

umbraco

Umbraco is the biggest .NET open-source CMS in the world

+750.000

live websites across the world



The Umbraco CMS was awarded first place in the "Content Management System" category for The Visual Studio Magazine 2020 Reader's Choice Award.



Handpicked out of 35,000 companies across Europe, we were among the 3 final winners of the Future Unicorn Award 2019 by DIGITALEUROPE.

Powering the biggest organizations in the world



SONY



New Zealand Government



Council of the european union

amazon.com



Mercedes-Benz



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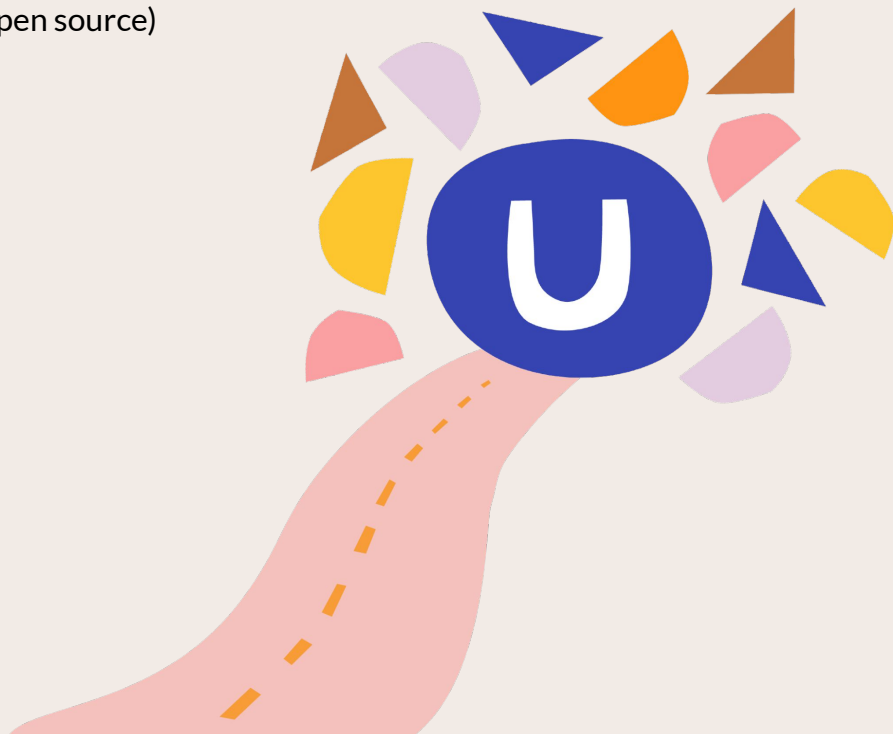
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Facts

- Biggest and fast growing Microsoft .Net based CMS (open source)
- +750,000 active websites worldwide
- More than a decade of history (2005)
- 100+ people working at Umbraco HQ
- More than 1,500 partners worldwide
- 300+ add-ons from community
- +220,000 active Umbraco community members
- Offices in DK, NL & US



Europe and US offices



Strong Umbraco HQ

Sales - Support - Development

- Account management
- Sales Support
- Support and Advising
- Global activities
- Regional Partner activities

0.4

Growing US Office

Sales - Support

- Account management
- Sales Support
- Support
- Regional Partner activities

Sales staff (NL)

Sales

- Account management
- Regional Partner activities

The Flexible CMS

Umbraco gives you the
freedom to manage and do
things your way



The Friendliest, Editor-Centered User interface

At Umbraco, we build software
that brings a smile on peoples faces.

