

WHAT IS ENTANDO?

The leading open source Application Composition Platform to build cloud-native, composable applications on Kubernetes.

Offers a set of technologies that enable teams to build, deploy, run and manage applications developed by composing together components and business capabilities.

About Entando



entando

Entando Inc

Headquartered in Miami

founded in 2015

Founders

Paul Hinz, Walter Ambu

International Presence

Europe, North America, APAC (Indirect)

Application Composition Platform

Recognized as Sample Vendor for the new ACP category in the Cloud Services Platform.

Flexible engagement

Directly, or working collaboratively with industry consultants and / or implementation partner

15M

Investment Capital
Raised (USD)

70+

Employees

15+

Customers

cdp

SARDEGNA

ESERCITO

ROMA
CAPITALE

Elevance
Health

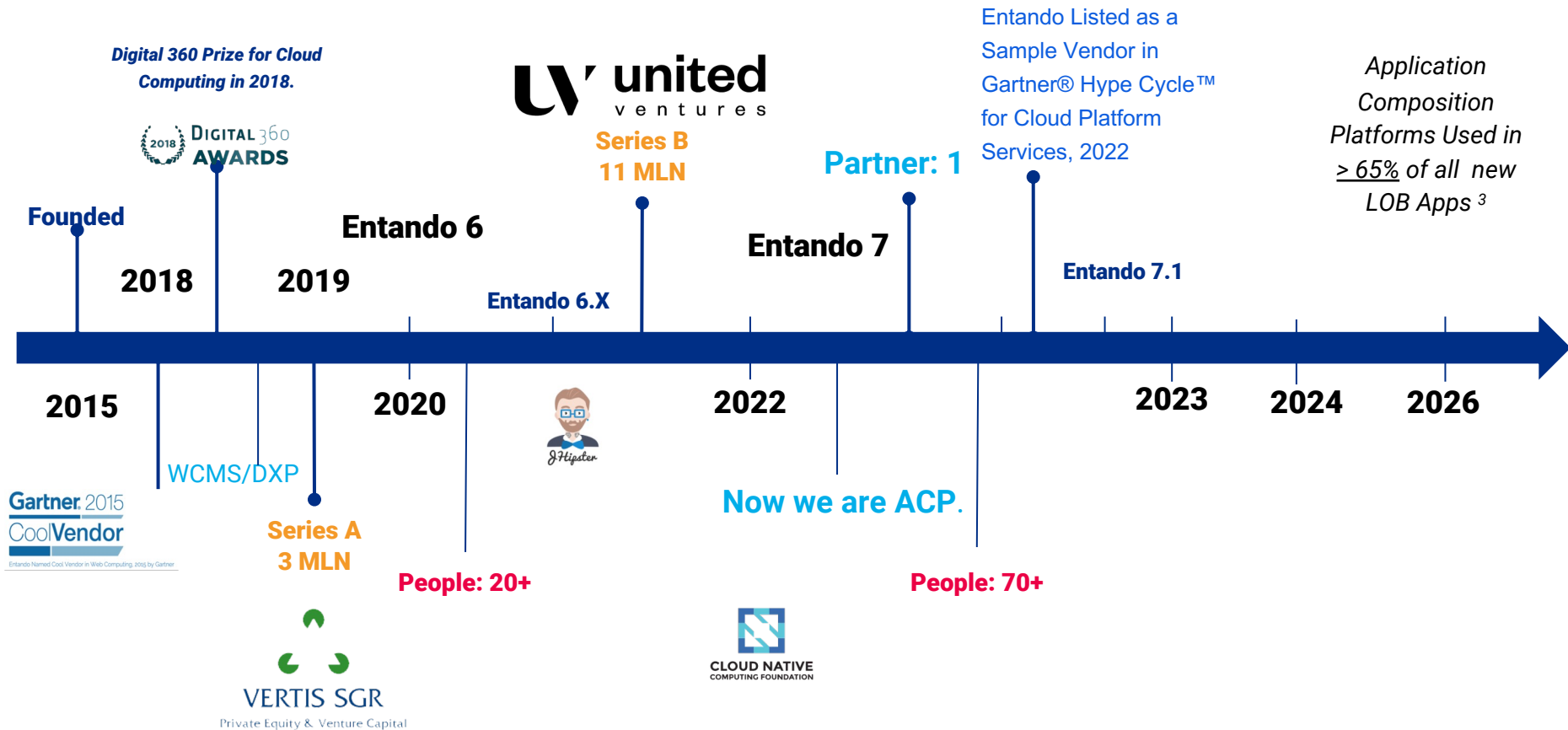
Garanzia
Etica
Credito, Consulenza
e Garanzia

LEONARDO

Posteitaliane

OCTO
The reliable way

Entando Journey



Entando in depth



“Future application experiences will be built from composable business capabilities that can quickly enable new business scenarios”

Gartner. Strategic Roadmap For The Composable Future Of Applications, 2021

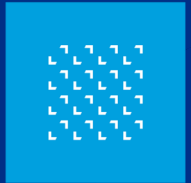
90-95%

of apps will be cloud-native by 2025
forecasted [Gartner](#) and [IDC](#)

