



Reduce Cloud Costs and Accelerate Development

With the leading Open Source
Application Composition Platform

www.entando.com



Top Strategic Technology Trends for 2023-2026



Cloud-native Modernization

Applications moved to the cloud as lift-and-shift are now being transformed to better utilize the benefits of the cloud.

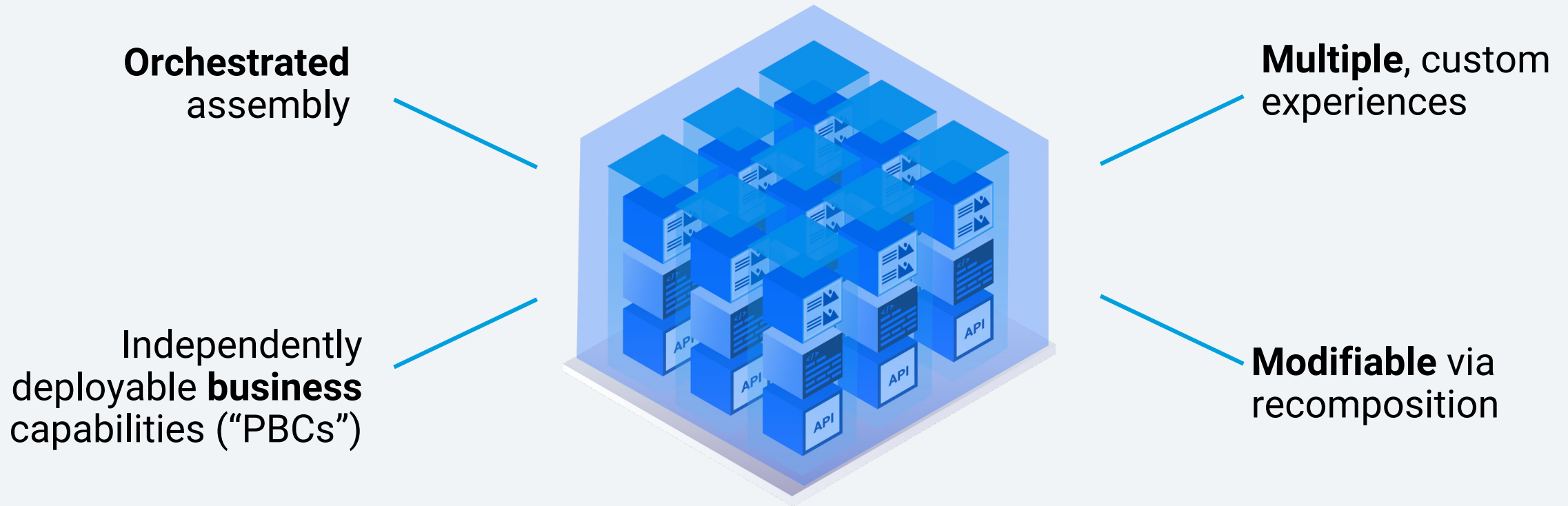


Composable Apps

Modernization is focusing on the composable architectural style to gain multiple cloud benefits to accelerate time to market, reduce costs, and streamline devops.

What is a Composable Business Application?

An orchestrated assembly of independently deployable business capabilities.



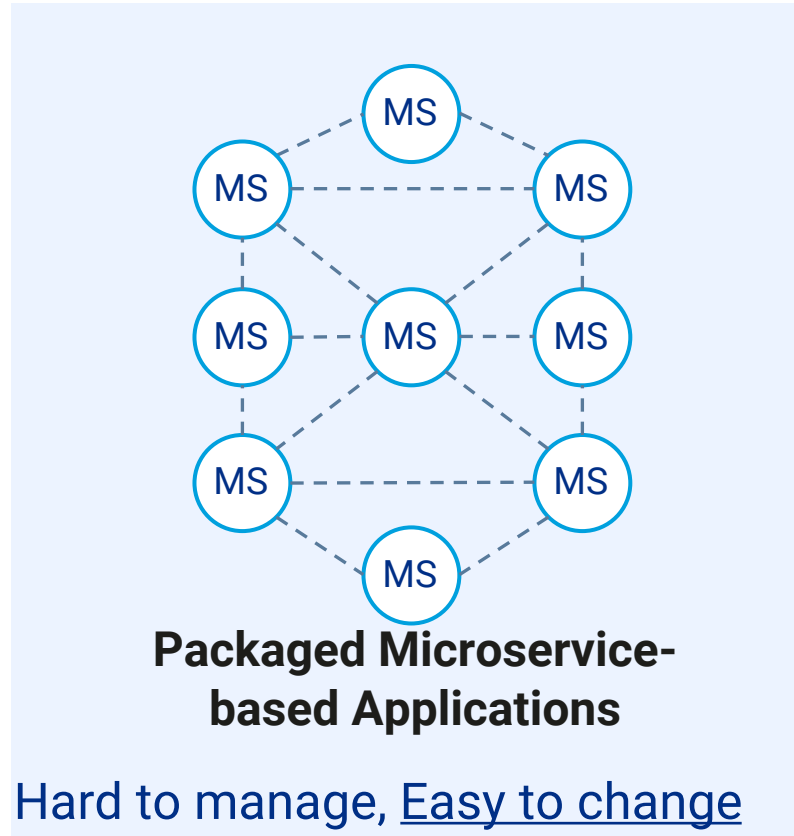
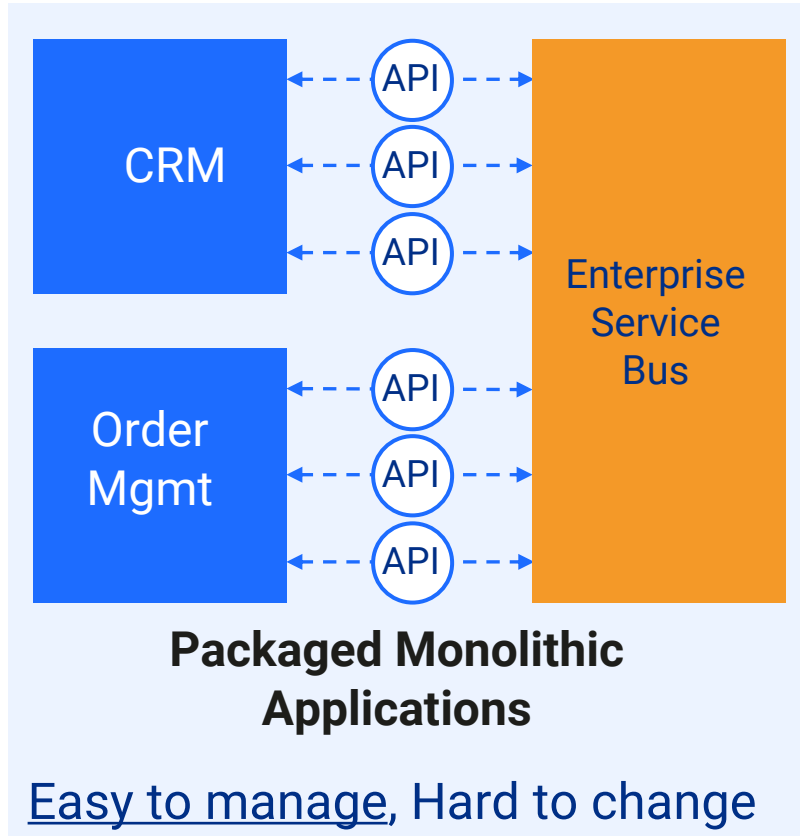
Created to meet a specific business need



