DotNetNuke

Accelerate

Shaun Walker
Co-Founder & CTO
DotNetNuke Corporation

A G E N D A

O V E R V I E W

What is DotNetNuke?

C M S

DotNetNuke® is the Leading
Web Content Management Platform
for Microsoft .NET

O P E N S O U R C E

DotNetNuke® is the Largest and
Most Successful Open Source Project
native to the Microsoft Platform

P L A T F O R M

DotNetNuke® is the only Web CMS for .NET
which offers more than 8000 Apps
in its Commercial Marketplace

A G E N D A

D O W N L O A D S

2010

700,000

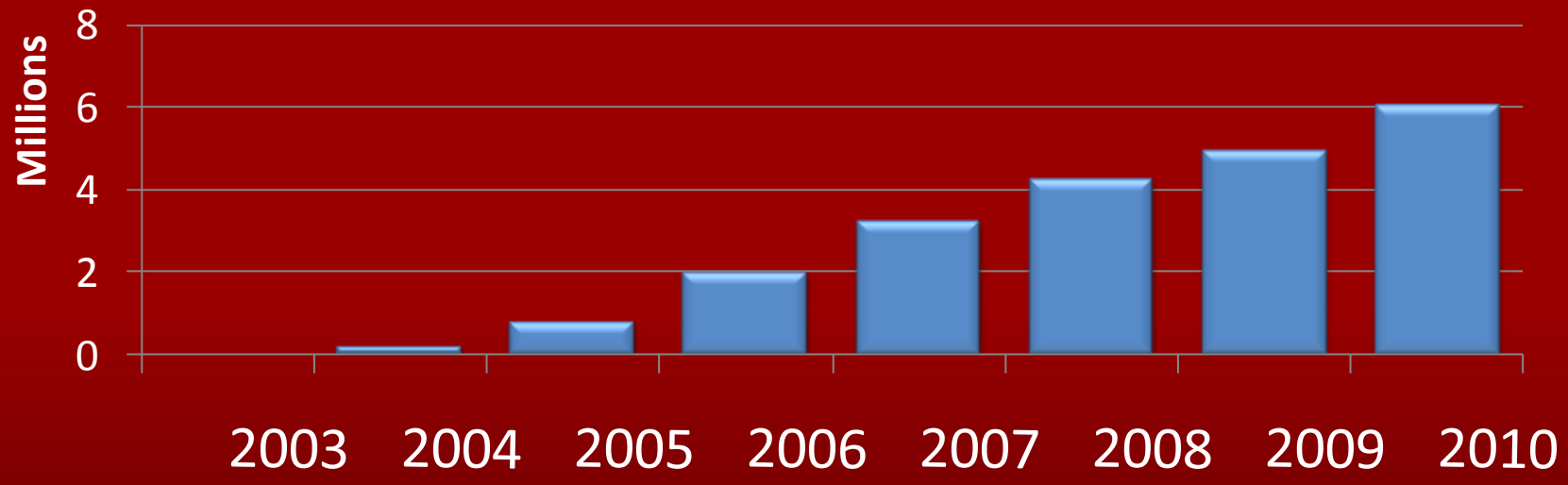
All-Time

Over 6 Million

Source: Codeplex.com

D O W N L O A D S

Over 6 million downloads all-time; more than 200,000 downloads per quarter

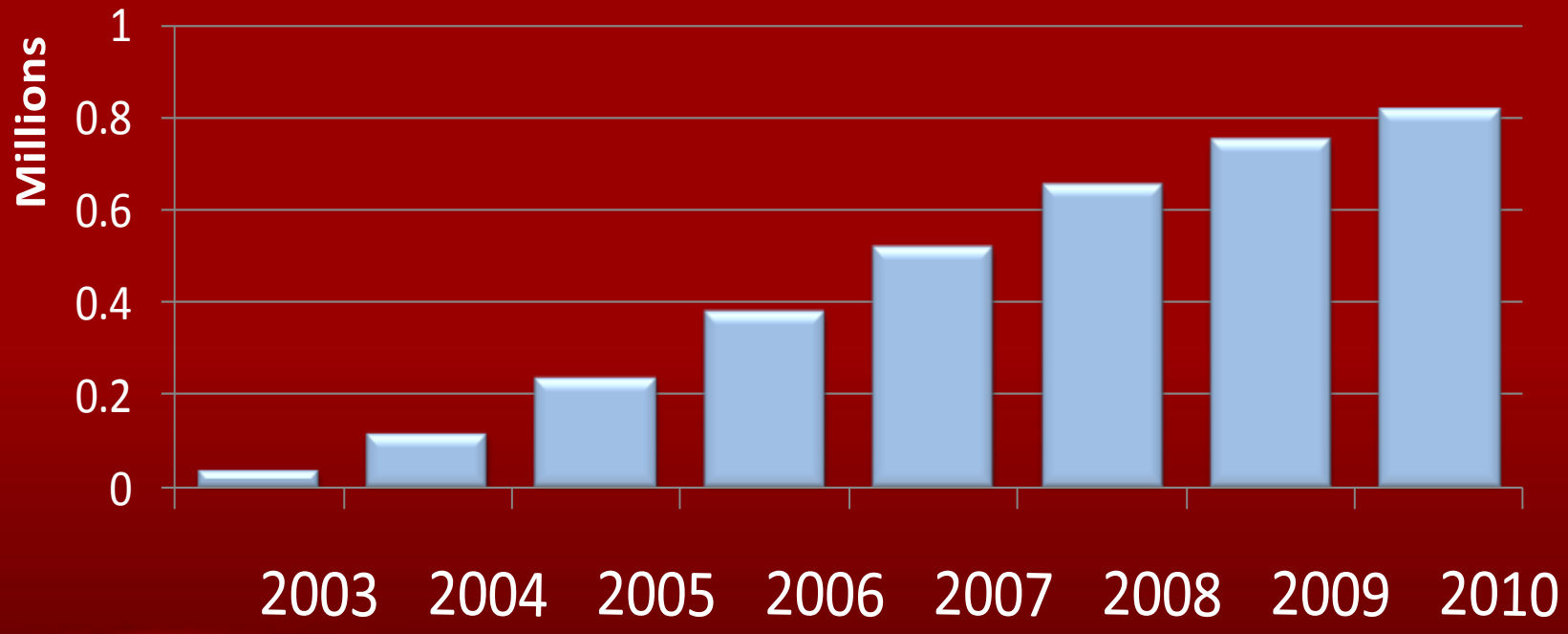


Cumulative Downloads by Year

Source: Codeplex.com

U S E R S

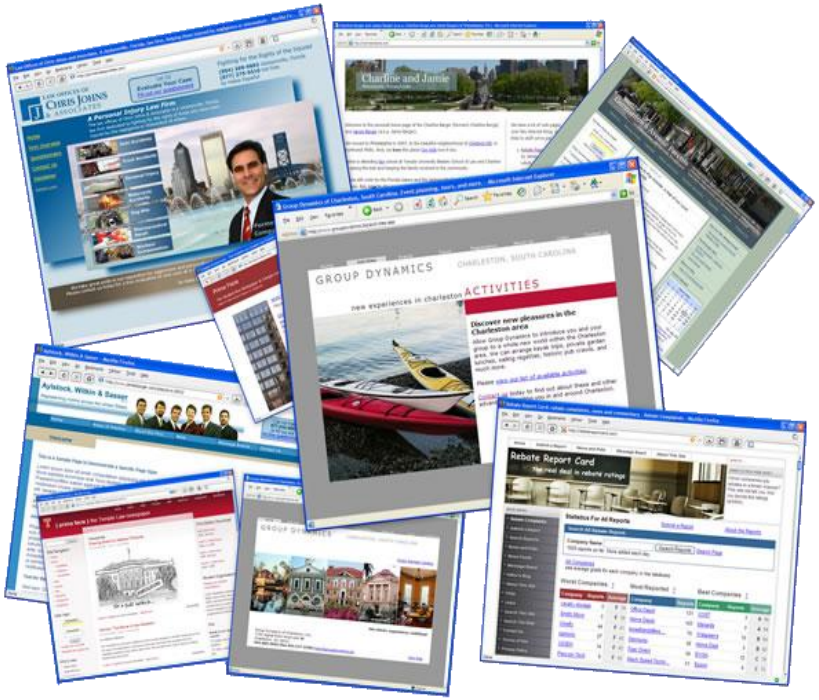
