ENTANDO: THE DXP PLATFORM FOR MODERN APPLICATIONS

Entando is the lightest Open Source Digital Experience Platform (DXP) for enterprise Modern Applications. Our platform harmonizes user experience across enterprise omnichannel applications (UX Convergence), accelerating time to market and increasing development efficiency. Entando bridges the gap between business and IT by leveraging the new paradigm of modern software design, development, and deployment (Modern Applications).
CAPABILITIES

It combines the effectiveness and efficiency of low-code software development with omnichannel experience management typical of Digital Experience platforms on top of modern hybrid infrastructures, distributed architectures, automated processes, to create a **new breed of platform**. Entando opens the door for accelerated software design, development, and delivery that leverages the full potential of Modern tools and methodologies and delivers a unified, distinctive, and device-agnostic experience to end users.
COMPOSING
Entando is natively integrated with the Red Hat Process Automation Manager suite of services.

RICH UI / OMNICHANNEL SUPPORT
Entando provides a set of interoperable and reusable components that can be brought together to securely design, develop, and deliver any type of enterprise web application.

PROCESS MANAGEMENT
Entando’s integration with BMP* solutions enables process-driven applications that not only focus on process automation and task efficiency, but also on user engagement optimization, starting from a user-centered process design.*

MODERN APPLICATION TOOLS AND METHODOLOGIES
Entando supports fast and easy application creation, maintenance and management by leveraging a set of low-code tools and applying the Modern Applications paradigm (native cloud, containers, distributed architectures, DevOps, CI / CD, user centered design).

INTEGRATION
Born as a web platform for enterprises where applications must integrate with business systems, the Entando DXP platform is able to consume content and services and distribute it through Rest-based APIs to other websites, applications, and systems.

CONTENT MANAGEMENT
The platform supports the creation, organization, publication, and archiving of content, includes publishing workflows, audit trails, and versioning tools, and empowers editorial teams to easily manage content on their own without IT involvement.

SEARCH SUPPORT
The platform offers out-of-the-box information management and data searches within an application.

RICH UI / OMNICHANNEL SUPPORT
The platform supports user interface (UI) technologies, including HTML5 and related technologies (e.g., CSS3 and JavaScript) and framework such as Angular and React, that deliver powerful and consistent experiences across different digital and physical channels.

MOBILE RENDERING
Contents delivered through Entando automatically adapt to different screen forms, including desktops, mobiles, and tablets, using responsive design.

*Entando is natively integrated with the Red Hat Process Automation Manager suite of services
SOLUTIONS
ENTANDO EXCELS IN MANY SITUATIONS. THESE ARE THE TOP THREE.

PROCESS-DRIVEN APPLICATIONS
The first step toward innovation is evolving business processes relative to how the company interacts and deliver services to its customers, partners, and collaborators. Process-driven applications aim to improve competitiveness by automating internal and external company processes and often take a vertical approach to fulfill specific industry or users needs.

CONTENTS AND SERVICE DRIVEN APPLICATIONS
Digital transformation requires companies to manage and propose contents and services with renewed attention to the user experience on various digital channels. Modern Applications need to be lighter, smarter, more scalable, easier to maintain and possibly cloud native.

IOT APPLICATIONS
Entando focuses on user-experience when measuring the effectiveness of IoT applications and their interfaces. That makes it the ideal complement to other platforms that concentrate on data collection from the field. Entando achieves this partnership by acting as an enabling platform for enterprise IoT strategies and integrating seamlessly with other technologies.
EVERY SECTOR IS AFFECTED BY DIGITAL TRANSFORMATION: ENTANDO CAN COVER THEM ALL.
Entando is a component-based platform, a set of rationalized, integrated, reusable sets of UI building blocks and enterprise-ready capabilities on which various types of enterprise applications can be built, delivering a consistent user experience powered by modern infrastructures, architectures, and processes.

In simple words, the platform consists of two entities: the Entando core, which represents the heart of the platform’s services, and a set of additional components, that can be combined as needed to fulfill specific enterprise-level solution needs by enhancing, extending and customizing the platform.