Evolution of Enterprise Architectures

From Monolith to Composed

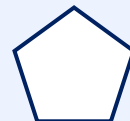
2000's -----> 2010's -----> 2020's



Packaged Business Capabilities



Conventional/Monolith Application



Composed Application



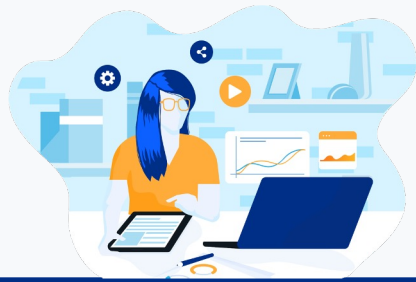
Microservice



API

Entando as a Platform Provides a Consistent Approach to Building Modular Apps

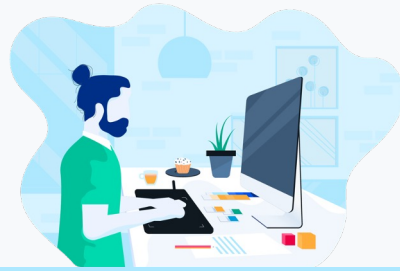
Model the Modular Business Architecture



Enterprise Architect

Selecting, implementing, and designing new applications alongside existing applications for a flexible business architecture

Design, Create the Business Modular Building Blocks



Creators

Developers use the Component Generator and CLI to build, package and deploy components to the central hub.

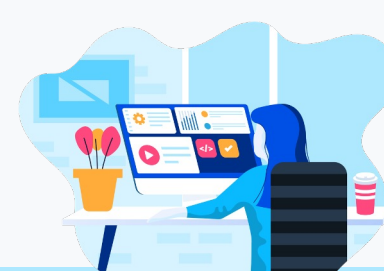
Manage the Marketplace of Building Blocks



Curators

Curators manage the central repository for components and business capabilities including content, versioning and metadata.

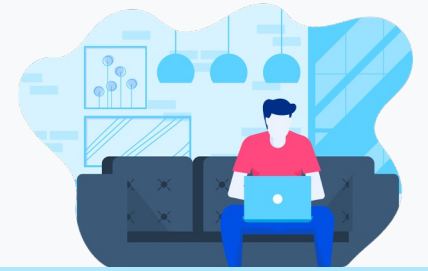
Use Building Blocks to compose Applications



Composers

Developers and Business IT use low-code application composition tools and/or UI development frameworks to assemble applications from components.

Use Applications to Achieve Business Goals



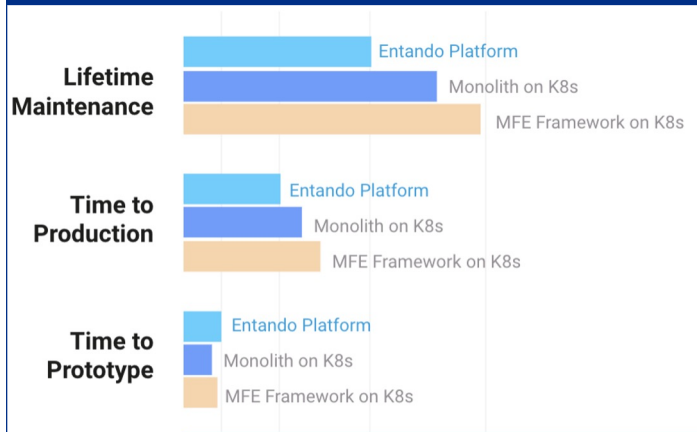
Consumers

Business owners and users have the ability to use, monitor, analyze, update content/roles/users/rules and provide feedback to Creators/ Composers.

Unique Selling Proposition



Accelerate App Dev



Total Time

*Accelerated Updates
Code Reuse, Templates
MVP, Concatenation, Reconfig
Teams, Skills Gap, Parallel Dev*

Lower Runtime Cost

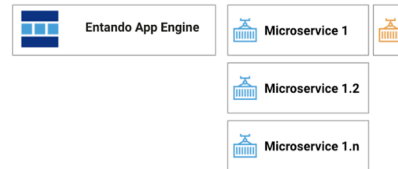
To scale a monolith means to replicate the entire application

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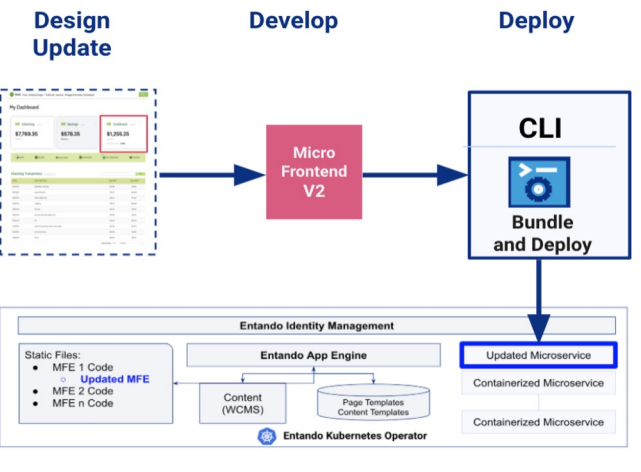
But with Entando, only scale the containers that need more horsepower.

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*Focused Scaling
K8s HA
Serverless
Hybrid Cloud*

Streamline Lifecycle



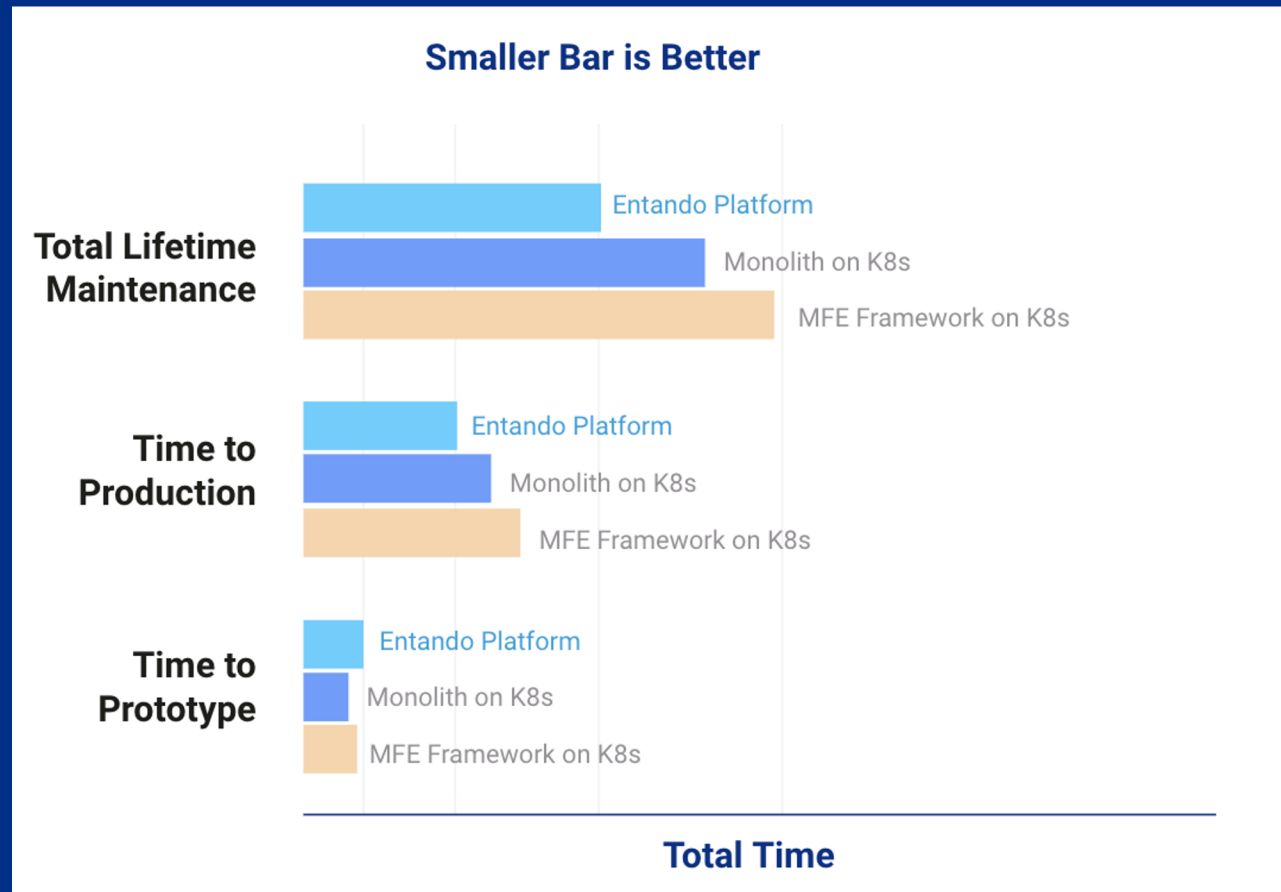
*Isolation of Problem
Modular Updates
Integration with CI/CD
Abstraction
Governance*