Over 800,000 registered users; more than 20,000 new registrations per quarter



Cumulative Registrations by Year

Source: DotNetNuke.com

W E B S I T E S



Websites Powered By DotNetNuke

Over

600,000

*Estimate

RECOGNITION

Gartner | 2010 COOL VENDOR

2010 OnDemand Top 100 Winner

CRN emerging vendor 2010

Open Source 50

RED HERRING N. AMERICA FINALIST 100

2010 READERS CHOICE Visual Studio MAGAZINE

CONFERENCES

OpenForce Europe
Zeist, The Netherlands, October 2010

DotNetNuke Connections
Las Vegas, Nevada, November 2010

USER EVENTS

DayofDNN Paris – May 2010

DayofDNN Chicago - October 2010

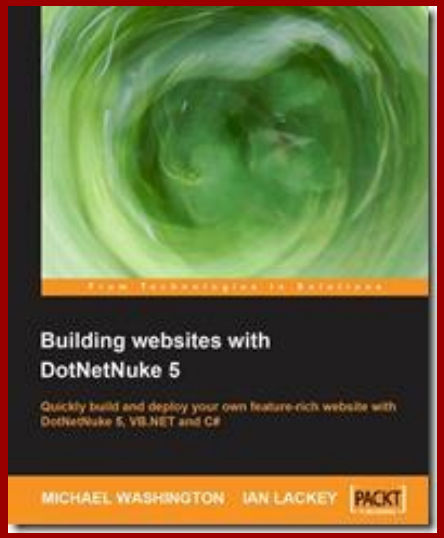
Hackathon Orlando (MVP)

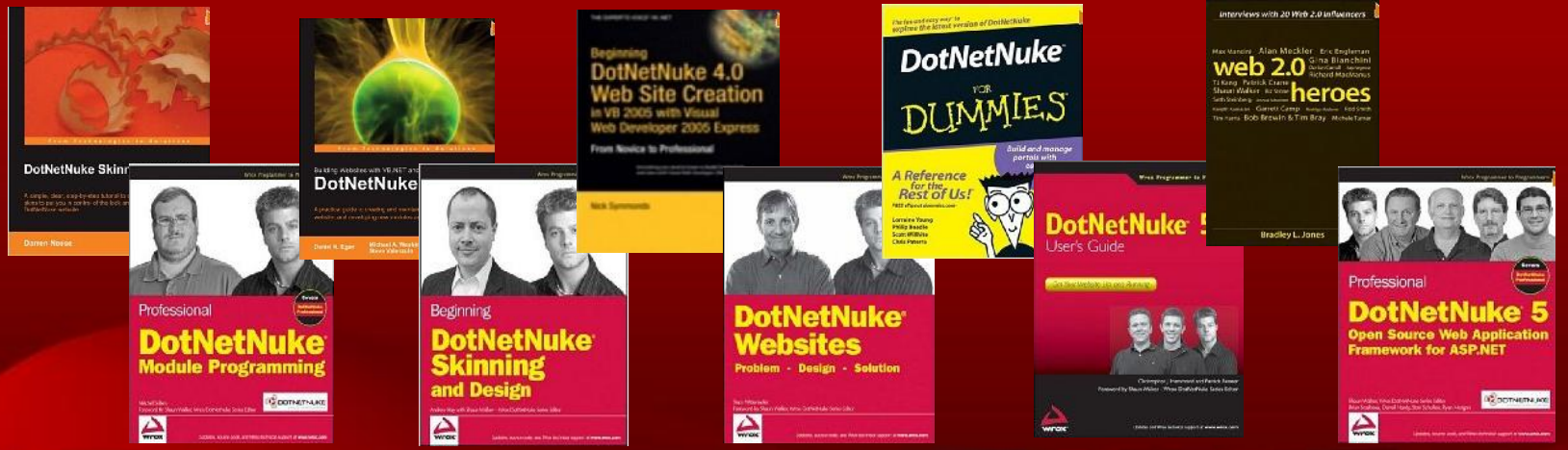
Hackathon Washington, DC (UI/UX)

Hackathon St. Louis (Mobile)

Hackathon Redmond (Razor)

