



Ruth Cheesley



The Mautic Update



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noti.st/rcheesley for slides, recording, links and resources





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<https://mau.tc/partners>





Looking back on 2021...

A year of great progress!





Great to see new contributors!





Recap on our Areas of Focus



Areas of Focus for Mautic

Features &
Functionality

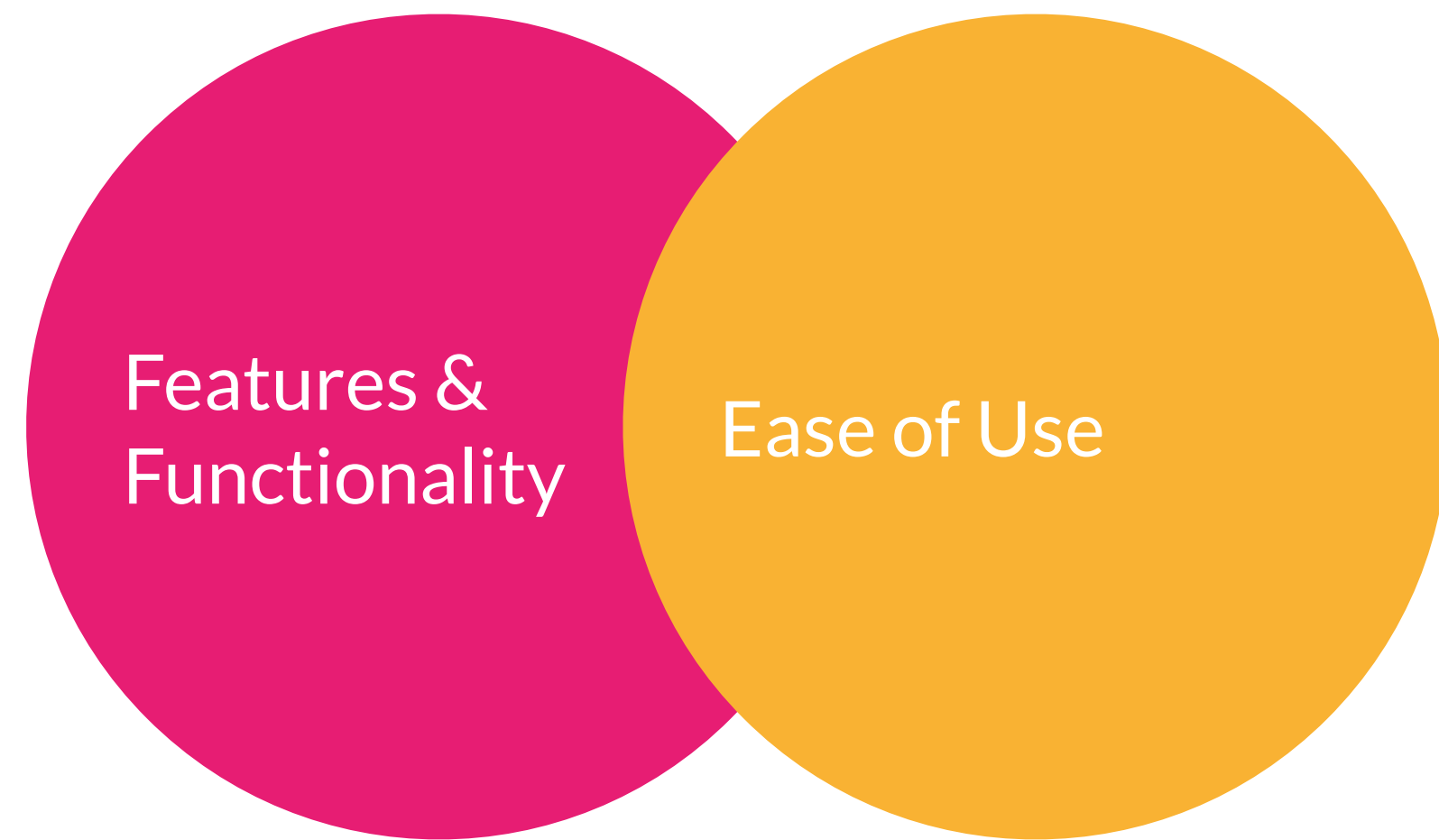


Features and Functionality



- Amazon SES API support
- Broadcast SMS support
- CCPA cron jobs
- Company overview
- Composer support
- Conditional form fields
- CSS in focus items
- Custom Objects support
- DDEV & Gitpod support
- Enhanced progressive profiling
- GrapesJS Builder
- Install at command line
- Install/upgrade checks
- Mautic Marketplace
- New Email templates
- Public segment names
- Relative dates in campaigns
- Tag manager