1. Entando Accelerates App Dev

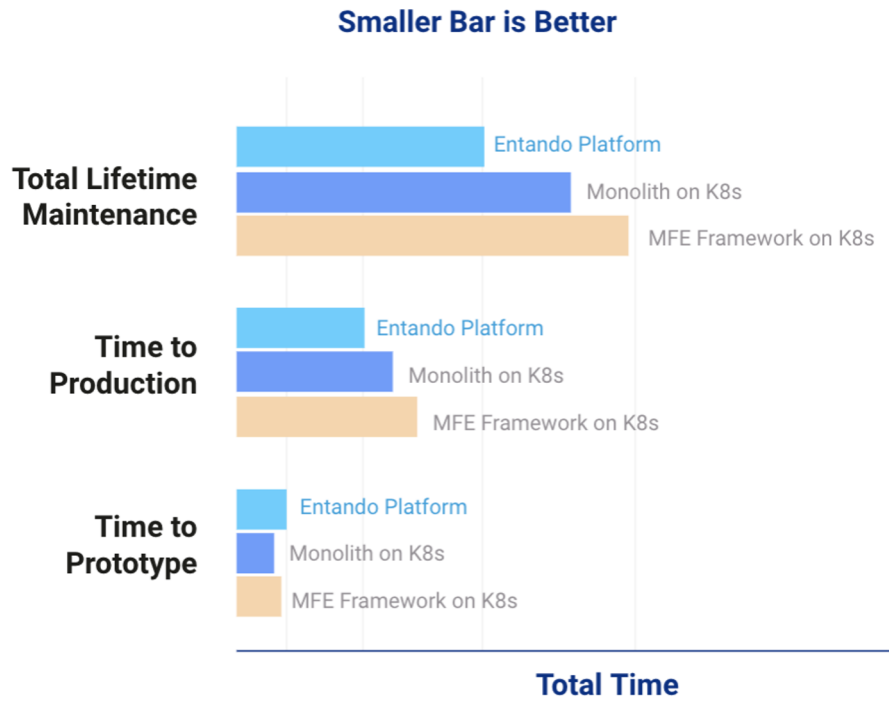
Faster Updates, Code Reuse, MVP, Teams





Entando Accelerates Time to Production

Faster Updates



- Entando applications can take longer to build a prototype vs applications that are monolithic or built with MFE frameworks
- However, they can be updated much faster
 - Updates are faster, more reliable, and easier to automate
 - Given most applications require 100's to 1,000's of updates before production, total time to production is greatly reduced using Entando
 - Entando also provides a consistent approach to modularity across an enterprise
- While MVPs accelerate all design styles, Entando simplifies the update of MVPs over time.



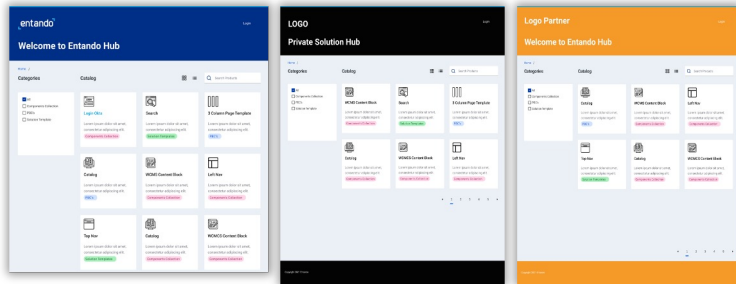


Entando Accelerates Time to Production

Code Reuse & Templates

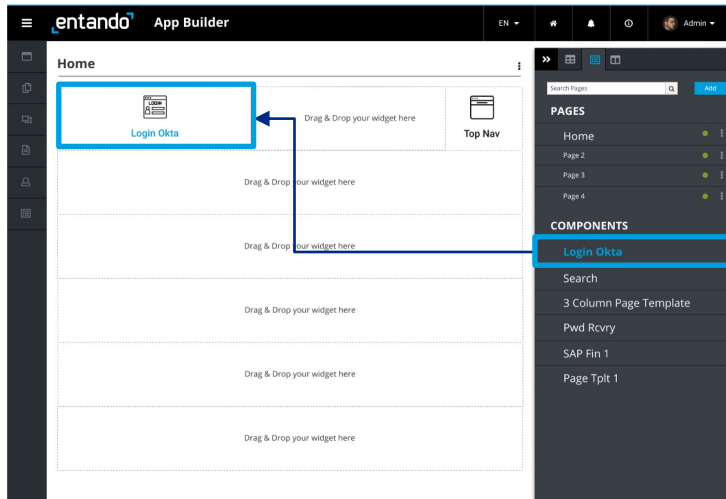
Entando Hub:

Library to store, discovery, access Pro Code Modules



Entando App Builder:

Low Code Interface for Composition



- Build applications from existing PBC Libraries
- Methods to reuse Entando Bundle Templates (PBCs)¹:
 - As Is
 - Configure and use
 - Extend and inherit updates to core
 - Fork
 - Update any of above, and redeploy to Hub
- Standardize Integration with existing Content Libraries

ELIGIBLE Health Insurance Billing	Clearbit Marketing Data Enrichment	algolia Search	argyle Employment Data	pwinty Image Printing
alloy Fraud Protection	Lob Address Verification	contentful Content Management	elasticpath eCommerce	Verifiable Healthcare Prescreening
MessageBird Messaging	TERRA Fitness	Checkr Background Checks	ReadyCloud Product Returns	check Payroll
api.video Video	Cloudinary Media Management	PLAID Banking Data	shippo Shipping	boost Insurance
parallel domain Computer Vision	stripe Payments	evervault Privacy	ESTATED Real Estate	Duffel Travel

