

TYP03

Comparison Cards

Version 1: March 2021

TYP03 Marketing Team

 #typo3

Purpose of these cards
Help people to compare
TYP03 to alternatives
with at-a-glance
reference material.

- **Copy** this presentation so you can adapt it.
- **Delete** slides you don't need (like this one!)
- **Improve** it! If you add new ones, or make improvements, please contribute!
 - The template is at the end.

The TYP03 Marketing team

Join us!

Welcome to The TYPO3 Marketing Team!



Team Lead: Luisa Faßbender

typo3.org/community/teams/marketing

Meets weekly, Wednesdays. 1:30
PM CET.

[TYPO3 Marketing Team Weekly Agenda](#)



- **Awareness** → Raise awareness for TYPO3 in the industry!
- **Interest** → Help people learn about TYPO3 and its features!
- **Consideration** → Show people why they can trust TYPO3 to deliver a great content management experience!

typo3.org/article/the-typo3-marketing-teams-2020-vision

“We’re different, and maybe our differences will be strengths for you.”

- Paul Hansen, TYPO3 Marketing Team member

Comparison cards

FKA “Battlecards”

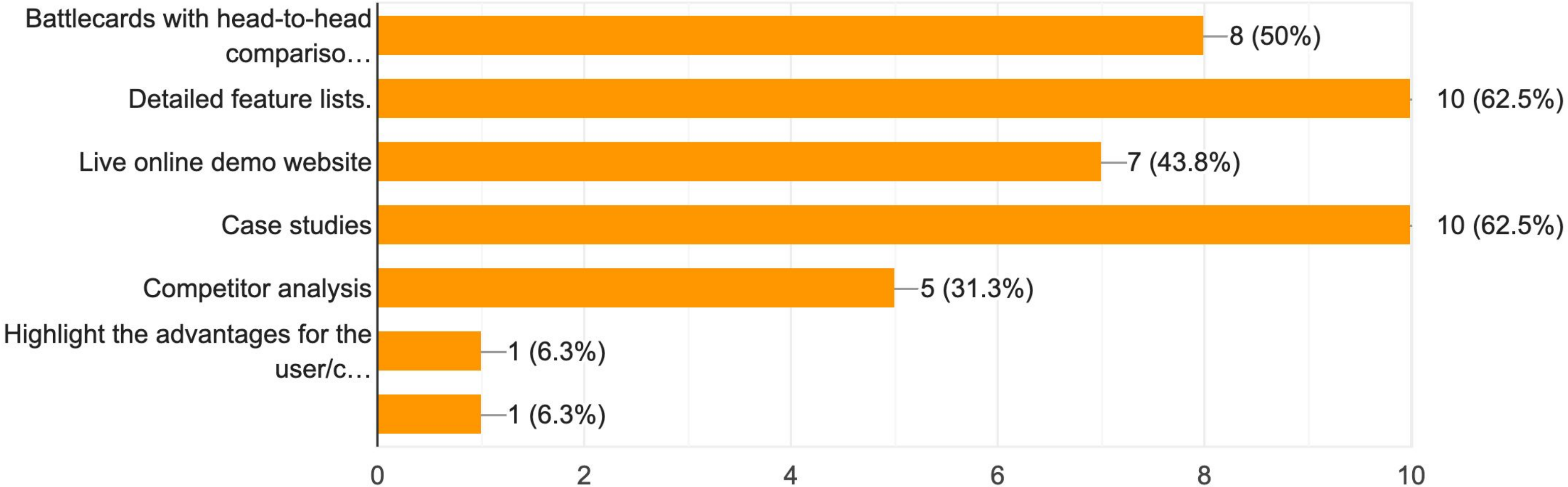
Selling TYP03

What 16 sales people told us.

Sales enablement resources

Which of these sales support assets sound most appealing to you.

