

# Umbraco **RESULTS** in Business



Agency Survey 2017

PRESENTED BY  
HAPPY PORCH RADIO

# Who did we talk to?

In preparation for the new season of Happy Porch Radio, we reached out to almost 200 agencies using Umbraco to serve their clients. Thanks to everyone who completed the questionnaire, and especially to the fantastic people we had in-depth conversations with for the podcast.

46%

Owner/CEO

36%

Development

9%

I do it all!

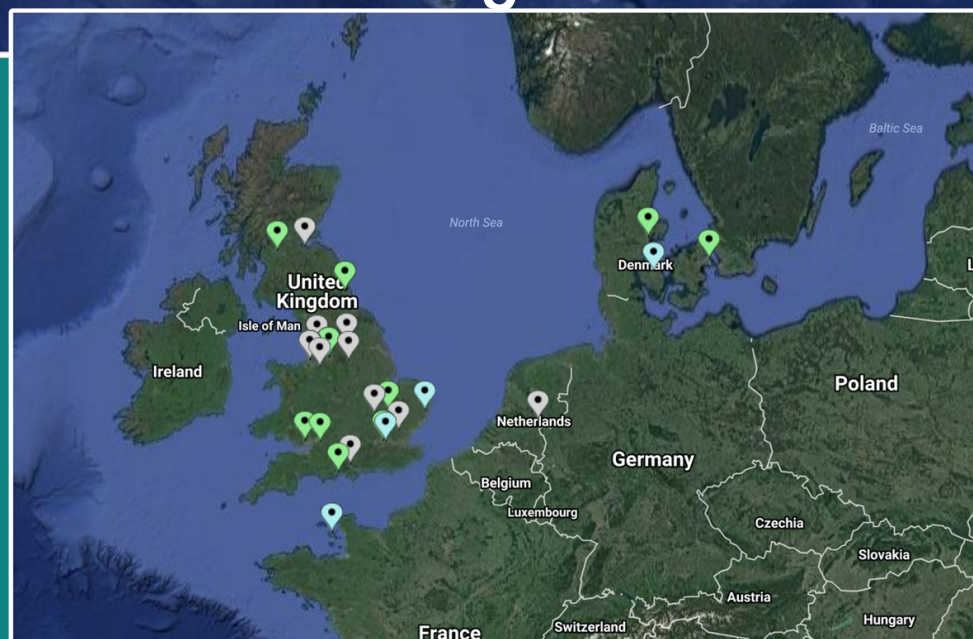
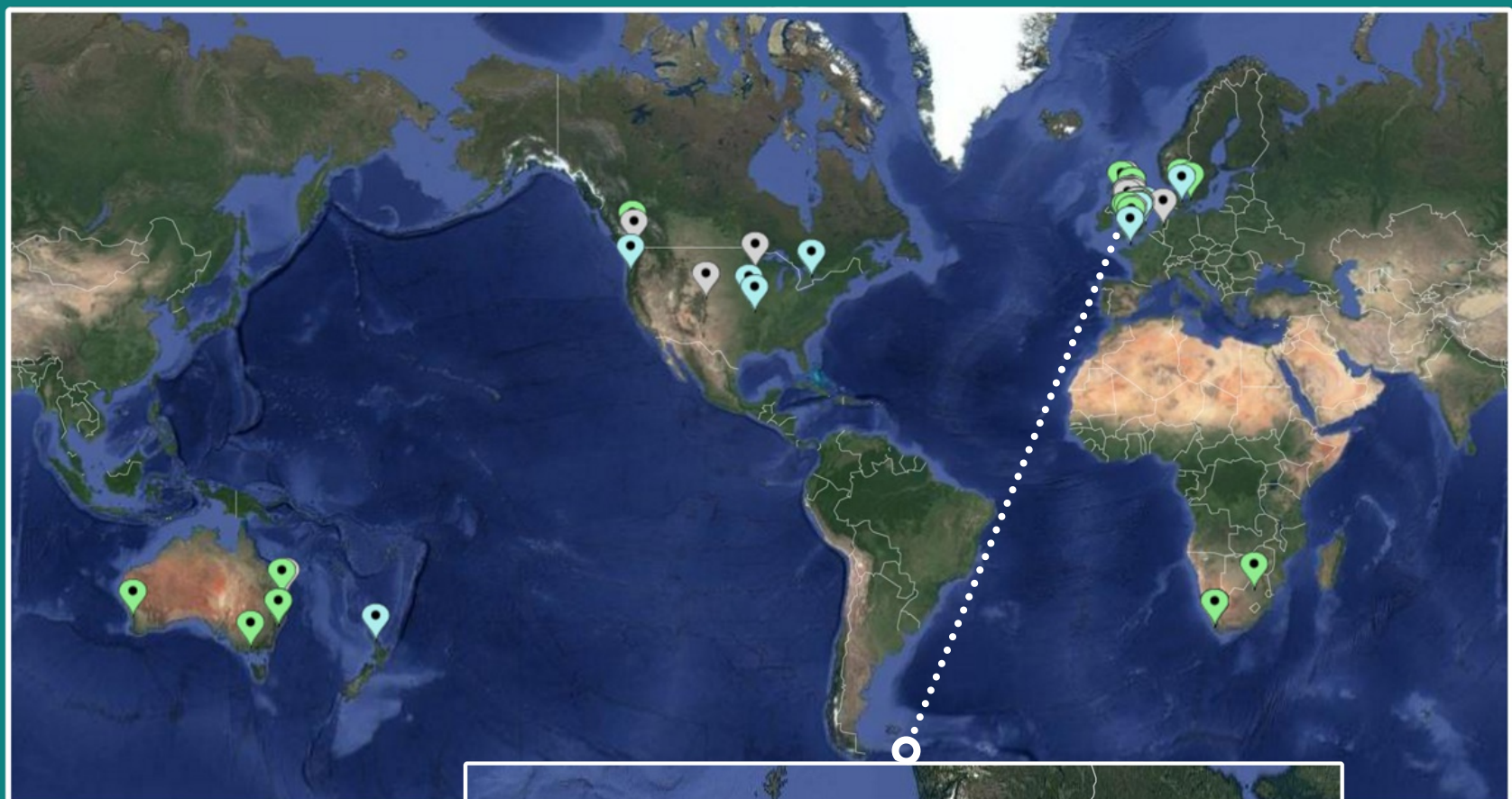
Other roles