Areas of Focus for Mautic



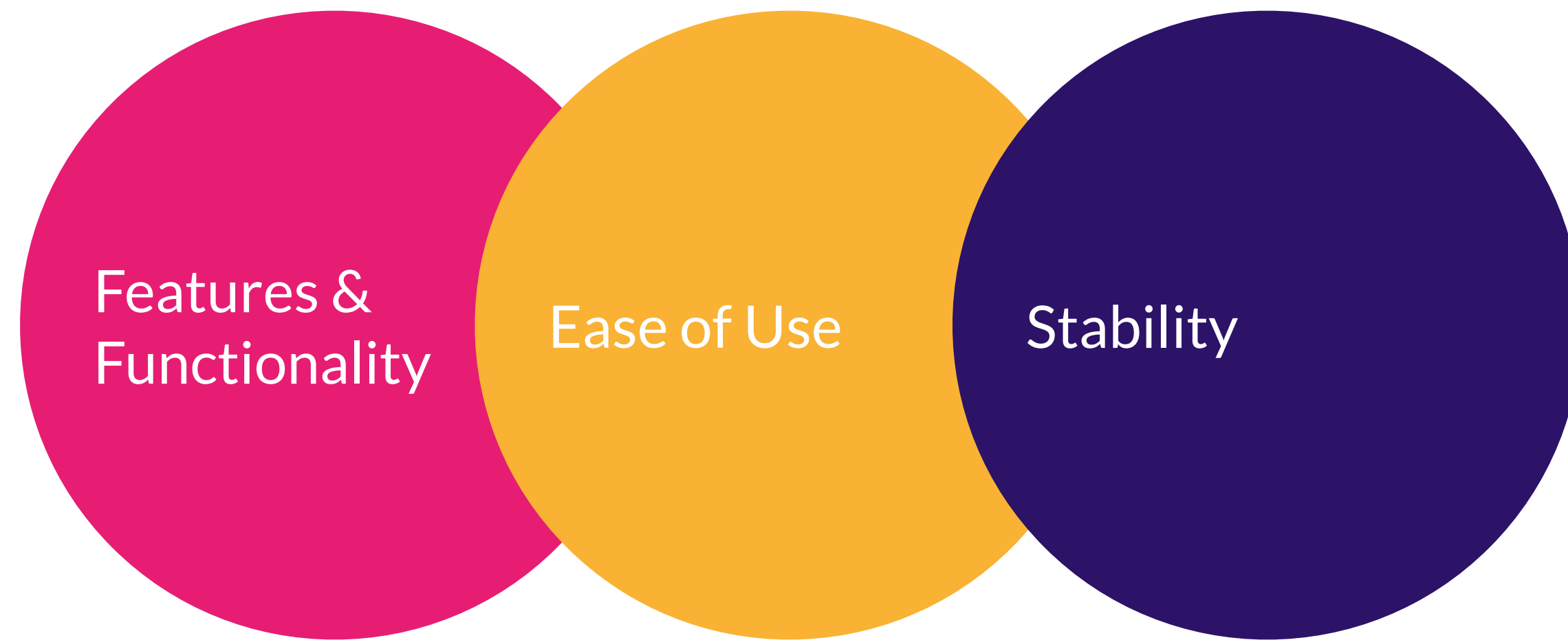
Ease of use

- Starting to align with UX best practices
- Introducing an automated check to highlight accessibility problems in the user interface (WCAG 2.0)
- UI-UX Tiger Team currently recruiting!
- Plans to establish standards and a pattern library to define and standardise the User Interface in Mautic

