

Achieving Advanced Web Presence with TYPO3

Christine Gerpheide and Hercules Karvasonis

Audience: Businesses, people who may or may not be too familiar with TYPO3

Abstract: Today Advanced Web Presence (AWP) is an integral part of creating successful websites. This presentation hopes to demonstrate that TYPO3 can be used to not only meet, but surpass today's diverse and challenging business requirements in the web and interactive media worlds. We at customedialabs Interactive Media Agency have been developing customized web solutions for ten years now using exclusively TYPO3. In this presentation we would like to showcase how we have utilized techniques including significant web services integration, full flash and other rich user interfaces, and innovative BE record management, to achieve a best-in-class AWP for our clients. Case studies will include the Museum of Science and Industry Chicago's SmartVisit, Wyeth Insight Reports Viewer, and our agency web presence, each of which is leveraging TYPO3 heavily. All this has been done while still taking advantage of core TYPO3 concepts, such as MVC programming to keep our extensions clean and extendable, content and code reuse at the highest degree possible, and customized client and editor backend interfaces to create the optimum editing experience according to our clients' needs. We hope that listeners will come away with the impression that TYPO3 is the ideal CMS for developing rich web experiences that meet all of their needs, just as our clients have!

- I. Introduction
 - a. Who we are
 - i. customedialabs interactive media agency
 - ii. worked with many big clients
 - iii. 10 years using typo3 to develop customized websites and microsites
 - 1. own distribution
 - 2. customized BE for every client
- II. Case studies
 - a. MSI
 - i. Huge production site with many parties involved
 - 1. Museum Departments (reservations, membership, etc) and workspaces
 - 2. **Web services**, which in turn interfaces with software like Galaxy, Raiser's Edge, and windows Small Business Server (SBS)
 - 3. Working with a manager who really understands the capabilities and flexibility of TYPO3
 - ii. BE Management of site records, including workspaces
 - 1. Constants extension to store constant values used throughout multiple extensions

- iii. SmartVisit is a recent extension we have created to accommodate their interactive needs.
 - 1. CA-4: My Scipass Album
 - a. Users create assets linked to their tickets at museum
 - b. Imported into album, with various functionalities
 - c. All assets managed in BE by museum editors
 - 2. CA-9: Plan your Visit
 - a. Users create an itinerary with a rich user interface
 - b. Auto-saving to account
 - c. Retrieves events/exhibits stored in BE (which are displayed elsewhere on site as well. Good ex of content reuse that is not possible in other CMSs)
 - d. Customized museum hours in sidebar depending on date selected, also managed in BE
 - e. Interests customized in MSI Constants extension
 - 3. CA-8: Messages
 - a. Show customized, BE-defined messages to users when logging in to their account
 - b. Editor selects 1 of 7 “message types” with required parameters and adds content for message
 - iv. And we won a webby for it ☺
 - b. WYETH
 - i. Rich flash interface which receives XML generated by MVC extension
 - ii. Assets defined in an XML Singleton object
 - iii. Rx club award?
 - c. And of course our site is made in TYPO3
 - i. Assets managed in BE
 - 1. uses news extension
 - 2. ePortfolio
- III. Conclusion
 - a. So, we have accommodated many challenging business needs through TYPO3, while still creating award-winning AWP
- IV. Questions