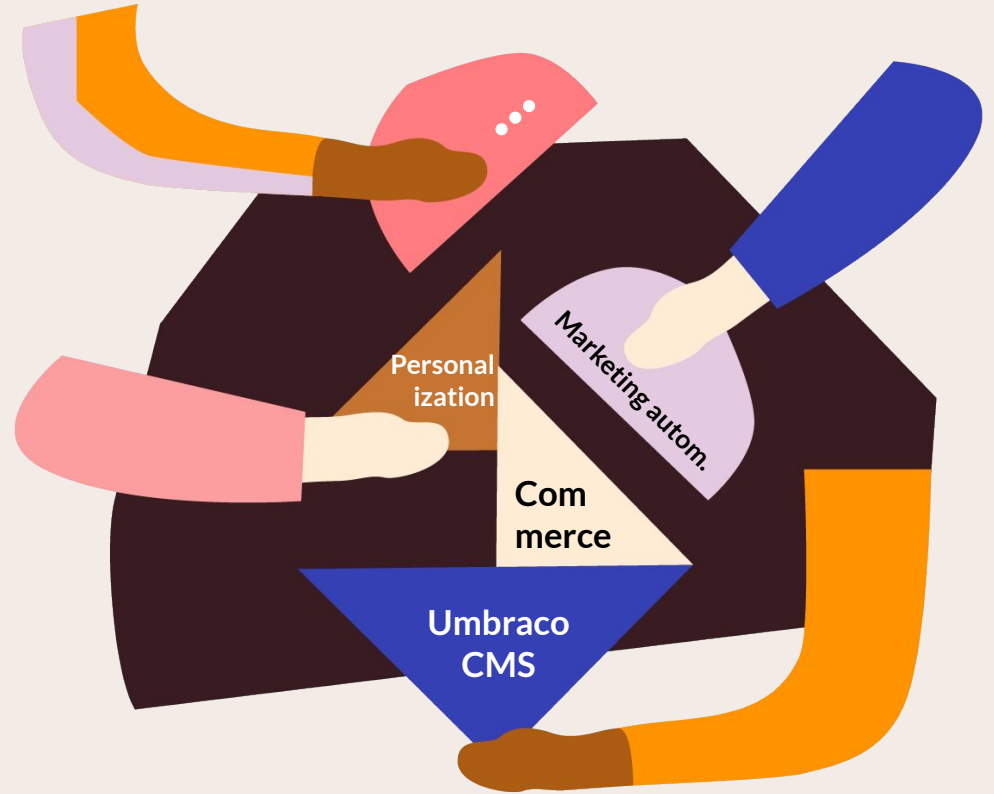


A screenshot of the Umbraco CMS editor interface. The top navigation bar includes 'Content', 'Media', 'Users', 'Members', 'Forms', and 'Translation'. Below this, there's a language selector for 'English (United States)' and a search bar containing 'Register'. The left sidebar shows a 'Content' menu with options like Home, Settings, Search, Sitemap, Book Order, Login, Register (highlighted), Login - Message, FAQ, Global Content, and Recycle Bin. The main editor area is titled 'Content' and features a 'Widgets' section with an 'Add content' button and a description: 'Add content to the page by choosing different widgets. You can modify and sort each widget in different ways to make up the design'. Below this is an 'SEO' section with a 'Title' field and a 'Description' field. The bottom of the interface shows a breadcrumb 'Home / Register' and three buttons: 'Preview', 'Save...', and 'Save and publish...'. A 'GB' language indicator is visible in the top right corner.

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Best of Breed Approach

- Focus on core functionality
- Customer chooses integrations based on individual requirements and demands



The benefits of Best of Breed

- Access to highly specialized products and services
- Cloud and SaaS delivery models are facilitating a new-wave of opportunities for faster implementation of best of breed software
- Greater commercial leverage and reduced risk
- Integration-platform-as-a-service vendors offer an accelerated and reduced-risk path to adopting robust and secure integration capability

