

TYP03 versus SaaS Website Builder

SaaS Website Builder (hosted CMSs)

- Examples: Wix, Squarespace, Jimdo

Payment Model	Customers buy a subscription to a fully hosted website management.
Big business promise	Software as a service is really easy to use and doesn't require any coding experience. It promises to eliminate the need for developers.
Editor UX	SaaS usually come with a WYSIWYG editor, which is know for good end user UX. Additionally, it comes with editor-level page builder UIs and a site creator kit for easy styling.
Developer UX	Customers only have the possibilities to do the slightest, most minimal custom coding modifications. There is no possibility for integrations besides those, that already are a part of their ecosystem.
Frontend	Template editing happens through a user interface by modifying CSS only.
Marketed Feature	All in one self managed website creation and management.

Comparison Card: TYPO3 versus SaaS website builder

Summary	Sector and verticals
■ The website builder services offer “You can create a free and professional website all on your own.” ■ TYPO3 Answer: Start at your own, but grow as you want with guided setup ■ Cheaper and easier to start, but no possibility to grow as you want. At a certain point, you have to start over and re-enter all your content.	■ Self-Employed Business and Freelance /Agencies as their partners ■ Private Users ■ Small non professional organizations

Customer challenge	Competitor approach	TYP03 approach
I need a fixed cost SaaS solution for small sites.	This is the bread-and-butter of SaaS website services.	There are at least two SaaS solutions available for TYPO3: Toujou and TYPO3 SaaS.
I want to create my business website by myself.	Complete self service and possibility to start directly	Self service site with guided setup and personal onboarding
I need a reliable service provider and support.	DIY - do it yourself. Help desk can solve common problems by using a knowledge base. No real consulting or additional services available from the SaaS provider itself.	DIY, but you can add professional services with a hoster and/or agency/freelancer when needed.
I need a solution that can scale to meet my current and future needs.	Wide range of integrations and plugins, but limited possibilities in solving specific problems. Complete system switch needed, when the solution doesn’t fit anymore.	You can initiate own/agency development to customize the system for your personal needs down the road and even switch from SaaS to self-hosted. Additionally, TYPO3 does have a lot of integrations, although they may not be available from existing TYPO3 SaaS providers.
I need a professional website design.	There are tons of built-in templates which can serve as an attractive starting point. A lot of documentation about the editing possibilities. Content and design are tied together.	Design is separated from the content so the theme or template can be changed. You can configure basic schemes (color, font) and add custom CSS. Different templates for different verticals.
I want to have a flexible content management system.	Content served in different languages or elements which needs to be displayed on different pages (e.g. company boiler plate) isn’t handled in an easy way. There is no possibility to reuse content, even not in different layouts or there is no relation between translations.	TYP03 is a full, powerful content management system where these are core features. Multilanguage and Multisite support is as well supported, as flexible content usage and the possibility to work with different navigation - menus or layouts is.

RELEVANT CASES with TYPO3 on toujou	Competitioners
■ https://www.agriturismolecaldane.com ■ https://www.bega-beisser.de/ ■ https://www.pfeffi.com/ ■ https://www.rotkaeppchen.de/ ■ https://www.travelundtrek-kids.de/	■ https://www.weebly.com/ ■ https://www.wix.com/ ■ https://www.jimdo.com/ ■ https://www.squarespace.com/ ■ a lot of cheaper solutions, provided by hosting companies