16 responses

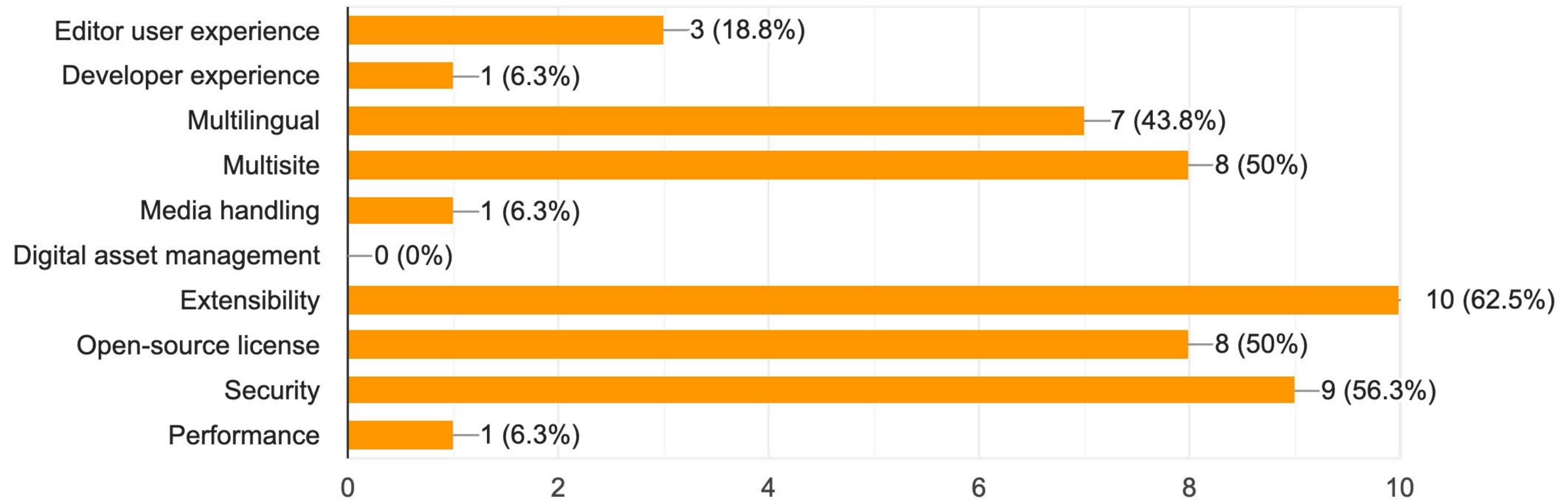


Sales survey - Strengths (based on typo3.org/cms/features)



What do you consider TYPO3's most important strengths?

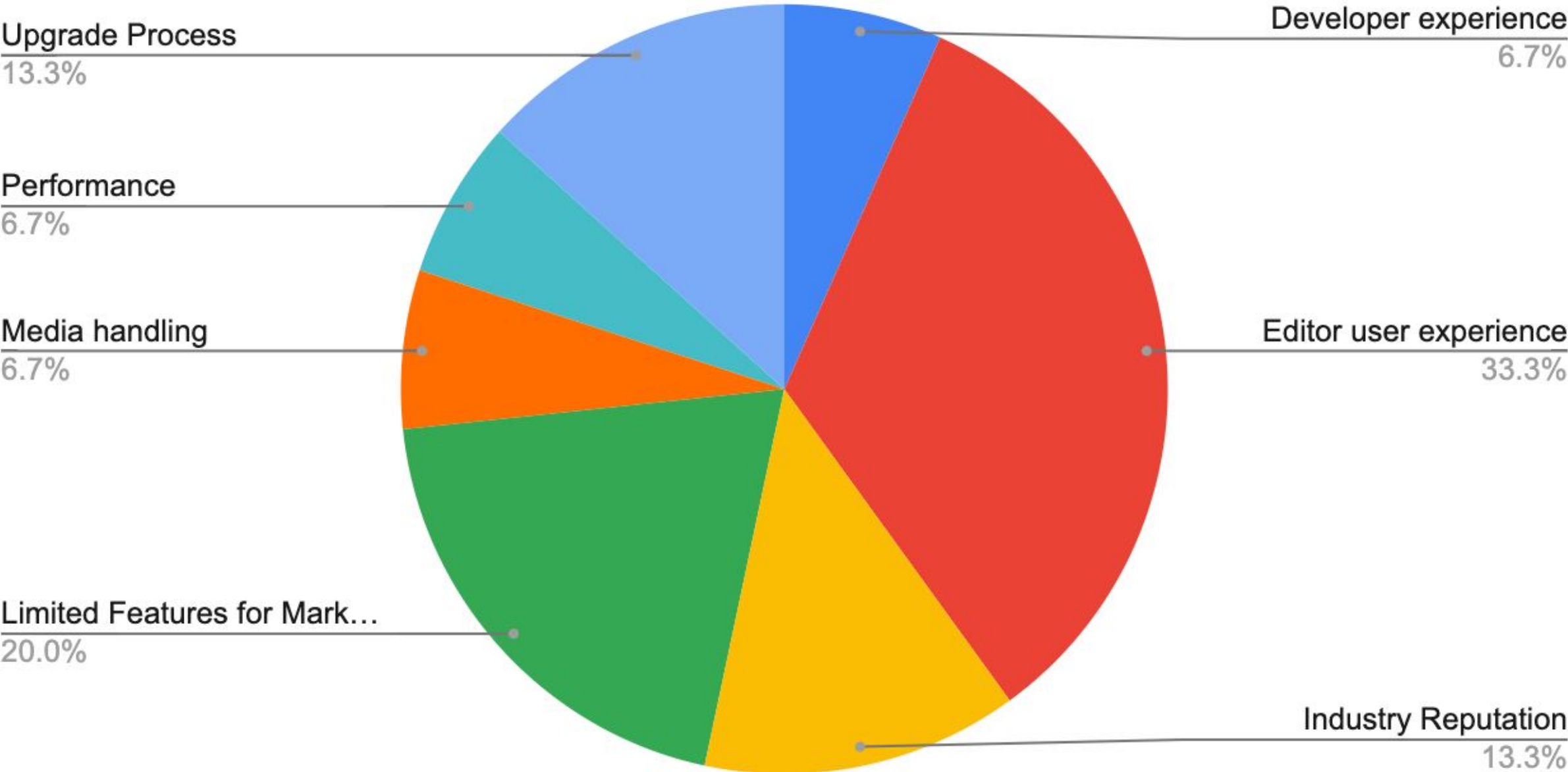
16 responses



Sales survey - Weaknesses (write-in responses, categorized)



Common Weaknesses



Competitors

Which competitors?

- Sitecore and Sitecore Experience Platform (XP)
- Drupal
- Joomla
- WordPress

TYP03 versus Sitecore and Sitecore Experience Platform (XP)

Comparison Card: TYPO3 versus Sitecore

Product Overview

Sitecore is a closed source Software-as-a-service system. Additionally, it isn't only a Content Management System (CMS), but labeled as an Experience Platform (XP), which combines content management with the management and tracking of customer data, a fully integrated marketing automation suite and omnichannel personalization.

