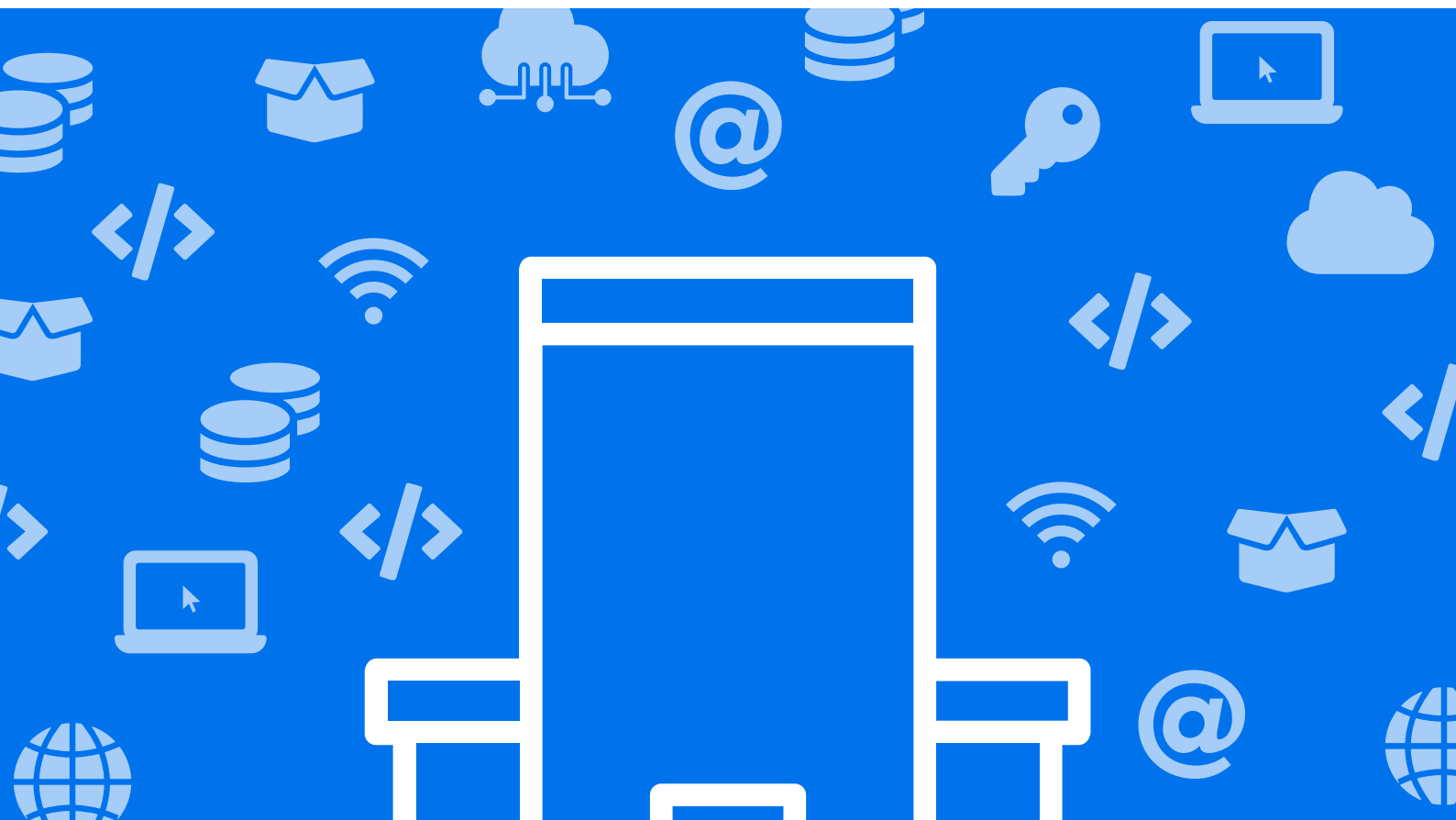# Make the Easy Things *Easy* and the Hard Things *Possible*

10 Reasons Why WordPress is Great for Enterprise or Government Applications

WordPress is the world's most popular Web content management system, but did you know it can power much more than just a Web site?

Read on to discover 10 reasons why WordPress is great for the most demanding enterprise or government digital applications

FRAMETAG MEDIA

WPQUASAR

WordPress powers about 43% of the Web

Contents

1 WordPress is Open

Tired of throwing good money after bad on failed Web projects? Put an end to that with WordPress: a free and open-source content management system and application platform. You can use it as many times as you like in as many ways as you like.

The value of WordPress comes from the support and other value-added services the platform provides.

