



Make a move to gain freedom and control

from lock-in to agility, independent teams, and lower costs

Migrating from Sitecore to Umbraco

When you're ready to move from lock-in to agility,
independent teams, and lower costs

"The migration has been simple,
highly supportive from Umbraco,
and... easy!"

— Jonathan Rigney, Web Technical Lead, Thames Water, UK

Thames Water UK, a highly regulated water utility serving 16 million customers across London and the Thames Valley, migrated from Sitecore after three years - **reducing operational overhead by 40%** and **empowering content teams with autonomous publishing**.

Case Study

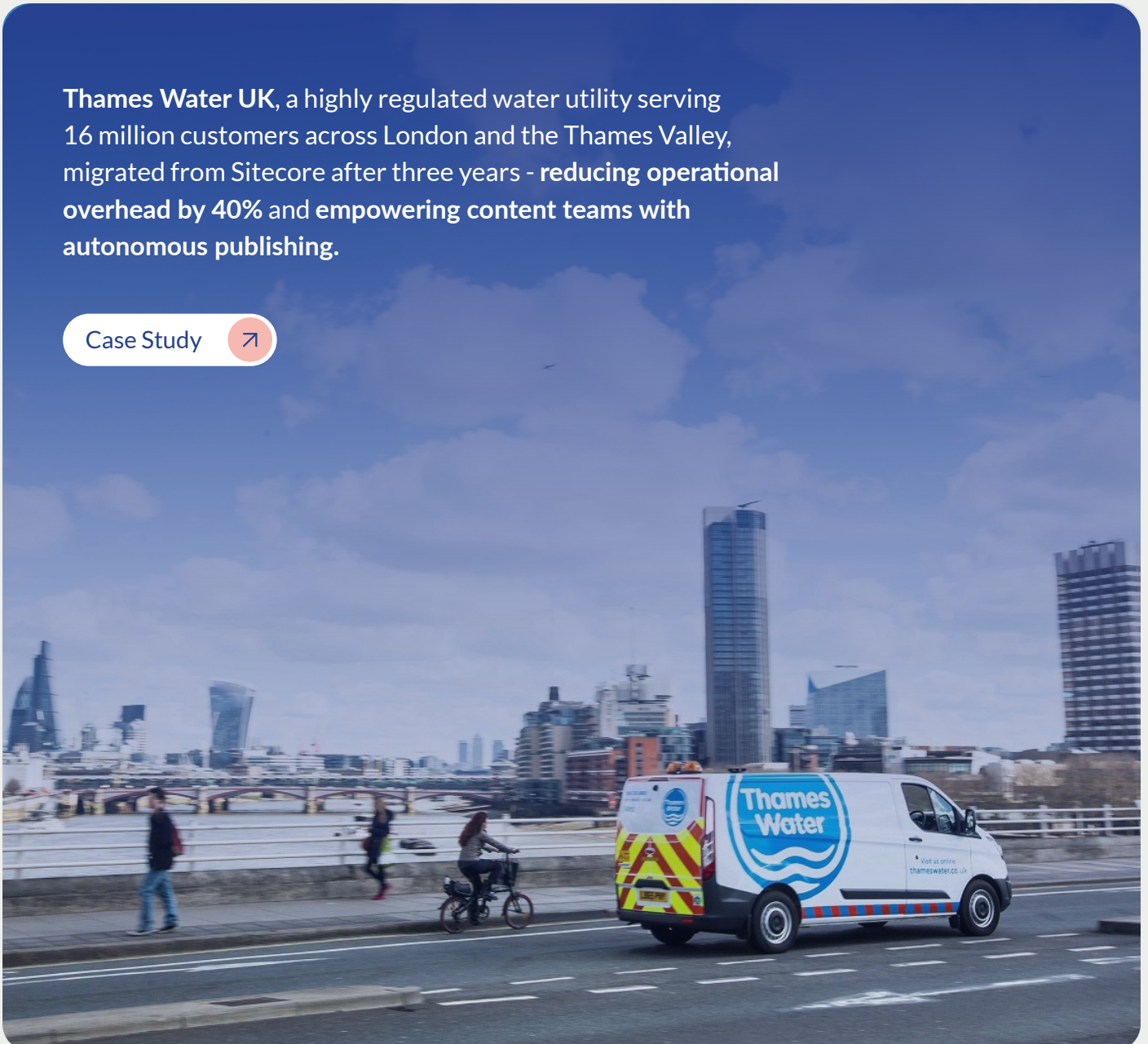


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What Could Be Holding You Back

Many enterprise digital teams are constrained by legacy platforms that promised flexibility but delivered complexity. As AI increases content volume and customer expectations rise, monolithic DXPs like Sitecore XP have become bottlenecks rather than enablers.

For years, Sitecore XP served organizations with the budget, time, and specialized skills required to operate it. **That model no longer fits today's pace of change.**

Sitecore's pivot to SaaS-first XM Cloud, the complexity of XP upgrades, rising operational costs, and limited innovation in on-premise offerings have pushed digital leaders to a crossroads. **With mainstream support for XP 10.4 ending in 2027**, the window for strategic decisions is narrowing.

"With Sitecore, we had a number of issues technically. It wasn't as stable or as performant as we wanted it to be. We were paying a lot for a product we really didn't get a lot of benefit from."

— Ian Marshall, Customer Contact Platform Lead,
Thames Water, UK

Do you reinvest in the Sitecore ecosystem — or modernize with a platform built for speed, scale, and AI-driven change?

This guide explains why **500+ organizations have chosen Umbraco** as their next content foundation — and how to migrate with confidence.