Sitecore Core Products:

- Experience Manager (Omnichannel CMS)
- Experience Platform (Personalization, Marketing Automation, Headless)
- Experience Commerce
- Content Hub (PIM/DAM/MRM)

Additional Products and Services

Next to the wide range of software products integrated in the platform, Sitecore offers a lot of Add Ons:

- Sitecore KI for automation in parts of customer and content analyzing.
- Sitecore Connect to Salesforce and Microsoft Dynamics for improved CRM Experience
- Email Experience Manager for integrated E-Mail Marketing
- Federated Experience Manager to use personalization features sitecore is offering on external sites.
- Sitecore Mobile Experience offers a SDK for developing Native Apps with Xamarin on .net
- Sitecore Cloud offers a cloud hosting for Sitecore to customers.

THEIR KEY STRENGTHS

Cutting-edge technology. Sitecore is built upon Microsoft Net 2.0 technology, which enables it to be running cleanly in a Microsoft environment.

All-in-one solution, focused on marketing. This includes PIM, DAM, MRM, Shop and CMS with value added services and add-ons.

Integrate collection analysis of customer data and the possibility to support marketing campaigns directly while creating them.

Sitecore is the central platform for all marketing and content creation activities. It's easy to reuse content for different channels.

Next to the partner network, Sitecore is offering Business & Technical Consulting, Integration and Development Services to support partners and customers.

WHY PEOPLE WOULD CHOOSE TYPO3 INSTEAD?

TYPO3 is more open and can run in different environments. While it's not focussed on Microsoft, there are many installations, running in a Microsoft environment.

TYPO3 comes with basic features out-of-the-box. You can extend it feature by feature. With that focus, TYPO3 is open to use the DAM/PIM etc. you like to use. No need to change any existing systems, just integrate them into TYPO3.

There are other solutions which can do the same things in less complex ways. So using them together with TYPO3 could be a nice solution, especially for non-enterprise companies.

While TYPO3 isn't the central platform for everything, TYPO3 gives the possibility to focus on chosen channels and markets and use tools, specialised in other parts of the marketing chain, to do a better job.

Professional Services like SLA, Project Reviews and ELTS can be booked directly at the TYPO3 GmbH, but additionally the solution providers are more flexible, since there isn't "THE" manufacturer, but it's completely open source.

THEIR WEAKNESSES

License fees. Sitecore CMS costs money (proprietary software) with a complex license model based on solution and number of visits. Additionally you need to pay a yearly subscription fee to get all updates.

Costs due to heavy customizations. All CMS development requires IT expertise, but the Sitecore framework is "empty". It does not come with a template that allows creating a system on its basis. That is why companies turn to outsourced agencies to build the core that will enable further system management.

Even if Sitecore is an enterprise solution, you may come to a certain point, where working with Sitecore is limiting in some way. If that's the case, you are stuck to the manufacturer and new their releases. There is almost no room for customization.

Full of features, Sitecore is a quiet big system which is not very easy to use and maintain. Onboarding users is a complex task and you will need to work with specialized solution providers for maintenance.

WHY PEOPLE WOULD CHOOSE TYPO3 INSTEAD?

Companies with a broad reach may consider this pricing model unsuitable as it significantly increases the overall cost. TYPO3 is entirely open source AND thereby free of licence costs.

While the final costs depend on the individual company's requirements and specifications, TYPO3 already includes many essential features out-of-the-box. When choosing TYPO3, companies will be able to start off a lot quicker – especially, if they only need a certain feature set. It's easier and faster to integrate all required features into a plain TYPO3, than it is to work with a complete Sitecore feature set, you don't even need. Additionally, Sitecore support comes with a high pricetag with „kickstart“ packages for smaller companies starting at 100.000€ a year.

As an open source CMS, TYPO3 can be customized in any way you like. If custom changes turn out to be highly requested or provide useful improvements, it's even possible that those might be added into the core.

When using TYPO3 you are able to use your own, well known systems for a lot of functionalities extending the main CMS tasks and can add user experience on the decision matrix for new systems.

Comparison Card: TYPO3 versus Sitecore - In context

When do we compete?

- TYPO3 and Sitecore compete when it comes to massive multisite, multilingual websites with several integrations such as CRMs, shop systems and product information systems.
- TYPO3 performs better: When costs play a massive role. When the customer needs a specific individualized solution. When the customer is keen on using open source code and not paying for license fees. When the customer wants to be able to further develop or extend the platform with his agency or developer team.

Sector and verticals

- Industry, Manufacturer, Corporate, Commerce
- Sitecore's primary target group: Big, multinational companies who are looking for a way to present their company in a multisite, multilingual website structure

Customer challenge	Competitor approach	TYPO3 approach
We need do digital marketing the right way.	Sitecore offers out-of-the-box solutions for almost everything. MRM, DAM and marketing automatisations possibilities are helping enterprise customers to succeed.	Do it your own way. Don't buy into the "everything goes"-approach, but choose the right solution for your requirements. Who is doing the job, what tools are the agencies using? Are there any (good) systems with data you already use and would like to use in the future as well?
I need to get my site/application to market quickly.	Sitecore is massive and takes a long time to be configured cleanly. This in turn results in pretty long development times. You can start with a "kickstart" solution as SaaS starting at 100.000 € a year, but there is no room for customization and you won't be able to choose your supporting agency.	A 'naked' TYPO3 can be basically set up within a day. It does need further development if you are looking for specific features, but you can go live a lot faster. Since there are several ready-to-use templates and a lot of extensions publicly available, starting out is very easy without losing the possibility for flexibility later on.
We are an enterprise organization and need to make sure that content incl. assets are being used in the right way.	Sitecore offers full content management incl. DAM & Pim independently from usage. Flexible rights, process and content lifecycle management paired with MRM functionality ensures that the content is used in the right way.	Handling Assets should be done in the best way for the company and content should be easy to handle. TYPO3 gives the best solution for content creation and management in different, international markets and due to its open architecture, enables you to ensure, that assets are being used correctly from a centralized pool.

