TYPO3 versus Sitecore and Sitecore Experience Platform (XP)

Comparison Card: TYPO3 versus Sitecore

Product Overview

Sitecore is a closed source Software-as-a-service system. Additionally, it isn't only a Content Management System (CMS), but labeled as an Experience Platform (XP), which combines content management with the management and tracking of customer data, a fully integrated marketing automation suite and omnichannel personalization.

Sitecore Core Products:
- Experience Manager (Omnichannel CMS)
- Experience Platform (Personalization, Marketing Automatisation, Headless)
- Experience Commerce
- Content Hub (PIM/DAM/MRM)

THEIR KEY STRENGTHS	WHY PEOPLE WOULD CHOOSE TYPO3 INSTEAD?
Cutting-edge technology. Sitecore is built upon Microsoft Net 2.0 technology, which enables it to be running cleanly in a microsoft environment.	TYPO3 is more open and can run in different environments. While it's not focussed on microsoft, there are many installations, running in an microsoft environment.
All-in-one solution, focused on marketing. This includes PIM,DAM,MRM, Shop and CMS with value added services and add-ons.	TYPO3 comes with basic features out-of-the-box. You can extend it feature by feature. With that focus, TYPO3 is open to use the DAM/PIM etc. you like to use. No need to change any existing systems, just integrate them into TYPO3.
Integrate collection analysis of customer data and the possibility to support marketing campaigns directly while creating them.	There are other solutions which can do the same things in less complex ways. So using them together with TYPO3 could be a nice solution, especially for non enterprise companies.
Sitecore is the central platform for all marketing and content creation activities. It's easy to reuse content for different channels.	While TYPO3 isn't the central platform for everything, TYPO3 gives the possibility to focus on chosen channels and markets and use tools, specialised in other parts of the marketing chain, to do a better job.
Next to the partner network, Sitecore is offering Business & Technical Consulting, Integration and Development Services to support partners and customers.	Professional Services like SLA, Project Reviews and ELTS can be booked directly at the TYPO3 GmbH, but additional the solution providers are more flexible, since there isn't "THE" manufacturer, but it's completely open source.

Additional Products and Services

Next to the wide range of software products integrated in the plattform, Sitecore offers a lot of Add Ons:
- Sitecore KI for automatisation in parts of customer and content analyzing.
- Sitecore Connect to Salesforce and Microsoft Dynamics for improved CRM Experience
- Email Experience Manager for integrated E-Mail Marketing
- Federated Experience Manager to use personalization features sitecore is offering on external sites.
- Sitecore Mobile Experience offers a SDK for developing Native Apps with Xamarin on .net
- Sitecore Cloud offers a cloud hosting for Sitecore to customers.

THEIR WEAKNESSES	WHY PEOPLE WOULD CHOOSE TYPO3 INSTEAD?
License fees. Sitecore CMS costs money (proprietary software) with a complex license model based on solution and number of visits. Additional you need to pay a yearly subscription fee to get all updates.	Companies with a broad reach may consider this pricing model unsuitable as it significantly increases the overall cost. TYPO3 is entirely open source AND thereby free of licence costs.
Costs due to heavy customizations. All CMS development requires IT expertise, but the Sitecore framework is "empty". It does not come with a template that allows creating a system on its basis. That is why companies turn to outsourced agencies to build the core that will enable further system management.	While the final costs depend on the individual company's requirements and specifications, TYPO3 already includes many essential features out-of-the-box. When choosing TYPO3, companies will be able to start off a lot quicker – especially, if they only need a certain feature set. It's easier and faster to integrate all required features into a plain TYPO3, than it is to work with a complete Sitecore feature set, you don't even need. Additionally, Sitecore support comes with a high pricetag with „kickstart" packages for smaller companies starting at 100.000€ a year.
Even if Sitecore is an enterprise solution, you may come to a certain point, where working with Sitecore is limiting in some way. If that's the case, you are stuck to the manufacturer and new their releases. There is almost no room for customization.	As an open source CMS, TYPO3 can be customized in any way you like. If custom changes turn out to be highly requested or provide useful improvements, it's even possible that those might be added into the core.
Full of features, Sitecore is a quiet big system which is not very easy to use and maintain. Onboarding users is a complex task and you will need to work with specialized solution providers for maintenance.	When using TYPO3 you are able to use your own, well known systems for a lot of functionalities extending the main CMS tasks and can add user experience on the decision matrix for new systems.

Comparison Card: TYPO3 versus Sitecore - In context

When do we compete?

- TYPO3 and Sitecore compete when it comes to massive multisite, multilingual websites with several integrations such as CRMs, shop systems and product information systems.
- TYPO3 performs better: When costs play a massive role. When the customer needs a specific individualized solution. When the customer is keen on using open source code and not paying for license fees. When the customer wants to be able to further develop or extend the platform with his agency or developer team.

Sector and verticals

- Industry, Manufacturer, Corporate, Commerce
- Sitecore's primary target group: Big, multinational companies who are looking for a way to present their company in a multisite, multilingual website structure

Customer challenge	Competitor approach	TYPO3 approach
We need do digital marketing the right way.	Sitecore offers out-of-the-box solutions for almost everything. MRM, DAM and marketing automatisation possibilities are helping enterprise customers to succeed.	Do it your own way. Don't buy into the "everything goes"-approach, but choose the right solution for your requirements. Who is doing the job, what tools are the agencies using? Are there any (good) systems with data you already use and would like to use in the future as well?
I need to get my site/application to market quickly.	Sitecore is massive and takes a long time to be configured cleanly. This in turn results in pretty long development times. You can start with a "kickstart" solution as SaaS starting at 100.000 € a year, but there is no room for customization and you won't be able to choose your supporting agency.	A 'naked' TYPO3 can be basically set up within a day. It does need further development if you are looking for specific features, but you can go live a lot faster. Since there are several ready-to-use templates and a lot of extensions publicly available, starting out is very easy without losing the possibility for flexibility later on.
We are an enterprise organization and need to make sure that content incl. assets are being used in the right way.	Sitecore offers full content management incl. DAM & Pim independently from usage. Flexible rights, process and content lifecycle management paired with MRM functionality ensures that the content is used in the right way.	Handling Assets should be done in the best way for the company and content should be easy to handle. TYPO3 gives the best solution for content creation and management in different, international markets and due to its open architecture, enables you to ensure, that assets are being used correctly from a centralized pool.

RELEVANT CASES where Companies choose TYPO3 instead of an DMX solution

- Sysmex Europe https://typo3.com/case-studies/psl-cases/sysmex-europe
- Minebea intec https://typo3.com/case-studies/psl-cases/minebea
- Multinational company from the healthcare sector with SAP-connector. Pfm medical AG
  https://typo3.com/case-studies/psl-cases/pfm-medical-ag

REFERENCES

- http://sitecore4u.blogspot.com/2018/10/sitecore-advantages-and-disadvantages.html
- https://www.sitecore.com/products
- https://www.similartech.com/compare/sitecore-cms-vs-typo3
- https://opensenselabs.com/blog/articles/2018-drupal-vs-sitecore-comparison
- https://www.g2.com/compare/sitecore-sitecore-experience-platform-vs-typo3