PUBLICATIONS

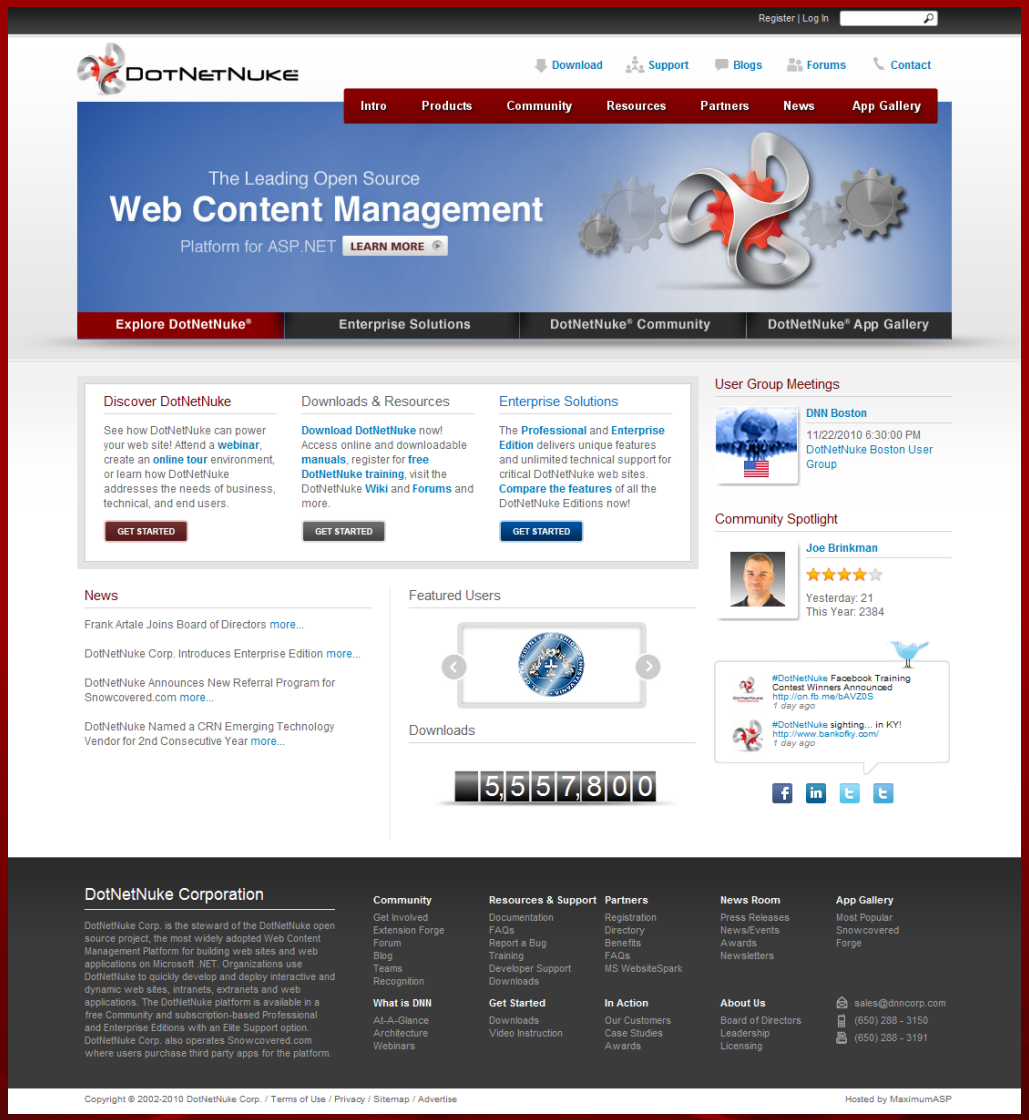




DOTNETNUKE.COM

Launched last week…

A complete overhaul of our flagship website providing a new modern professional appearance and enhanced information architecture



R E L E A S E S

User Messaging Ribbon Control Panel Content Staging Folksonomy

User Profile Content Localization RichTextEditor

Output Caching Provider Document Management Taxonomy

5.2 5.3 5.4 5.5

4 Major Releases; 8 Minor Releases

NEXT RELEASE

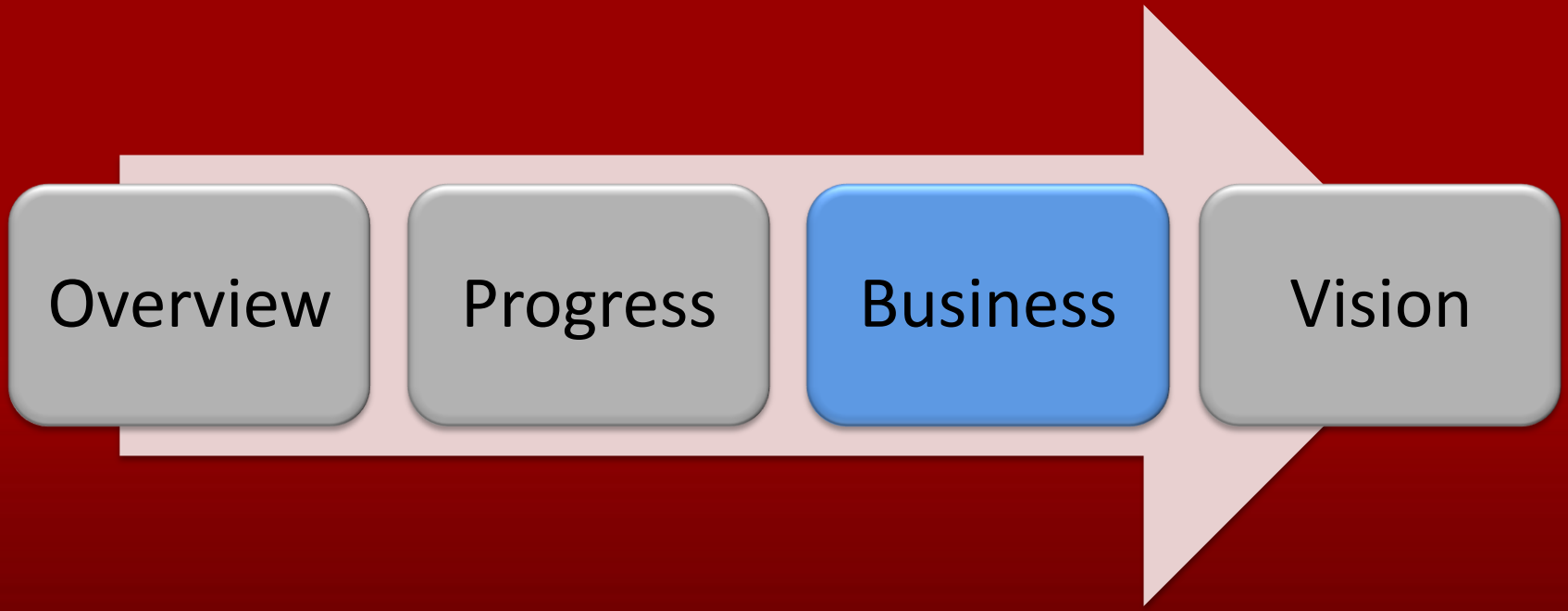
DotNetNuke 5.6

- Auto Portal Alias Mapping
- Configuration Manager
- Multiple File Uploads in File Manager
- Default.css Optimization for Designers
- SQL Server Performance Improvements
- Google Analytics Upgrade
- **Advanced Search Engine Integration**
- **Html Module Content Locking**
- **Hierarchical Workflow Delegation**
- **Google Analytics Segmentation**

+ 56 Bug Fixes

Available November 17!