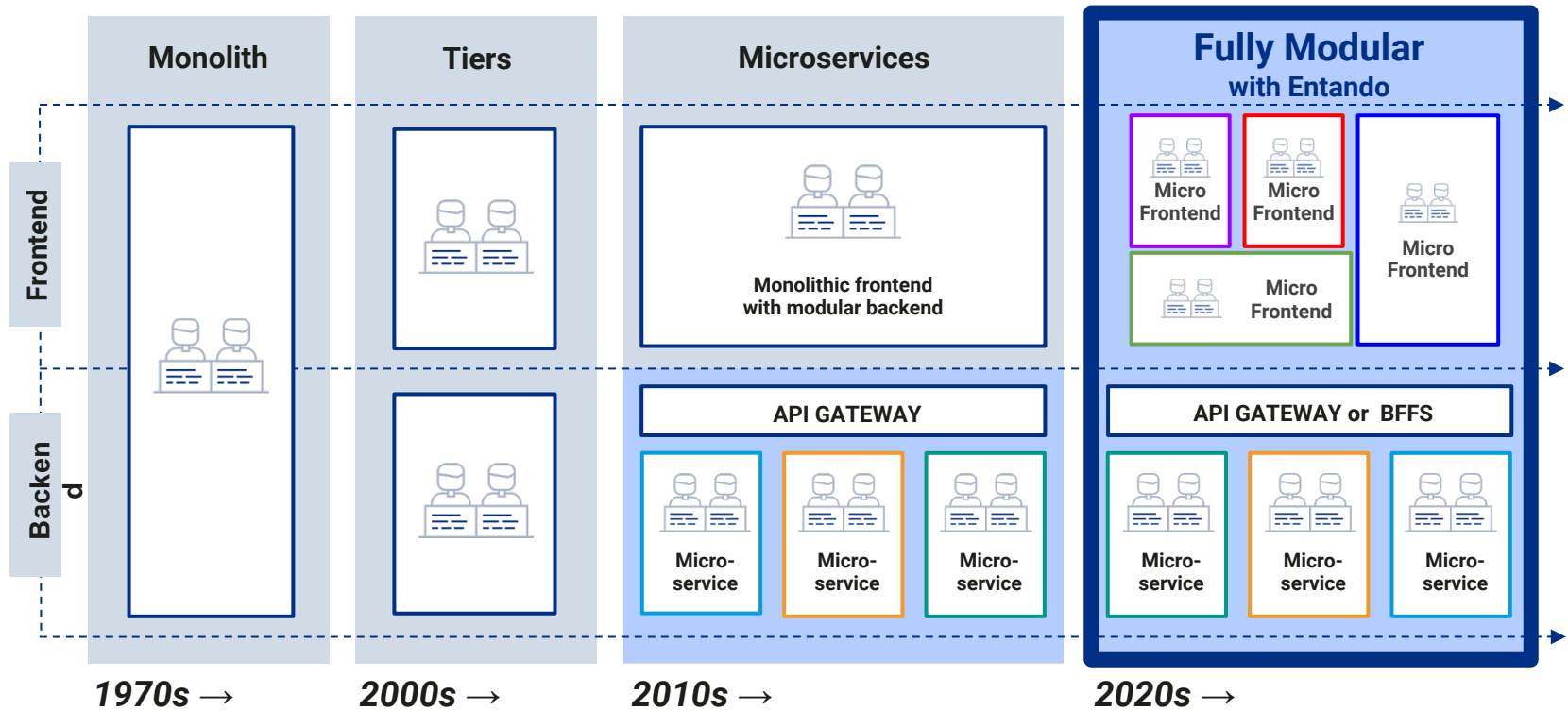
Gartner's Definition of Application Composition Platform

An **Application Composition Platform (ACP)** is any development platform that supports: (1) a **prepopulated catalog of composable, packaged, software components**; (2) **creation and cataloging of new packaged software components** through custom development and importing existing assets; (3) **democratized development and deployment of applications**, assembled in part from the cataloged packaged components; (4) **governance of the life cycle of the cataloged packages and the resulting composed applications**.

