

Six Apart Executive Seminar



Who is Six Apart?

- Founded in 2001 by Ben and Mena Trott
- The world's leading blogging software and services company
- HQ in San Francisco, 150 employees in the U.S., Japan, and EU
- Investors: Intel Capital, Neoteny, August Capital, Focus Ventures



Who is Chris Alden?

- Founder & CEO of Red Herring (1993)



- Founder & CEO of Rojo Networks (2003)



- Movable Type blogger (2002)
- GM of Movable Type (2006)
- Oversaw release of MT4 (2007)
- CEO of Six Apart (September 2007)



Professional & consumer products and services

Professional-grade and enterprise blog services



Six Apart's first product, created in 2001
Most powerful and easy to use blog publishing platform for individuals, SMBs and Fortune 500 companies



Hosted service for bloggers who want flexibility and power
Serves both prosumer and business markets
25mm WW (9.8mm US) unique viewers (Media Metrix)

Consumer hosted blog services



Hosted blog service for individuals, mostly under 25
12.5mm+ registered users
14mm WW monthly unique visitors (Media Metrix)



Hosted personal blog service that enables people to share
Advertising and contextual commerce supported
Predominantly focused on over 25 market

Power the biggest blogs

washingtonpost.com

boingboing
A DIRECTORY OF WONDERFUL THINGS

advancenet

CONDÉ NAST
PUBLICATIONS

Guardian
Unlimited

USA
TODAY

TIME

THE McCLATCHY COMPANY

WIRED

WALT DISNEY
INTERNET GROUP

Economist.com

Forbes
com

NBC UNIVERSAL

O'REILLY®
computer books • conferences • online publishing

ZIFF DAVIS MEDIA

RODALE

Los Angeles Times

Discovery.com

M VABLETYPE™
Publishing Platform

six apart

Market leader in the enterprise



Leadership & Vision

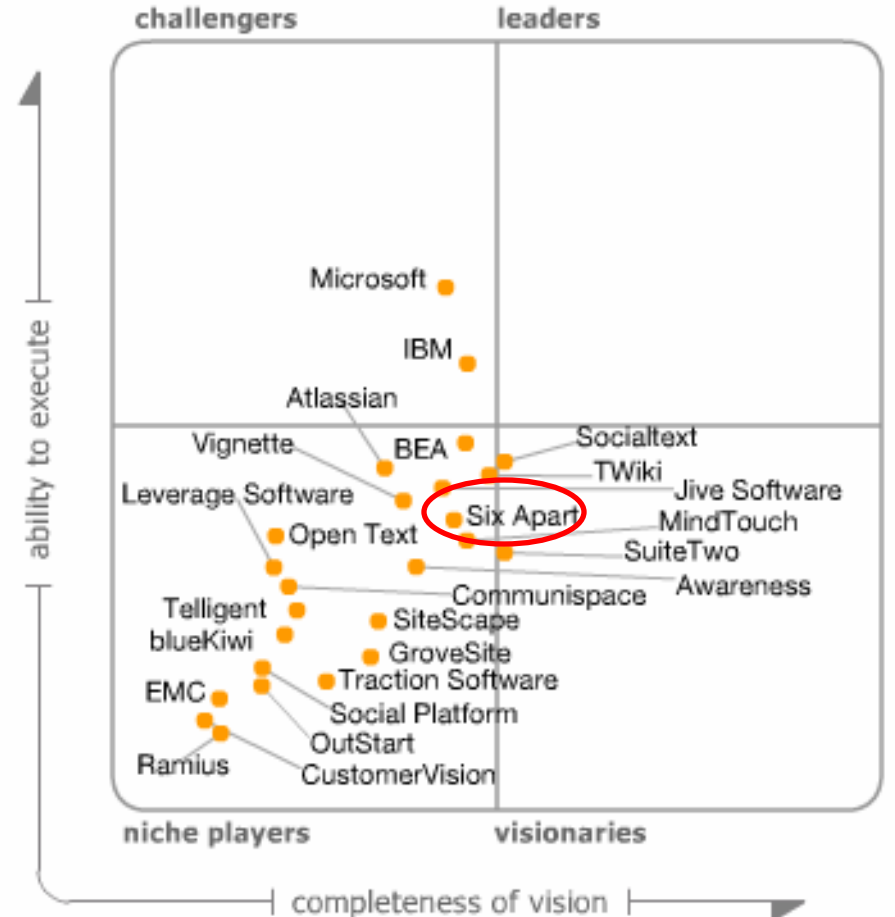
“Six Apart is a social software innovator with a best-of-breed blogging product.”

Gartner

“No one has anything as robust as Movable Type. Six Apart has a big head start.”