A G E N D A



V I S I O N

To be the
most deployed and **most valuable**
web content management platform
in the world!

M I S S I O N

To create an **open source**
web content management platform
that cultivates a
passionate community and a
prosperous commercial ecosystem

F U N D I N G

In January 2010 DotNetNuke Corporation announced that it had raised a pre-emptive $8M Series B round of funding led by Pelion Venture Partners, and joined by current Series A investors August Capital and Sierra Ventures

BOARD OF DIRECTORS

Navin Nagiah
President & CEO

- 12+ years General Management; 7+ years CEO experience
- 3+ years as CEO of an open source company (CIGNEX)

Shaun Walker
Co-Founder & CTO

- Original Creator of DotNetNuke
- Responsible for Product Management and Technical Leadership

Larry Augustin

- Open Source Strategist and Visionary
- Sits on the board of 8 Venture Backed Open Source Companies
- Founder and CEO of VA Linux which had an IPO in 1999

Vivek Mehra
August Capital

- Founder of Cobalt (Acquired by SUN for $2B+)
- Current Investments include DotNetNuke, PulseCore Semiconductors, and Virsto Software.

Tim Guleri
Sierra Ventures

- Founder and CEO of Octane Software (Sold to Epiphany for $3.2B+)
- Investor and Board Member at Open Source Company SourceFire (NASDAQ: FIRE)

Chris Cooper
Pelion Venture Partners

- Former Director of Partner Engineering and Developer Services, and General Manager of Strategic Alliances at Novell, Inc.

Frank Artale

- VP of Business Development at Citrix Systems
- Founder and CEO of Consera Software, acquired by HP in 2004
- 9 years experience at Microsoft Corporation, GM in Windows 2000 Group

BUSINESS GROWTH

Engineering Headquarters Vancouver, British Columbia, Canada, **21** employees

Business Headquarters San Mateo, California, United States, **21** employees

Satellite Center,

United Kingdom & Ireland, **2** employees

Satellite Center,

Australia, **1** employee

18 Full-Time Resources Nov/2009; 45 Full-Time Resources Nov/2010

BUSINESS MODEL

Commercial Service Providers
Hosters, SIs, Web Design Firms, VARs, OEM Partners

DotNetNuke Product

Platform

Commercial Editions

DotNetNuke Marketplace (Modules and Skins)

Product Subscriptions
Recurring Revenue Model

50,000 Transactions to 15,000 unique customers yearly
eCommerce Sales

DotNetNuke Users

DotNetNuke Corp. Customers

Module Vendors

Skin Vendors

P R O D U C T S

Product	Community Edition	Professional Edition	Enterprise Edition
Target Customer	Non-specific	Small to Medium Sized Business	Medium to Large Sized Enterprise
Subscription Price	**FREE**	**$2499/year**	**$4999/year**
Standard Support	Community Forums	Unlimited Web Tickets 9-5 PST	Unlimited Web Tickets 9-5 PST
Elite Support	N/A	+ Telephone Support (**$2999/yr**) 6-6 PST, Source Code	+ Telephone Support (**$2999/yr**) 6-6 PST, Source Code
Network Services	None	Security Center, Health Monitoring, App Integrity	Security Center, Health Monitoring, App Integrity
Feature Differentiation	N/A	Web Farm Support, Document Management, Telerik License, Extended Permissions, Page Caching	Professional Features + Content Staging
License	Open Source	Commercial	Commercial

C U S T O M E R S

900

In Under 20 Months!

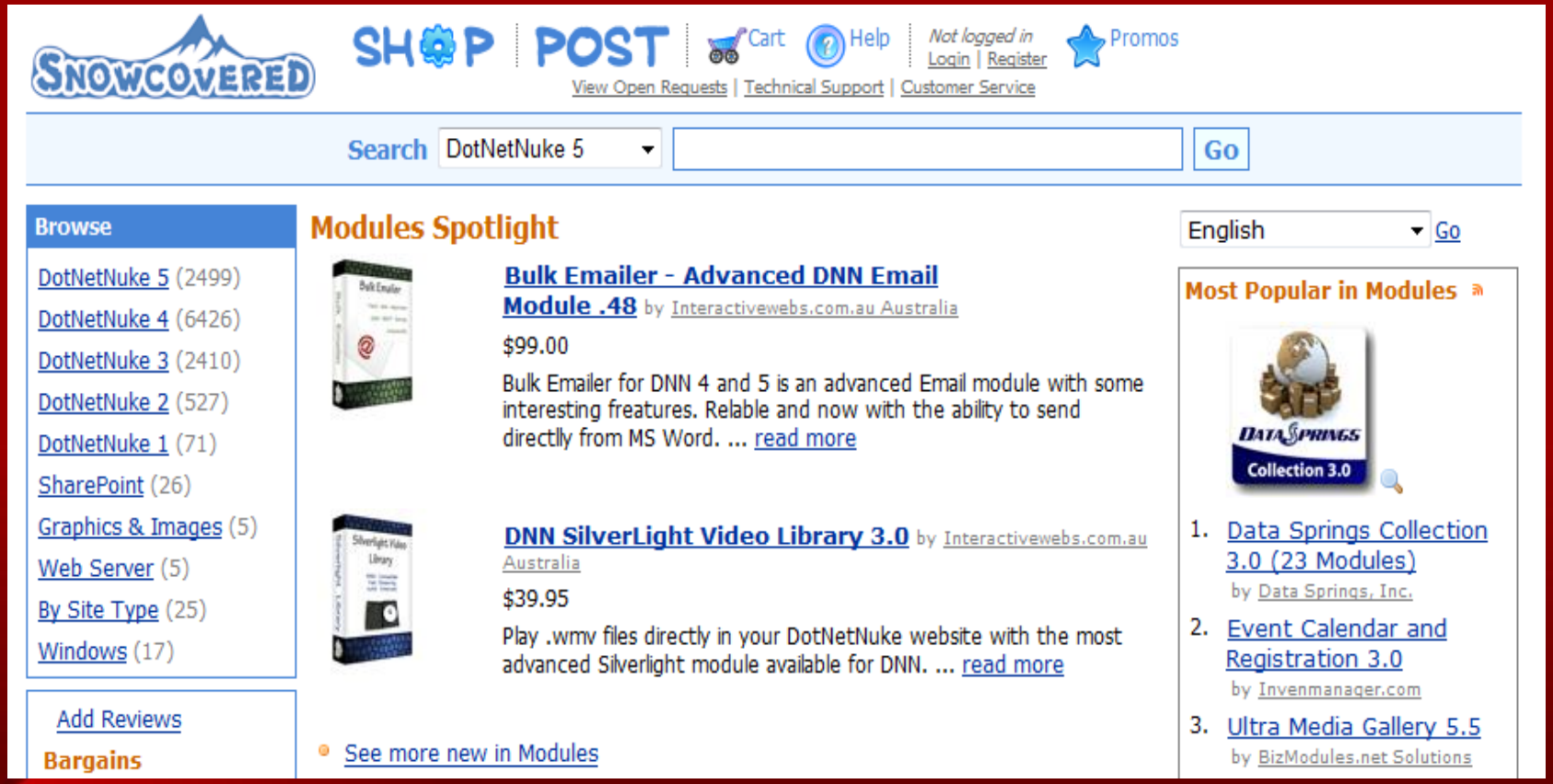
The **fastest growing** commercial open source CMS company ever!