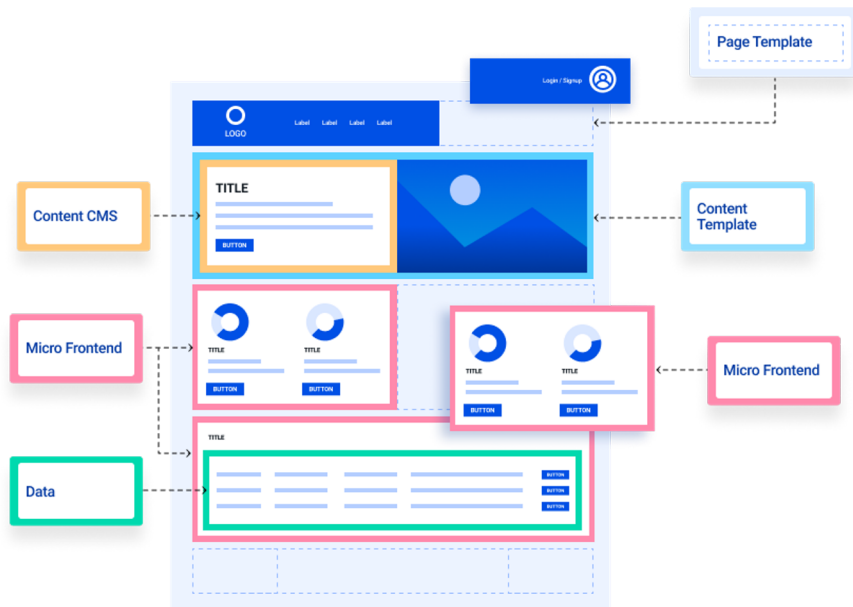
1. A Bundle Template contains Micro Frontend and Microservices which are reusable components within an enterprise





Entando Accelerates Time to Production

MVP, Concatenation, & Reconfiguration

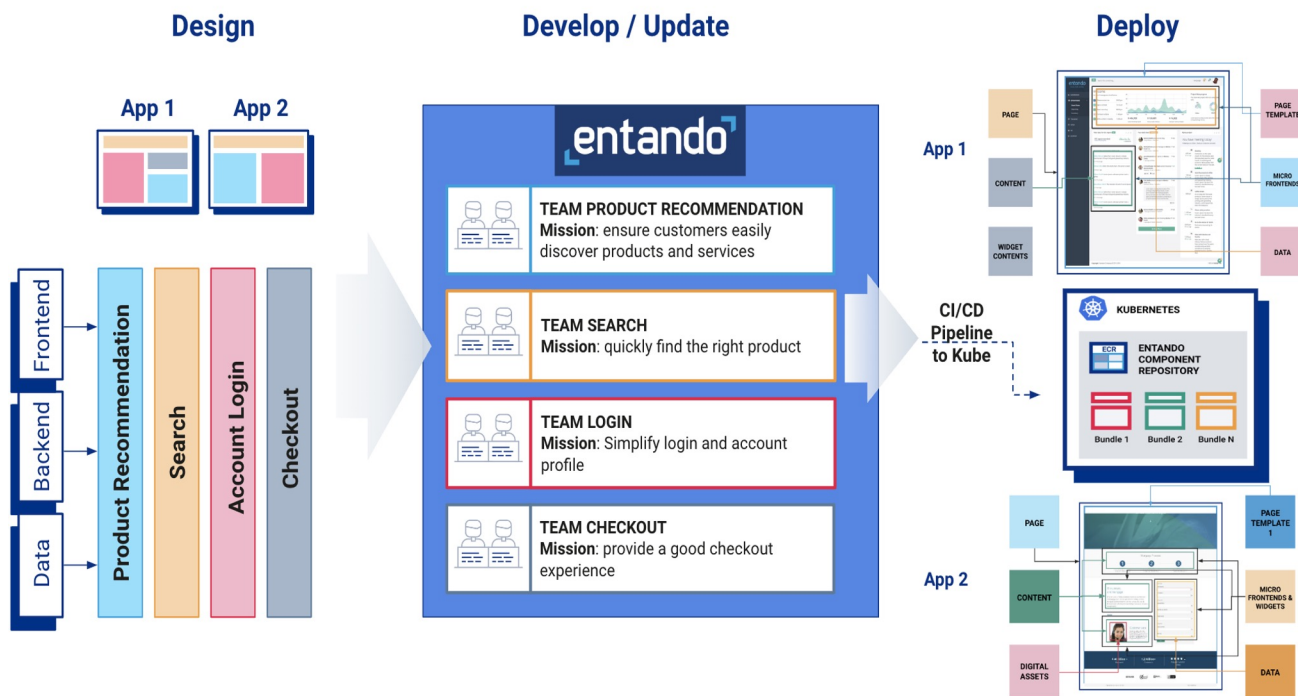


- Modular applications accelerate the time to an MVP
- Build based on initial requirements
- Review and update requirements
- Update initial modules or add new modules
- Projects that are deployed waiting for agreement on complex requirements can be accelerated by starting with requirements for the MVP, then modified over time
- Accelerating time-to-value and time-to-production



Entando Accelerates Time to Production

Parallel Development with Teams, Break down the Skills Gap



- Modular applications can be built using parallel teams
- Each team can leverage the skills they have (reduce skills gap)
- Specialized teams can focus on the tools, frameworks required
- Teams can release separately
- Faster times to MVP
- Faster times to update each module

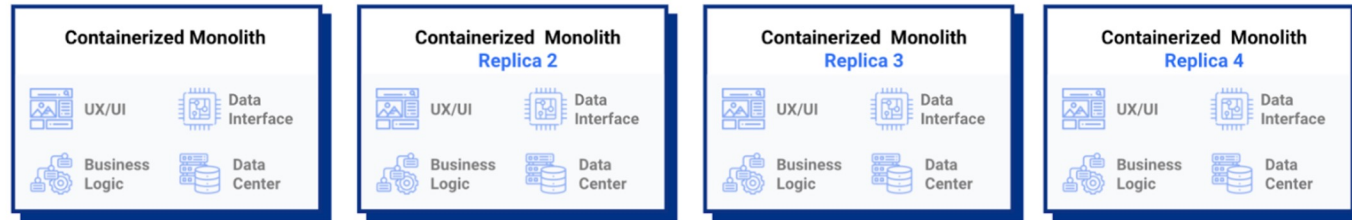




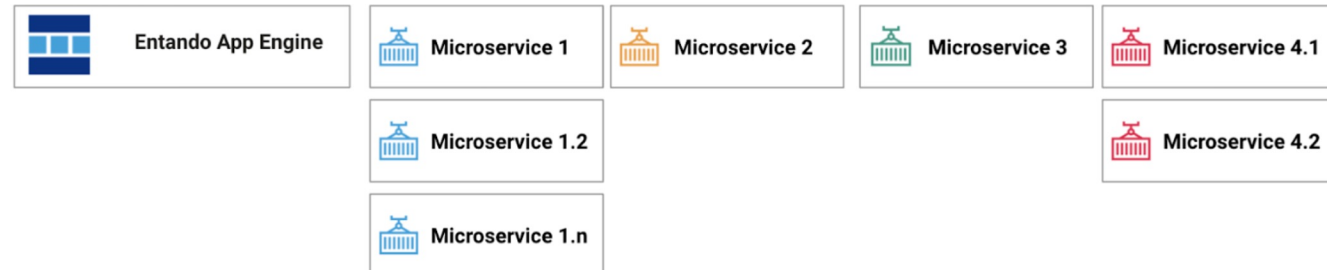
2.) Entando Lowers Runtime Costs

Focused Scaling, K8s HA, Serverless, Hybrid Cloud

Scaling a monolith means replicating the entire application



But with Entando, only scale the containers that need more horsepower.