- ✓ No provider (or data) lock-in
- ✓ Full source code access
- ✓ W3C standards compliant
- ✓ Start small, pay as you grow
- ✓ Eliminate up-front risk
- ✓ Pull the plug if it's not right for you

WordPress will turn 20 in May, 2023

2 WordPress has Enterprise Features

Most people use WordPress for a Web site or blog, but that's just where the fun begins. WordPress is built on the battle-tested Linux, Apache, MySQL, and PHP (LAMP) stack, which has been used for enterprise application development the world over for more than 20 years.

Here's a (very) quick look at some of the enterprise capabilities of WordPress:
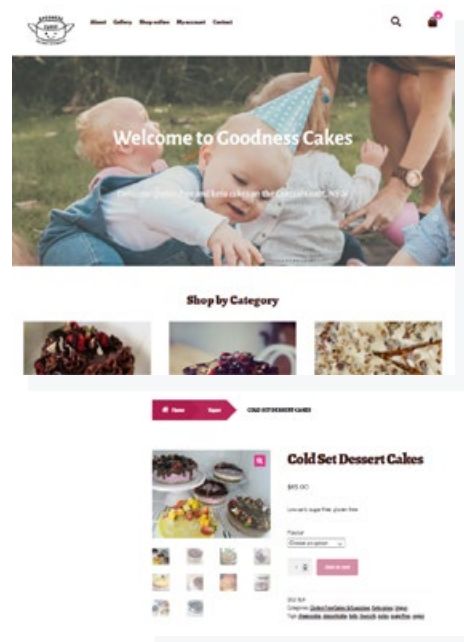
- ✅ Complex taxonomies
- ✅ API-driven integration (REST, XML-RPC)
- ✅ Native content search
- ✅ Authentication (SSO, AD, LDAP, etc.)
- ✅ Database to cloud integration options

- ✅ User management and workflows
- ✅ Full site management
- ✅ Headless content distribution
- ✅ Custom forms
- ✅ Email integration

WordPress in action

Goodness Cakes

Enterprise-level applications

- ✅ Integrated stock management
- ✅ In-store and online payment gateway
- ✅ Sync with cloud-based e-commerce
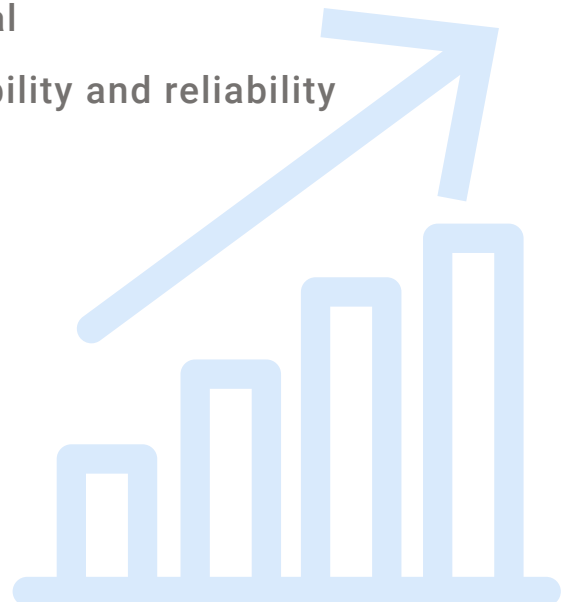- ✅ Set online order limits

3 WordPress is Scalable

Built with mature, enterprise-grade open-source technologies, WordPress can scale from a simple personal blog to a global company Web site that sees millions of visitors every month.

Some of the largest companies in the world use WordPress for their sites and scale it to meet audience demand.

- ✔ Run it on high-performance bare metal
- ✔ Containerise, orchestrate it for scalability and reliability
- ✔ Cluster the database
- ✔ Distribute load with load balancing
- ✔ Caching and optimisation
- ✔ Many CDN options
- ✔ Image optimisation options
- ✔ Performance-enhancing plugins

About 400,000 of the top 1M global sites run WordPress

4 WordPress Runs Anywhere

Enterprises often have complex environments and a range of hosting options available. This is no problem for WordPress, which can be deployed in-house, with an MSP, or on a public cloud.