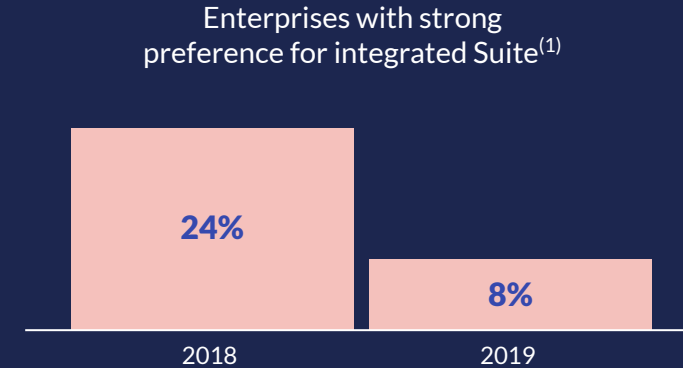
Umbraco is a Best of Breed CMS player

- Umbraco is the only open-source best of breed CMS for DXP solutions in the Microsoft space

Customizable CMS platform for DXP

- Umbraco is built as a customizable CMS platform upon which additional functionalities and integrations can be added enabling a complete customized DXP solution

Best of breed CMS that supports pick and mix your preferred mar tech tools. This is increasingly preferred over integrated suite solutions



Source: 1) Gartner 2019 Marketing Technology Survey

The Friendliest CMS Community On The Planet

At the heart of Umbraco
is our vibrant community
of over 220.000 contributing
developers and crafts people



Increasing demand for faster innovation

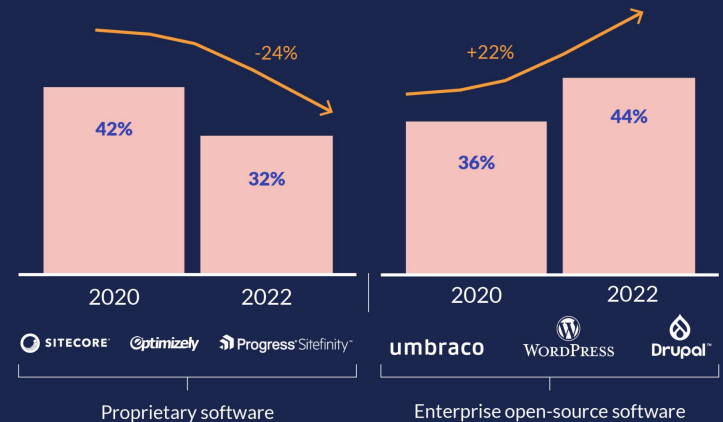
- The community of developers makes open-source software more agile and enables faster innovation
- The demand for fast innovation is driven by shorter production cycles as customers demand more frequent content and increasing omnichannel integration

Demand for reduced vendor dependencies

- Open-source standards around communication protocols and data formats improve interoperability
- Open source reduces dependencies and mitigates the risk of vendor lock-in

Today, open-source is mature

Market shift towards open-source software ⁽¹⁾
Enterprises' software usage



Source: 1) RedHat survey

Get Specialist Answers From Support Warriors

Get help and guidance from
seasoned experts, download
and collaborate on plugins
and extensions



Umbraco Tech Stack

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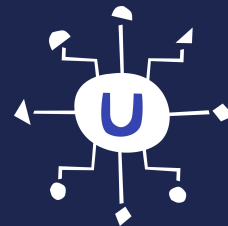
Open-source CMS

umbraco
cloud



Classic CMS with
maximum flexibility for
developers
All-in-one
managed hosting

umbraco
heartcore



Headless CMS
Content management
as a service with
omnichannel support
through APIs and
libraries

Umbraco Tech Stack

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Open-source
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'The core of
Umbraco'

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Headless CMS
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Software-as-a-Service (SaaS)

Tech vision

Focus on digital experience

Broaden Umbraco reach by embracing the need for full digital experience and include broader tooling to support it.

The SaaS ecosystem

Expand the ecosystem related to Umbraco Cloud products with better options to integrate and a better support system for technology partners and package developers.

Simplify Umbraco Cloud offering

Reduce the number of products by finding synergies between them and thereby simplify the total offerings while making the joined product more powerful.

