

entando
Access. Build. Connect.

Entando Overview

*ENTANDO NAMED COOL VENDOR IN WEB COMPUTING,
2015 BY GARTNER*



A NEW MARKET, NEW PROBLEMS, AGAIN

A new market has been enabled with the introduction of low cost internet-connected devices (IoT) and it will establish several new product category leaders. While analysts debate the exact market size, the enterprise market is beginning to feel very similar to the dot-com explosion of 1999.

Industry consensus is that this boom is going to be big and, just like in 1999, there are many concerns. Analysts are telling business leaders they will need to implement IoT strategies to remain competitive. Developers want to start playing with code. New standards are being developed and new products are becoming available. But few in the market know exactly what they need to do; not developers, not business leaders and not systems integrators.

Enterprises want a versatile IoT platform that is easy to use, fits into their current environment, and has the best financial benefits long term. Few platforms today provide that assurance, and most do not align with standard enterprise architectures. At the same time, enterprise architectures are changing.

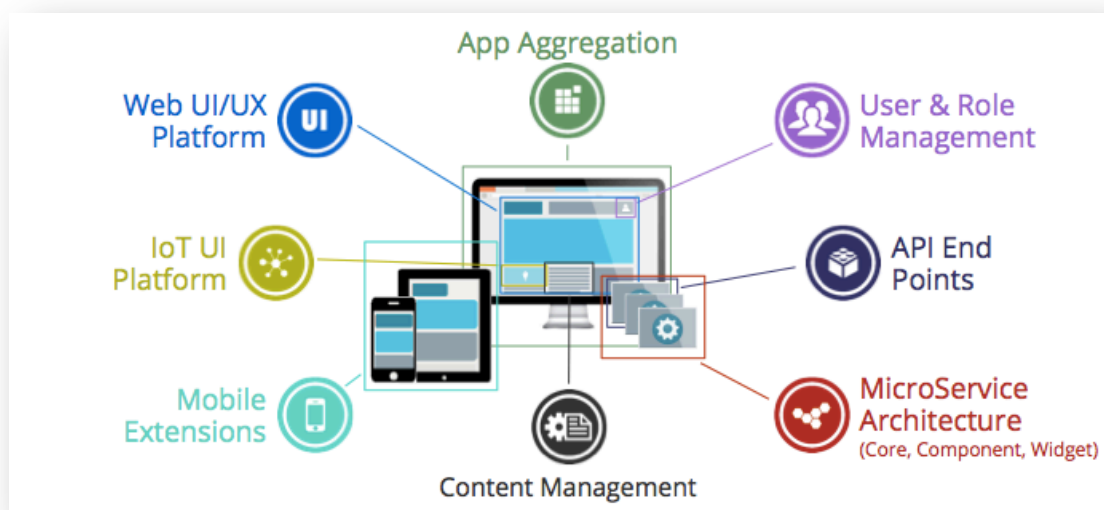
Additionally, most existing IoT platforms have weak user interface features. Available products mostly focus on analytics, while the majority of upcoming projects will focus on either "systems control interfaces,".

IoT platforms must be extremely light (microservice architecture), they must provide the capability to build rich user interfaces (Node.js + Web App Platform features), and they must have the ability to fit within a standard enterprise architecture. If the market is truly paralleling the web market of 1999, within 2 years, every one of the Forbes 2000 will own an IoT platform, and an open source market leader will be established.

WHAT IS ENTANDO

Entando is an open source web platform that simplifies the end-to-end development of UI/UX web applications that amplify the value of data, services and IoT devices. Entando's pluggable, component based, microservice architecture provides the fundamental building blocks to bring rich, business applications to life, reducing time to market and increasing developer productivity. Utilizing Entando's next-gen platform, businesses can spend more time focusing on what matters most: innovation.

Entando combines several software categories: the web content management (WCMS) market, the portal/user experience platform market, and the IoT platform market.



The Entando platform is used to develop not only portals, websites, intranets and dashboards but also any type of web / mobile application on specific domains (Public Sector, Telco, Energy, etc.).

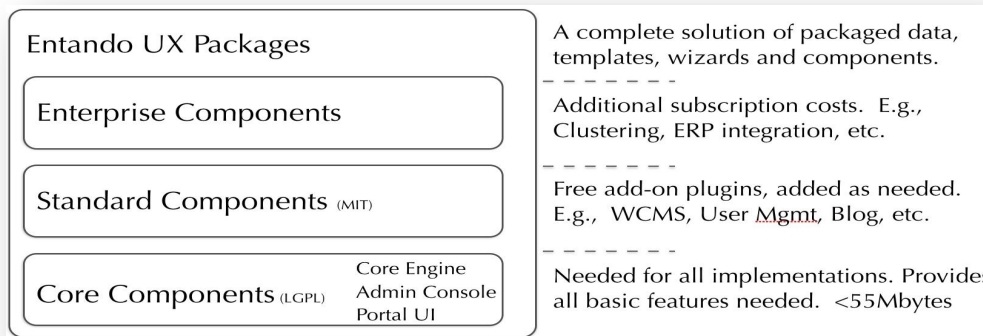
Entando has a component based architecture, flexible, that simplifies the development and lifecycle support of applications and complex enterprise projects. The platform is written in Java, built on Spring and quick to learn for those experienced with Spring, based on open standards allows to easily integrate with open source and proprietary products. Entando provides developers prebuilt components for multiple functions required within applications and supports API management, secure access and user administration through the Role Based Access Control.