RELEVANT CASES where Companies choose TYPO3 instead of an DMX solution

- Sysmex Europe <https://typo3.com/case-studies/psl-cases/sysmex-europe>
- Minebea intec <https://typo3.com/case-studies/psl-cases/minebea>
- Multinational company from the healthcare sector with SAP-connector. Pfm medical AG <https://typo3.com/case-studies/psl-cases/pfm-medical-ag>

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- <https://www.sitecore.com/products>
- <https://www.similartech.com/compare/sitecore-cms-vs-typo3>
- <https://opensenselabs.com/blog/articles/2018-drupal-vs-sitecore-comparison>
- <https://www.g2.com/compare/sitecore-sitecore-experience-platform-vs-typo3>

TYP03 versus Drupal

Comparison Card: TYPO3 versus Drupal

Product Overview

- Drupal is an open source content management system written in PHP and it's published under the GNU General Public License, which means, that – same to TYPO3 – there are no licensing fees when it comes to using the base code. Drupal comes with a variety of standard features and can be built and extended modularly. It's scalable, performant and even comes with several premade themes and bundles. It can also be easily extended by using the open API's to link to external services and applications. Drupal is being developed by a massive community of over 1,000,000 developers, trainers, designers and editors and really pushes the open source movement.

Product Features

- Drupal allows integrators (site builders) to build “views” to list content, without needing a programmer,
- Multilingual and multidomain support,
- E-Commerce features: Currencies, multiple stores, order workflows, payments, taxes, etc.,
- Marketing Automation

THEIR KEY STRENGTHS

- Drupal out-of-the-box comes with a wide variety of modules and predefined distributions.
- Drupal supports multidomain management.
- Drupal comes with out-of-the-box frontend editing.
- Drupal puts mobile first – delivering mobile responsive themes, responsive images and mobile administration out-of-the-box.
- Drupal puts a high priority on accessibility and ensures, that all its features and functions conform with the World Wide Web Consortium guidelines WCAG, WAI-ARIA and ADA out-of-the-box.

WHY PEOPLE WOULD CHOOSE TYPO3 INSTEAD?

- TYPO3 has more functionalities and features already merged in the core without the need of adding any modules, which makes TYPO3 installations sleeker.
- One of TYPO3's key features is the multisite approach. You can easily set up a variety of domains and websites in one singular TYPO3 installation without the need for additional modules.
- Frontend editing isn't included in the TYPO3 core, but it can be implemented by installing extensions. TYPO3 puts a bigger focus on creating structured content and wants to encourage people to think about the intent of the output, instead of the WYSIWYG thought.
- There are several mobile friendly themes and packages available online, which enable clean mobile solutions. TYPO3 also comes with an image cropping for device breakpoints for responsive images.
- TYPO3 is putting enormous efforts into meeting accessibility guidelines in future versions. The TYPO3 Accessibility team is working hard on immensely improving accessibility in the upcoming TYPO3 v11 LTS release.

THEIR WEAKNESSES

- Drupal's release cycles and dates aren't as strictly defined and not always on time.
- Content editing and menu editing must be done in two separate sections, which means double the effort when things need to be changed.
- The Drupal file browser doesn't store metadata and you cannot search for files in the system.
- If you want to edit images after they have been uploaded to the system, you will need to download them, edit them offline and re-upload/re-link them.
- With Drupal, you have to use contributed modules to add certain functionalities, which increases the complexity of the system.

WHY PEOPLE WOULD CHOOSE TYPO3 INSTEAD?

- TYPO3 announces the release dates of new major and minor versions months and even years ahead and always releases on the announced dates. Also, TYPO3 offers up to 6 years support with ELTS plans, which is something no other CMS can offer.
- The TYPO3 page tree provides unified menu editing and content organization. When a page is renamed, the corresponding menu item will be updated automatically as well.
- TYPO3's media library comes with with metadata presets, makes managing meta data easy peasy and files are searchable by file name.
- TYPO3 comes out-of-the-box with image manipulation tools, such as image cropping for device breakpoints (responsive images).
- TYPO3 has almost all essential content management features included in the core, such as scheduled publishing and expiration of content.

Comparison Card: TYPO3 versus Drupal - In context

When do we compete?

- TYPO3 and Drupal compete when it comes to massive multisite, multilingual websites with several integrations such as CRMs, shop systems and product information systems.
- TYPO3 performs better with media libraries with metadata, the possibility to edit images online and content management like scheduled publishing and expiration of content.