Improve agency tooling

Improve SaaS products for easier overview, tooling and engagement for heavy use by partners and cloud powerhouses. This includes making it easy to do business - low friction delivery.

Umbraco Cloud

Developers time keeps becoming more and more valuable, so it's crucial that time is spent on what makes a difference and not tedious tasks that add no or little value to customers.

That's our goal with Umbraco Cloud. Combine the flexibility you already know and love of the Umbraco CMS with a platform that takes care of installing, upgrading, team management and deployments, leaving more time in projects to spend on features for your customers.

- Niels Hartvig, Founder of Umbraco



Umbraco Cloud

- All-in-one hosting on Microsoft Azure
- Automated updates – Stay secure and up to date
- Baseline feature – spin up a new project in a few minutes or use Baseline to re-use project components from a master
- Easy to deploy content and features using Deploy™
- Automated TLS certificates
- Easier user management
- Scalable solution - Flexibility and predictability in projects
- Included Umbraco Support



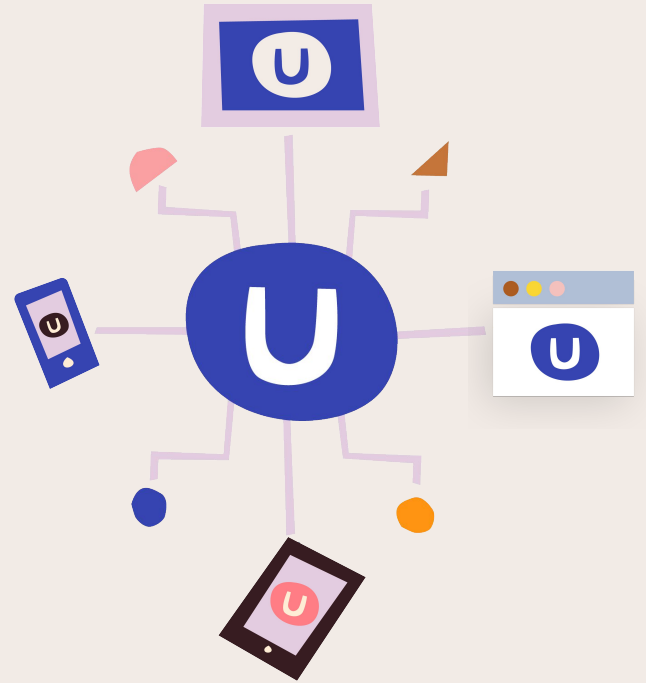
Umbraco Heartcore

A headless CMS -
Friendly at its core



Omnichannel Content Management and Delivery

- Heartcore is built for Omnichannel. Because of its RESTful API you are able to manage and deliver content to all your customers on any device - whatever that frontend might be.
- Umbraco CMS is .NET, but with our headless CMS there's no need for you to be a .NET or Umbraco Developer. You can take advantage of the intuitive content management features and use the coding language you're skilled in to make things happen!



Umbraco Heartcore Features



Managed Hosting

Scalable hosting with one-click project set-up, powered by Microsoft Azure.



Managed APIs

We will keep your APIs up-to-date and make sure that all of your content, media etc. are automatically exposed via a RESTful API.



Webhooks

Hookup and use all the best-of-breed tools you love, without compromising on your workflows. You're also able to trigger a URL on Save, Delete and Publish events.



Content Delivery Network (CDN)

Fast delivery of content to any frontend and users, wherever in the world they might be, using the CDN capabilities of Cloudflare.



Managed Backend

We will keep the Backend of your Heartcore projects up-to-date with the latest features and security fixes, so you don't need to worry about maintaining an extra codebase.



Also included...