Interested? Join us in [#tt-ux_ui](#) on Slack



Areas of Focus for Mautic

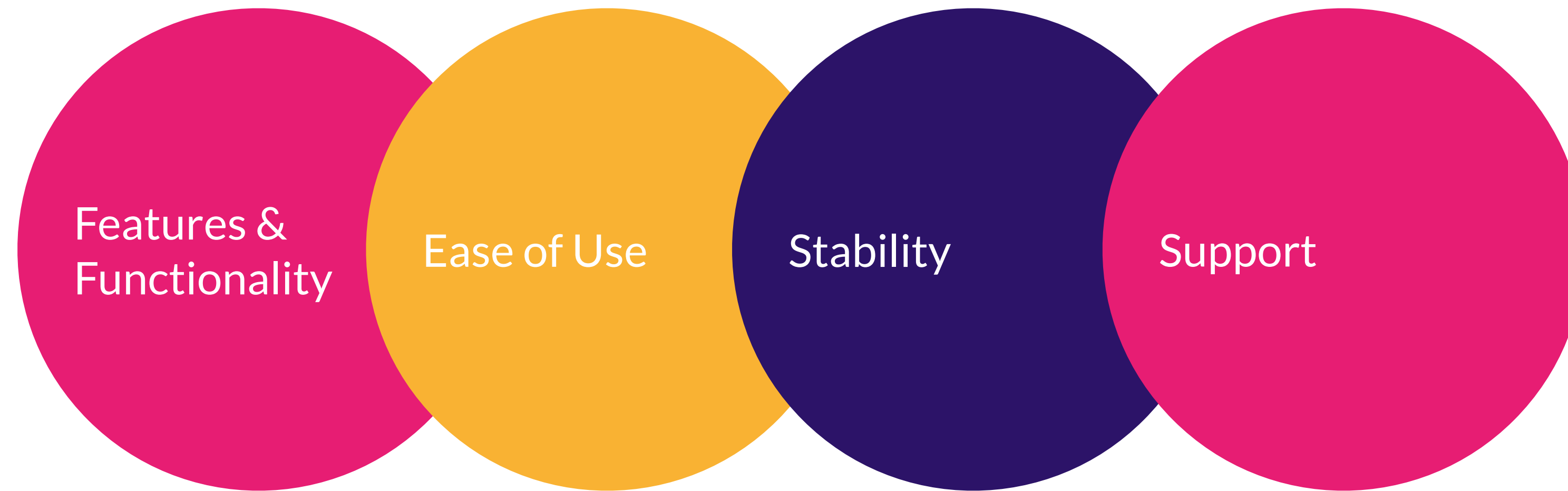




Stability

- ~50% of Mautic's core code is now covered by automated tests
- We are getting better at testing and reviewing bug fixes and features to cover the remaining 50%
 - **Open Source Friday** sprints are a great way to help with this!
- Install and upgrade pre-flight checks introduced
- Implementing ways to prevent updating with incompatible plugins