There are also clouds that specialise in WordPress hosting for enterprise and government organisations.
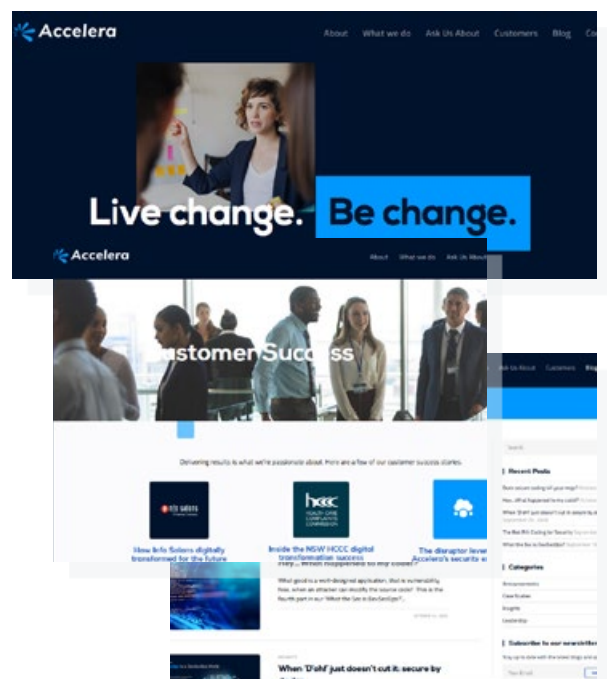
- ✓ Develop on low-cost hosting
- ✓ Replicate instances from in-house to cloud (and back)
- ✓ Test and stage in containers
- ✓ Move the code base to production
- ✓ Match the hosting tech with the capacity need
- ✓ Automate multiple instance deployments
- ✓ Deploy on remote sites, branch offices or global clouds

WordPress in action

Accelera

Enterprise-level applications

- ✓ Marketing automation integration
- ✓ Lead capture, from form to email list
- ✓ Visual page builder

5 WordPress is Secure

Despite a few misconceptions, WordPress is a well-coded and well-maintained platform that is regularly audited and updated for any security threats or vulnerabilities.

The security of WordPress extends to backups and disaster recovery, so you can easily capture all your important information and store it where the bad guys don't have access.

- ✓ Lock it down as you need
- ✓ Audit the code
- ✓ Commercial security services available
- ✓ HTTP-level access controls
- ✓ Regular patches and updates
- ✓ Easy to backup, DR and archive

WordPress has about 60,000 plugins

6 WordPress has Enterprise Applications

A combination of free and commercial plugins make WordPress the ideal enterprise or government application platform. If you need to test something out quickly, the many free plugins are great. Commercial plugins provide added support and features.

If you need a Web-based application for your organisation or agency, chances are there is already one available in the WordPress ecosystem. There are enterprise applications for:
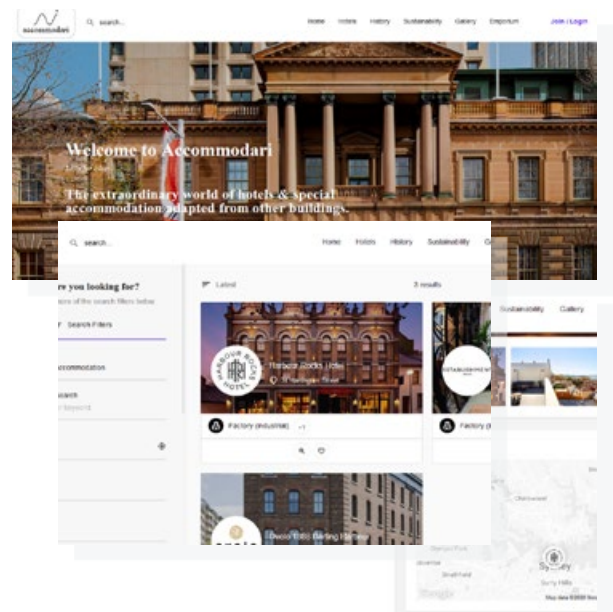
- ✅ Advanced content management (of course)
- ✅ E-commerce (retail & wholesale)
- ✅ CRM & lead generation
- ✅ Accounting, ERP & supply chain
- ✅ Learning management & helpdesk
- ✅ Real-time communications

- ✅ Social media & newsletters
- ✅ Marketing automation
- ✅ Recruitment
- ✅ Document management
- ✅ Project management
- ✅ Integrations for 100s of enterprise cloud apps

WordPress in action

Accommodari

Enterprise-level applications

- ✅ Complex taxonomies
- ✅ Integrated e-commerce
- ✅ Membership portal
- ✅ Cloud API integrations (Google Maps, Zotero)

7 WordPress is Extensible (and Stylish)

Can't find what you're looking for exactly? Then develop it with WordPress. WordPress is an extensible platform your in-house team or contract developers can use to create something unique. Developing plugins for WordPress is easy and not expensive or time-consuming. And we should mention WordPress can be styled to look as flashy as your brand demands.

- ✅ Extend the core functionality with a custom plugin
- ✅ Keep your plugins private or publish them
- ✅ Develop any type of design or theme
- ✅ Take advantage of visual page builders
- ✅ Be part of the global developer community
- ✅ Hundreds of free and commercial themes to choose from
- ✅ Huge global design community

There are more than 10,000 free and paid-for themes for WordPress

8 WordPress Skills are Plentiful

Given the popularity of the WordPress platform it's not hard to find skills to keep your Web application maintained and updated — and made to look like a million dollars. Whether you hire in-house talent or use one of the many agencies or even freelancers, WordPress skills are as scalable as the platform itself.