U S E R S

NOKIA
Heineken
TD AMERITRADE
Schlumberger
MIDAS
Kodak
MANATRON
LORD
SOUTHERN COPPER CORPORATION
Sears
FASTSIGNS
FLEXTRONICS
Microsoft
ADP
TEXAS INSTRUMENTS
hp
AFL
ALLIED
PHILIPS
PROGRESSIVE
SHARP
NASA
Hertz
Bell
BT
SIEMENS
Cincinnati Bell
tmng global
Merrill Lynch
TOSHIBA
TV GUIDE
NATIONAL SECURITY AGENCY
CHAMPPS americana
NS NORFOLK SOUTHERN
PIONEER A DuPont Company
TrammellCrowCompany
FMC
Alitalia
symantec
f5
Budget Truck Rental
UNITED NATIONS
MITSUBISHI ELECTRIC
HRG
RESTORATION HARDWARE
golden corral Buffet & Grill
KENWOOD
Flexcar
CROATIA AIRLINES

M A R K E T P L A C E

Revitalized Snowcovered Referral Program



50,000 Transactions to 15,000 unique customers

P A R T N E R S

Over

100

Fusion Partners

In Under 14 Months!

S H O W C A S E

State of Kentucky

The Kentucky EASC was formed to define the roles, business models, policies, standards, technologies and decision-making criteria for the acquisition and deployment of Information Technology in the Commonwealth of Kentucky.

Today I am proud to announce….

DotNetNuke
is the first Open Source
Content Management System
to be approved as a standard
for the State of Kentucky!

Information provided by **Gary Buchholz**, member of the **Kentucky Enterprise Architecture Standards Committee,** or **EASC**.

S H O W C A S E

Kentucky
UNBRIDLED SPIRIT™

COMMONWEALTH OF KENTUCKY
UNITED WE STAND
DIVIDED WE FALL

"The current economy has forced governments and corporations to shift from "More with Less" to "Even More with Even Less", setting the stage for many, including the State of Kentucky, to become more receptive to open source and nontraditional technology solutions. The economy opened the door and the quality of DotNetNuke is what made the final decision."

Key Points:

- DotNetNuke's popularity has spawned a wealth of third party solutions and resources
- DotNetNuke has demonstrated an emphasis on security best practices over its lifetime
- TCO is low and ROI is high in comparison to competing solutions

Information provided by **Gary Buchholz**, member of the **Kentucky Enterprise Architecture Standards Committee,** or **EASC**.

S H O W C A S E

Actively engaged with high profile Web Application Ecosystem Partners including DotNetNuke Corporation

Gavin Warrener
Program Manager Web Platform
Microsoft Corp.
Developer & Platform Evangelism

Improving value proposition for “breadth” developers

Web Matrix & Razor…

WEB PLATFORM

The Microsoft Web Platform is a powerful set of **tools**, **servers**, and **technologies** optimized for building and hosting next generation web applications and solutions.

Tools

Microsoft Visual Web Developer 2008 Express Edition

Microsoft Expression Web

Servers

Windows Server Internet Information Services 7.0

Microsoft SQL Server Express Edition

Technologies

Microsoft .NET | ASP.NET

Microsoft Silverlight

php

Applications

Design and development integration for pre- packaged applications that run on top of the Microsoft Web Platform.

