



## TYPO3 CMS now available for Microsoft Azure

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The cloud simplifies the fast and easy building of TYPO3 websites and flexibly absorbs peak loads during operation. Unterschleißheim, February 18, 2015. The open source content management system TYPO3 CMS is available for Microsoft Azure effective immediately. Azure customers access TYPO3 CMS on the Azure Web App Gallery for building, managing or quickly adapting complex websites to changing system requirements through autoscaling in next to now time. TYPO3 CMS is one of the most widely used content management systems (CMS) for creating and managing websites. More than 500,000 active websites worldwide use CMS according to the TYPO3 Association. TYPO3 CMS is constantly being developed by an international community. As a result, CMS provides thousands of extensions, is HTML5 ready, and especially suited for mobile use. "Microsoft is increasingly embracing open source applications for the companys platforms and solutions. This is because we do not attach priority to technologies, but to people who wish to be productive across platforms and devices", comments Peter Jaeger, Senior Director Developer Experience & Evangelism (DX), and Member of the Management Board of Microsoft Germany. "In recent months, we have made several development tools like .NET open source, thereby intensifying our collaboration with the open source community. Deployments of TYPO3 on our Microsoft cloud platform Windows Azure are another step towards the community: not only do we address developers, but also many thousands of web designers and website administrators who benefit from Azure as a high-performance, secure and easily scalable platform." dkd Internet Service GmbH takes TYPO3 CMS to the cloud. dkd Internet Service GmbH, a digital agency based in Frankfurt am Main and member of the TYPO3 community, has assumed patronage for the integration of TYPO3 into Microsoft Azure. Olivier Dobberkau, the agencys managing director, says: "We have deployed TYPO3 to Microsoft Azure to endorse the broad use of CMS and look at the bigger picture. In doing so, we always act in the interest of the community." There has previously been support for TYPO3 for Windows operating systems to ensure customers work flexibly with TYPO3. "The openness of Microsoft Azure enables us to substantially expand the potential of the solution and continue to develop TYPO3 into a cloud service." Speed is crucial for campaign websites. Barff digitalagentur GmbH & Co. KG in Munich has used TYPO3 since 2008. The digital agency is a specialist for interactive campaigns like online advent calendars, social responsibility campaigns such as Der Blaue Baum (The Blue Tree) or interactive product launches. The midmarket enterprise relies on scenario ic, their proprietary and open source-based solution for running campaigns. The specific challenge for the digital agency is in creating these campaigns speedily and evaluating how many participants will be involved. Especially communication across social media channels makes this difficult to predict. Experience from the agencys work, however, assumes that multiplication by a factor of 1,000 or even more may be expected. "We are now capable of implementing interactive campaigns with widely varying numbers of participants in a very short time." Example advent calendar: flexibly scalable capacities are critical to the success of advent calendar campaigns - one day, a window reveals an offer from a local retailer, the next day, a promotion by a bank. As our customers are frequently marketing the advent calendar offering themselves on the date of publication, the load is unpredictable, drastically increasing from one day to the next. Peak numbers of visitors are reached during campaigns, for example, when selective marketing activities are started, or products promoted on the social media channels of the providers. "TYPO3 on Azure and our scenario ic solution enable us to implement interactive campaigns in no time", says Günther Barff, owner and managing director of the agency. "As interactive campaigns are usually limited in time, temporary hosting is very effective. Running campaigns on Azure helps us optimize costs and absorb unpredictable peak loads." All information on features as well as download options and on the extensibility of TYPO3 CMS is available on the website of the TYPO3 community. More information on Microsoft Azure may be accessed here. TYPO3 CMS on Azure can also be tested as part of the trial version for free. 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