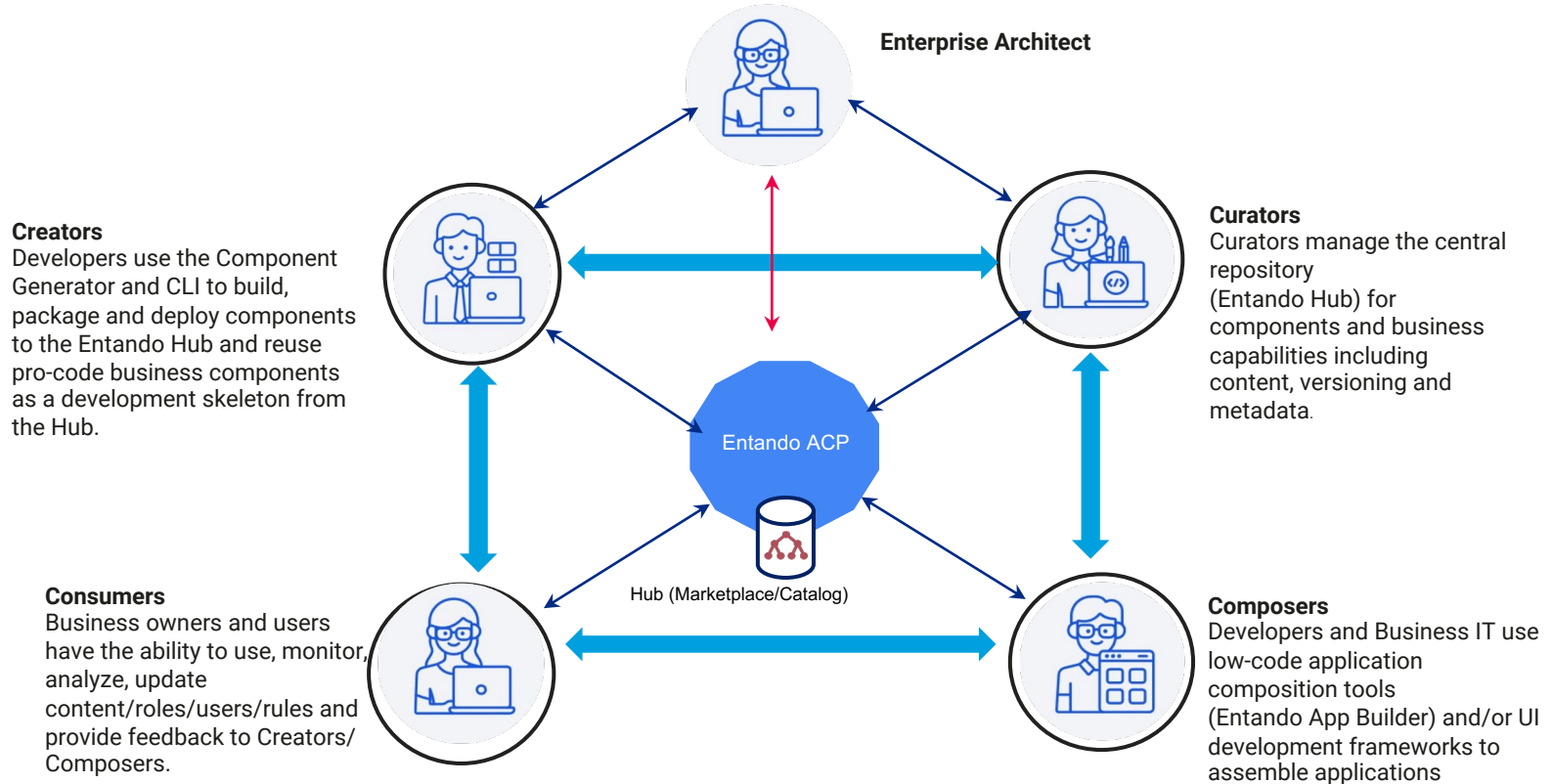
Sample vendors: Betty Blocks; [Entando](#); Novulo; Olympe; SAP; Unqork; Oracle



Composable Apps Require Full Modularity

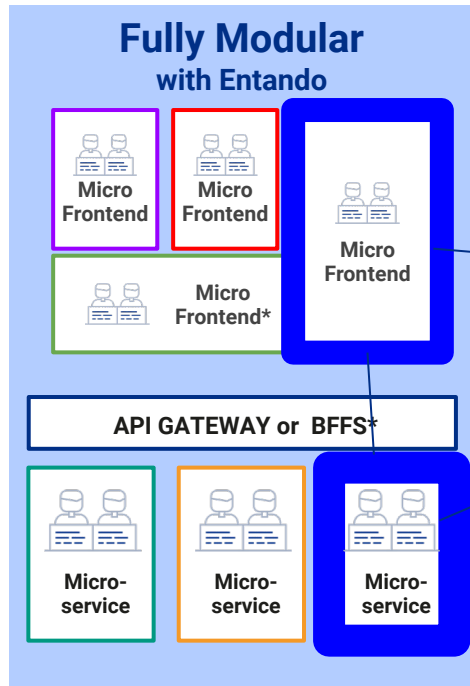


Composable Journey: Agile Entando ACP

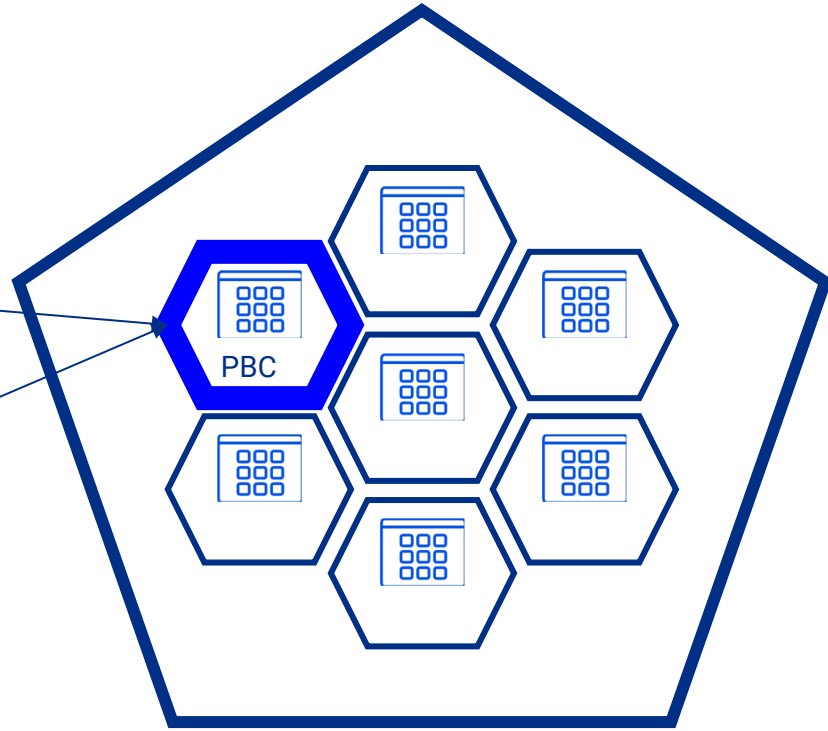


Modularity and Composability

The Entando Approach



Bundle



2020s →

2022+ →

Entando Platform

Create



Entando
**Component
Generator**
(JHipster)