Sales

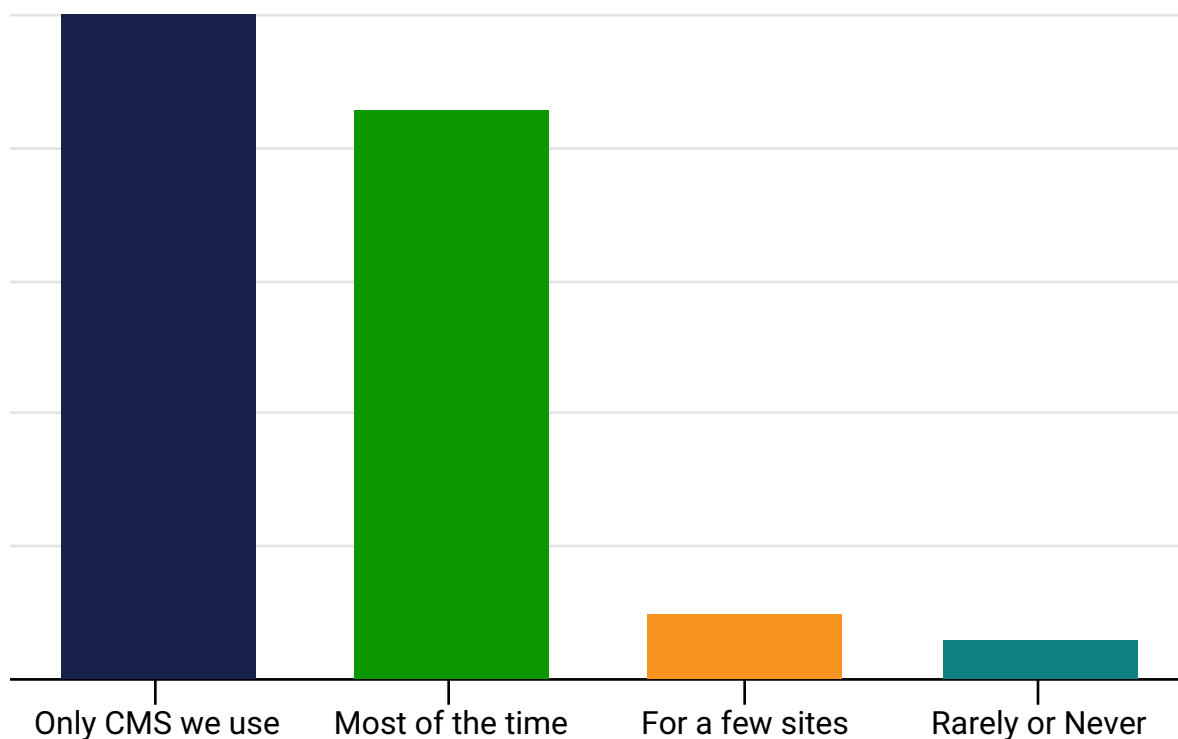
# Where in the world is all this Umbraco happening?