Why migrate to Umbraco?

The economics are clear. **Migrating from Sitecore to Umbraco reduces complexity, lowers costs, and unlocks real agility.**

This is not just a technology change — it's a strategic move to:

- Reduce total cost of ownership by 60–70%
- Simplify your architecture
- Deliver faster with full team autonomy

01 Escape complexity and overhead

Sitecore's tightly bundled suite requires specialized expertise, heavy infrastructure, and long implementation cycles — typically **12–18 months**. Many customers report using **only ~30% of XP's features** while paying for the full stack. Umbraco removes this weight with a flexible, maintainable platform that evolves as your needs change.

02 Reduce total cost of ownership

Organizations migrating to Umbraco consistently see **60–70% lower TCO**. You avoid steep licensing fees, forced upgrades, and operational overhead — paying only for what delivers value.

03 Empower teams and remove bottlenecks

Where Sitecore slows content operations, Umbraco accelerates them. Editors, marketers, and developers gain autonomy, and projects go live in **around 4 months on average**.

“It's very clean, and I think all of us in the Content Team found that we almost didn't need any training in how to use it.”

— Sophie Moluneux, Content Design Lead, Thames Water, UK



Build a modern content foundation



Sitecore XP
design leads to:

Tightly coupled content and presentation

Rigid workflows

Complex, risky upgrades

Dependency on specialized developer skills



Umbraco offers
a modern alternative:

Open standards and clean content modeling

Headless and hybrid delivery

API-first extensibility

Cloud hosting with deployment freedom

Intuitive editor experience with minimal training

You compose your stack —
not inherit one.

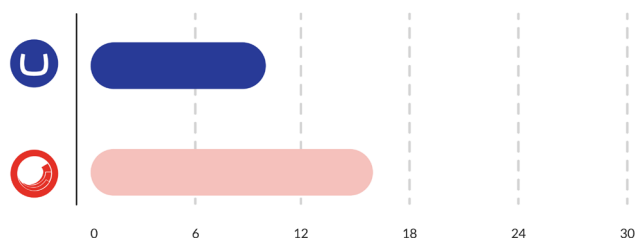
Go to market faster

Legacy DXPs create waterfall workflows and slow campaigns.