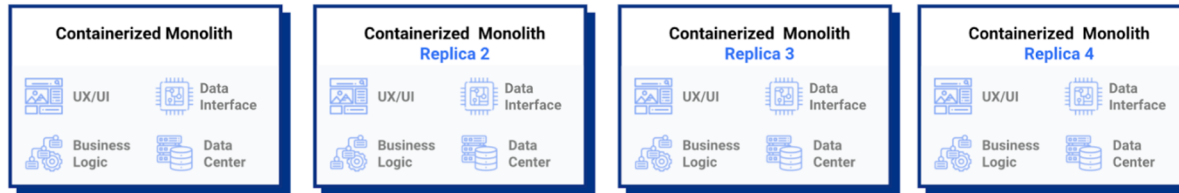




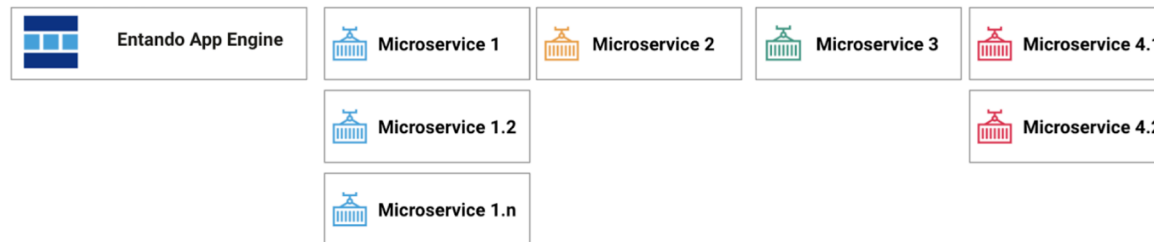
Entando Lowers Runtime Costs

Focused Scaling

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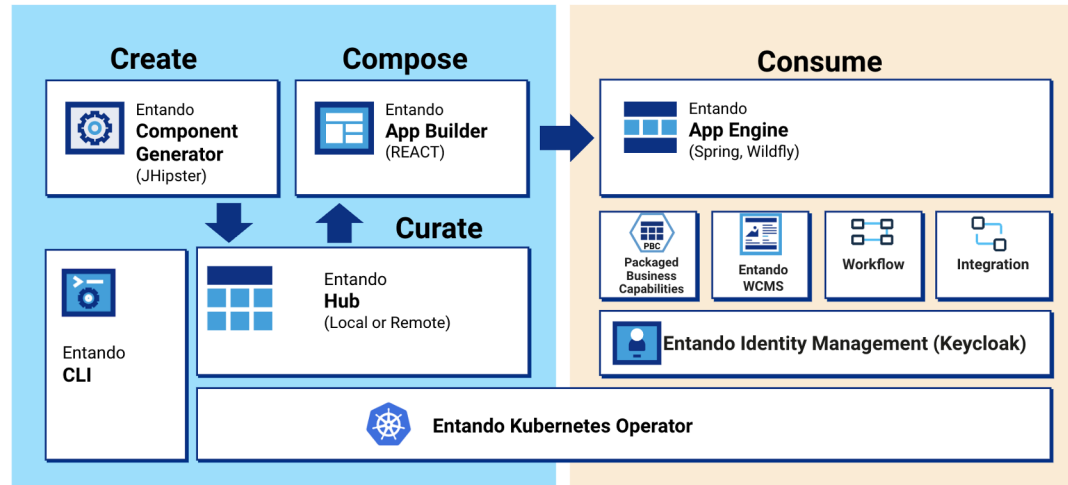
- Traditional scaling requires the entire application, platform, and ancillary components to be duplicated
- Duplications costs a tremendous amount for software and cloud / server costs

- However most applications, have only specific components that need to be scaled (e.g., microservice 1 and 4)
- Scaling only the components needing more horsepower greatly reduces costs



Entando Lowers Runtime Costs

K8s HA



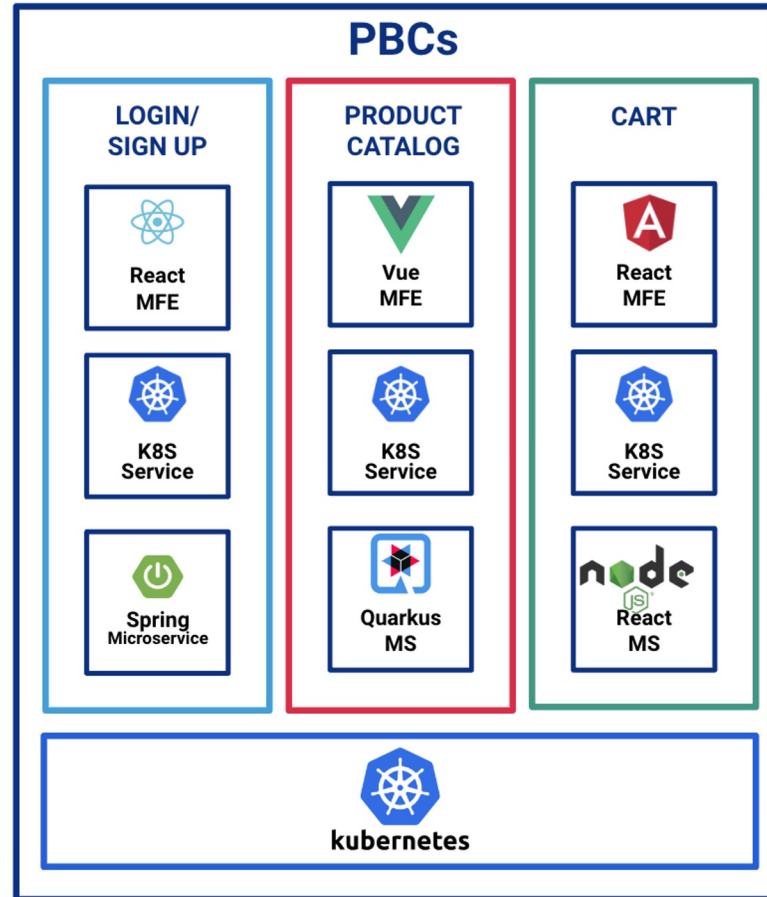
- Scale application based on the requirements application design
- Design applications for K8s pods
- Leverage K8s to automate DevOps for multiple operations across multiple components

- Leverage the Entando Kubernetes Operator to manage the deployment and day 2 operations of the applications
- Reduce cost of HA and complexity of the deployment of applications into K8s and the cloud



Entando Lowers Runtime Costs

Serverless

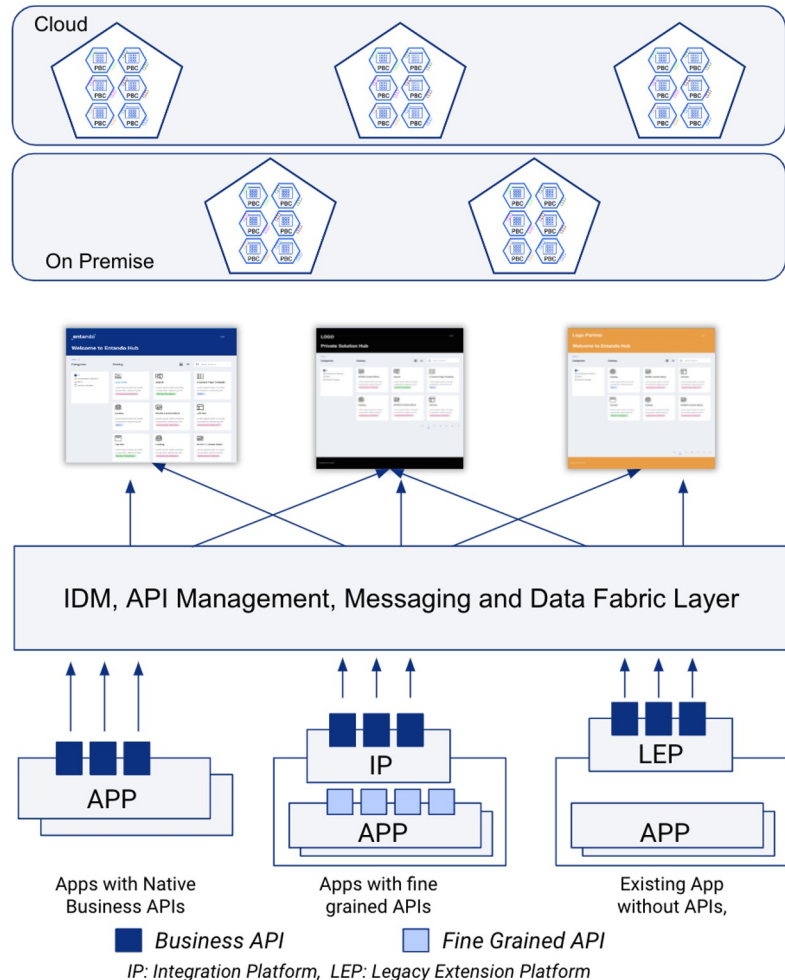


- Build server-side components as serverless
- Leverage serverless for components that have infrequent usage
- Modularity allows flexibility, where not all components must be serverless
- Build, or modify components to or from serverless as necessary (note some serverless providers are more costly than traditional cloud)
- Design and build components to optimize costs for the application over time

