How Enonic fits your requirements

SPEC SHEET
Introduction

What are the clear-cut benefits of working with Enonic?

In this spec sheet, we aim to get straight to the point and show you and your stakeholders what specific features and functionality you can expect from Enonic.

Good reading!

Morten Eriksen
CEO, Enonic
Why choosing the right digital platform is important

Consumer behaviour is turning increasingly digital. And for the world of B2B, researching products and services is performed almost exclusively online—on computers, tablets, phones, and even indirectly through the Internet of Things, wearables, digital signage, and APIs.

This means that your customer journey is more important than ever before. If you want to not just stay ahead of your competitors, but to survive the digital disruption overall, you need a future-proof, flexible, and agile digital platform.

Reaching out to your actual and potential customers today can be done through a limitless array of digital channels. At the same time, development and progress in digital technologies are moving blazingly fast. And on top of this comes the increased customer expectations and demands.

Customers simply will not settle for slow websites, clunky apps, or bad user experiences any longer. We believe Enonic can help your organisation solve and overcome all of these challenges—being future-proof, flexible, agile, omnichannel-ready, and enabling a superb customer journey.

Now, let us delve into the technical specifics of this bold claim.
Enonic's philosophy

Enonic's philosophy can essentially be summarised in two words: **content first**. At the heart of all your digital experiences lies content—meaningful, helpful, and engaging content for your customers. Fancy visuals, cool functionality, and a fast and responsive website or app are empty shells without great content in the foundations.

What “content first” means is that the Enonic platform is built for creating, editing, and distributing your precious content as efficiently as possible. By default, our platform treats every content item as structured—meaning it is of a certain type, has the same characteristics as other content items of its kind, and can be re-used in countless ways as a result.

For instance, all content items of the type “page” can only act in a certain way and be used in a specific manner—by your instructions. The same goes for “blog,” “person,” “case study,” “service,” “image,” “document,” and so forth. Content types are tailor-made for each customer, and their operations and logic are entirely up to you.

As a result of our content first philosophy, we are neither a classic CMS nor a headless CMS—we are both! We offer a **hybrid CMS**, taking page building, content organisation, image handling, URL management, and more from the classic CMS, while simultaneously offering the lightweight database and API approach from the headless CMS for omnichannel distribution.

In this way, you can use Enonic as your project requires. If you want to make a complex website, do it with our classic CMS capabilities. If you want to build an app, please go ahead with our headless functionality. If you want a mixture, you can of course do that too. Your content is always at the centre of our platform, and only your imagination sets the limit for its usage.
How Enonic benefits internal stakeholders

Enonic aims to appeal to all the relevant groups of internal stakeholders in your organisation. While some digital platforms aim to please the developers, others seek to cater mainly to the editors’ needs. In Enonic, we built our platform from scratch in 2015 in order to help unify your organisation—including business, marketing, and IT.

**Business and decision makers**

- **Pricing model**
  Predictable pricing model with clearly defined tiers and the possibility to upgrade or downgrade capacity after need.

- **Scalability**
  Back-end cluster technology coupled with front-end content management allows for fast increase or decrease in required server capacity.

- **Predictability**
  Serving several high-profile customers combined with ISO 9001 certification and the transparency of an open-source platform makes Enonic a stable and predictable partner.

- **Trust**
  Enonic is fully dependent on gaining and keeping the confidence of our customers, through great customer service, a robust platform, and facilitating open technologies and processes.
Marketing and web editors

• Productivity and user-friendliness
  Our CMS, Content Studio, is made especially for content editors, emphasising an intuitive and responsive UI, smart image handling, visual page editor, familiar keyboard shortcuts, and collaboration through issue management.

• Flexibility
  Create any type of digital experience most befitting your marketing strategy—like self service, logistics system, or blog—and create any content type you need—like articles, profiles, events, or redirects. And then work within a classical CMS framework and distribute your content headlessly.

• Marketing tools integrations
  Enonic offers a lightweight and flexible core, ready to integrate with the best-of-breed third-party marketing tool of your choice—like HubSpot, Google Analytics, or SEO meta fields.

IT and developers

• Open source
  Developers get full insight into the source code and what is being planned, through GitHub, the Enonic documentation, and our company portal.

• JavaScript
  Enonic uses server-side JavaScript, and as any web developer can understand the language, starting and running new projects with Enonic is a fast and smooth process.

• Infrastructure
  Enonic runs in any cloud thanks to the powerful Java Virtual Machine, but we also offer our own, fully managed cloud platform to meet the requirements of modern web and app development.