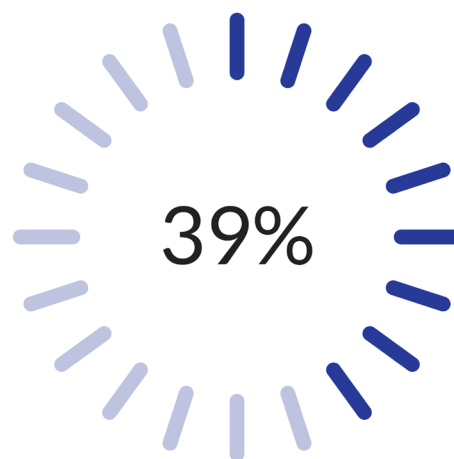
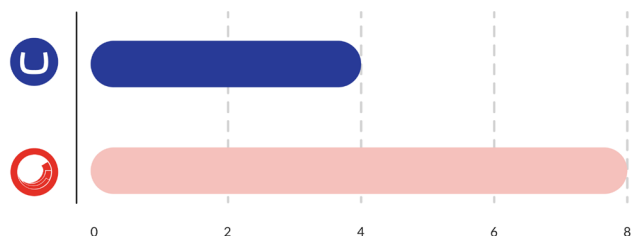
Umbraco puts speed back into your teams' hands:

- Editors publish independently
- Content is reusable across channels
- Automated deployments via Umbraco Cloud
- Fast, low-risk releases with rollback support

Avg. ROI (months)



Avg. Go Live Time (months)



Umbraco users see ROI
in the first 6 months

Results: Projects launch in **4 months** instead of **12–18**, and ROI is realized significantly sooner.



Accelerate personalization & AI

Sitecore's advanced capabilities often require deep expertise and remain underutilized.

Umbraco focuses on adoption:

- Umbraco Engage delivers practical personalization inside the editor
- MCP Server enables analytics, AI integration, and agentic workflows
- AI-assisted content creation and optimization
- Composable AI integrations without lock-in

Intelligence that teams actually use.



Your strategic inflection point

With Sitecore XP support ending in 2027, you have three choices:

- 01 Do nothing**
accept growing risk and technical debt
- 02 Replatform to XM Cloud**
modernize, but remain locked into high costs and constraints
- 03 Move to Umbraco**
achieve **lower cost, faster delivery, and long-term flexibility**

For most organizations, the third option is the most future-proof.

Migration: simpler than you think

More than **500 organizations** have migrated from legacy DXPs to Umbraco with low risk and rapid returns.

Successful migrations:

- Focus on outcomes, not one-to-one rebuilds
- Use phased rollouts to minimize disruption
- Empower teams early

Key benefits realized immediately:

- 75% faster editor onboarding
- Reduced maintenance and upgrade effort
- Predictable releases and integrations



“The infrastructure savings cover the licensing costs, and then we have additional savings on top of that. That’s money we can use elsewhere in the business.”

— Jonathan Rigney, Web Technical Lead, Thames Water, UK

Choosing Umbraco

Organizations consistently choose Umbraco for:

- A simpler, modern platform without enterprise bloat
- **60–70% lower TCO**
- Flexible integrations for commerce, DAM, CRM, AI
- Hybrid + headless delivery
- Enterprise-grade hosting and support
- A strong partner ecosystem and open-source foundation

Enterprise capability — without monolithic complexity.