Sector and verticals

Industry, Governments, Media, Universities
 Drupals primary target group: big, multinational enterprises, who are looking for a way to present their company in a multisite, multilingual website structure

Customer challenge	Competitor approach	TYPO3 approach
I want to enable my editors to manage content via frontend editing.	Drupal comes with out-of-the-box frontend editing.	There is an TYPO3 extension available, which enables frontend editing. However, TYPO3's focus is laid on creating structured content.
We want content builders to have a UI for creating content models.	In Drupal, you can build custom content models, with fields, etc. It means you don't <i>necessarily</i> need a developer in order to create a website. This however creates a problem with configurations that are saved in the database. Configuration management becomes more complex with updates, testing, continuous integration, local development, etc. <i>You'll still need a developer.</i>	While you do need a developer in order to set up a TYPO3 installation, you mainly need them for the initial setup and configuration of the installation. You can provide your editors with backend page layouts, which make creating structured content within a given frame and layout really easy.
We are looking for a CMS, which is easy and intuitive. We don't want a lengthy onboarding process.	Drupal's onboarding process looks different for every Drupal installation, since there isn't one specific backend layout. Once people are onboarded onto a specific backend, they are able to navigate pretty intuitively.	The backend layout for TYPO3 versions has been pretty much the same since version 7. Navigating the backend has been made easy by incorporating meaningful icons for the different modules and unimportant modules can easily be filtered out in the user rights. There are a lot of tutorials for editors available online, which improve the onboarding process immensely. Since all TYPO3 backends rely on the same backend layout, editors only need to be onboarded once in order to be able to use the TYPO3 backend.
I need a CMS which comes with world-wide support options.	Drupal has one of the biggest developer communities and you will quite likely find support almost everywhere worldwide.	While TYPO3 certainly has the biggest user base in the DACH-region, the community and thereby also professional support is ever growing – with lots of support possibilities in India, Spain, Romania, the Netherlands, Sweden and even the United States and Canada!

REFERENCES

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- <https://www.trustradius.com/products/drupal/reviews>
- <https://www.g2.com/products/drupal/reviews>
- <https://reviews.financesonline.com/p/drupal>
- https://www.slant.co/versus/4259/14277/~typo3_vs_drupal

TYP03 versus Joomla!

Based on Joomla! Version 3

Comparison Card: TYPO3 versus Joomla!

Product Overview

- Joomla!, like TYPO3, is an open source content management system (CMS) written in PHP, and published under the GNU General Public License (GPL), so there are no licensing fees to use the base code.
- Thousands of third-party add-ons, called extensions, are available, typically freely licensed under the GPL.
- Joomla! provides a structured backend, with dedicated modules to manage articles, categories, menus, and other functions.
- Included themes assist with startup time, and many themes are available from template services.

Product Features

- MVC framework for developers
- Detailed access roles and editing permissions
- GNU GPL v2 open source license
- Extension architecture for third-party add-ons

THEIR KEY STRENGTHS

Joomla! has a basic theming system, and many templates are available from template providers. This reduces startup time on smaller projects.

Editors can easily define custom fields for their content.

Simple editor interface: Articles go here, categories go there.

Joomla! offers many third-party extensions to add functionalities.

WHY PEOPLE WOULD CHOOSE TYPO3 INSTEAD?

TYPO3 supports advanced templating using Fluid, allowing any sort of design you can imagine. For a quick start, you can bootstrap your project using <https://www.sitepackagebuilder.com/> or install the Bootstrap Package extension.

TYPO3 enables developers to extend or create custom content elements with content-specific fields, and to redesign all editing forms to optimize editing.

Flexible: You can organize all content records in the page tree to suit your specific needs, such as grouping the blog categories with the blog articles, so editors can work with them more quickly.

TYPO3 has more included core functionality without any extensions. There are thousands of free extensions available in the TYPO3 extension repository.

THEIR WEAKNESSES

Content and menus are edited in two separate places, so you can't easily see what content will be shown on each page.

Requires awkward redirects to handle multi-domain/multi-site functionality within one Joomla! installation.

All content for an article goes into one big text box. Codes like "{loadmoduleid 1}" are inserted as placeholders for dynamic content.

Uploaded documents and images can only be organized into folders. There is no way to predefine captions or alternative text.

Content can only be assigned to one category.

WHY PEOPLE WOULD CHOOSE TYPO3 INSTEAD?

TYPO3's page tree organizes content and menus together, so editors can clearly see what is on each page.

TYPO3 handles multiple sites within one installation out-of-the-box. Each site can have its own navigation, editing permissions, and languages.

Pages are designed visually in the page module using building blocks called content elements. It is easy to position text and media content next to dynamic plugins.

TYPO3's Filelist has integrated metadata handling for categories, alternative text, captions, copyright holder, and camera data.

Content throughout TYPO3 can be added to multiple categories at a time.

Comparison Card: TYPO3 versus Joomla! - In context

When do we compete?

- A developer or editor has prior experience with Joomla!
- A website is already built on Joomla! and they are trying to decide whether to switch or not.
- You're building a big website and Joomla! won't work: considering TYPO3, Drupal, etc.

Sector and verticals

- Tech agencies, small businesses
- Government, education
- Broad range, but especially growing orgs or medium-large companies that need to scale
- Big enterprises, medium-large companies

Customer challenge	Competitor approach	TYPO3 approach
I want to manage a multilingual website.	You are able to create content for each language individually, then link them together manually so that the visitor can switch between them.	In TYPO3, translated versions of content are automatically linked together, making it easier to create and manage the site.
I want to use workflows to manage content from creation through review and publishing.	Joomla! version 4 supports basic workflows for drafting and approval of new content.	Workflows and versioning can be integrated with extensions for fine-grained control over editing, previewing, and publishing changes to new or existing content.
I want to be able to plan the timing of future upgrades.	Joomla! supports the last version of a series (3.10) for two years after its release. Final release dates are not planned well into the future and a secure upgrading schedule thereby isn't provided.	The release calendar is planned out years in advance. Versions are supported for 3 years in the normal Long Term Support (LTS) cycle and an additional 3 years of Extended Long Term Support (ELTS) provided by TYPO3 GmbH. Releases are always on the dates announced and not postponed.
I want to upgrade my project from version to version.	Joomla! provides one-click upgrades to a new minor version release. A migration option is planned for the version 4 major release (2021).	TYPO3 provides one-click core updates in classic mode, and supports updates via Composer. The upgrade wizard updates the database model when upgrading to a new LTS release.