• Interoperability
  Enonic is designed to integrate with your existing systems, architecture, and skill set. You can integrate with any core system using APIs and ready-made concepts like ID Providers, MVC controllers, admin interface widgets, etc.
Essential features of Enonic

**Rich text editor**

Stylise text, drag and drop images, insert rich media with macros.

**Image handling**

Crop, flip, rotate, and assign focal point on any image.

**Landing page editor**

Build custom pages with drag and drop, layouts, texts, images, parts, and fragments.

**Structured content**

Headless-ready content-oriented CMS, where every element is a defined content type.

**Version control**

Last 50 versions of any content item is saved, enabling easy reverts.

**Access rights**

Control which users have access to any given content item at any time.
**SEO capabilities**

Ensured through structured content, standard fields, and SEO meta fields app.

**Scheduling**

Schedule publication of content items in past, present, or future.

**Accessibility**

Keyboard navigation, image alt text, no mandatory markup, and more.

**Headless support**

Go headless with a powerful GraphQL API.

**App market**

Enonic Market features verified applications, add-ons and integrations.

**Responsive admin console**

Responsive GUI, collapsible and expandable panels for any screen, touch screen image handling.
Easy to manage page templates

Template content type under a template folder, managed after page editor principles.

Workflow

Support for editorial workflow with different content statuses and notifications.

Marketing tools integrations

Existing integrations via Enonic Market, fully possible to integrate your tool of choice.

Responsive preview

Fully responsive previews through emulator widget or preview tab.

Support for user generated content

Support for storing other data than content in a separate repository fully searchable.

Editor search function

Lightning-fast search engine with filtering by content types.

Marketing tools integrations

Existing integrations via Enonic Market, fully possible to integrate your tool of choice.
**Batch publishing**

Publishing Wizard

- Stock in progress: One or more items are still in progress
- Published: This content can be published; remove from list or edit title
- Drafted: This content cannot be published; remove from list or edit title
- My next article
- A draft is due now
- A draft is due soon
- A draft is very old
- A draft is very very old
- A draft is overdue
- A draft is overdue soon
- A draft is overdue very old
- A draft is overdue very very old
- A draft is overdue more than a month
- A draft is overdue more than three months

Publish or unpublish content items *en masse*.

**Language support**

Possible through content layers.

**Form builder**

Build forms to capture user information.
More features

- **Performance**
  Enonic is built to scale in both platform and cloud, with a distributed architecture, performance tests, and multiple deployment strategies available.

- **Reliability**
  Trusted by large Norwegian brands like Norway Post, Gjensidige, Norsk Tipping, TINE, Eliteserien, KLP, Storebrand, and NAV, Enonic continuously strives to be a reliable vendor—through open technology, quality systems, and an ISO-9001 certification.

- **Security**
  Enonic follows OWASP principles in security testing, every code change is verified by more than 5,500 automated tests, and all major releases are tested by an external white hat agency.

- **Flexibility**
  Enonic offers flexible pricing and product offering, suited for both mainstream and custom solutions. The platform is also by its very nature flexible, offering the mentioned alternatives of classic, headless, and/or hybrid CMS.

- **Technology**
  We use modern technologies in our work, like web APIs, GraphQL, JavaScript, Gradle, and Kubernetes, and with them we have built the CMS interface Content Studio, the web application platform Enonic XP, and the Experience as a Service Enonic XC.

- **Cloud or on-premise**
  Whether to run your digital experiences on premises, with a cloud vendor, or with Enonic is entirely up to you, thanks to our powerful and flexible platform.

- **Training**
  Customer success is invaluable to us, and that is why we aim to empower developers and content editors alike with our training courses and guides.

- **Support**
  You can always count on support in one way or another from dedicated Enonic experts, whether it is through Enonic Support, Slack, online forum, or even Meetups.
Technical overview

Enonic XP is a full stack JavaScript application platform and CMS in one, and offers the essential services and tools required to build and maintain highly scalable web apps and sites.

Build your own applications, or use existing ones from Enonic Market. Applications are primarily written in JavaScript, but can also include Java, as the platform runs on top of the Java Virtual Machine.

- Application runtime
- JavaScript development framework
- NoSQL storage for your data
- Identity and Access Management—IAM
- Extensible admin console for back-office users
- Hybrid content management system when needed
- Remote management API
- Statistics API for metrics and monitoring
- CLI and software development kit
Free demo of Enonic XP

Get a free demo and test Enonic in the cloud.

Request demo