

# Why Umbraco should be your first choice for Web Content Management

*Umbraco is the choice of many organizations because of its no-cost, open-source licensing, its simplicity, and its unlimited potential. Umbraco provides a full-featured web content management system that is easy to use, simple to customize, and robust enough to run sites from Fortune 500 companies and some of the largest media sites in the world.*

Umbraco is easy to learn and use for content creators, webmasters, and web developers alike. Within minutes users can begin working with Umbraco customizing it for their specific use. It uses industry-standard languages so your team can leverage their existing skills to work with Umbraco. Content writers and editors will immediately recognize Umbraco's interface with its easy to understand tree-view of pages and WYSIWYG page editor. An Umbraco site can be easily started with one of the included starter kits, a skin applied to give the site a unique look and feel, and content added all in less than one hour.

Umbraco is strongly supported by both an active community of users around the world and by a rock-solid commercial organization providing professional support and tools. Umbraco can be easily used in its free, open-source format and professional tools and support can be added as needed. Umbraco is free for all to use and you only pay for the additional value provided by professional support and tools, all at your discretion and without obligation.

## Who Uses Umbraco

*There are nearly 90,000 sites using Umbraco around the world -everything from mom-and-pop shops to global companies with dozens of sites in as many different languages. Just a few of the sites using Umbraco are:*

## Vogue

<http://www.vogue.co.uk/>

CONDÉ NAST  
DIGITAL

## Heinz

<http://www.heinz.com/>



## SanDisk

<http://sandisk.com/>

SanDisk

## Red Roof Inn

<http://www.redroof.com/>



## Abba

<http://www.abbasite.com/>

ABBA

## Cinemark

<http://www.cinemark.com/>



## Microsoft ASP.NET

<http://www.asp.net/>

Microsoft

## Peugeot

<http://www.peugeot.com/>



## Fox

<http://www.foxafrica.com/>



## Warner Brothers

<http://www.warnerbros.com.au/>



# What Can Umbraco Do

- *Websites*
- *Mobile-Platform Apps*
- *Rich-Media*
- *Kiosks*

Umbraco is not just for websites, though it does beautiful, fast websites extremely well. Umbraco is an expert at providing mobile-platform specific sites with a single set of content. Umbraco can deliver your site to iPhone, Android, BlackBerry, and Windows phones seamlessly while you maintain only one set of content. No more maintaining sites specifically for each mobile-platform.

Umbraco can manage and deliver your rich media content with ease. Whether it's e-learning or multi-player gaming, Umbraco has the tools to allow management of media and high-performance delivery of rich sites based on Flash, Silverlight, or HTML5.

Umbraco is even a great choice for non-traditional web sites, such as those used in a kiosk scenario. Umbraco can publish your content from a central publishing server to multiple distributed kiosks, keeping them up to date with the latest content. Because Umbraco runs on a standard Microsoft

IIS web server, there are no special requirements for running it on a standalone PC in a kiosk or other remote location.

## Integration

Umbraco is uniquely well qualified to integrate with almost any existing system. With its open and flexible architecture it is a breeze to integrate with web-based systems such as:

- *Microsoft SharePoint*
- *Microsoft CRM*
- *Salesforce.com*

In addition, using Umbraco's Event Model it is simple to integrate Umbraco into an existing legal compliance, audit, or content review workflows.

## Extensibility

One of Umbraco's core strengths is its ease of extensibility. Using the Umbraco API you can customize any of Umbraco's features or add your own new features. Using Umbraco's Event Model you can integrate Umbraco with myriad systems, customize workflow, or send a Tweet with each new blog post.

If you have existing ASP.NET controls, you can integrate them into Umbraco easily and without modification. This is simply a matter of copying your controls to the Umbraco file location, selecting them from a list, and inserting into a page – no code required.

When you decide to take Umbraco to the limits, rest assured that Umbraco's adoption of industry-standard languages (html, css, jQuery, C#) and non-proprietary template and rendering engines (ASP.NET Masterpages) mean your team can start customizing without delay.

# Ecosystem

Umbraco has a deep ecosystem of add-ons, extensions, and skins – all accessible from the Umbraco Community website. In addition, Umbraco has invested in developing a network of certified developers, trainers and partners that cover much of the world's geographies.

Umbraco Certified Developers have attended an Umbraco master course and passed an exam in order to prove their Umbraco mastery. There are hundreds of Umbraco Certified Developers throughout the world.

Umbraco Certified Partners have a staff of Umbraco Certified Developers, a proven track-record with Umbraco implementations, and are recommended by both past-clients and Umbraco itself. There are more than 50 Umbraco Certified Partners.