- Platform Support
- Unlimited Team members
- [GDPR ready](#)

Market Trends



Content is no longer enough



Privacy



Omnichannel everywhere



No/low code



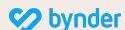
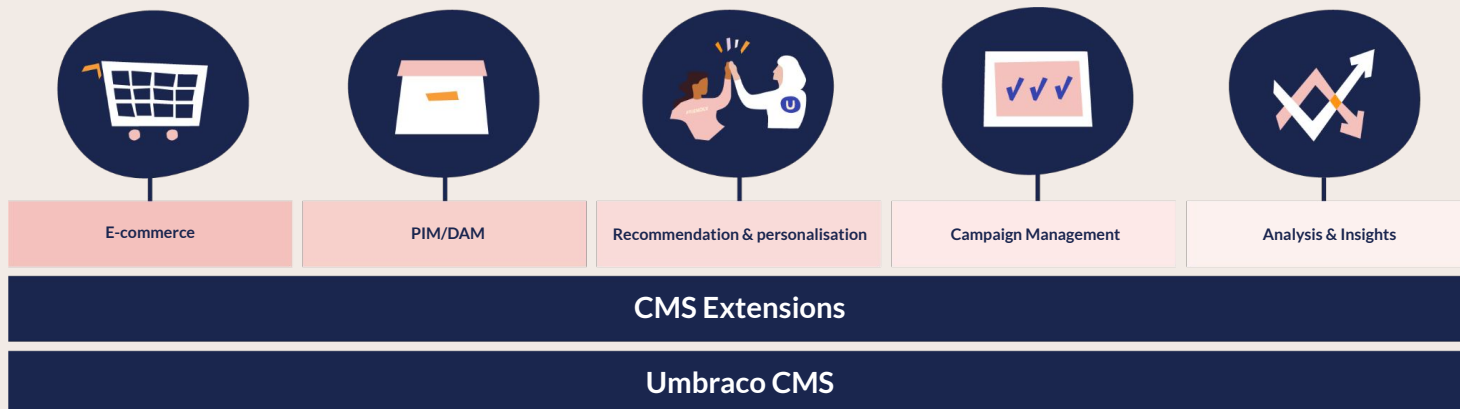
Desire for ASP.NET core*



Open Source is matured and accepted

* <https://insights.stackoverflow.com/survey/2020#technology-most-loved-dreaded-and-wanted-web-frameworks>

Umbraco Marketplace



An Award winning CMS

Umbraco has won many awards including:

- The Visual Studio Magazine 2020 Reader's Choice Award: Gold, Content Management System
- DIGITALEUROPE: Future Unicorn Award
- CMS Critics' Awards: Best Enterprise CMS



Future Unicorn
Award



Umbraco Marketplace



 vendr.