Entando
**Bundle
Generator**

Compose



Entando
App Builder
(React)

Consume



Entando
App Engine
(Spring, Tomcat)



Entando
Identity Management
(Keycloak)

Curate



Entando
CLI



Entando
Hub
(Local or
Remote)



**Composable
Building Blocks**



Entando
Platform Capabilities



Content



Workflow



Integration



**Packaged
Business
Capabilities**



Entando Kubernetes Operator

CREATE Components

Package the building blocks

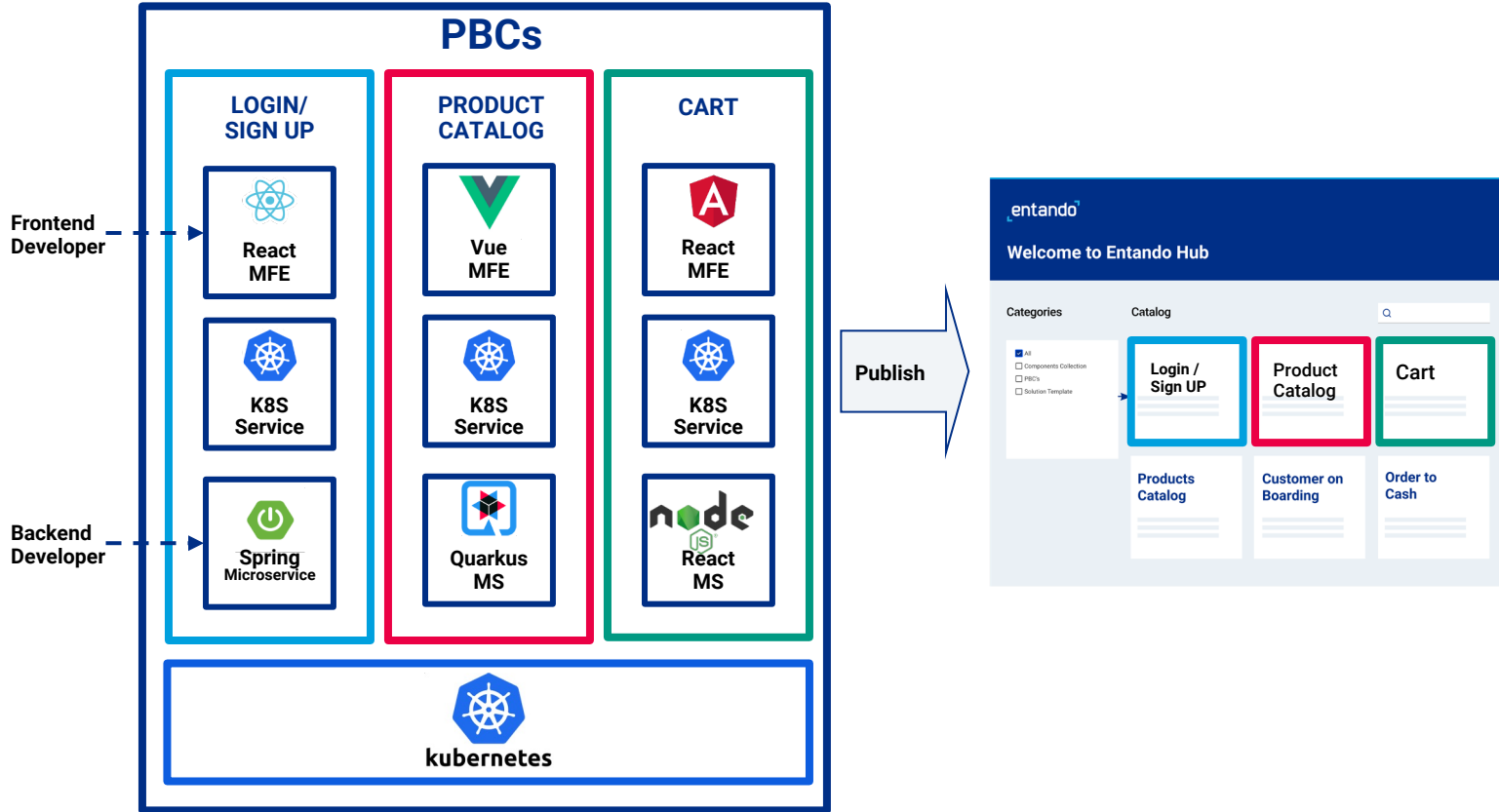
Creator



Design, Create and Package Business Capabilities

Entando Component Generator

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



Component Types



MFEs & Widgets



Pages



Page Templates



Labels and Languages (i18n)



Microservices/Plugins



Groups and Roles



Content Templates



Content



UX Fragments



Static Resources



Content Types



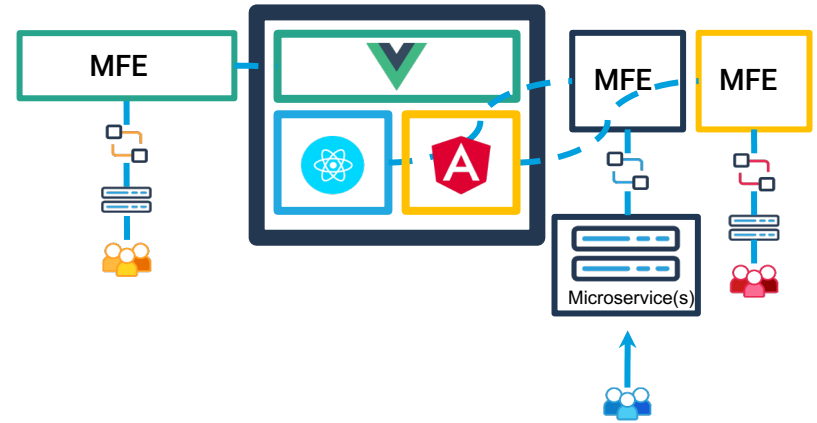
Categories

Goals for Creators



Creator teams can:

