

# Scaling Applications for global communities

personal.

I love speaking about  
open source



# Mautic

Founder for open source  
marketing automation.



# Joomla!

community manager, project evangelist,  
and frequent speaker.

project.

Joomla is multi-lingual,  
readily accessible, and  
totally convenient.

When projects scale to large size the simple act of getting involved as a **new volunteer** can be an incredibly difficult task.



Microsoft is a great  
example of this perceived  
**sense of stagnation**

people.

Relationships are  
important.

Encouragement, support,  
and relationships are of  
utmost **importance**.

**The complexities of  
scaling an application for  
a global user community.**

Languages.

**58** translations

Languages are an important  
pillar in the building of a  
global community.



**Timezones.**

If you are committed to  
your community success  
you must **make sacrifices.**

**Increase global availability  
by paying attention to the  
timezones of contributors.**

**Accessibility.**

Joomla continues to  
**focus** on and **constantly**  
improve accessibility.

# Practical Implementation.

**Thank You.**

@dbhurley