Renault UK trusts in Umbraco, and used Umbraco Commerce to build their aftersales platform with impressive results:

200%

order volume

300%

revenue increase

2.2%

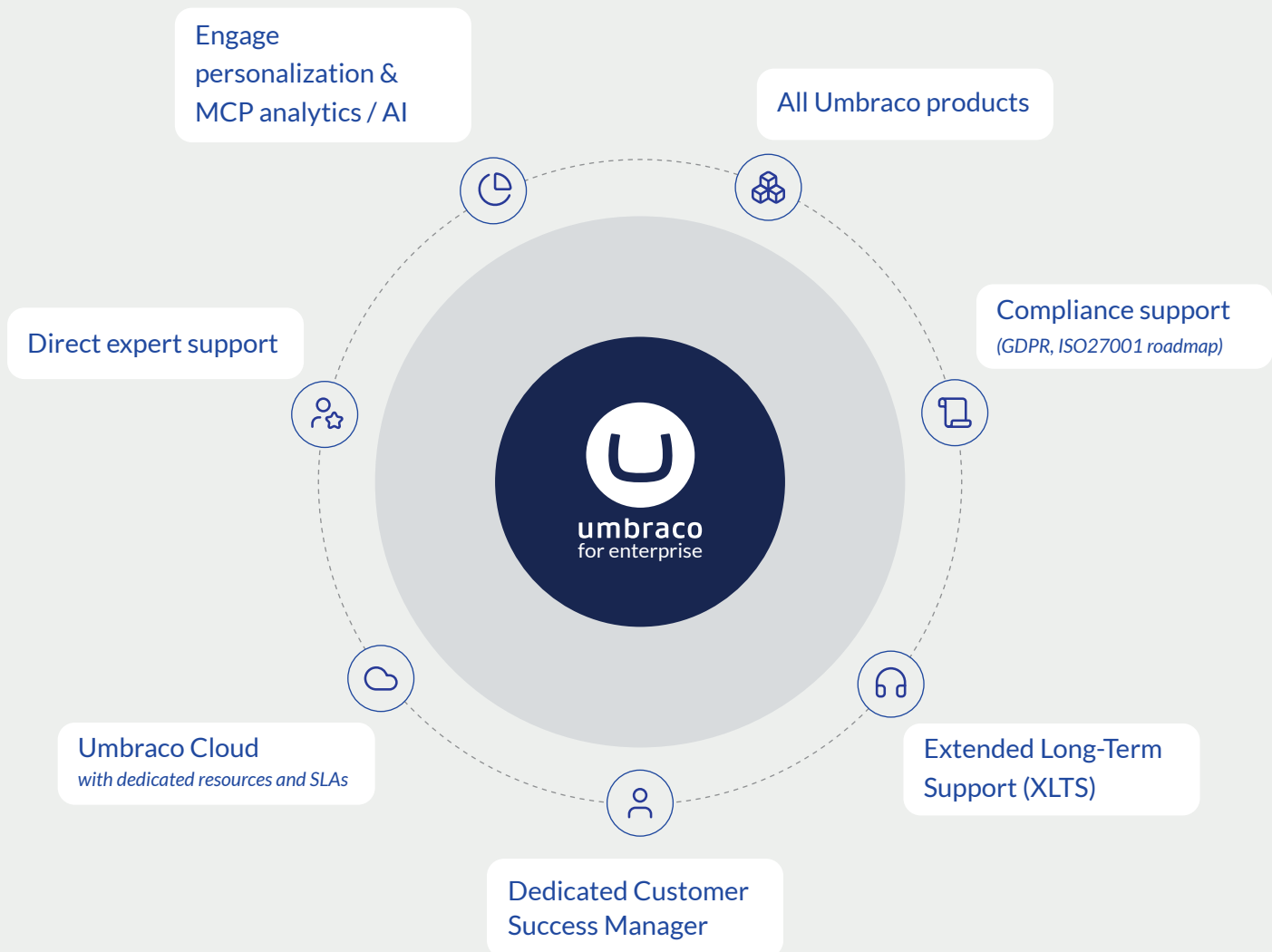
end-to-end conversion



Elis-Gabriela Marcu
Digital Platforms Lead, Renault UK
at the Umbraco Business Summit 2025