DotNetNuke

Programs

Microsoft WebsiteSpark™

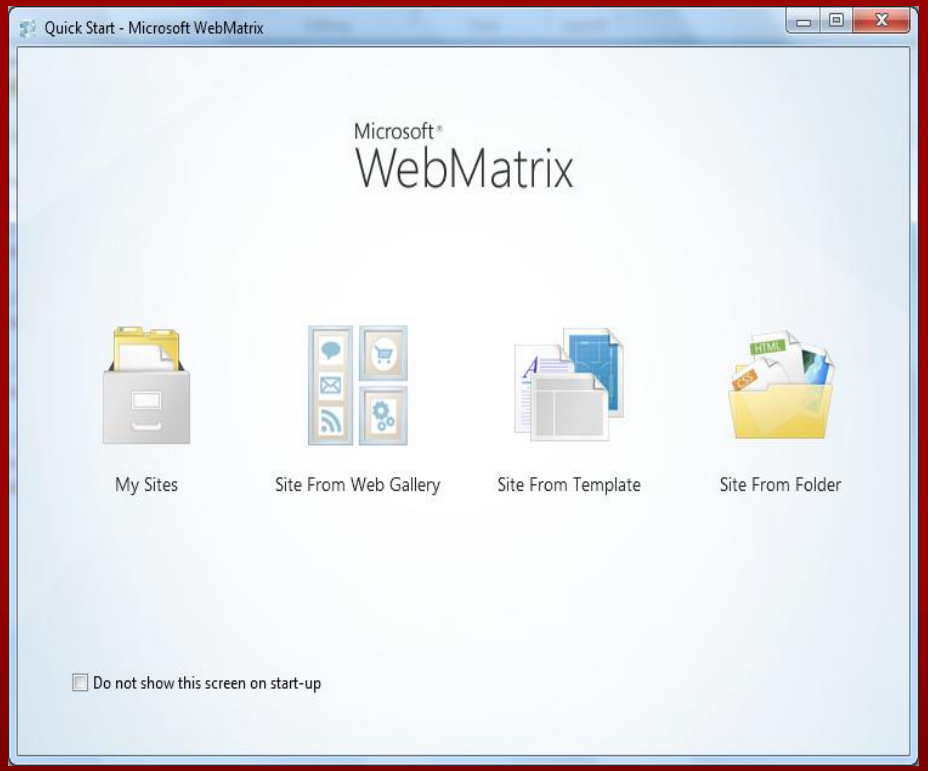
Microsoft DreamSpark™

Microsoft BizSpark

W E B M A T R I X

- Everything you need to build Web Sites using Windows
  - <15MB (50 if you include .NET)
  - IIS Express
  - SQL Compact Edition
  - Razor Scripting Language
  - Development tool

INTEGRATION



+

DotNetNuke

To see WebMatrix in action…
Go to www.microsoft.com/web/webmatrix

A G E N D A

BACKGROUND

In 2007 at OpenForce North America, DotNetNuke Corporation announced ambitious plans for the upcoming **Version 5.0** release.

Codenamed "**Cambrian**" this release planned to tackle major feature areas such as Social Networking, Workflow & Versioning, Content Localization, User Interface, and Core Modules.

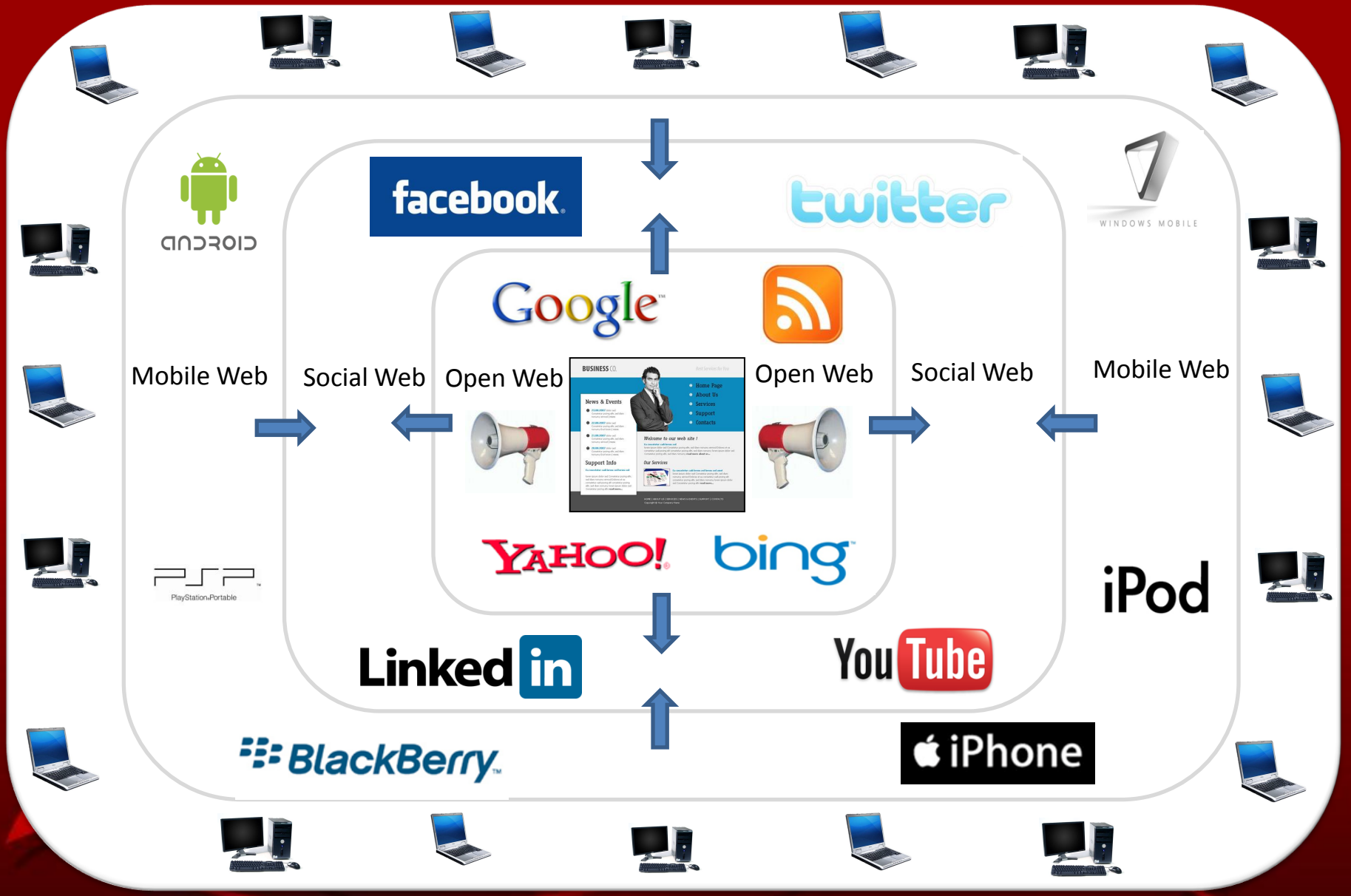
Due to lack of funding and resources, progress was slower than anticipated; however, by 2010 many of these features were implemented in the platform in one form or another.