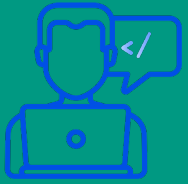


Entando Lowers Runtime Costs

Support the Hybrid Cloud

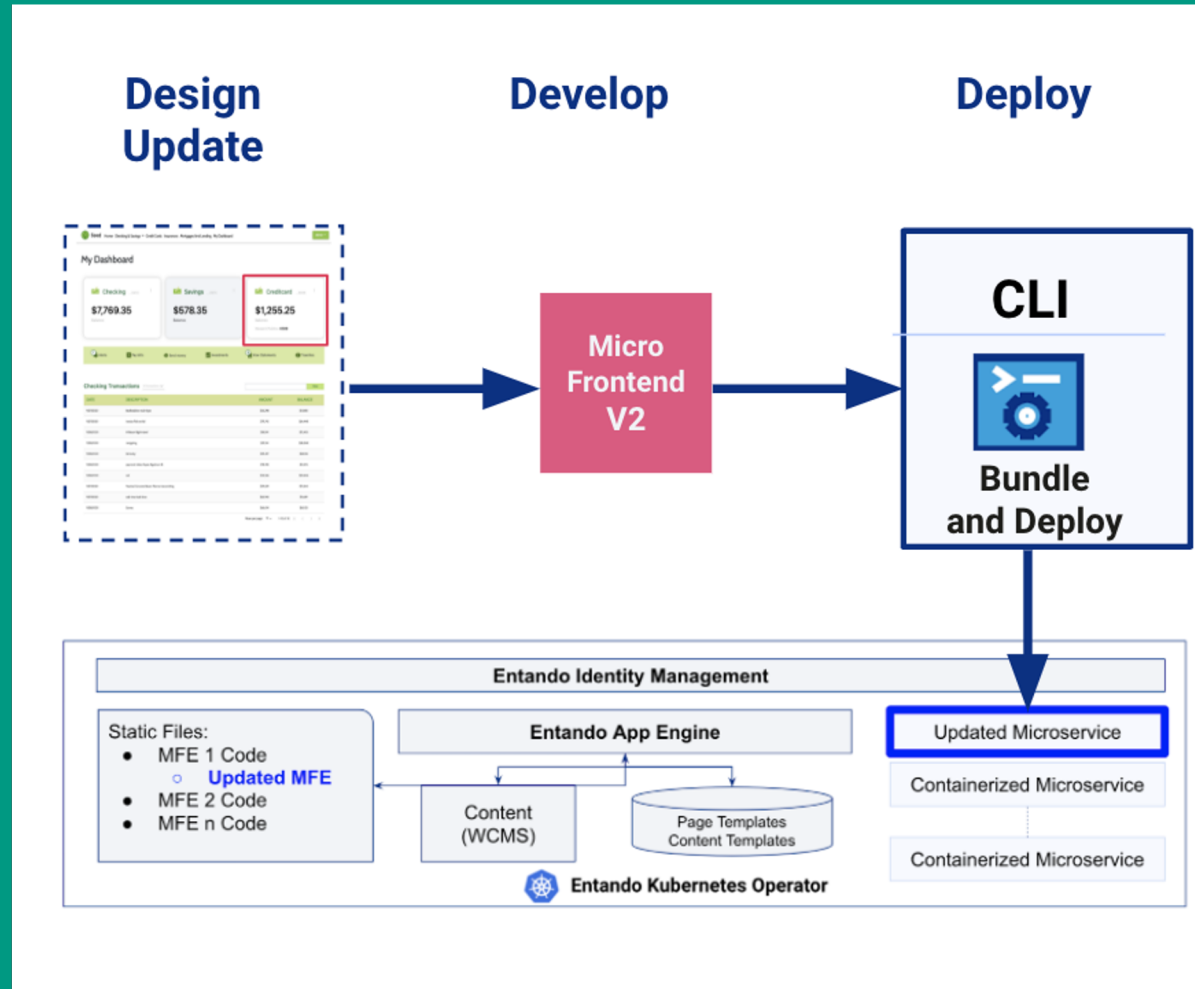


- Develop as modules without limitation of on premise or specific cloud provider
- Develop on premise and deploy to the cloud
- or vice versa
- Deploy and/or Scale across a hybrid cloud based on optimized cost over time based on configuration, usage, infrastructure costs



3.) Streamlines Lifecycle Security & Reliability

Isolation, Modular Updates, CI/CD, Abstraction, Governance

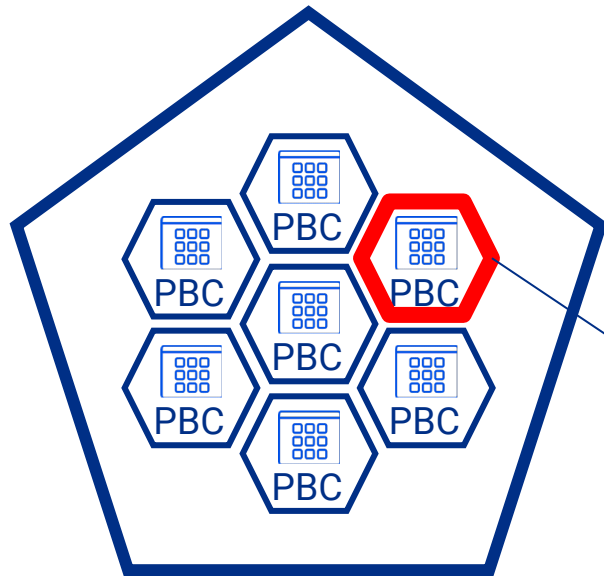




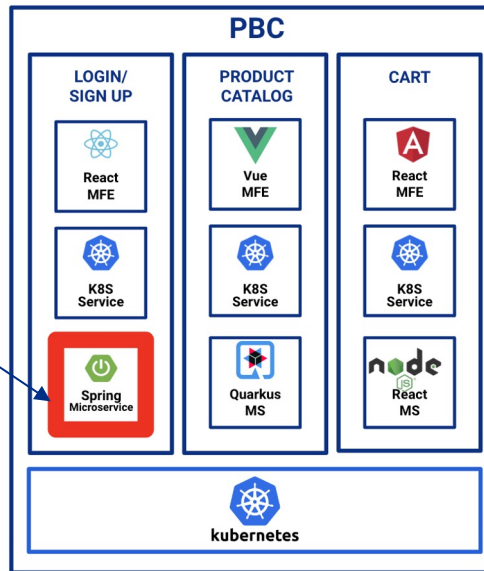
Streamline Lifecycle Security & Reliability