Areas of Focus for Mautic

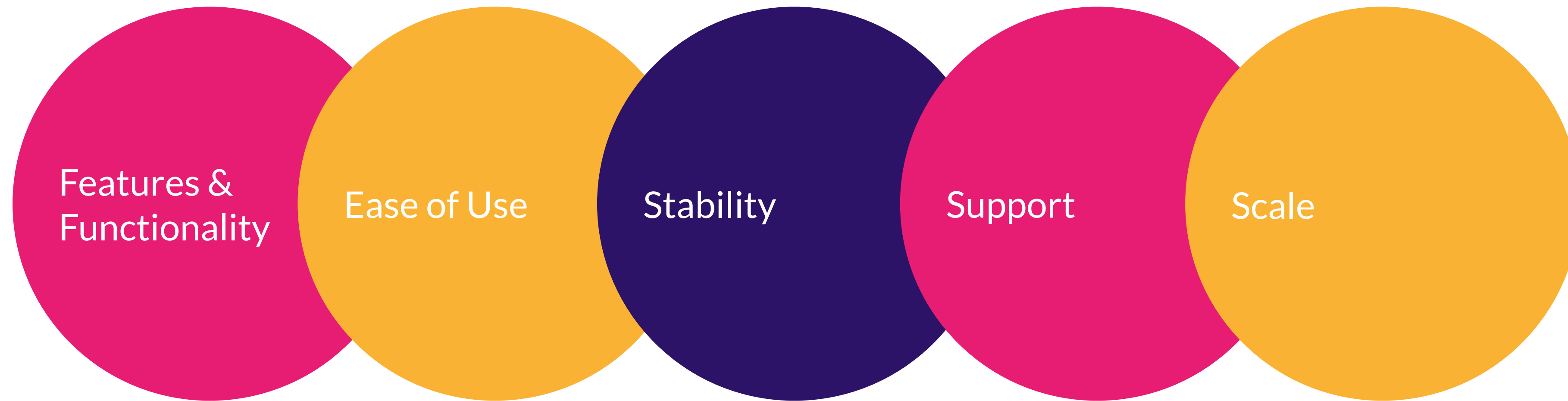




Support

- Awesome team of volunteers contributing daily on the Forums to help other community members
- Complete overhaul of end-user and developer documentation, plans to re-platform and grow available content on the Knowledgebase
 - **Season of Docs** grant for Favour Chibueze to work on the end-user documentation for six months
- Improving response time to bugs and regressions
- Marketing Team developing a content calendar of informative blog posts

