Reports from the Field</b> Oxfam is responding to the newest earthquake while helping restore communities in areas devastated by the Dec. 26th tsunami.	
	add item ▼
	edit item ▼
<b>Crisis in Sudan</b> Order Oxfam's new video or read about the conflict that has driven more than 2 million people from their homes in Darfur.	
	add item ▼
	edit item ▼

# Product #4 – CompositePack

- Contract with bubblenet for CompositePack
- Ability to have simple containers that use AT references to be moved around in grid.
- CPSSkins has this functionality as well. Its quite handy and is required in CMS offerings.
- Several issues with configuration being 100% code managed and not in UI.
- Great product and flexible. Needs more tests. Needs to be in Plone, the Product

contents

view

edit

properties

design

add new item ▾

state: visible ▾

layout: sidebar layout ▾

add ite

Slot: sidebar [0]

Existing Content

New Text

New Photo

New Image

Close menu



## Cash-for-Work Programs Mobilize Communities

**Navigation Title:**

Cash-for-Work

**Associated\_image:**

**Region:**

Indonesia

**Issues:**

**Campaign:**

**Emergencies:**

Asian Earthquake & Tsunami

**Partners:**

**Start Date:**

2005-04-15 01:53 PM

# Product #5 – XSLTField

- Extend Kupu to 'transform' data on saving.
- “Pull Quote” / Verbose BC HTML/CSS.
- We also did some other changes to Kupu. To differentiate internal and external links w/ styles.
- Open Source like everything else. Beware of libxslt. LXML from Infrae is the future.

## Emergency Details

### Short Name

Should not contain spaces, underscores or mixed case. Short Name is part of the item's web address.

### Title

### Description

An administrative summary of the content

Shortages of fuel, electricity, and water continue to pose severe threats to the health and well-being of the people of Iraq, but lack of security is the most serious issue they are now facing. Widespread violence is both endangering Iraqis on the streets and jeopardizing efforts at reconstruction.

### Navigation Title

Enter the optional title that will show up in the navigation bar, breadcrumbs trail and related content bar.

### Body text

The body text of the document.



Normal

Normal  
Heading  
Subheading  
Subheading 2  
Pull Quote

**News & Publications**

Get the latest news reports and updates on the crisis in Iraq.

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**The Faces of Iraq**

Oxfam has partnered with the Education for Peace in Iraq Center (EPIC), to bring you *The Faces of Iraq*, a traveling collection of

# Process: Removing Stubs

- Deadline is approaching and has no “live” data feeding Views.
- Work out bugs in EnSimpleStaging and find some content that needs to be migrated.
- Get ready. “Flip the switch” in the ZCML to use our real views instead of clients stub views.
- System works. Whoa.



[Who We Are](#)

[What We Do](#)

[What You Can Do](#)

[News & Publications](#)

[> ... > Workspaces > What We Do > Archived Items > Iraq](#)

[Donate now](#)

Iraq

[Background](#)

[What Oxfam is Doing](#)

[News & Publications](#)

[Mining Communities on the March](#)

[FAQs](#)

[Asian Earthquake & Tsunami](#)

Search:



[Site Map](#)

[Contact Us](#)

## Iraq

Shortages of fuel, electricity, and water continue to pose severe threats to the health and well-being of the people of Iraq, but lack of security is the most serious issue they are now facing. Widespread violence is both endangering Iraqis on the streets and jeopardizing efforts at reconstruction.

### [What Oxfam is Doing](#)

Oxfam was operational in Iraq until April of 2004. Although we have ended our program for security reasons, we continue to advocate on behalf of the Iraqi people.

### [News & Publications](#)

Get the latest news reports and updates on the crisis in Iraq.

### [The Faces of Iraq](#)

Oxfam has partnered with the Education for Peace in Iraq Center (EPIC), to bring you *The Faces of Iraq*, a traveling collection of powerful images depicting the humanity and diversity of the Iraqi people.

[www.facesofiraq.org](http://www.facesofiraq.org)

# Process: Deploying

- Getting ready to deploy we prepare Squid and invalidation mechanism.
- Dev and Prod environments running
- Push it out. It works. Minor problems.
- Back up strategies. Squid is painful to configure correctly. Subcontract Jens for some IE/Squid/Cache help.

# Process: Completion

- After solving bugs for a few weeks. The client is impressed and is queuing features.
- Remind client that features can be pushed into next phase; fix more bugs. Complete project.
- Client goes into content creation mode. Lots of content and some more minor bugs found.
- Everyone is happy. Client signs support contract and orders more work.

# Real World: Tsunami Crisis

- Tsunami Crisis. See Oxfam on CNN.
- All is well. Search snappy. Support ok.
- The system is a dual 3GHz with 1 GB of RAM running squid/apache
- 2 zeo servers (production and development) and 3 zeo clients (2 for production and 1 for dev).
- All works fine.

# Conclusion: Back Home

- Back at home I look at the statistics for Oxfam America and realize the system scaled fine
- They handled almost half their yearly traffic in 10 days. Serving ~ 300 requests per second
- Oxfam America was authoring the entire time the site was delivering content

## Conclusion: Tsunami Victims Get Relief

- Oxfam America nets 14 million dollars through donations from their website.
- Their website is available on Google, CNN and all major news agencies for 2 weeks.
- No support incidents reported during the flood of activity.
- Good cause. Can't feel better than that.

# Epilogue: It Gets Better?

- Client extends the system w/o our help
- Client builds out the Spanish subsite!
- <http://www.oxfamamerica.org/es/>
- WOW! It Just Works. 1 Spanish Workspace that maps to public\_website/es
- Very happy with their freedom.

# Conclusion

- Team Members
  - Sidnei da Silva
  - Leonardo Almeida
  - Cameron Cooper
  - Alan Runyan
- Questions?
  - [alan@enfoldsystems.com](mailto:alan@enfoldsystems.com)
- Website
  - <http://www.oxfamamerica.org/>