Faster Problem Isolation

Composed Application



Packaged Business Capability

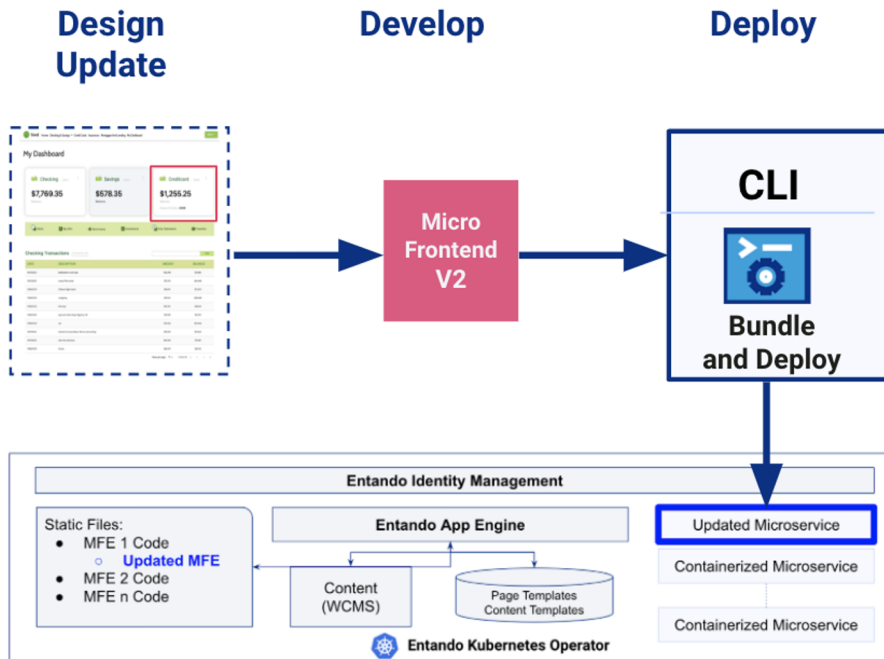


- Isolate problems and security design by individual modules
- Isolate to specific PBC
- Isolate to specific frontend or backend
- Patch and test at the module level
- Automate push to production



Streamline Lifecycle Security & Reliability

Modular Updates and Security

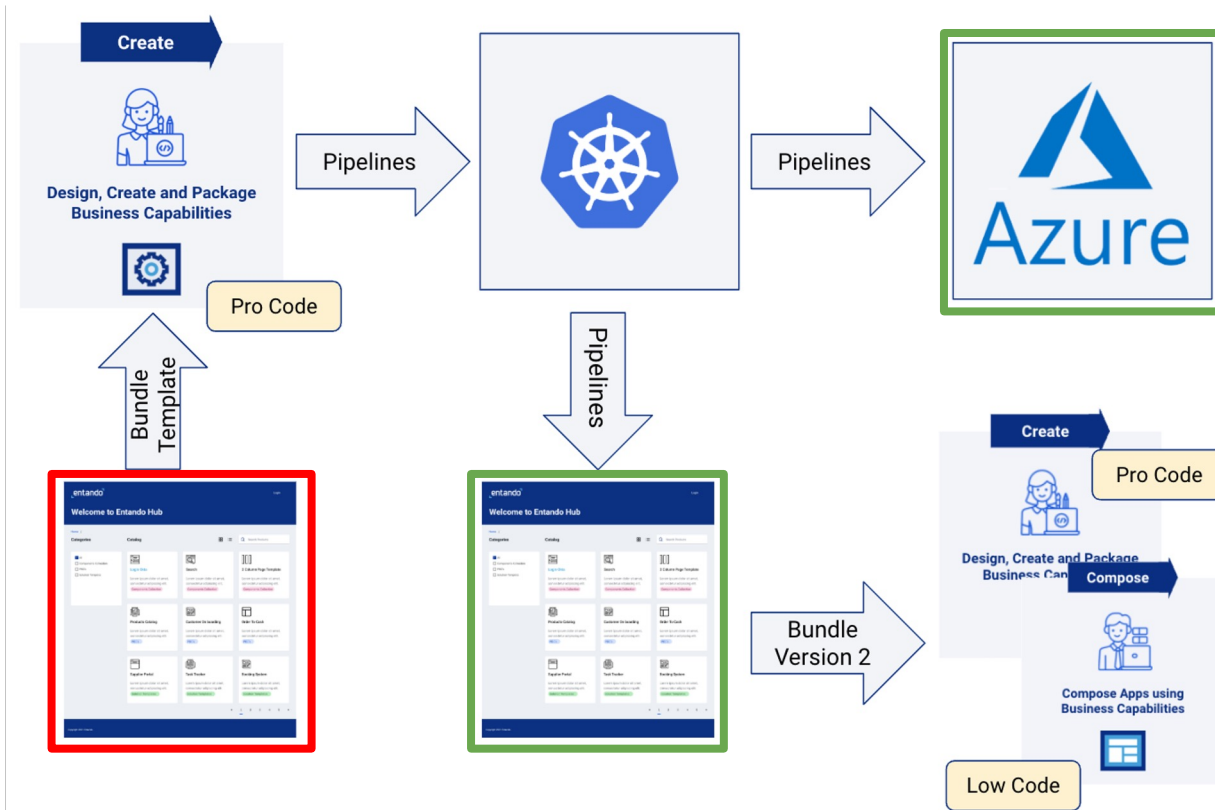


- Streamline the complexity of modularity
 - K8s Operator
 - Low Code App Builder
 - Alignment of FE / BE updates
- Increasing app security and reliability
 - All services on the same domain
 - Java code is in its own microservice
 - A broken microservice does not break the app



Streamline Lifecycle Security & Reliability

Integration with CI/CD

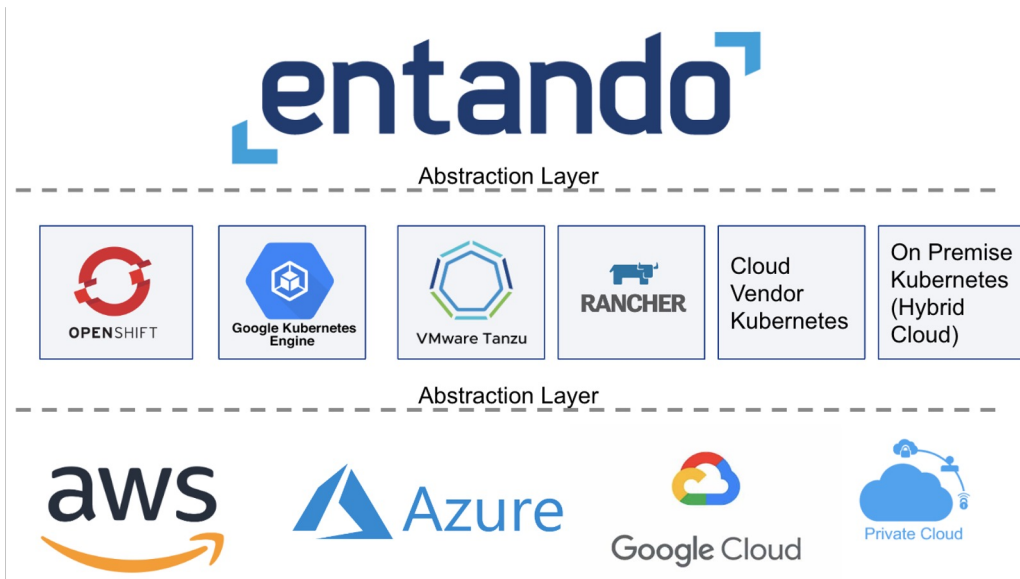


- Start with pro code templates in the hub
 - Use as is
 - Configure
 - Use as a template and extend
 - Use as a template and fork
 - Or build new
- Deploy into CI/CD pipelines
- Leverage DevOps Automation to deploy updates into production and into Hub