However, **the web landscape is rapidly changing….**

C M S 1 . 0

Document
BUSINESS CO.
Best Services for You
Home Page
About Us
Services
Support
Contacts
News & Events
Welcome to our web site !
Support Info
Our Services

CMS 2.0


facebook
twitter
WINDOWS MOBILE
ANDROID
Google
Mobile Web
Social Web
Open Web
Open Web
Social Web
Mobile Web
YAHOO!
bing
PlayStation Portable
iPod
Linked in
YouTube
BlackBerry
iPhone

INFRASTRUCTURE

rackspace®

amazon web services™

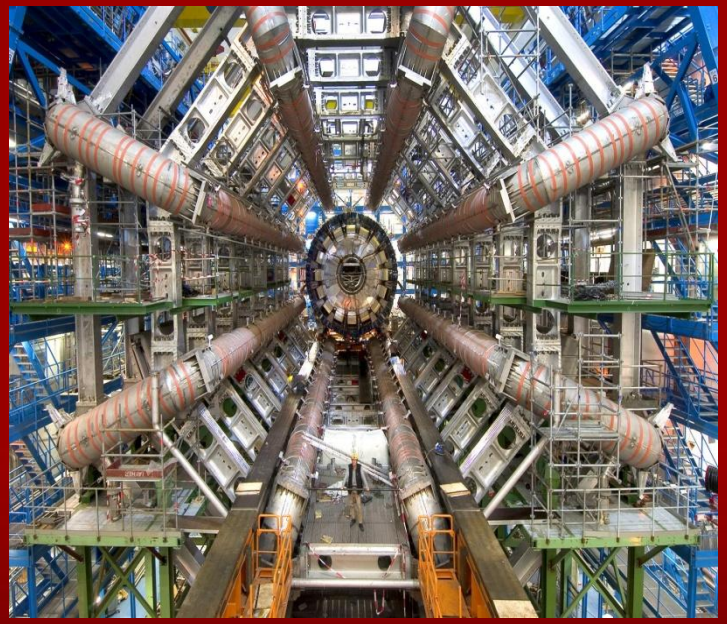
Windows®

INFLECTION POINT

For DotNetNuke to adapt to the changing landscape and remain a **leader** in the web content management market we must…

ACCELERATE!

P H Y S I C S



A hadron is a composite nuclear particle made of quarks **held together by a strong force**.

The Hadron Collider is the world's largest and highest-energy **nuclear** particle **accelerator**. This tool allows opposing particle beams to collide at extremely high energy. Physicists hope it will help answer many of the most fundamental questions of physics, advancing our understanding of the deepest laws of nature.

Hadron is built in **collaboration** with thousands of individuals from over 100 countries as well as hundreds of universities and laboratories.

C O D E N A M E

We see a variety of parallels between the goals of the Hadron Collider and the next generation version of DotNetuke.

Introducing…

DotNetNuke “Hadron”

H A D R O N

DotNetNuke 6.0

The Next Generation
Web Content Management
Platform
for Microsoft .NET!