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- <https://www.joomla.org/core-features.html>
- <https://www.opensourcecms.com/joomla/>
- <https://reviews.financesonline.com/p/joomla>

TYP03 versus WordPress

Comparison Card: TYPO3 versus WordPress

Product Overview

WordPress was first created as a blogging tool in 2003. It has since been extended to accommodate other content types. It's written in PHP and is fairly easy for beginners to extend, although advanced developers run into difficulties. The user interface is quite slick for people who use it as a blog, and media management is polished. There is a wide range of templates and plugins available that can be installed via the backend. However, for enterprise purposes it reaches its limits because deployment processes are difficult and the security of contributed code is not always the best. Separation between code and design is a problem because many themes have custom features and plugins and content isn't cleanly structured.

THEIR KEY STRENGTHS

Single-page, brochure, or campaigns.

Big market of third-party plugins and ready to use templates and solutions.

Low costs to maintain and upgrade.

WYSIWYG-editor.

WHY PEOPLE WOULD CHOOSE TYPO3 INSTEAD?

If they need to do this repeatedly, and translated and localize as well, TYPO3's multisite and multilingual capabilities are a better fit.

This may cause concerns about security and maintainability. Also, TYPO3 has a more feature-rich core, so less extensions are generally needed. In WordPress, there are a lot of packages available for almost every business case and niche. However, switching in between cases or extending functionalities is almost impossible. TYPO3 however is extendable in every way and all extensions can be implemented into every TYPO3.

It's "easy" but it brings a lot of legacy code that introduces more security issues. TYPO3 offers predictable maintenance releases on a schedule and constantly reviews code for possible security issue. Each major version (LTS) of TYPO3 is supported for three years. There's an official extended long term support service by TYPO3 GmbH. TYPO3 offers smooth and secure upgrade paths through all versions, regular updates and upgrades.

The WordPress basic editor comes with a variety of basic features, however it isn't particularly easy to create a beautiful, structured outcome. When adding images into text, it merely ever comes out, as you were hoping for. While the new Gutenberg Editor (WYSIWYG Editor) erased **that** problem, it isn't nearly as nicely usable as the TYPO3 Content Elements.

Product Features

WordPress claims to be a website builder kit, that enables everyone to setup and design their website in a matter of minutes:

- Wide variety of free, mobile friendly templates,
- Easy and quick setup,
- Cloud hosting: self hosting isn't required,
- SEO optimization features,
- Lots of plugins available in the plugin store,
- Biggest CMS market share

THEIR WEAKNESSES

Lack of native multilingual support

WordPress supports unsupported versions of PHP, fewer standard practices, not "modern."

A lot of full-featured plugins are pay-to-play.

When working with more comprehensive sites, the backend becomes more complex with a lot of pages and a bigger navigation.

No enterprise solution openly available; linked to high costs and a lot of work when it comes to customizations.

WHY PEOPLE WOULD CHOOSE TYPO3 INSTEAD?

TYPO3's worldwide community provides native multilingual support and connects users all around the globe. Also, the standard documentation is entirely in english.

TYPO3 applies standards, PSRs, and modern application design with Symfony components. This provides a better developer experience.

TYPO3 has professionally supported extensions out-of-the-box and a wide variety of free extensions available for download in the extension repository. Only a handful of extensions actually require payments.

TYPO3's structured backend and the page tree are one of TYPO3's biggest differentiators to other CMS. Navigating inside a TYPO3 backend is easy, logical and intuitive.

TYPO3 can grow with your company. You can easily start out with a simple one-pager and add different languages and a more complex navigation structure later on. Multisite and multilingual are guaranteed out-of-the-box features embedded in the core.

Comparison Card: TYPO3 versus WordPress - In context

When do we compete? Use cases

- A developer, editor or decision maker has prior experience with WordPress
- A website is already built on WordPress and they are trying to decide whether to switch or not.
- You're building a big website and WordPress won't work: considering TYPO3, Drupal, etc.
- A small to medium-ish sized company is looking for a way to present themselves online

Sector and verticals

Audience

- Niche markets
- Research facilities, colleges, government

Customer challenge	Competitor approach	TYPO3 approach
I only need a "simple" site. The time to market has to be short and I don't have any coding knowledge.	Basic "simple" sites are the essential use-cases for WordPress sites. There are several topic related packages available and the cloud hosting is managed by WordPress itself. Also, onboarding for beginners is managed perfectly on wordpress.com.	Start with Bootstrap package or Toujou to keep things quick and easy. Follow up questions: How many other sites like this do you or will you need? How many sites does your company have? Do you operate in other countries or markets (do you want to)?
I only have a small budget.	Goes hand in hand with the "simple site" challenge.	TYPO3 sites aren't generally and automatically expensive, the feature set defines the costs. If you only need a small set of features and basic functionalities, starter packs like Toujou are perfect for your use case and don't break your bank.
I need a system that's intuitive and easy to use for everyone.	WYSIWYG – easy to use, there are only contents and no special elements. All contents on one site can be edited in one backend view.	TYPO3 can be configured to be as easy and intuitive as needed. Especially in larger installations, TYPO3 is a lot easier to navigate within thanks to the page tree, than WordPress. Extensive user rights and view management possible.
I want to stay independent from my service provider.	Switching service providers isn't a problem, since WordPress does have the biggest market share in the CMS sector.	Especially in the German speaking market, there are a lot of agencies providing support for TYPO3 projects. If you are looking for a new service provider, you can always check the PSL.