Areas of Focus for Mautic

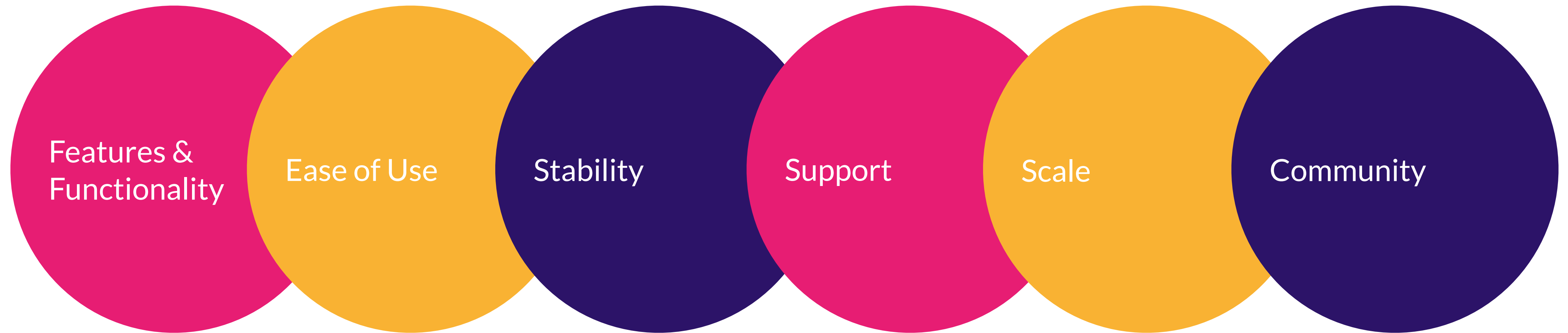




Scale

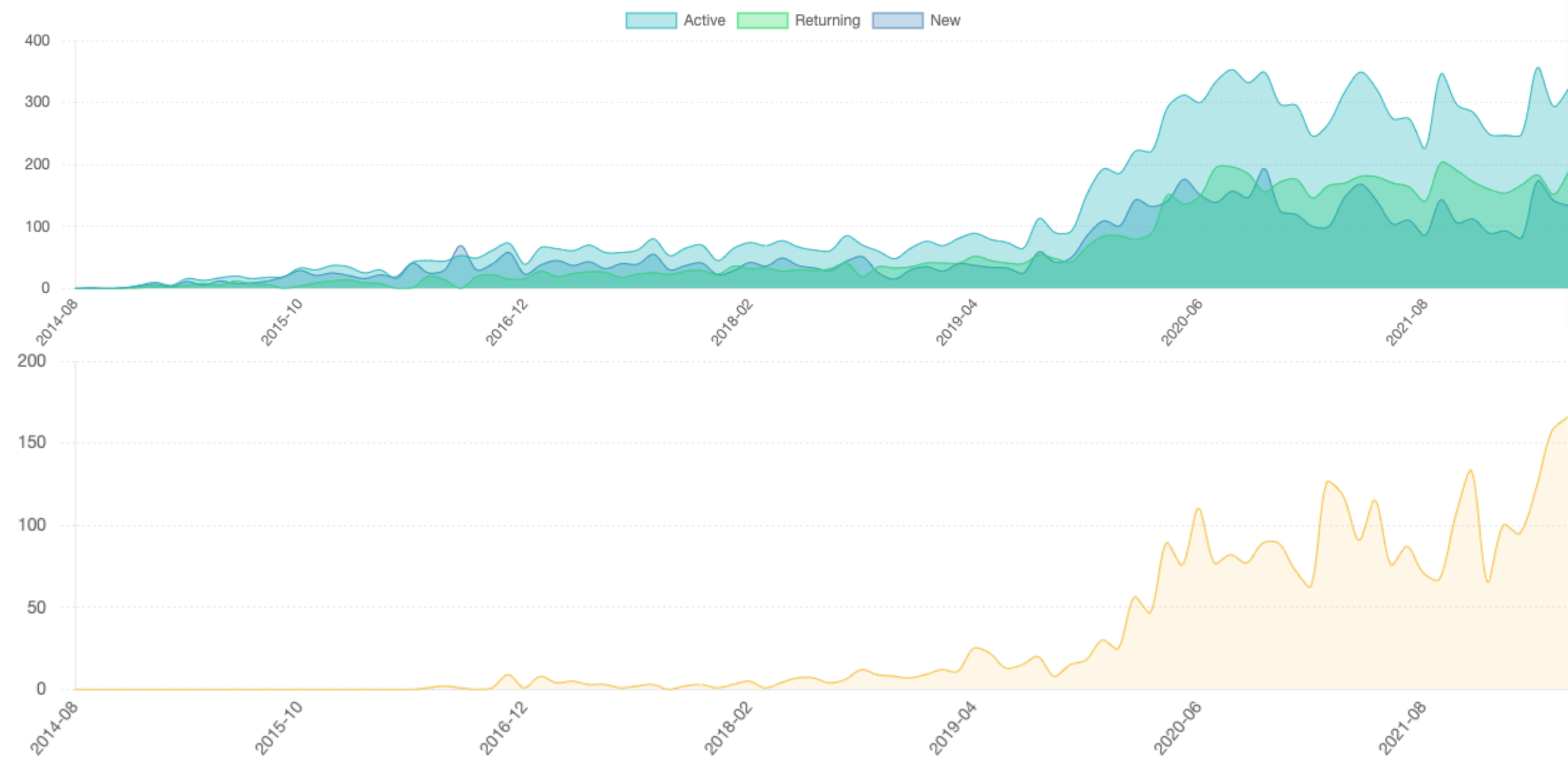
- Multiple performance improvements made in recent releases - Acquia now supporting 7 million contacts per instance
- Upcoming performance boost with Symfony Mailer and PHP 8 support
- Starting work to streamline Mautic Core
- Early stages of developing a longer term plan for architecture re-design (Next Generation)

Areas of Focus for Mautic



Community

- Continued growth in community members and contributions
- Gradual return of in-person meetings and sprints





Three in-person community events held in Europe since 2021.

- Mautic Conference Europe (Hasselt, Belgium)
- Mautic Developer Days (Ghent, Belgium)
- Mautic Community Sprint (Budapest, Hungary)





What's up ahead?

Looking over the horizon ...



What we're going to cover.

Mautic: What's new, what's coming, and your role in making it happen

1.

Mautic 5 features,
update and timelines

2.

Where we are going in
the future, and why

3.

How you can help Mautic
become more successful





Mautic 5 ...

Features, update and timelines



We are currently here. Mautic 5 is due at the end of September.



That's only 4 months away!



Mautic 5 will ship with Symfony 5.

- Symfony 5.4 is the current Long-Term Support version until 2024
 - Symfony 4 to 5 is a substantial upgrade for Mautic (similar in scale with regards to the code changes required to the Mautic 2 -> Mautic 3 upgrade)
- We plan to update to Symfony 6 when the Long-Term Support version is released
 - This will most likely make it into the next major update for Mautic next year



Symfony 5 work is underway, but lagging behind.

- The code changes needed to support Symfony 5.0 are 68% complete thanks to work completed at Mautic Developer Days and the Mautic Community Sprint
 - These changes need to be **reviewed and tested** before they are ready for release
- Significant volume of work remains to be done with updating the user interface to use Twig rather than PHP templates
- **Could you donate a tester or developer for 2-3 hours (ideally on Fridays) to help us stay on track? Join [#t-product](#) on Slack to find out more!**



Mautic 5 will ship with PHP 8.1 support.