The survey responses represent agency perspectives from 41 cities across 9 countries spanning the globe.

Nearly 20 agencies in the UK contributed feedback, making it the region with the highest participation in our Umbraco in Business questionnaire. Considering builtWith pegs the UK as the Nr. 2 market for Umbraco behind the US, based on total live sites, this is not surprising.



IS UMBRACO THE  
**CMS OF CHOICE**  
IN YOUR AGENCY?



## The Other Tools

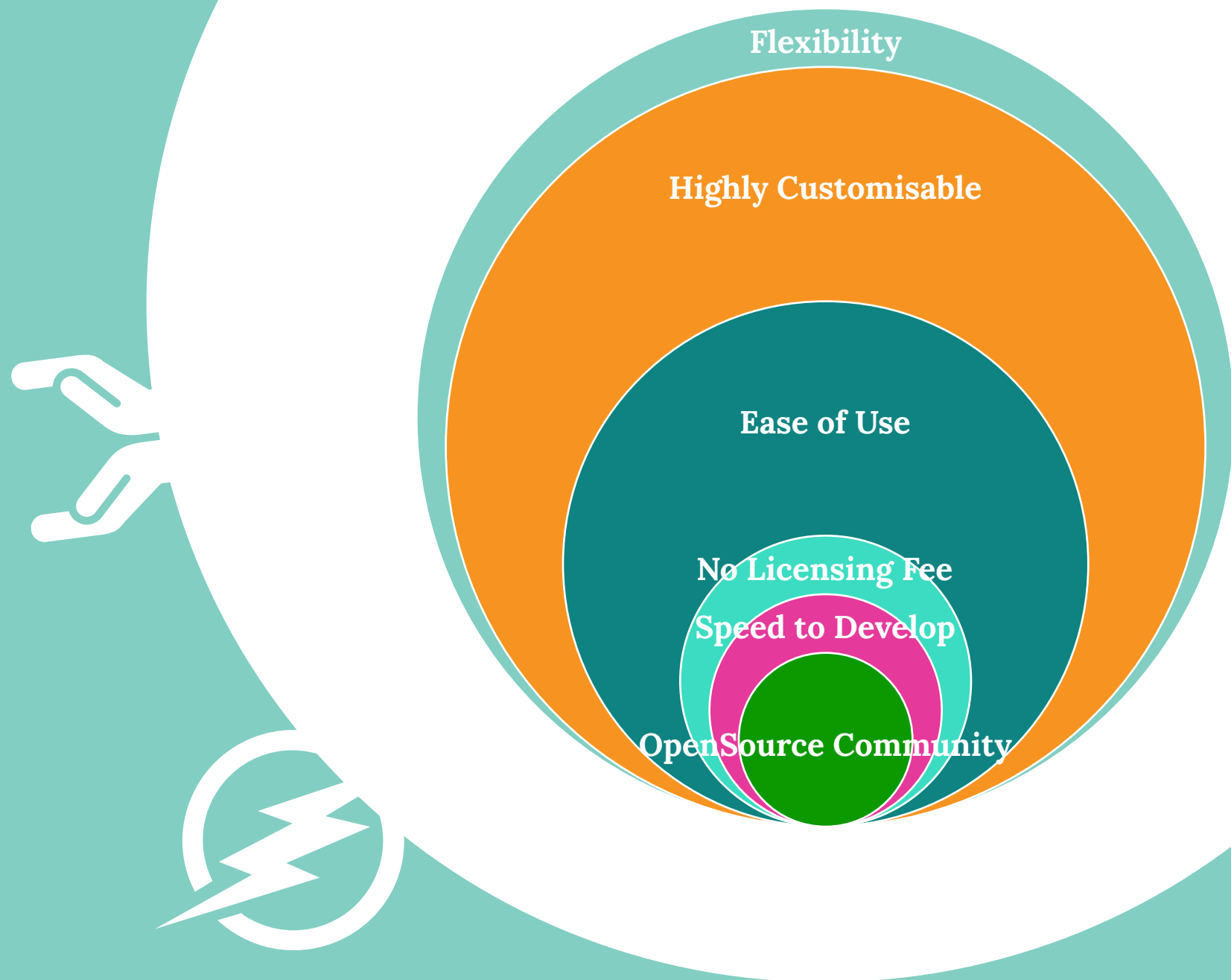
Agencies using at least one alternate CMS report doing so most often for one of two reasons:

**1)** client specified solution (e.g. WordPress)

or

**2)** project requires a licensed solution for enterprise with more built-in features (e.g. Kentico, SiteCore, EpiServer)

# Why do you Umbraco?





# What does **UMBRACO** mean?

“ I never have to say "sorry, we can't do that" to a client. ”

“ It's a CMS for true developers. ”

“ It truly is a joy to work with. For me, the same can be said for no other CMS. ”

“ Creative freedom and good amount of re-use for new projects. ”

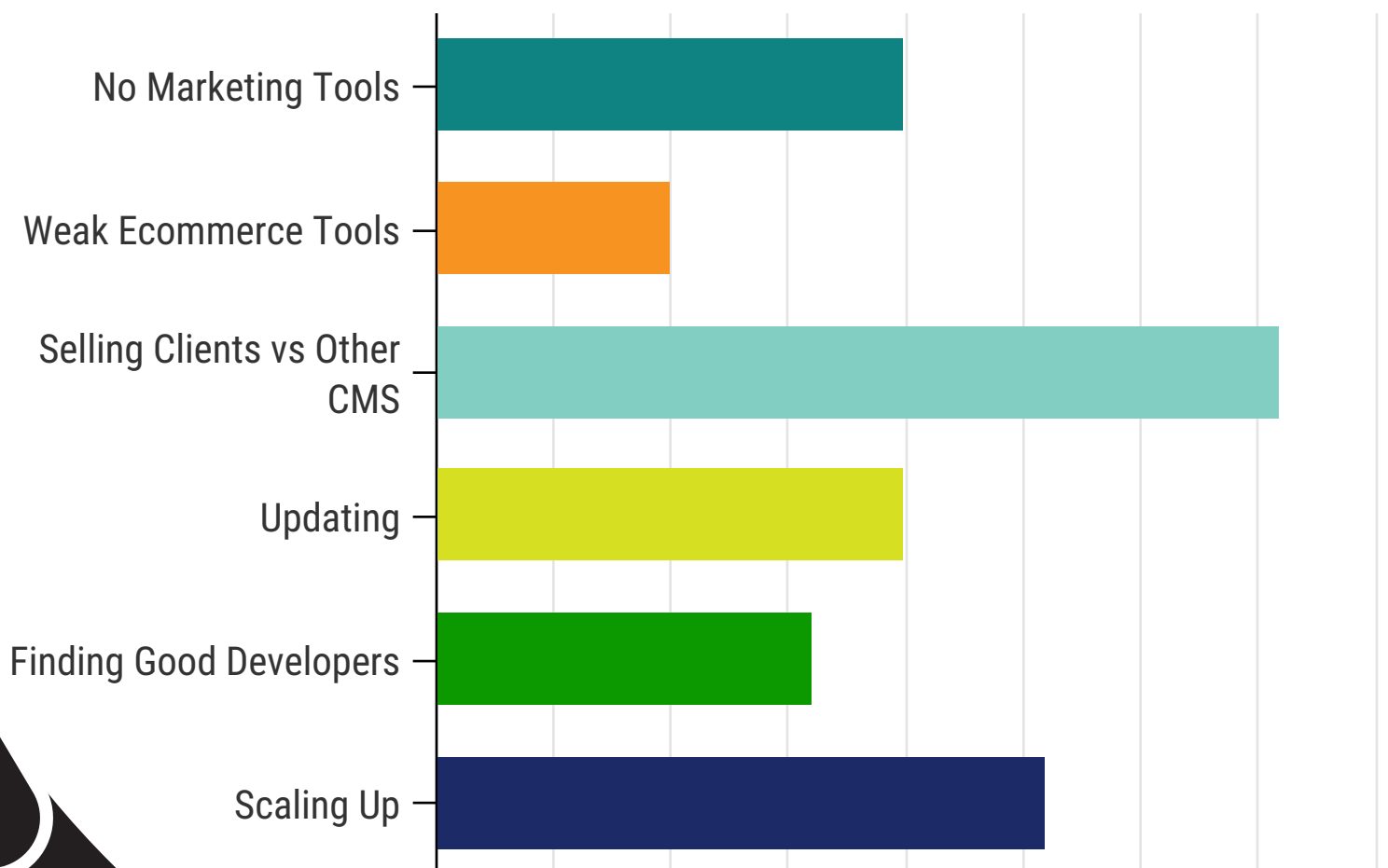
“ Flexibility, connectivity, simplicity. ”