REFERENCES

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- <https://www.friendventure.de/blog/wordpress/wordpress-vs-typo3/>
- [Gutenberg vs. TYPO3 Content Elements \(EN\)](#)
- [WordPress vs TYPO3: Comparison for Agencies and Users](#)

Categories

Which categories?

- SaaS Website Builder
- Headless-only CMSs
- Digital experience platforms (DXP)

TYP03 versus SaaS Website Builder

SaaS Website Builder (hosted CMSs)

- Examples: Wix, Squarespace, Jimdo

Payment Model	Customers buy a subscription to a fully hosted website management.
Big business promise	Software as a service is really easy to use and doesn't require any coding experience. It promises to eliminate the need for developers.
Editor UX	SaaS usually come with a WYSIWYG editor, which is know for good end user UX. Additionally, it comes with editor-level page builder UIs and a site creator kit for easy styling.
Developer UX	Customers only have the possibilities to do the slightest, most minimal custom coding modifications. There is no possibility for integrations besides those, that already are a part of their ecosystem.
Frontend	Template editing happens through a user interface by modifying CSS only.
Marketed Feature	All in one self managed website creation and management.

Comparison Card: TYPO3 versus SaaS website builder

Summary	Sector and verticals
<ul style="list-style-type: none"> ■ The website builder services offer “You can create a free and professional website all on your own.” ■ TYPO3 Answer: Start at your own, but grow as you want with guided setup ■ Cheaper and easier to start, but no possibility to grow as you want. At a certain point, you have to start over and re-enter all your content. 	<ul style="list-style-type: none"> ■ Self-Employed Business and Freelance /Agencies as their partners ■ Private Users ■ Small non professional organizations

Customer challenge	Competitor approach	TYPO3 approach
I need a fixed cost SaaS solution for small sites.	This is the bread-and-butter of SaaS website services.	There are at least two SaaS solutions available for TYPO3: Toujou and TYPO3 SaaS.
I want to create my business website by myself.	Complete self service and possibility to start directly	Self service site with guided setup and personal onboarding
I need a reliable service provider and support.	DIY - do it yourself. Help desk can solve common problems by using a knowledge base. No real consulting or additional services available from the SaaS provider itself.	DIY, but you can add professional services with a hoster and/or agency/freelancer when needed.
I need a solution that can scale to meet my current and future needs.	Wide range of integrations and plugins, but limited possibilities in solving specific problems. Complete system switch needed, when the solution doesn't fit anymore.	You can initiate own/agency development to customize the system for your personal needs down the road and even switch from SaaS to self-hosted. Additionally, TYPO3 does have a lot of integrations, although they may not be available from existing TYPO3 SaaS providers.
I need a professional website design.	There are tons of built-in templates which can serve as an attractive starting point. A lot of documentation about the editing possibilities. Content and design are tied together.	Design is separated from the content so the theme or template can be changed. You can configure basic schemes (color, font) and add custom CSS. Different templates for different verticals.
I want to have a flexible content management system.	Content served in different languages or elements which needs to be displayed on different pages (e.g. company boiler plate) isn't handled in an easy way. There is no possibility to reuse content, even not in different layouts or there is no relation between translations.	TYPO3 is a full, powerful content management system where these are core features. Multilanguage and Multisite support is as well supported, as flexible content usage and the possibility to work with different navigation - menus or layouts is.

RELEVANT CASES with TYPO3 on toujou	Competitioners
<ul style="list-style-type: none"> ■ https://www.agriturismolecaldane.com ■ https://www.bega-beisser.de/ ■ https://www.pfeffi.com/ ■ https://www.rotkaeppchen.de/ ■ https://www.travelundtrek-kids.de/ 	<ul style="list-style-type: none"> ■ https://www.weebly.com/ ■ https://www.wix.com/ ■ https://www.jimdo.com/ ■ https://www.squarespace.com/ ■ a lot of cheaper solutions, provided by hosting companies

TYP03 versus DXP

Digital Experience Platforms (DXPs)

- Examples: EPIServ, ADobe Experience Manager, Sitecore XP, PimCore

Payment Model	Partly licence based plus a subscription for upgrades or monthly support. Only parts are open source.
Big business promise	All-in-one “Enterprise-Ready Portal Solution” incl. DAM, personalization, campaign and omnichannel. Mostly decoupled with frontend and headless approach.
Service	Partner management for agencies, sales and presales.
Target groups	Marketing division of bigger companies or enterprise organisations.
User Experience (Editors)	Out-of-the-box easy to use UI which becomes more complex with each functionality added.
User Experience (Devs)	APIs. Focus use what you know (PHP/JS/.NET)
Marketed Features	Web publishing, asset management, marketing automation, personalization, partly added CMS, newsletter, commerce.

Comparison Card: TYPO3 versus DXP

Summary

- Competing with DXP isn't competing with a certain competitor as it is competing with the integration of many software parts which are marketed as DXP.
- Even if some of the Tools provided a more modern interface, they are quite complex to use, due to a lot of functionality. Partly without a unified UI
- TYPO3 can be and is a part of individual DXP-Integrations. Existing Third Party solutions can be integrated with TYPO3
- Even if there are entry packages, DXP solutions run often in high running cost.