The Entando general architecture consists of three main elements: the MApp Engine (Micro App Engine), including core features, REST APIs, and internal services related to the run time, the App Builder, which provides administration features and manages the design time; and the Web UI, responsible for runtime rendering and presentation.

In its DNA, Entando is a blend best of breed solid and light technologies. It combines enterprise-grade and robust technologies, such as Java, with support for lightweight presentation frameworks like AngularJS, native Bootstrap, React and Spring. Entando is a lightweight Open Source Java EE platform that can run on enterprise hybrid environments, and it does so with minimal resource consumption.

The Entando platform was born to design, develop and deploy business applications that live in a complex context. As a result, applications built on Entando integrate with multi-source and multi-channel external systems. The platform is agnostic in terms of infrastructures, devices and even other Front end frameworks.
The great advantage of Entando is the possibility of accelerating the "time-to-production" of complex enterprise applications. Low code tools and the ability to integrate elements made with other frameworks into applications accelerate and simplify the design. Ready-made / reusable components and the possibility of integration with other existing systems make development faster and more efficient. Advanced automation tools and management of the underlying infrastructures speed up the delivery and make it safer.
PRODUCT HIGHLIGHTS

LIGHTNESS AND EFFICIENCY

The platform core is so light that it can be installed on a Raspberry Pi; further components can be added and customized as needed. This avoids burdensome overloads and the inefficient interdependencies typical of older, monolithic platforms.

MODERN TOOLS AND METHODOLOGIES

Entando aligns with the typical Modern Applications paradigm (hybrid clouds, containers, DevOps, CI/CD, distributed architectures, UX focus) that can help build UX focused applications faster, smarter, easier.

REUSABLE COMPONENTS

Available components with well-defined interfaces can be reused the next time you need to build a UI: this means writing less code, a faster development time, fewer bugs, harmonized user experience across different applications, and fewer bytes down the wire.

LOW CODE APPROACH

We make it simple to build applications and connect them with existing enterprise environments without developers having to write their own APIs or integrations. Instead, components and processes are bundled up into ready-to-use libraries. Simply drag and drop, and you’re done.

FAST PROTOTYPING AND CONTINUOUS EXPERIMENTATION

Entando is an “accelerator.” It enables fast prototyping, useful for testing new application concepts, the ability to experiment with different UI/UX designs, and a better evaluation of risks before applications go live.

INTERNAL MARKET PLACE

Thanks to the reuse of semi-finished products, the investment in the Entando platform can readily be capitalized on across many applications within the same company. Building an “internal marketplace” creates the possibility for establishing standards to which internal teams and external suppliers can align.

AGNOSTIC APPROACH

Entando is agnostic towards different infrastructures, channels, devices and even front-end frameworks. You can even use Entando’s native app building tools or expose contents to other frameworks such as Angular or React.

OMNICHANNEL UX CONVERGENCE

By abstracting UI patterns, processes, and components, we make it easier and faster to develop UX proof code and to share it across different applications, people, and devices and to support the building of a consistent brand experience between different applications of the same enterprise.
BUSINESS MODEL AND OFFERING

Our customers and community members are very diverse in terms of profile, size, organizational complexity, and industry, and each one of them has unique challenges to meet. Entando offers various software licensing and service levels and is flexibly designed to meet all needs.

The Entando solution consists of Software, Subscription support services, Certification and Training, and Technical Advisory, as described below.

SOFTWARE

An Entando project typically consists of core features (MApp Engine and App Builder) with a wide array of components (e.g. Single Sign On) or Apps (e.g. CMS) that can be added, depending on the application’s needs; pre-packaged Bundles (e.g basic platform + CMS) are also available.

SUBSCRIPTIONS

Since its inception, Entando has been Open Source. But for large organizations who desire high level services, Subscription support services are available for purchase. Entando offers two levels of support, Standard and Premium. Support levels are based on different SLAs and on issue severity levels. Support services are provided against an annual Subscription, a flat fee that varies according to the chosen support level. Billing is based on production instances, defined as a singular runtime environment or container in which Entando is installed. Unlike Production environments, Dev, QA, and Cold Standby servers do not require a Subscription.