Entando provides also a full separation of the UI and business logic layer allowing simple updates. Entando instance can support multiple UI use cases each with a unified or custom view into a set of defined services, content, and user profiles. Both desktop and

mobile browsers (leveraging Bootstrap) are supported as well as mobile native and hybrid applications.

Entando is available from [Github.com/entando](https://github.com/entando). There is no Enterprise Edition. The version available in open source is the same that can be supported by Entando at any time in the project's lifecycle.

Entando consists of the core platform available in open source (LGPL licensed), standard components (MIT licensed) and enterprise components (commercially licensed).



Entando's core components provide basic portal/WCMS functionality on top of a UI framework. The Entando core consists of three main components (Entando-engine, Entando admin-console, and Entando-portal-UI) plus a set of apps that provide a series of orchestration capabilities exposed via robust APIs and consumed by each component.

Entando's core functionality can be extended by connecting additional components to the core (plugins today, but as microservices in the future). Several components are available in open source and are listed as "standard components" (e.g., web forms, faceted navigation, etc.). Enterprise components (e.g., clustering, multisite support, enterprise application connectors) are also available from Entando and are provided with a commercial license.

Entando is an open source project with an open community and provides multiple avenues for members to contribute to and leverage from the work within the community. Anyone can participate, use, or contribute to Entando.

Entando has more than 100 installations and customers such as Italian Ministry of Justice, City of Rome, Italian Post Office, Octotelematics and a network of partners such as Finmeccanica, Engineering, NTT Data, etc. Entando company's mission is to provide code, training, events and services to support an ecosystem for innovative IoT projects. Entando additionally provides "Enterprise Support Subscription" (bug fixing, SLA etc.) and supports SI partners through training, services and a unique self-service portal helping them to rapidly establish IoT practices.

WHY ENTANDO

Gartner stated in Nov 2014: *“Entando is very focused on the Internet of Things (IoT). They want to be the front-end for the future of IoT. To further this desire, they have implemented specific integration technologies to facilitate interaction with IoT devices and data, and have created a set of vertical applications as well. As IoT is going to be an explosive area for many years to come, this is a solid investment area.”*

Product Value and Differentiation

Entando has 3 main factors that make it unique from its competitors:

- Entando is fully open source
- Complete Separation of UI layer from Backoffice
 - Separation of UI Layer from Biz Logic Layer
 - Build UI Layer with AngularJS
- Component Architecture
 - Only deploy what you need, (core is 55 Mbyte)
 - Affordable Cloud Deployments
- Standards Based
 - No special knowledge to know how to use Entando
 - Spring, Bootstrap strictly compliant. With Entando’s native support for Spring, and Entando’s lightweight architecture, developers find Entando an easier choice than coding the entire project with Spring alone.
- Focused on a Microservice Architecture.
 - Enterprises are looking for more simple solutions and the option of microservice architectures is becoming increasingly popular.
- Entando introduces Portal and WCMS features on IoT projects.

Business Value and Differentiation

Entando is based on an open source model but with the following differences:

- No Enterprise Edition (EE)
 - The open source version is fully supported, allowing support at any time and Entando provides support for the enterprise-use of Entando with annual subscriptions.
- Does not require users to upgrade to an Enterprise Edition to gain support.
- Free commercial license.
 - Entando licenses the core platform using the open source LGPL v2 license and all components as MIT license. Entando provides a free commercial license to customers who purchase a support subscription allowing

customers to make modifications to the code without requiring them to contribute those changes back.

- Annual support subscriptions based on instances (no Core, CPU, Servers)
- No fee for Development, QA, Test environments
- No Partnership Fee
- Entando doesn't require any partnership fees to System Integrator to become Entando Partner.

ENTANDO SERVICES

Entando provides support subscriptions and managed hosting services for those who need a service level agreement and/or an "IT free" environment. Entando also supports SI partners through training, services and a unique self-service portal helping them to rapidly establish IoT practices.



Entando Support Product Subscriptions

Entando Support Subscriptions provide access to software and support services:

- Available in 3 levels: Basic, Premium and Premium +.
- Provides access to a software update repository (bug fixes, security patches, software updates).
- Provides access to production support (i.e. web or on-the-phone support of bug/security fixes).
- Provides a FREE commercial license (open source is LGPL v2 licensed) allowing customers to keep any changes to code (LGPL v2 requires they contribute changes back to community).
- Also provides access to developer support (i.e., web or on-the-phone technical support for config/development).
- Can be added to existing deployments at any time. Does not require customer to upgrade to an "Enterprise Edition".

Professional Services

Entando provides also consultative service for supporting the development and life cycle maintenance of complex Entando projects. These services include complete project development as well as individual task-based programs.

Training and Certification

Training sessions are available to help to explore all the possibilities of the platform. Along with free webinars and on-site workshops, Entando offers online and onsite training classes tailored to answer the needs of different developer profiles.

Partnership Program

Entando provides a Partner Program designed to help System Integrators to increase revenue for projects built using Entando software and services. The goal of Entando's SI Partner Program is to reduce the upfront investments required to join the program and to reduce the cost to participate in the program.

Additionally, the program provides services to partners for marketing, demand generation, and for pre-sales and post sales support.

CONTACT US

For any questions or feedback, please do not hesitate to contact us.
Our staff will gladly take you on a guided tour of the features of the Entando platform.

For more information please contact info@entando.com

For updates on news and events, you might want to connect with us on LinkedIn, like us on

Facebook or follow us on Twitter.

We're looking forward to meeting you!