- Use preferred frontend tools (React, Angular, Vue)
- Use preferred backend tools (Spring Boot, Node, Quarkus, php)
- Update iteratively and release independently
- Reuse and integrate components across multiple projects



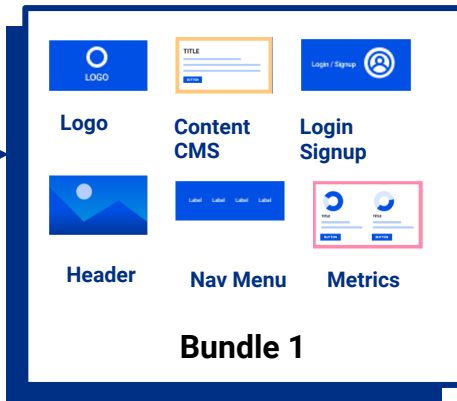
CURATE Components

Publish components and Capabilities in the Entando Hub

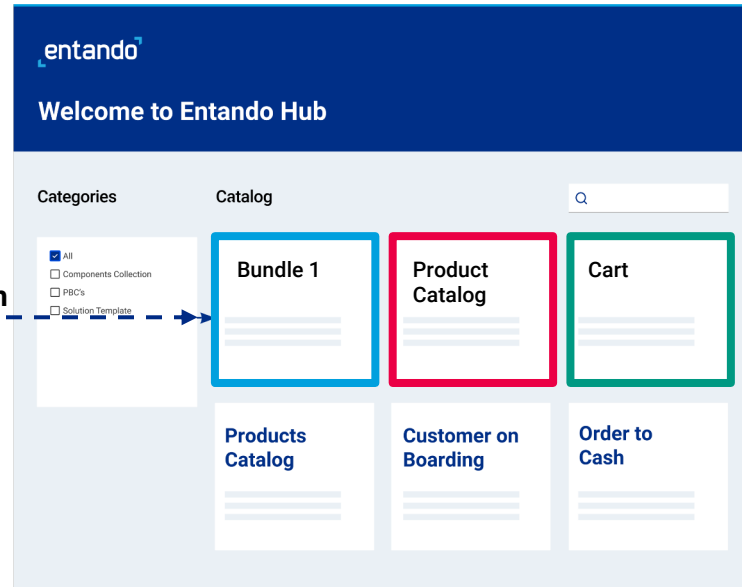
Curator



Publish, Edit, Analyze,
Alert users of the Entando
Hub of components,
PBCs and Solutions



Publish

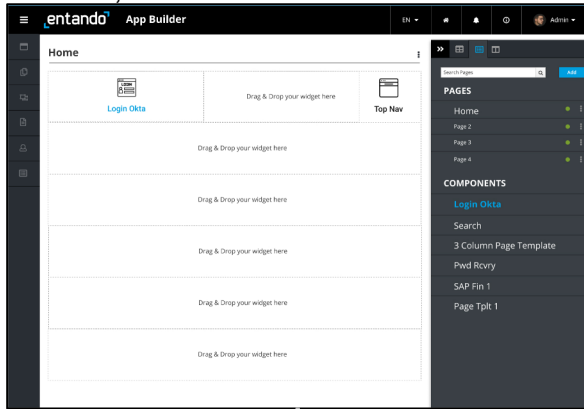


kubernetes

Curate (and Leverage) Multiple Hub Types

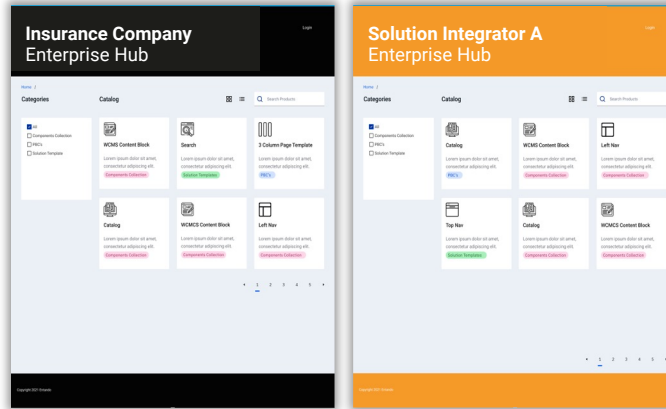
Local Hub

Included in the AppBuilder. Used to CREATE and compose applications from prebuilt components. Use components and PBCs as-is, configure, extend, or fork.



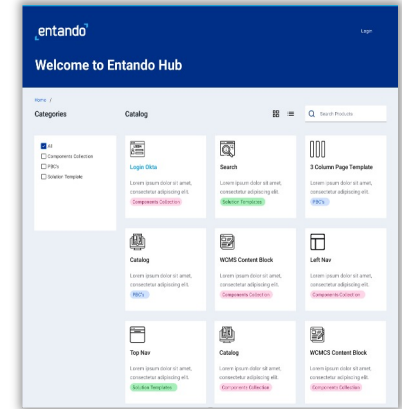
Enterprise Hubs

Developed and curated by either enterprises or their SI partners. Used to curate IP / PBCs / components and to control governance.