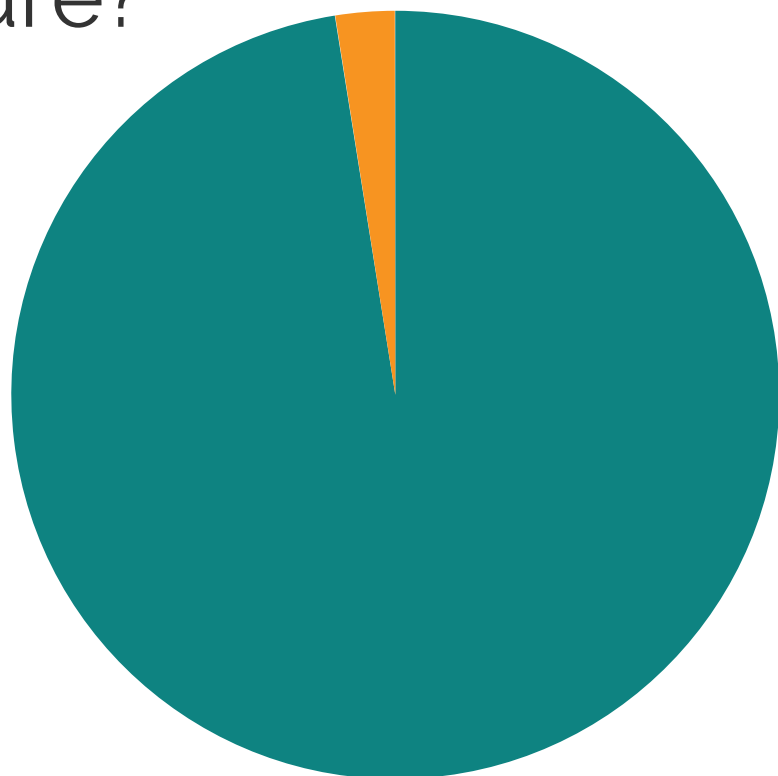
# We shall overcome

While there's plenty of Umbraco love in the air, respondents sounded off about challenges too. We'll dig into some of these topics on Happy Porch Radio.

Any sound like familiar cries in your agency?



Do you see Umbraco involved in serving your agency's clients in the future?



● Yes, Umbraco is our future ● No, we're moving on

## Feature Forward

Even Umbraco loyalists had a few ideas for what could improve their ability to fulfill client needs.

- > Enterprise level security
- > Personalisation options
- > More 3rd party integrations
- > Extended support for agencies from HQ
- > Easier deployment
- > Scalability

\* Many of these features are on the official Umbraco Roadmap.



# Is selling Umbraco easy for your agency?

Easily the most requested topic respondents wanted to hear discussed this season on Happy Porch Radio, we're presenting an opportunity for you to dive directly into the conversation. If you want to get specific questions answered or share your ace tips, we're hosting a virtual meetup all about "Selling Umbraco to Clients." The live event will feature a moderated discussion with a guest panel and cool Umbraco folks like you.

Sign up at [happyporchradio.com/hotseat](http://happyporchradio.com/hotseat)

## HAPPY PORCH HOT SEAT

A Virtual Roundtable on Selling Umbraco

WEDNESDAY, APRIL 26 AT 1:00 PM CEST



BARRY  
O'KANE



THEO  
PARASKEVOPOLOUS



ANDERS  
SØRENSEN



JESSICA  
ROWE

# Is it sustainable?

It's appropriate to say this year's Umbraco in Business survey is a starting point intended to spark conversations that contribute to developing how we in the agency community work individually and collectively to build a sustainable web ecosystem.

While the friendly CMS is our tool of choice for creating first-rate sites, it is neither where our work begins or ends. I often use a garden analogy to illustrate how we create the most positive impact when we focus on a clear purpose, design with people in mind, and actively maintain our agencies and the Umbraco sphere.

My goal with each season of Happy Porch Radio is to help you, as an agency professional, spot opportunities and deliver more value to your clients and the community. I hope you'll join the conversation.

*Barry O'Kane*

With great  
freedom comes  
great  
responsibility

The Chief Unicorn



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