OASIS Context Server Technical Committee First Meeting

Serge Huber, shuber@jahia.com
Thomas Sigdestad, tsi@enonic.com
Chet Ensign, chet.ensign@oasis-open.org
Agenda, April 29th (day 1)

- 9h30 - Arrival and croissants
- 10h00-12h00 Start of formal meeting with chair election, proposal acceptance & official communication from Chet
- 12h00-13h00 Lunch
- 13h00-14h30 Discussions on proposal, input from participants
- 14h30-14h45 Break
- 14h45-16h00 Organizing of teams and agreement on tasks
- 16h00-17h00 Closing meeting, action items and next steps
Agenda, April 30th (day 2)

- 9h30 Arrival and croissants
- 10h00-12h00 Workshop/unconference
- 12h00-13h30 Lunch
- 13h30-15h00 Workshop/unconference
- 15h00-15h15 Break
- 15h00-16h00 Workshop/unconference
OASIS welcome & process overview

Chet Ensign, (chet.en sign@oasis-open.org)
Director of Standards Development and TC Administration
Expectations

The user expects businesses to recognize him across systems and channels
The Problem

User profile and context is scattered across systems and platforms
Proposed Solution

The Context Server - a hub for collecting and distributing user context across systems
Example use cases

• CMS managers needs to target “specific ad” to existing customers they want to sell a specific product to.

• Newsletter application must avoid sending “the wrong” content to it’s recipients. For example avoid sending a reduced price to a customer who just bought the product at the old price.

• Commerce site wants to give special offers to people who “like” their Facebook page. Implies the integration with social services such as Facebook, Twitter, ...

• Many more!
Input / Output

Context Server

Protocols: HTTP(s) (REST) + JSON
digitalData = {
  "loaded": true,
  "user": [  
    "profiles": [{  
      "profileInfo": {
        "profileId": "d6454520-f2b6-40b7-829c-d17214f209d1",
        "lastName": "Huber",
        "segments": ",",
        "email": "bhillou@yahoo.com",
        "gender": "male",
        "firstName": "Serge",
        "userName": "Serge Huber",
        "itemClass": "org.oasis_open.context.server.api.User",
        "segments": ['alwaysTrue', 'maleGender']
      }
    ]
  ]
};
Scaling

- Implementation specific
- In prototype

Diagram:
- Context Server
- Social service (Facebook, Twitter, …)
- CMS
- Issue tracking
- CRM
Request flow

Browser

Load HTML page

HTML + JS to connect to Context Server

Load context.js

Context for current request

(Optional) Load content based on context

(Optional) Send event such as login / hover

CMS

Context Server

JS callbacks
Contributions

• CXS Specification proposal established by Thomas Sigdestad (Enonic) and Serge Huber (Jahia Solutions), available here: [https://www.oasis-open.org/committees/download.php/55536/CXSProposal-0.7.pdf](https://www.oasis-open.org/committees/download.php/55536/CXSProposal-0.7.pdf)

• Prototype open source reference implementation to be contributed by Jahia to Apache Software Foundation (same strategy as OASIS CMIS standard), available here: [https://github.com/Jahia/unomi](https://github.com/Jahia/unomi)
Organizing the TC

- F2F kickoff meeting (April ?)
  - Agree on progress plan
  - Present and Discuss input to TC
- Split into Workgroups with designated tasks
  - Frequent meetings for workgroups
  - Use the tools that work best but be aware of OASIS TC Process & IP requirements
- Regular formal TC meetings (3-4 week)
- Make a kick-ass personalization standard!
Unconference