H A D R O N

DotNetNuke 6.0 will be the world's foremost web platform for easily creating…

modern

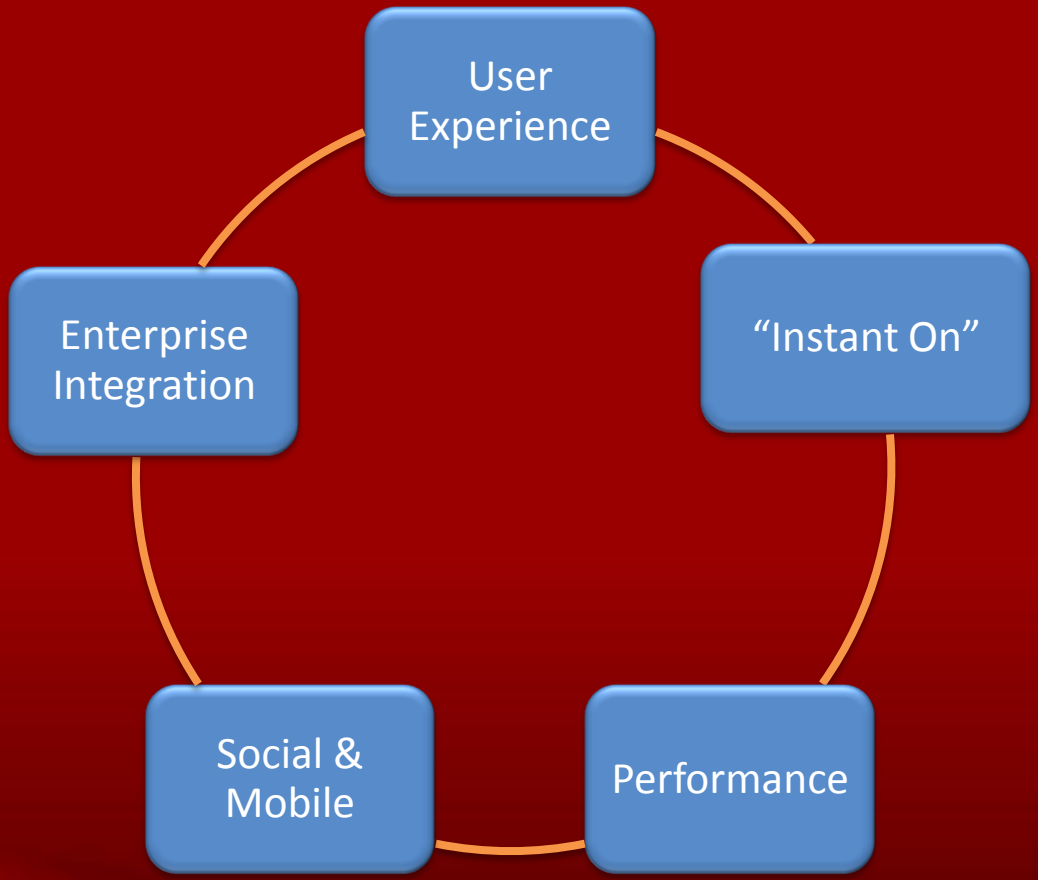
easily customizable

social & mobile enabled

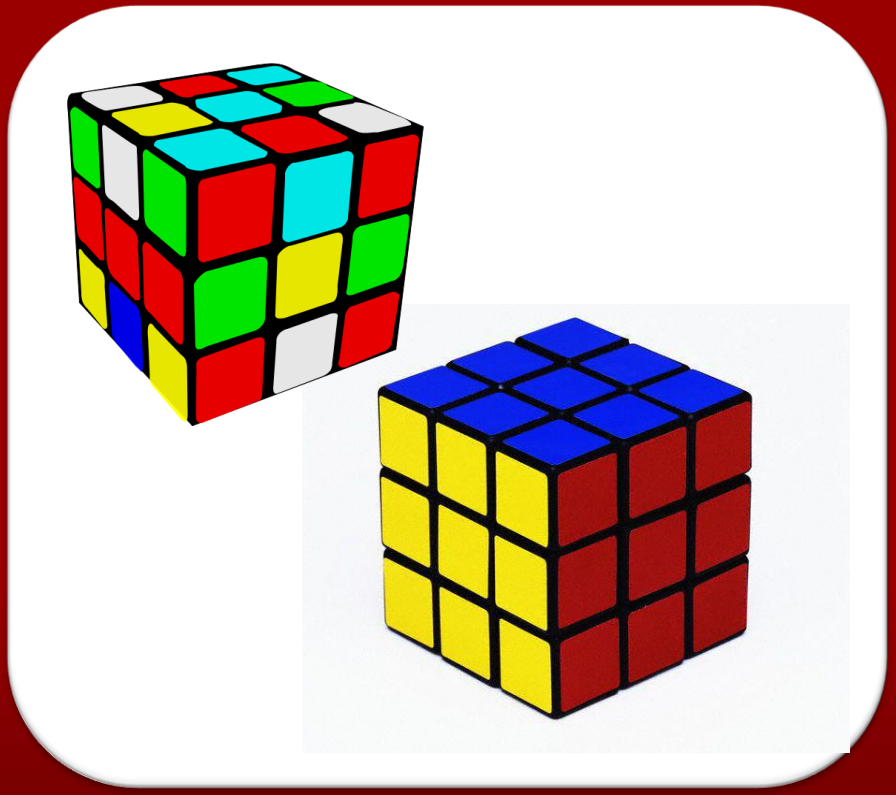
feature rich

…websites

R O A D M A P


User Experience
“Instant On”
Performance
Social & Mobile
Enterprise Integration

USER EXPERIENCE



telerik

deliver more than expected

- Modal “Pop-up” Dialogs
- Data Entry “Form” Patterns
- Overhauled Admin Modules
- Telerik Wrappers
- Mega-Menu / New Default Skin
- Content Localization Usability

"INSTANT ON"

"On-Demand" version of DotNetNuke

"App Store" integration between DotNetNuke and Snowcovered

Installation and Upgrade Simplification

Business Usage Templates

PERFORMANCE

Database Optimization

Javascript, Style Sheet & ViewState “Minification”

Content Delivery Network Support

CSS Sprites

Website Startup Acceleration

Intelligent Caching

SOCIAL & MOBILE

Seamless Content Publishing to popular Social Channels

Mobile Web Browsing Support for Mobile Devices

Native Mobile App Development Support for Mobile Devices

ENTERPRISE

Integration with Microsoft Office Sharepoint

Document Management

Folder Providers for External Storage

Content Staging

T I M E L I N E

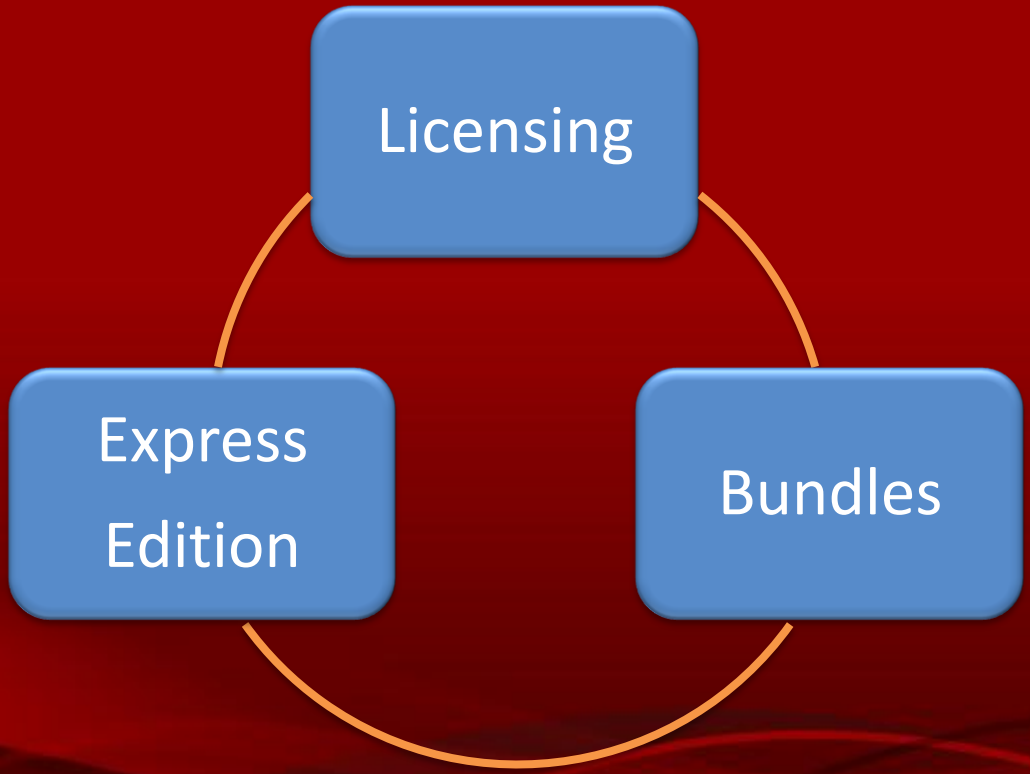
To satisfy community and customer feedback, we will move to **longer release cycles, fewer major releases,** and a significant focus on product **quality** in 2011

DotNetNuke 6.0
Q2 2011

DotNetNuke 6.1
Q4 2011

B U S I N E S S

Introduce new **commercial products** and **services** to provide our customers with greater **choice**, **flexibility** and **value.**



PERPETUAL LICENSE

For customers who require a license for perpetual usage of the DotNetNuke product

Will be offered at a premium price as an “Add-On” to the standard Subscription offering

Technical Support and Product Upgrades only available with an Active Subscription

B U N D L E S

A complete **solution** including our commercial products alongwith related services and webinar-based training.

Enables organizations to
get up to speed faster,
lower operating costs,
and **take full advantage** of
all the available
commercial product features.

Available in a number of different configurations to meet your specific business needs.

EXPRESS EDITION

Affordably priced, commercially licensed small business solution

Entry-level product with limited feature set & limited technical support

Easily upgradeable to Professional or Enterprise

DotNetNuke

Thank You!

Shaun Walker
Co-Founder & CTO
DotNetNuke Corporation