Entando Cloud Hub

Repository of public and private components and PBCs.



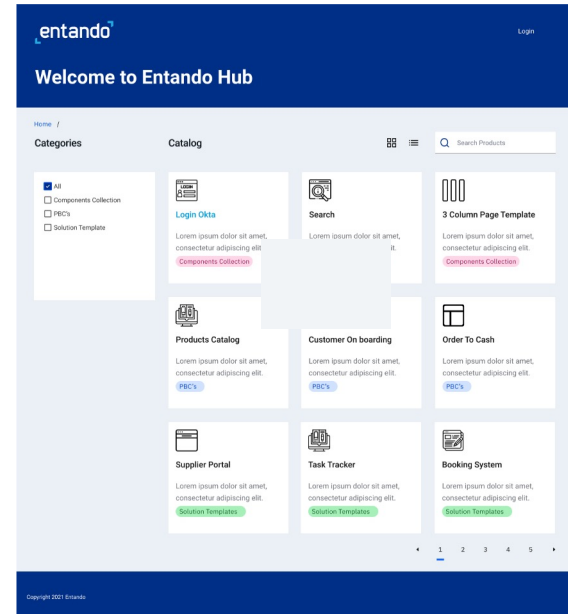
A single Entando Application Builder can leverage multiple Entando Hubs to build one or more applications

Goals for Curators



Curators can:

- Centralize useful components for use across teams, groups, clients
- Perform business-level assessment of component readiness
- (Future) Add automatic quality and security gates before catalog entries are published
- (Future) Monetize use of components



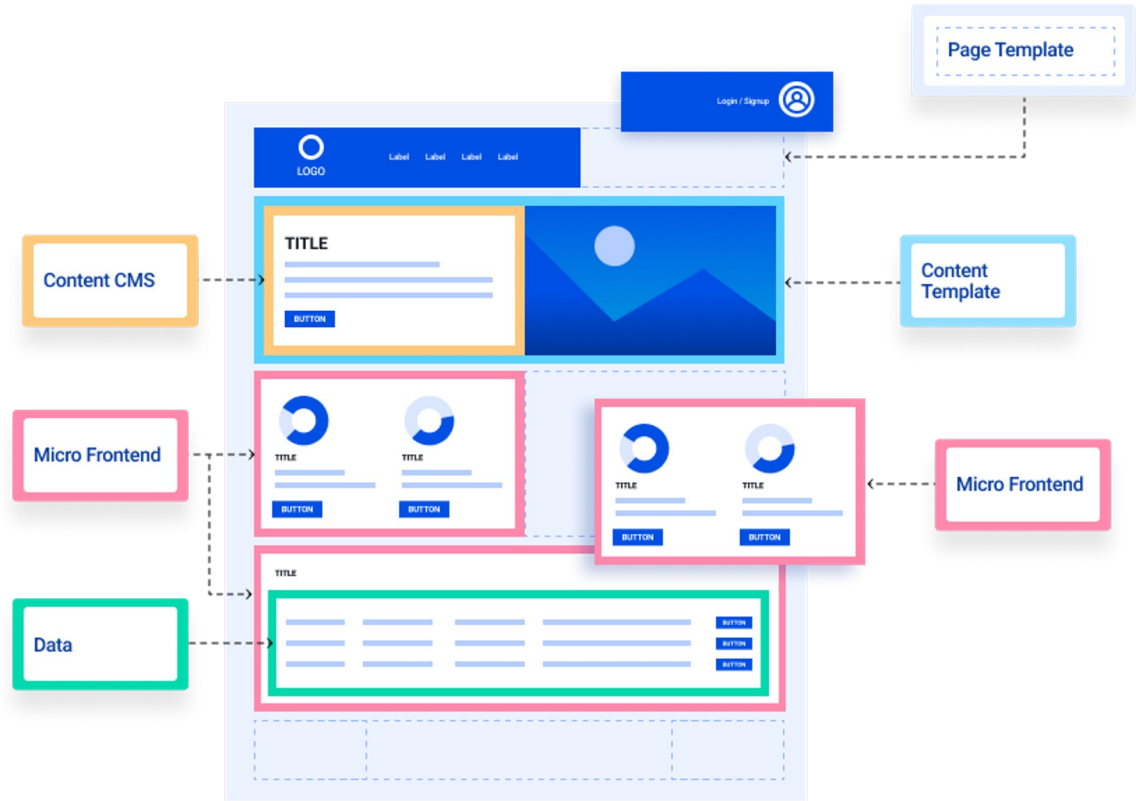
COMPOSE Applications

Share / Reuse Components

Composer



Assemble, append or update an application using the Entando App Builder. Low code to assemble components such as page templates, widgets, or full packaged business capabilities.



Page Composition



EXAMPLE

CONTENT
TEMPLATE

CONTENT

PAGE
TEMPLATE

The screenshot shows a dashboard with a dark sidebar on the left containing navigation items: DASHBOARD, OPERATIONS (Smart Store, Reporting, Inventory), TRAINING, NEWS, HR, and SUPPORT. The main content area includes:

- Welcome** section with a notification list and a line chart showing data trends.
- Project Beta progress** section with a donut chart and a table of metrics.
- New data for the report** section with a table of data.
- Your daily feed** section with a list of social media posts.
- Alpha project** section with a meeting agenda.