Umbraco for Enterprise

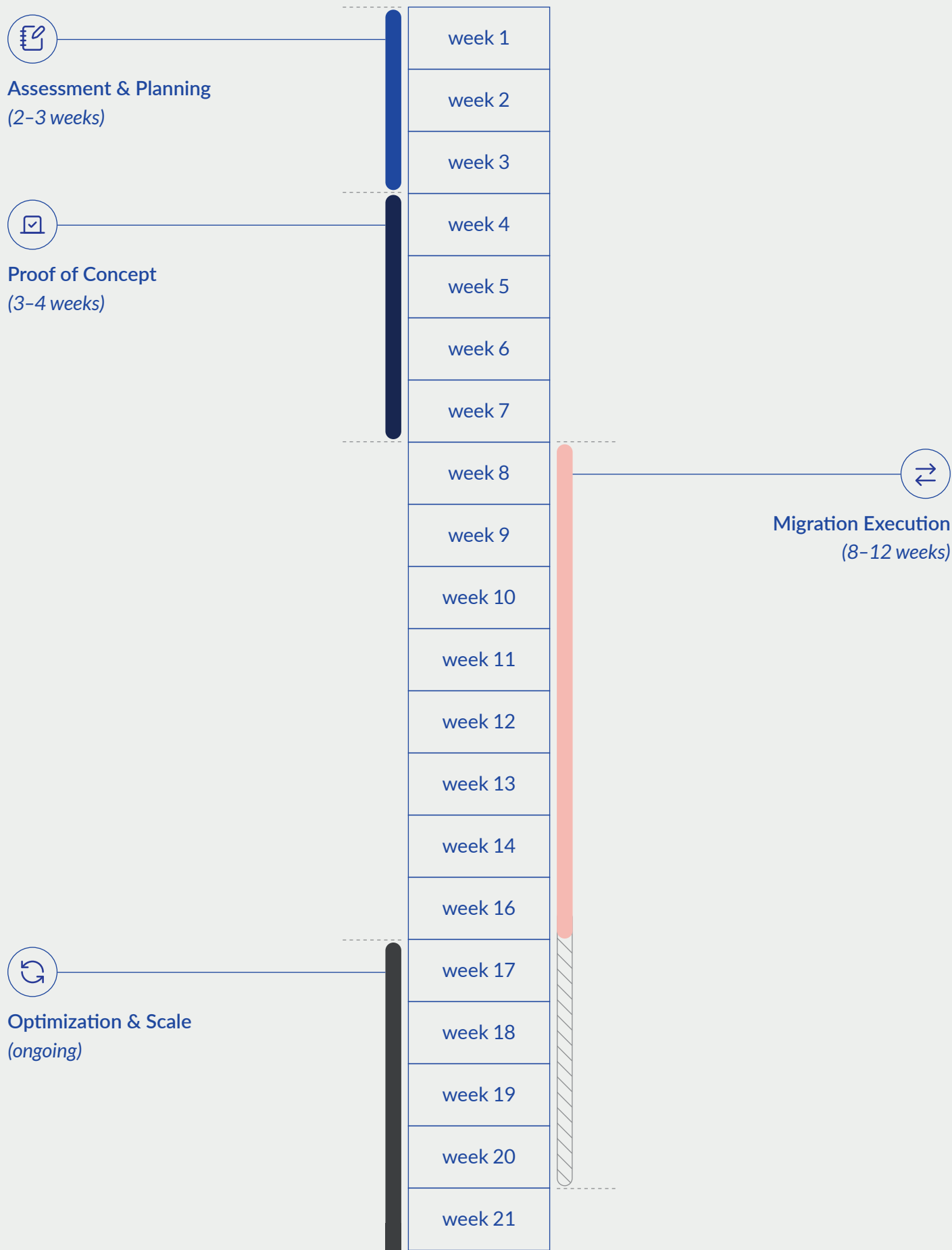
An Umbraco enterprise offering tailored for large-scale digital platforms
- under one agreement. You get:



The lowest-risk path to enterprise modernization.

How to get started

Your migration begins with a tailored roadmap:





umbraco