



Umbraco Cloud vs. Self-hosting



Umbraco Cloud is reliable and stable hosting from Microsoft Azure - **but it is much more than just hosting**. With built-in Cloudflare features, Global CDN, and a portal packed with features to manage projects easily, you get an infrastructure purpose-built to ensure Umbraco projects are stable, fast, and secure. Fully managed and continuously developed by Umbraco HQ.

But what does this actually mean when you compare Umbraco Cloud to self-hosting on Microsoft Azure? And for what type of projects would you choose one over the other?

Check out the comparison table →

Umbraco Cloud vs. Self-hosting



Umbraco Cloud



Self-hosting (*Microsoft Azure*)

INFRASTRUCTURE & MANAGEMENT

Hosting Environment

Fully managed and optimized by Umbraco on Microsoft Azure

Customer-managed Azure resources (VM, App Service, SQL)

Setup & Deployment

One-click project setup, preconfigured environments

Manual setup and configuration of infrastructure, application, database, etc.

Maintenance & Upgrade

Automatic platform and CMS upgrades and security patching

Customer/partner responsible for patching and version upgrades

Backups & Monitoring

Built-in backups, uptime monitoring, and performance insights

Requires custom setup or Azure-native monitoring tools

Scalability

Built-in global CDN. Resource scaling is available for shared or dedicated resources

Manual scaling via Azure configuration or buying an external CDN like Cloudflare Enterprise

Security Ownership

Shared responsibility - Umbraco manages infrastructure security

Partner/customer has full responsibility for setup, hardening, and updates

Data Protection

Transport encryption via Cloudflare and Azure security controls, preconfigured by Umbraco and customizable when needed.

Customer ensures encryption & compliance

Web Application Firewall (WAF)

Included by default for custom hostnames. Uses Cloudflare managed rulesets.

Not included out of the box. Customer must procure, configure, and maintain WAF rules (via Azure Front Door, Azure Application Gateway, or third-party solution).

Compliance Certifications

Leverages Umbraco's and Azure's ISO/GDPR readiness

Depends on the customer's Azure compliance setup

Access & Identity

Integrated Umbraco identity management, custom identity management supported for Cloud portal and project access.

Full Azure AD control is possible



COST & EFFICIENCY

Pricing Model	Predictable monthly subscription	Pay-as-you-go Azure + maintenance costs
Operational Overhead	Minimal - Umbraco handles infrastructure	High - requires DevOps or IT management
TCO Predictability	High - No hidden costs, predictable usage limits	Variable - depends on usage
Performance Optimization	CDN and caching features are part of the platform	The customer must tune the performance manually

DEVELOPER EXPERIENCE

CI/CD & Environments	Dev-Stage-Live with content and schema sync built in. Custom CI/CD available.	Must configure pipelines manually
Version Control	Git is integrated by default	Manual Git setup
Local Development	Clone locally, with support for schema and content synchronization.	Standard local setup, no OOTB synchronization
Debugging & Logs	Available via Cloud Portal	Managed via Azure tools

Suitability Snapshot

USE CASE

RECOMMENDED OPTION

Streamlined setup with managed scalability

Umbraco Cloud

Enterprise-grade hosting with governance handled by Umbraco

Umbraco Cloud

Custom network architecture or legacy infrastructure integration

Self-hosting (Azure)