Annotations on the screenshot:

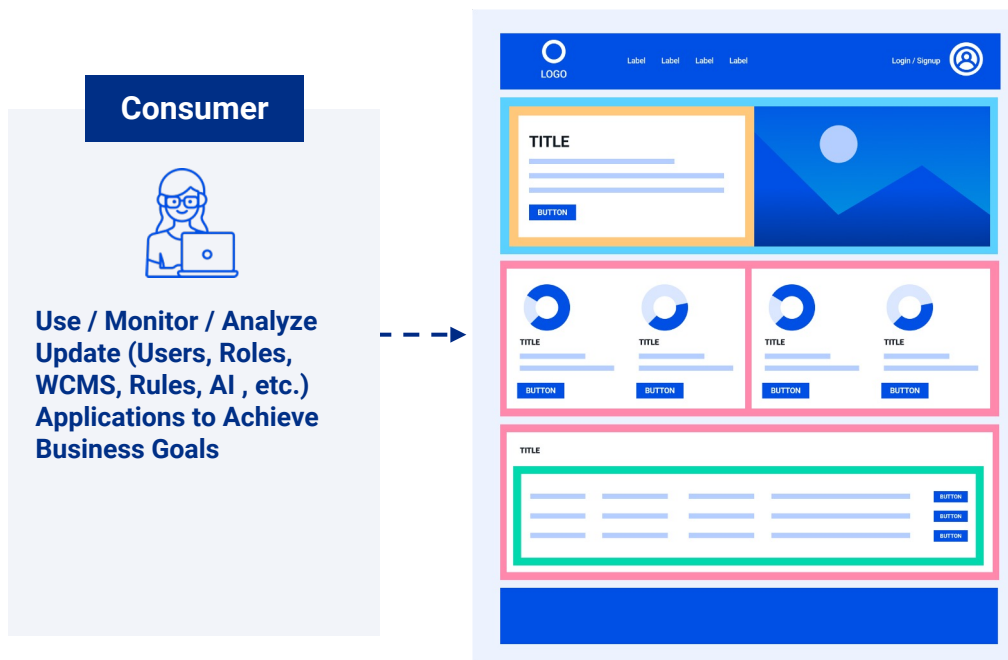
- A red box highlights the **Welcome** section, with an arrow pointing to the **CONTENT TEMPLATE** box.
- A blue box highlights a specific tweet in the **Your daily feed** section, with an arrow pointing to the **CONTENT** box.
- A blue box highlights the **Project Beta progress** section, with an arrow pointing to the **DATA** box.
- A red box highlights the **Alpha project** section, with an arrow pointing to the **MICRO FRONTEND** box.
- An orange box highlights a table of metrics in the **Project Beta progress** section, with an arrow pointing to the **DATA** box.

MICRO
FRONTEND

DATA

CONSUME Applications

Runtime Use and UX based Updates to Application



- Create/Manage Users
- Create/Manage Roles
- Add/Edit Web Content
- Edit Rules Engine Rules
- Edit Process Mgmt
- Monitor Usage
- Analyze Performance
- Manage Updates
- Feedback to Creators and Composers

Technologies Included

CLIENT SIDE OPTIONS



JHipster



Bootstrap



React



Cypress



Webpack



Browsersync

SERVER SIDE OPTIONS



Spring Boot



Maven™



SWAGGER

EHCACHE



HIBERNATE

LIQUIBASE

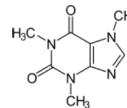


SQL

ORACLE®



PostgreSQL



DEPLOYMENT OPTIONS



docker



kubernetes



Google Cloud Platform

aws



OPENSIFT



CLOUDFOUNDRY



Azure



On-prem datacenter



VMware Tanzu



CI/CD Options



Jenkins

GitHub

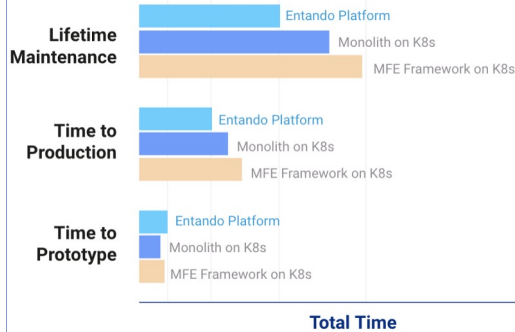


GitLab



Entando Benefits for Modular Applications

Accelerate App Dev



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

Lower Runtime Cost

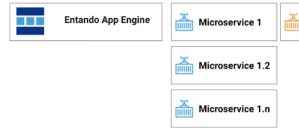
To scale a monolith means to replicate the entire application

\$\$\$\$\$



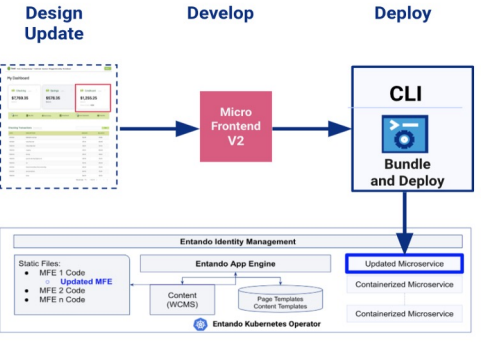
But with Entando, only scale the containers that need more horsepower.