- Supporting PHP 8 has required significant work and was blocked by several of our dependencies
- We plan to ship Mautic 5 with support for PHP 8.1
- We are currently considering making **one more minor release for Mautic 4 (4.4)** which would **only** include support for PHP 8.0.

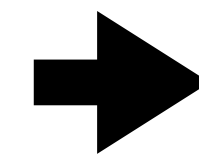


Switching from Swiftmailer to Symfony Mailer:

Some of the **gains for the marketer** include:

- Send messages at immensely faster rates - **3.5x faster** when compared to Mautic 4
- Less memory consumption, storage and performance issues - tested to run with **32 processes** to send messages simultaneously instead of with a one process

swiftmailer



 Symfony



Considerations for Mautic 5.0:

- Removing the Calendar bundle from Mautic - <https://mau.tc/remove-calendar>
- Removing the web-based install and upgrade interface - <https://mau.tc/install-upgrade>
- Removing the legacy email and landing page builder
 - We can only do this with a **stronger team supporting the GrapesJS builder**. Want to help? Join [#grapesjs-builder](#) on Slack.





Where we're going in the future ...

And, why?



“

Our vision is to be the ultimate **fully featured** and **scalable** marketing automation layer that can stand alone or be dropped into any existing tech stack, enabling organisations to seamlessly deliver an **integrated, personalised digital experience** that **delights marketers and customers alike.**

- Ruth Cheesley, Mautic Project Lead



Key projects on the horizon:

1.

Reduce what ships as Mautic Core to the bare essentials, allow the user to decide which features and functionality they need.

2.

Implement new features and introduce new innovations to make Mautic the first choice for today's marketer.

3.

Grow our awesome community of contributors, and raise awareness of Mautic around the world.





Slimming down Mautic Core





Goals:

- Only install what is required by the user so we can improve performance, reduce unnecessary complexity, and create a better user experience.
 - Make it easier to add and remove features (in the same way as plugins),
 - Allow the Core Team to focus just on Core - careful handover to new maintainers of non-core functionality / plugins,
 - Detangle the plugin-dependency-spaghetti so that plugins are truly isolated to their own codebase.

Composer

Composer support underpins the innovation in this area, allowing us to install and manage features and plugins both in the user interface and at the command line.

Implemented in 4.0 and being refined.

1

Marketplace

Having a centralised way for Mautic users to install, remove and work with plugins unlocks the ability to allow the user to decide what features they need in Mautic.

Implemented in 4.0 and being refined.

2

Decoupling

Properly isolating code for plugins and features to within their own code base helps us to reduce bugs and allow each feature to function in isolation or to clearly specify dependencies.

Work to be scoped, aim to start Q4 2022.

3

Install-at-will

Allowing the user to install only Mautic Core - which may include selected features and plugins - and then selectively turn on other features they need for their specific requirements.

Work to be scoped, aim to start Q1 2023.

4





Features and innovation



Goals:



- Addressing some of the feature gaps to bring Mautic to the forefront as the Marketing Automation tool of choice.
- Developing a clear product roadmap incorporating Strategic Initiatives, company-backed contributions and community-led projects,
- Establishing ways for features to come to Mautic other than through volunteer-driven PRs,
- Exploring creative ways to raise funding to support key initiatives.

Mautic Roadmap

Our first roadmap was released this year, and will continue to be reviewed annually. This includes projects worked on in the community and companies who are sponsoring features.

mau.tc/roadmap

To be reviewed annually.

1

Collaborative Budgeting

Involving the wider community in deciding where our budget is spent and helping to raise funds to have specific features implemented according with our roadmap.

[#t-legal-finance](#)

Exploring tooling and revisiting 2022 budget.

2

Campaign Library

Allowing users of Mautic to select from a pre-defined library of Campaigns, and to import/export campaigns from/to Mautic. Educate and empower the user with quick-start best practices

[#i-campaign-library](#)

Work to be scoped, aim to start Q1 2023.

3

Resource Management

Allowing users of Mautic to organise their resources in Mautic by project, so that they can quickly and easily find relevant resources. Also allows rolled-up reporting by project.

[#i-resource-management](#)

UX work done, ready for dev - aim to start Q2 2023.

4





Community growth





Goals:

- Grow our worldwide community ensuring we maintain our welcoming, friendly and supportive culture, and encourage more to get involved with contributing back to Mautic.
 - Raising awareness of Mautic and our community,
 - Improving our onboarding resources for new contributors,
 - Supporting all contributors to give what they are able, when and how they can.

