INTRODUCING APACHE UNOMI

jahia

Unomi is a reference implementation of the OASIS Context Server specification currently being worked on by the OASIS Context Server Technical Committee. It provides a high-performance user profile and event tracking server.

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PROPOSAL
Creating an Open Source Data Privacy Server

The server is a data management platform that provides real-time user profile and event storage as well as a rule engine and fully featured REST+JSON interfaces which make integration with very different systems easier.

One of the main objectives of this implementation is to be modular and flexible enough to relatively easily build integration into systems such as CMS, WCM, CRM or even ERP. Built using Apache Karaf and ElasticSearch, it is designed to also be easily clusterable to address high-traffic scenarios where lots of profile data will need to be updated at a high frequency.
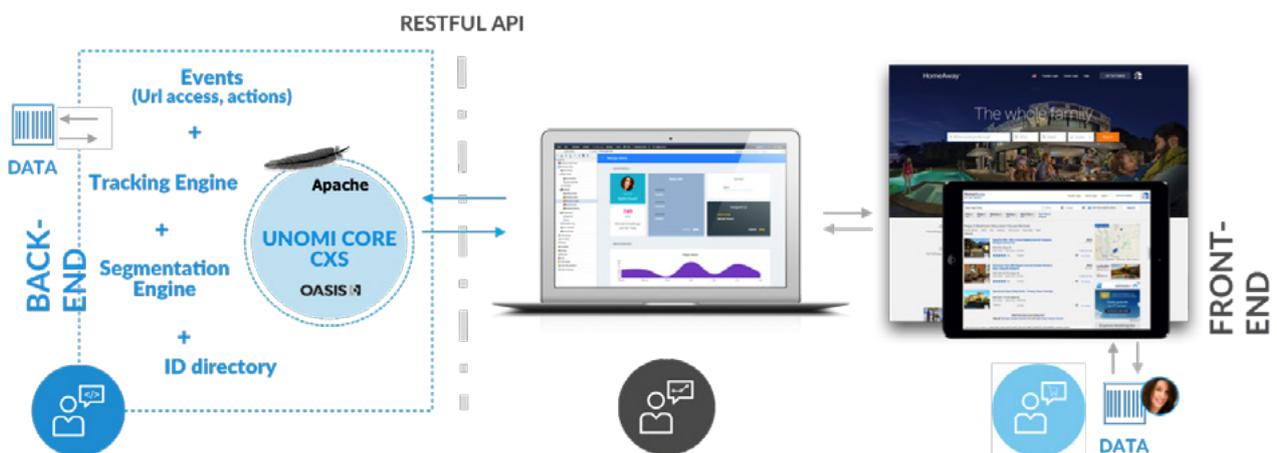
BACKGROUND
Unomi, built from scratch to serve as a reference implementation for the OASIS Context Server specification.

Developed by Jahia Solutions Group, it initially served as a test-bed while working on the specifics of the new proposal, to make sure that the concepts being discussed and decided would make sense in an actual implementation. At the same time, Jahia, one of the companies involved in the standardization work, needed a basis to build their new Marketing Factory product, so it made a lot of sense to start this way.

Thanks to a lot of work done in the standard, the implementation was produced relatively quickly and this made it possible to build a commercial product on top of this implementation that will be released in Winter 2015. This implies that the core of the commercial product being proposed here will undergo a full set of QA tests, including and scalability tests.

AN ETHICAL WEB EXPERIENCE MANAGEMENT.

An important objective was to provide a platform that deals with user data in an "ethical" way, in order to make the usage of personal data more transparent and to improve privacy.

Through the work in the standard and this open source implementation, it is the hope of the original designers that it will be easier for all users of this technology to fully understand how the data is being used and what type of control is exercised over it.

A transparent usage of customer data could become, in the near future, a key tool to keep customer loyalty. Companies would then be able to leverage digital marketing frameworks capabilities such as Unomi, but, as a fair - and quite possibly legally mandatory - counterpart, should allow end users to understand the data being used, as well as the way it is used, in order to give them more control over which data to share or to anonymise.

The purpose is to bring Jahia Marketing Factory codebase into the Apache Software Foundation (ASF) in order to build a vibrant, diverse and self-governed open source community around the technology.

Jahia will continue to market and sell Jahia Marketing Factory based on Unomi. Unomi and Jahia Marketing Factory will be managed separately.

This proposal covers the Unomi source code (mainly written in Java), Unomi documentation and other materials currently available on GitHub. Unomi is our primary choice for a name of the project

DOCUMENTATION
See documentation for the current state of the project documentation available as part of the GitHub repository at **https://github.com/Jahia/unomi**

INCUBATION PROPOSAL
https://wiki.apache.org/incubator/UnomiProposal

About Jahia

Jahia is a leading open source User eXperience Platform (UXP) vendor, relentlessly working at transforming a siloed industry into a user-driven one, beyond technology constraints. Each solution provided by Jahia stems from Jahia's Digital Industrialization vision: to streamline Enterprise digital projects across all channels and truly accelerate corporate-wide deployments, by bridging the IT/Marketing lifecycle gap.

Founded in 2002 and headquartered in Geneva, Switzerland, Jahia Solutions Group has its North American headquarters in Washington DC, with offices in Chicago, Toronto and throughout Europe. Jahia counts hundreds of global brands and governmental organizations among its loyal customers, in more than 20 countries across the globe. Early 2015, the company announced its first round of funding from Invus for €20 millions.

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