 uMarketingSuite

 Siteimprove

 UCOMMERCE
CONTENT & COMMERCE CONNECTED

 bynder

 richrelevance

 APSIS

 hotjar

 commercetools

 QBank

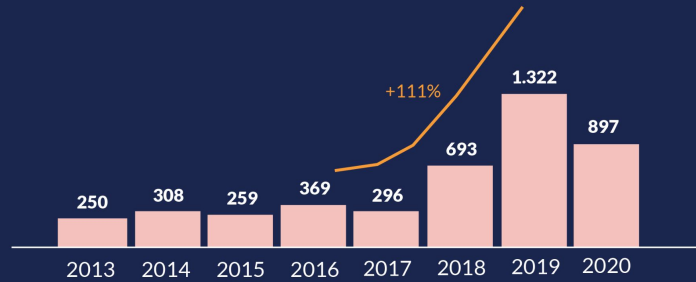
 CLERK.io

 HubSpot

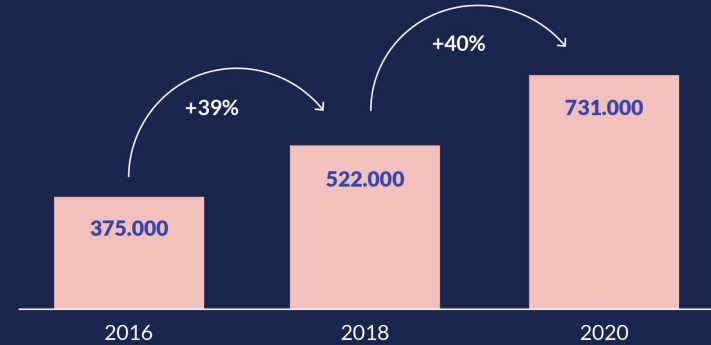
 Google Analytics

Umbraco stronger than ever

Number of pull requests from community



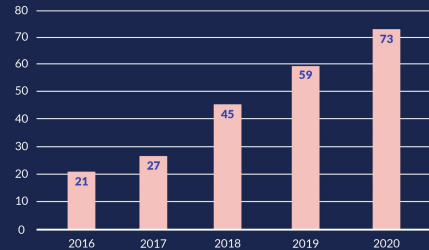
Number of live Umbraco sites



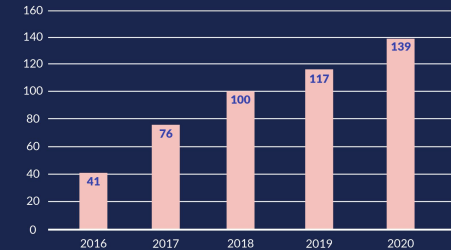
Revenue in mill. Euros 2016-2020



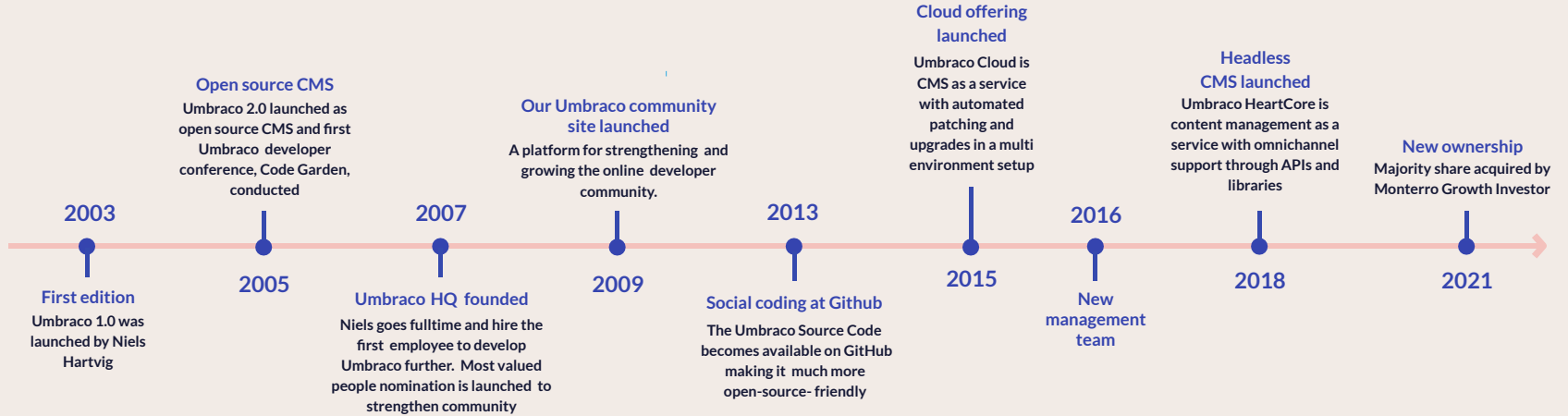
HQ Employees 2016-2020



Goldpartners 2016-2020



Umbraco timeline



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The Friendly CMS

News and what to come

- News

<https://umbraco.com/blog/>

- Product roadmap

<https://umbraco.com/products/roadmap/>

- Training courses

<https://umbraco.com/training/course-details/>

- Community events

<https://community.umbraco.com/events/>



Thank You