Promote Mautic

We all know what Mautic is, and the benefits of using it, but the majority of the world outside our bubble do not. This is the year where we start to change that, with the Promote Mautic initiative.

#I-promote-mautic

Team currently forming - get involved today!

1

Contributor Experience

Taking your first steps to contribute to Mautic can be daunting. This year we're focusing on improving the experience for all contributors with the Year of the Contributor initiative.

#i-yotc

Team currently forming - get involved today!

2

Direct Outreach

The Marketing Team are working on developing cross-channel campaigns which will be targeted to personas we want to reach with the message about Mautic.

#t-marketing

Work to be scoped, aim to start Q4 2022.

3

Local Communities

For people getting started with Mautic, having a local group near to them can be central to gaining confidence with Mautic. We are going to focus on getting in-person meet-ups running this year.

#mautic-meetups

Ready and waiting for your proposals to host a group!

4





Mautic is all of us ...

How you can help Mautic become
more successful



You are the key to our success.

Without your help, Mautic will not grow to its full potential.

1.

Promote Mautic

2.

Contribute to Mautic

3.

Support Mautic





Promote Mautic

Spreading the Mautic love!



How you can help:

- Start a Mautic Meetup group in your local area
- Speak about Mautic at events, meet-ups and conferences
- Contribute case studies to the Mautic Pitch Deck via the Marketing Team
- Tell us about all the awesome things you are doing with Mautic!
- Write about Mautic - blog posts, tutorials, best practice guides - and consider contributing them!





Contribute to Mautic

Get stuff done!



How you can help:



- Get involved with our **Open Source Friday** community sprints
- If you are passionate about a particular area of Mautic, consider **joining or creating a Tiger Team** to make that area or feature better
- Block out some time each week to give back to Mautic in whatever way you and your team can. If you rely on Mautic, **a few hours a week will really help** to keep us moving forward!

Editorial review of pending blog post
Lead a meetup group
Write for the next newsletter
Speak at a conference
Create designs for social media
Create a drip campaign for new Mautic users
Write a Knowledgebase article
Do an SEO audit for *.mautic.org
Update a page on the website
Fix a bug
Write a blog article
Update a page on the docs
Triage new issues and PRs
Test a bug fix
Create a design for mautic.org
Review a PR
Create a Google Ads campaign
Create a wireframe for a new feature
Create a download explaining Mautic's features
Project manage a new feature or initiative
Update software on our servers
Help with MautiCon events
Create an outreach campaign
Help someone on the forums





Support Mautic

Help us to do more!



How you can help:

- Become a **regular monthly supporter** for Mautic at whatever level you think appropriate (you can do this on Open Collective or GitHub Sponsors)
- Fund a **project, initiative or bugfix** that you want to have in Mautic but can't work on yourself
- **Sponsor, attend, speak at or host events** like this, which help us to bring the community together.





Bringing things together



Mautic 5 is coming soon!

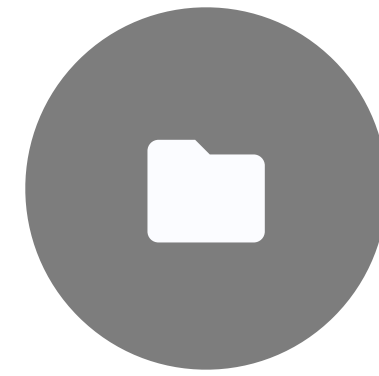


2022/3 Strategic Initiatives:



INSTALL/UPGRADE

Improving the installation and upgrade experience for Mautic users.



RESOURCE MANAGEMENT

Empowering Mautic users to work more effectively by organising their resources within Mautic.



MARKETPLACE

Allowing Mautic users to manage their features, plugins and themes from within Mautic.



CAMPAIGN LIBRARY

Enabling users to quickly get started with reproducible best practice workflows.



CONTRIBUTORS

Attracting and retaining contributors to help us build and grow Mautic.



PROMOTE MAUTIC

Spreading the word and widening the awareness of Mautic within open source and business.





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Mautic Project Lead

What questions can I answer?

ruth.cheesley@mautic.org

noti.st/rcheesley for slides, recording, links and resources