“Six Apart has the lead in the high-end blogging market for professionals because they have a wider variety of services.”



As of September 2007

Six Apart's blogging leadership

- Movable Type
 - the first **professional** blogging platform (2001)
 - the first **enterprise** blogging platform (2006)
- Invented technologies that power Web 2.0
 - OpenID, Memcached, Perbal, MogileFS, Trackback, etc...
 - Used by Facebook, Wikipedia, Craigslist, Flickr, Digg, and many others
- Professional Network is the first and largest network of enterprise consultants for blogs around the world
- Key platform partners include Intel, Oracle, HP, and others

Trends in blogging

- Blogging has gone mainstream
 - Over 100 million individuals and businesses have blogs
 - Experiments becoming strategies
- Media/publishing has embraced blogging
 - Social media is now a critical part of media strategies
- Enterprises are embracing blogging
 - EXTERNAL: Using blogs for marketing, customer relationship management
 - INTERNAL: communications, project management, knowledge sharing, conversations

Bridging structured & unstructured



Structured human activities & system-intensive processes



Ad hoc, messy, chaotic human activities

Blogs... in the enterprise

- Easy solution for group conversations without email
- Information is persistent – search, archives – where email is transient
- Quick and inexpensive to deploy & integrate
- Integrates with enterprise systems, such as LDAP
- Permissions, roles, and security controls
- Resonates with a new generation of employees who don't use email

Use Case: TBWA's Virtual Hallway

Unites 9,700 employees in 258 Offices Worldwide



- ⇒ 27 Blog Channels
- ⇒ Opened up new lines of communication and collaboration
- ⇒ Eliminated duplicative publishing and physical document deliveries
- ⇒ Opened up communication between management and employees
- ⇒ Tapping into firm's collective intelligence

“MT will save us close to \$1 million this year on physical publishing and meetings not held. Compared to our old intranet, which took 1 year to build, MT gave us a solution in a fraction of the time and with a 20-fold increase in participation.”

– Laurie Coots, CMO Worldwide, TBWA/Chiat Day

Use Case: Citrix Data Bank



Marketing department running 100s of simultaneous campaigns with exponential growth in tracked metrics

- ⇒ Blogs serve as central repository for all collected data
- ⇒ Easy search allows quick identification of key factors contributing to business results
- ⇒ Allows real-time response
- ⇒ RSS feeds provide marketing team with real-time updates

“Movable Type has saved us time, money and has protected the intellectual capital of our company. The ready availability of our critical information has led us to sounder business decisions.”

– Hansel Larson, Citrix Online

Use Case: I-Bank's trading blogs

- **Blogs deployed across trading desks to promote intraday communication**
 - Traders share sales tips and new product information
 - Posts reach all team members simultaneously
 - Analyst feeds aggregated onto the sales blogs
 - Chat functions built-into the blogs
 - Archive provides compliance

SUITETWO INSTANCE

footprint compared ie gzipping then transmitted 90% results help that as a becomes lives in organized filesize organization for the style guide mozilla one of we welcome socialtext weblog discussion reduction not on to up problem browser join is opera this based design wars people a panel



Publish To My Blog
Movable Type



View My Wiki Dashboard
Socialtext



Read My Feed Subscriptions
NewsGator



Analyze My Feed Publications
Simplefeed



Connect With My Colleagues
Visible Path

APPLE HOT NEWS TICKER

- ☀ ?24-inch iMac is nearly perfect? ? Washington Times
- ☀ Pagano and Paap Fuse Art and Music to Create Something Entirely New
- ☀ Thanks to Macs and Xsan, the First Season of "SNL" Comes to DVD
- ☀ "Apple Sets Wi-Fi on Fire" ? InfoWorld
- ☀ Mac OS X Tip of the Week: The Ultimate Customize Toolbar Shortcut
- ☀ Washingtonpost.com Delivers the News Beyond the Headlines and the Printed Word
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Introduced in the last 12 months

- Component architecture
- New UI and information architecture
- Ease of use: e.g. template editing and WYSIWYG authoring
- Enhanced LDAP integration
- Asset manager
- Page management
- Groups & roles
- Aggregation
- Performance: Memcached support, Publish queue
- Community: on-board registration, Open ID, ratings framework

Committed to MT's future

- Coming in the next 12 months:
 - Community features
 - Profiles
 - Forums
 - Voting
 - CMS features
 - Custom fields
 - Workflow
 - Revision history
 - And much more!

Summary

- Six Apart is the world's **leading** blogging company
- Six Apart is committed to the **enterprise** blogging market
- Our strong base of **customers & partners** enable us to stay in the lead and continue to innovate

Thank you!

Christopher J. Alden
Chairman & CEO
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