Target Groups

- Enterprise Companies with project size > 500k
- Projects starting on a green field
- Companies who need guarantees (you never got fired buying IBM)

Customer challenge	Competitor approach	TYPO3 approach
I need a short implementation time.	Starting the Digital Transformation process, I want to immediately start with a complete solution fulfilling all my possible future needs (that I don't even know about right now).	By providing packages and out-of-the-box integrations, as well as a variety of additional add-ons, TYPO3 comes with the possibility to grow in any direction at any given point.
I want to distribute personalized content on all devices using marketing automatization.	DXPs mostly provide good and complex solutions for that challenge.	There are specialized third party solutions which can be integrated into TYPO3. Even name brand tools like Salesforce and Mautic have ready to use solutions.
I am looking for transparent pricing and need control over my costs.	DXPs offer a complete solution for all marketing related activities to ensure, that the customer doesn't need to pay for additional, external services. Therefore, DXPs come with a high price, even when not all features are needed by the customer. Even though the costs might not be publicly available, they remain stable within the project and provide cost control.	TYPO3 is an open source CMS, that doesn't come with licensing fees or a pricing model. There are no hidden costs when it comes to source code or most extensions. Also: pricing info concerning official support or ELTS is publicly available.
I have unique requirements for integrations.	DXPs are a ready-made solutions, which the customers have to fit into. Even if they have a wide range of APIs and possibilities to create add ons, they are more complicated to cater to and thereby more expensive.	TYPO3 can be individualized with integrations and extensions to fit the customers needs. And even if you have wishes concerning core functionalities: it's easy to change, since it's open source.
I need to start with integration of a marketing tool (e.g. DAM, MRM) but have to make sure that it can be used for my future strategy.	DXPs provide a complete suite of marketing tools, including DAM. I can be sure, that the used DAM/MRM System can interact with other parts of the suites.	You can take the best decision for your marketing tool without thinking about the future CMS, since TYPO3 can interact with your marketing tool. You are independent in your decision and don't need to be a big tool, without knowing that you will need it complete.

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- <https://www.g2.com/products/adobe-experience-manager/reviews>
- <https://weareuv.com/what-is-the-cost-of-adobe-experience-manager/>

TYP03 versus “Headless” services

Headless-only CMS/services

- Examples: Contentful, GraphCMS, Contentstack

Payment Model	Monthly or yearly subscription must be acquired for hosting data. Most of the services are not open source.
Big business promise	Developer friendly. Content “hub” model, which enables you to deliver content across distribution channels through the API. Do what you like.
Editor UX	UI for content/data models and input. Flexible content structure.
Developer UX	“Developer friendly” focus on APIs. Custom content/data model, data output, JSON, REST APIs.
Frontend	Doesn’t usually come with a front end (framework agnostic). Content presentation and data separated. Use what you like (JS frontend).
Marketed Features	Content as a Service, content hub, unified management, meta data, digital asset management.

Comparison Card: TYPO3 versus Headless services

Summary

- Headless is an umbrella term which includes open source and proprietary solutions. In this case, we're consider how TYPO3 compares to headless services which offer all-in-one solutions for data hosting, content editing UI, etc.
- Headless promises: API-first platform (dev-focused). Fast (UX-oriented) (SERP improvement). Enterprise-scale. Integrations with other services. API first means it will work with your other tools

Best to use for

- Omnichannel proposes (even Apps, TV, Speech,)
- Aggregated content from different sources
- Infuse content for personalization / shopping solutions
- High traffic via JamStack

Customer challenge	Competitor approach	TYPO3 approach
I require a headless capability and API access.	Headless services come with an API-first approach without a frontend.	TYPO3 has a working headless solution but not really an API in the core. However, TYPO3 comes with a frontend to enable previews.
I need to be able to create structured content elements.	Headless solutions are focussed on providing structured content. It's their main key feature.	In TYPO3 it is possible to create structured content based on the content elements and with the help of Individual extensions. Additionally, the structured content initiative is constantly working on improving this topic and possibly getting it merged into the core.
I need a solution that is easy to use.	Since you don't need to worry about features and frontend, the reduced and structured content possibility of headless solutions makes them easy to use.	TYPO3 is a feature rich CMS which gives more possibilities out-of-the-box, but this could lead to a more complex backend. However, a simple clean TYPO3 installation isn't overwhelming and can be made even simpler with restrictive user rights.
I need to have control over my data.	In some headless solutions, data can be exported, but not migrated to another host. The content is saved in JSON and not structured for export.	There is no vendor lock in open source solutions such as TYPO3. All data is structured in tables.
I think the frontend should be independent from the business logic.	Headless solutions are just providing content, but no frontend. It's not important, what the frontend is doing.	TYPO3's frontend and backend are basically independent from one another. You can easily separate business logic and content. Additionally, TYPO3 offers the possibility to act as an aggregator to interact with external business logic tools.

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- <https://www.contentful.com/compare-headless-cms/>
- <https://jamstack.org/headless-cms/>
- <https://www.contentful.com/r/knowledgebase/what-is-headless-cms/>
- <https://www.g2.com/products/contentful/reviews>

Template

Create your own comparisons!

Comparison Card: TYPO3 versus Product

Product Overview

Description of the product

Product Features

Add a more thorough description of their product and list its key features.

- Key feature
- Key feature
- Key feature
- Key feature

THEIR KEY STRENGTHS

WHY PEOPLE WOULD CHOOSE TYPO3 INSTEAD?

THEIR WEAKNESSES

WHY PEOPLE WOULD CHOOSE TYPO3 INSTEAD?

Comparison Card: TYPO3 versus Product - In context

When do we compete?

-

Sector and verticals

-

Customer challenge	Competitor approach	TYPO3 approach

RELEVANT CASES

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REFERENCES

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