LICENCING

The Entando Digital Experience Platform is 100% Open Source. An Open Source commercial license is available for both the Core and the additional components to customers with Standard and Premium subscriptions.
Entando offers training courses, of which the topics and duration varies depending on the types of skills and number of participants, both for general public (public classes) and for partners (on site). On-site training sessions help partner developers explore all the possibilities of the platform, culminating with a certification exam.

The following chart summarizes our training courses:

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<tr>
<th>TRAINING</th>
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<tbody>
<tr>
<td><strong>PUBLIC</strong></td>
<td><strong>Getting started with Entando</strong></td>
<td><strong>Hands-on with Entando</strong></td>
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<tr>
<td></td>
<td>Through this introductory course you will acquire a basic</td>
<td>This course has a very practical approach and is oriented to give</td>
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<td></td>
<td>understanding of Entando’s main features and architecture.</td>
<td>developers the tools to start developing web applications quickly.</td>
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<tr>
<td><strong>ON SITE</strong></td>
<td><strong>Professional Developers Training Package</strong></td>
<td><strong>System Administrator</strong></td>
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<td></td>
<td>This course introduces the participants to the best practices</td>
<td>The course objective is to provide the system administrator,</td>
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<td>and methodologies for developing web applications based on</td>
<td>responsible for managing the Entando environment, with the</td>
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<td></td>
<td>Entando and for implementing new components.</td>
<td>knowledge they need to understand the platform’s capabilities.</td>
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**ENTANDO CERTIFICATION**

The Entando Certification Program provides Entando partners with a benchmark for assessing a candidate’s knowledge of the Entando platform, as well as a certification that proves the advanced skills of developers.
TECHNICAL ADVISORY

In addition to software and subscriptions, Entando provides partners with specific on-demand professional services for high tech activities.

Our professional support includes.

MIGRATION SOLUTIONS:

- Discovery / roadmap for moving to the Entando platform
- Dedicated support to upgrade an Entando-based project

SUPPORT FOR GETTING STARTED

- Proof-of-concept analysis and design
- Project kickstart
- Custom component design/development and feature sponsoring

ENTANDO PROJECT GOVERNANCE

- Code review
- Application architecture review
- Performance tuning

GENERAL ON-SITE CONSULTING

DOCUMENTATION

The official repository of Entando documentation is GitHub at docs.entando.com. The website also includes a Developer Zone, populated by links to useful resources. Updates and product news are always reported on the Entando blog. Partners and Customers have also access to a dedicated portal where further in-depth documents, guides and tutorials are published.
BUSINESS BENEFITS

FASTER TIME TO MARKET

Entando well lends itself to rapid prototyping, but also allows to scale the prototypes - quickly and in the same environment - into real cloud native enterprise applications.

EASY INTEGRATION WITH EXISTING SYSTEMS

Thanks to a very rich set of APIs, applications created with Entando can be integrated with other applications and infrastructures, contributing to the modernization of existing legacy systems and avoiding lock-in situations.

BETTER CUSTOMER ENGAGEMENT

Harmonizing the UX of the various business applications creates more satisfied and efficient users, removes learning stress, and promotes the consolidation of a unique and universal brand experience.

REUSE AND STANDARDIZATION

The opportunity to develop a series of customized components, with which to feed an internal market place accessible by internal development teams and external suppliers, enables the creation of shared standards and facilitates standardization.

HIGH PLATFORM ROI

Thanks to the reuse of semi-finished products, the investment on the platform can be well capitalized on many applications of the same company, significantly increasing the efficiency of internal IT, in terms of time and costs.

ADAPTABILITY TO ANY ORGANIZATIONAL CONTEXT

Neutrality, agnosticism and policy role based permission policies make the platform extremely versatile and adaptable to any technological need and organizational context.
entando