Streamline Lifecycle Security & Reliability

Enterprise Abstraction

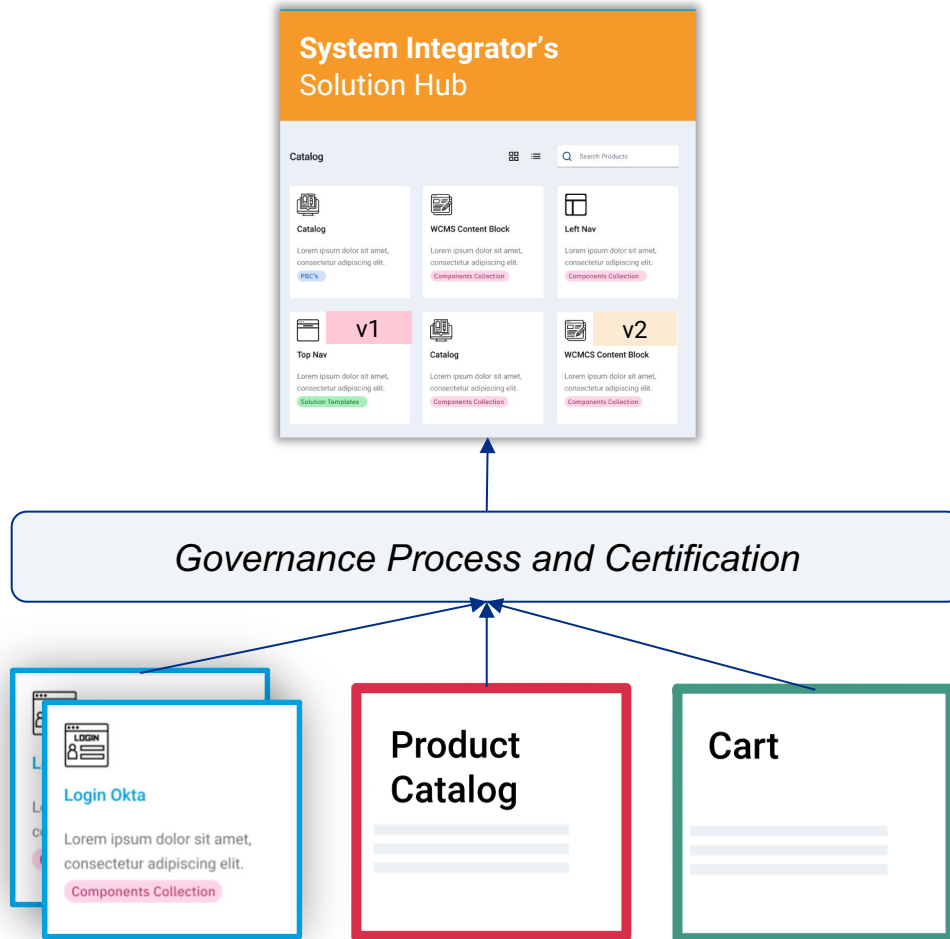


- From K8s
 - PBCs are containerized and can run on multiple K8s platforms
- From Cloud Provider
 - Each application can be deployed to any cloud provider
- From SI Supplier
 - Composed applications built by one SI, can be updated in parts (or in whole) by a different SI
- From Infrastructure Components
 - PBCs using hexagonal architecture can abstract the infrastructure layers to further enable recomposability and resilience





Streamline Lifecycle Security & Reliability Governance

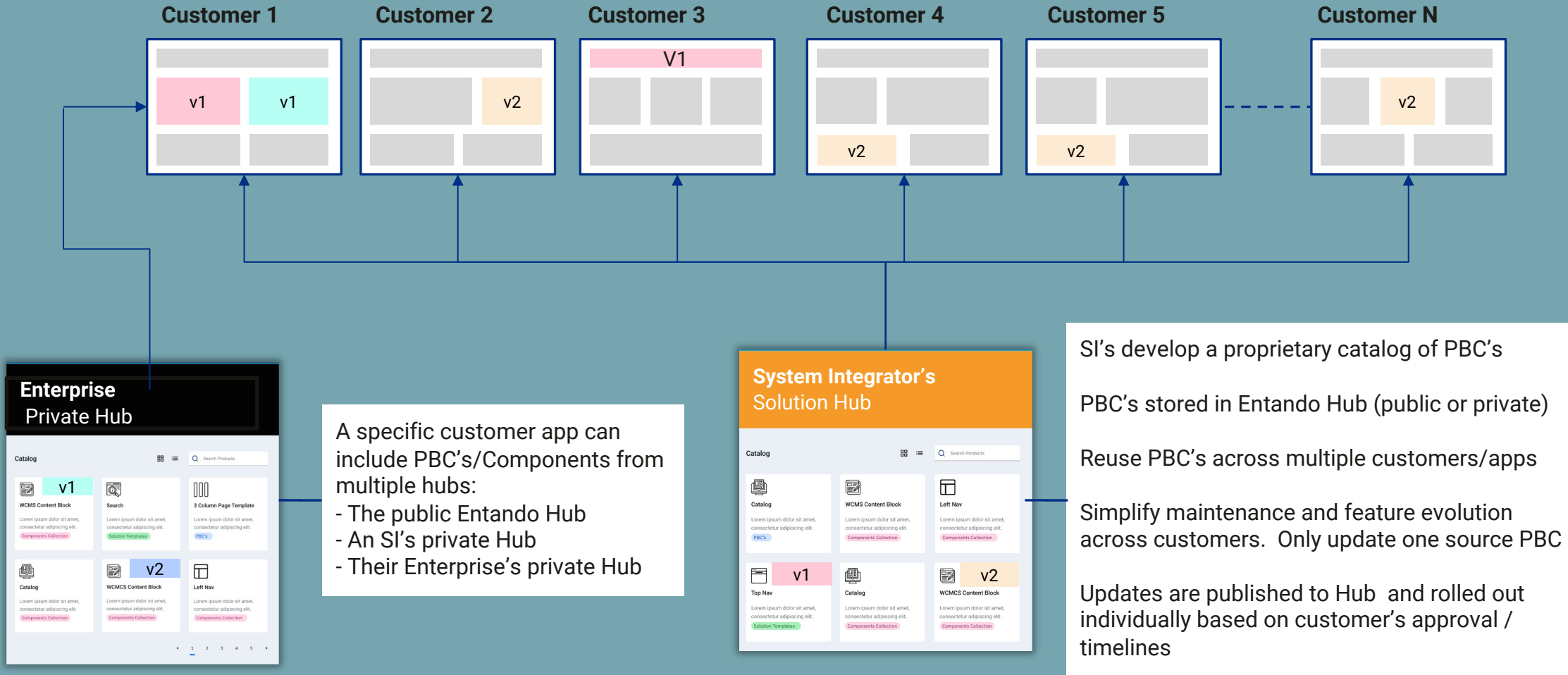


- Use Hub as a central point to enforce governance
- Manage internal or external teams
- Segment apps into PBCs, parallelize development
- But control delivery at the hub
- Manage new PBCs and their updates in Hub



Additional Benefits for SI and Enterprise


Code Reuse and Maintenance Across Multiple Customers





What's Next?

- **Watch video with industry experts**
 - [Massimo Pezzini, formerly VP Distinguished Analyst with Gartner](#)
 - [With Luca Mezzalira, Serverless Solutions Specialists at Amazon Web Services](#)
 - [With James Governor Red Monk Analyst and Co-founder](#)
- [Try the live "Test Drive"](#)
- [Download the "What is an Application Composition Platform" whitepaper](#)
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