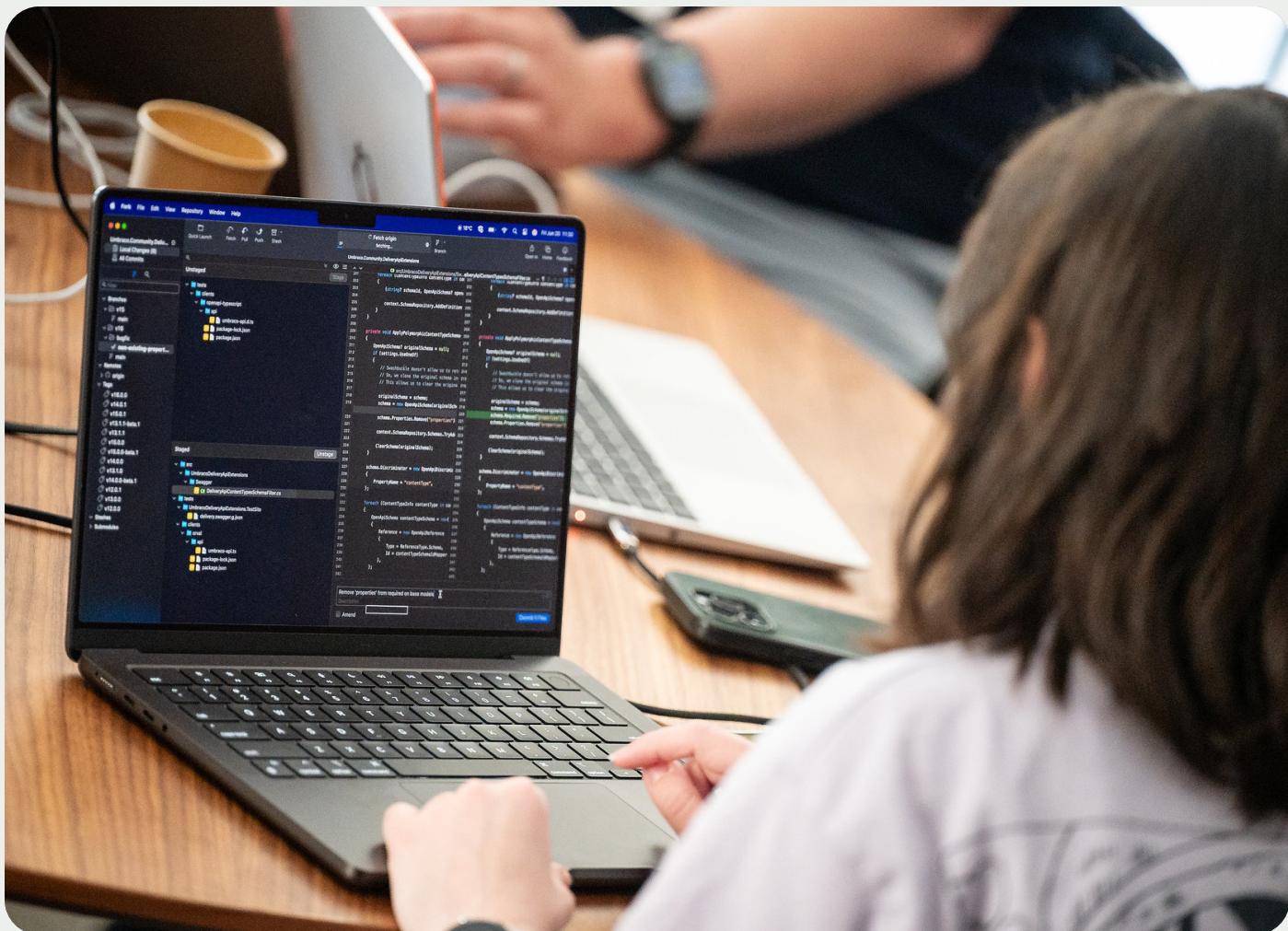
Regulatory environments requiring full infrastructure ownership

Self-hosting (Azure)

Custom network architecture or legacy infrastructure integration

Umbraco Cloud





Full vs. Shared Responsibility

Umbraco Cloud takes care of much of the platform operations involved in running Umbraco, but successful projects still depend on good implementation ownership.

Umbraco manages the Cloud platform: infrastructure, deployment workflows, platform security, backups, monitoring, maintenance, and continuous platform improvements.

Partners and customers remain responsible for the application layer, including architecture, custom code, integrations, third-party packages, content modelling, testing, performance of the implemented solution, and business-specific decisions.



Key Takeaway

Umbraco Cloud delivers an enterprise-ready managed platform for running Umbraco projects, built on Microsoft Azure and Cloudflare, and operated by Umbraco. It combines scalability, security, deployment workflows, monitoring, and continuous platform improvements with a clear shared-responsibility model between Umbraco, partners, and customers.

It is ideal for organizations that value speed, reliability, predictable platform operations, and a stronger operational foundation for business-critical or enterprise-grade Umbraco projects, while still keeping control over the solution, implementation choices, and business-specific requirements.

Self-hosting on Azure remains a strong option for organizations that already have a mature 24/7 operations setup, require full control of their infrastructure stack, or need deep integration with existing corporate networks.

Discover more





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