\$\$



*Focused Scaling
K8s HA
Serverless
Hybrid Cloud*

Streamline Lifecycle



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

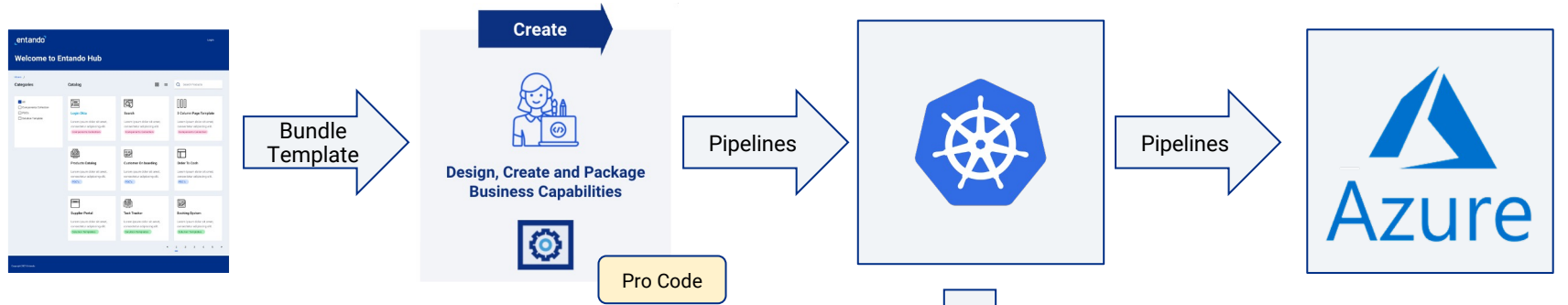




Entando value

- **Open Source, Pluggable, Agnostic**
- Reducing the **Complexity** of development on Kubernetes
- Enabling **Standardization** and **Reuse** code across apps
- Homogeneous and Standardized **Workflow**
- Increasing collaboration and bridge the gap between **Business** and **IT** professionals
- Accelerating **Time to Market**
- Accelerating **Innovation**

Bundle Templates and CI/CD Pipelines

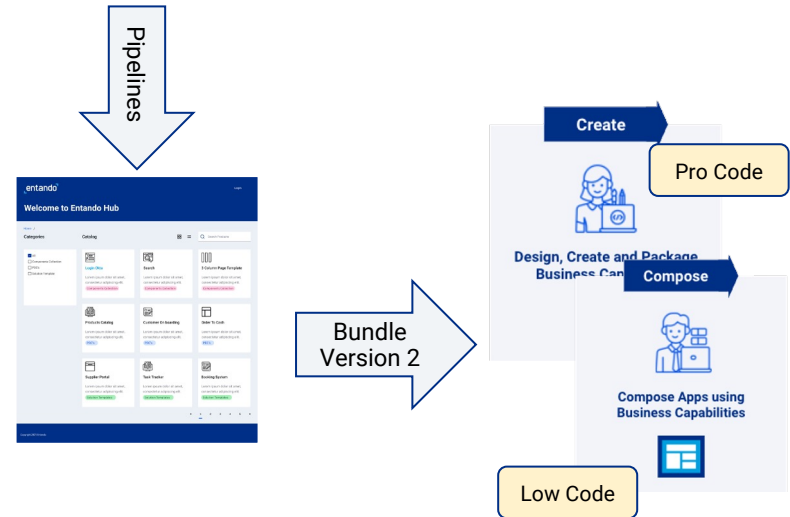


Bundle Template Definition

- a Bundle Template contains Micro Frontend and Microservices which are reusable components within an enterprise.

Use Templates:

- As Is
- Configure and use
- Extend and inherit updates to core
- Fork
- Update any of above, and redeploy to Hub



Ways to Innovate with Entando

Entando is an application composition platform that enables teams to build a variety of modern, cloud native applications on Kubernetes

**Application
Modernization**

**Portals/Micro
Portals**

**Customer
Experience Hubs**

**Dashboards /
Process Control**

**Application
Governance /
Quality Control for
Kubernetes**

How we work with Enterprises



Enterprise Subscriptions

- Available in Open Source, on Github, as LGPL v3
- Sales of Annual Subscriptions (flat fee No vCPU or cores)
- 2 Support levels: Gold (8X5) & Platinum (24X7X365)
- Charge per App
- Commercial and open source licensing



Channel Support

- System Integrators
- Solution Providers

Entando Professional Services

- Entando Innovation and PBC Labs
- Upgrade Analysis
- Architectural Review
- Go-live

Entando offers two levels of support called Subscriptions **Gold** (8X5) and **Platinum** (24X7X365).

The Subscription entitles the customer to receive support services, intended as

- Subscriptions are provided per **Entando App Engine (an Entando Application)**
 - An Entando Application served by an Entando App Engine can be a portal, web site, web application, or mobile application.
- A Subscription refers to a web application support with **unlimited cores or vCPU**
- Customers who purchase an Entando Product Support Subscription are also granted a **free commercial license** to the source for Entando allowing them to **freely modify the code without contribution back to the community**

- Support for Development, Test, QA, and Standby clusters is charged at 50% of a production subscription.
- A Subscription agreement entitles the customer to receive maintenance and warranty services throughout the period of the contract, and a free commercial license during the term of the subscription.
- The Subscription fee is per year or multi-year and starts from the purchase date (start of development).
- Customers can renew the subscription. If companies do not renew, the software continues to work but there is no support.
- Multi-year Bundles of Subscriptions are available

Grazie!


 [linkedin.com/company/entando](https://www.linkedin.com/company/entando)

 [facebook.com/Entando](https://www.facebook.com/Entando)

 twitter.com/entando

 github.com/entando

 www.youtube.com/c/EntandoVideos

 www.instagram.com/entandoinc