- ✅ Standards-based technologies
- ✅ PHP, HTML5 and JavaScript tooling
- ✅ Skills are transferable
- ✅ Eliminate code lock-in risk
- ✅ Integrations with code management tools (Git, etc.)
- ✅ DevOps, CI & CD friendly

WordPress is used by many Fortune 500 companies

9 WordPress is User-Friendly

A great way to think about using WordPress for enterprise and government applications is "WordPress makes the easy things easy, and the hard things possible."

As the world's most popular CMS, WordPress has a long history of being accessible and user-friendly. Complex enterprise applications are often difficult to use and dogged by poor end-user acceptance. WordPress changes all that.
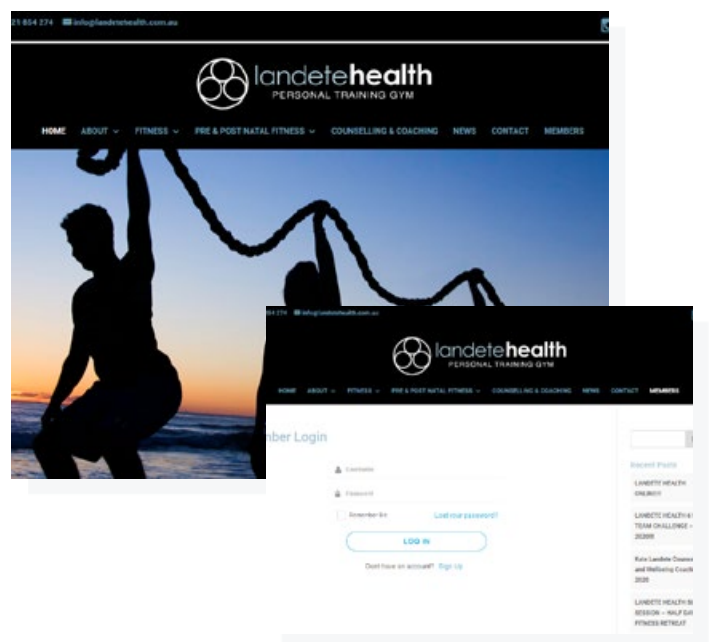
- ✓ Easy for non-techy people to use
- ✓ Fun, modern and simple UI
- ✓ Better staff engagement with apps
- ✓ None, or only basic, training needed
- ✓ Many visual app and page builders
- ✓ Ecosystem of social media plugins and tools
- ✓ Plenty of analytics options

WordPress in action

Landete Health

Enterprise-level applications

- ✓ Membership portal
- ✓ Integrated e-commerce
- ✓ Exclusive, gated content
- ✓ Visual page builder
- ✓ Digital gift vouchers

10 WordPress Does Public Sites & Private Portals

WordPress is best known for powering public-facing Web sites, but it also makes a powerful private intranet or client extranet.

Put an end to the days of expensive enterprise social networks that nobody in the organisation uses. WordPress makes enterprise collaboration fun and productive. And because it's WordPress, staff will have no trouble using it — just like a public social network but without the tracking or lock-in.
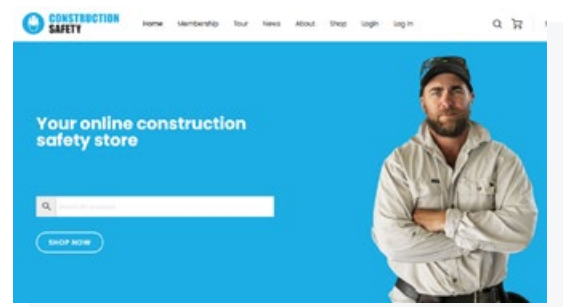
✓ Enterprise social networks

✓ Community & private forums

✓ Project management

✓ Intranet or extranet

✓ Messaging & chat

✓ Team collaboration

✓ Strict access controls

✓ Gamification plugins

✓ Control & keep all the data

WordPress in action

Construction Safety

Enterprise-level applications

✓ Membership portal

✓ Integrated e-commerce

✓ Online courses & e-learning

✓ Enterprise & customer social network

Start your WordPress journey today

WordPress is easy to use, and it's also easy to trial. So don't hesitate to start thinking about how WordPress might be able to help you.

Frametag Media has a market-leading enterprise WordPress practice and owns and operates the global WPQuasar.com WordPress cloud hosting service.

Talk to us about putting WordPress to work in your enterprise or government agency. And if you're already using WordPress, go from brochureware to business applications to realise more value.

Frametag Media Pty Ltd
PO Box 4398
East Gosford NSW 2250
Australia
P +61 2 8004 5127
E info@frametagmedia.com.au
W www.frametagmedia.com.au

Approved Digital Transformation Agency Digital Marketplace supplier
Approved Buy NSW procurement portal supplier.

100% Australian owned and operated

FRAMETAG MEDIA

WPQUASAR