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Go beyond with Headless powered by Atlas

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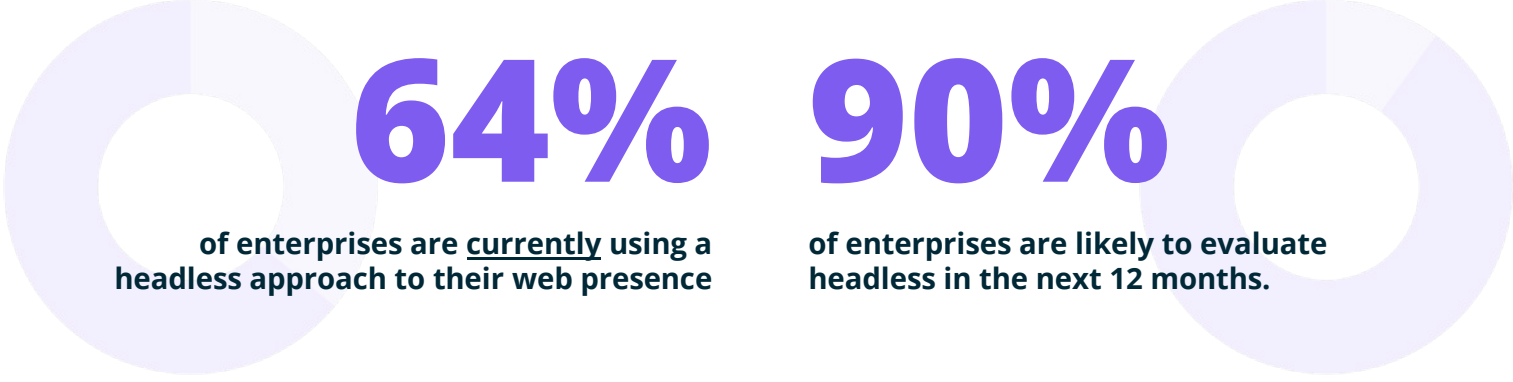
Headless:
The biggest web shift since smartphones



64%

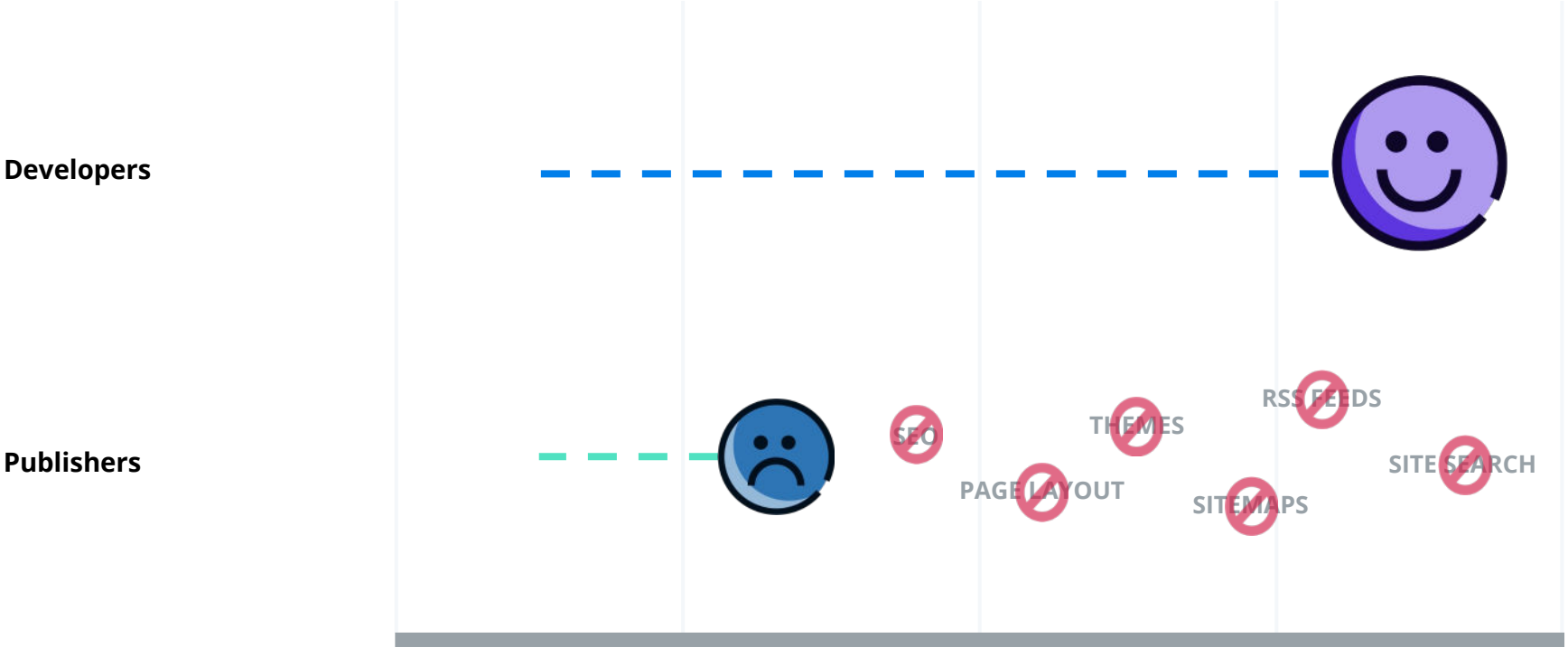
of enterprises are <u>currently</u> using a headless approach to their web presence

90%

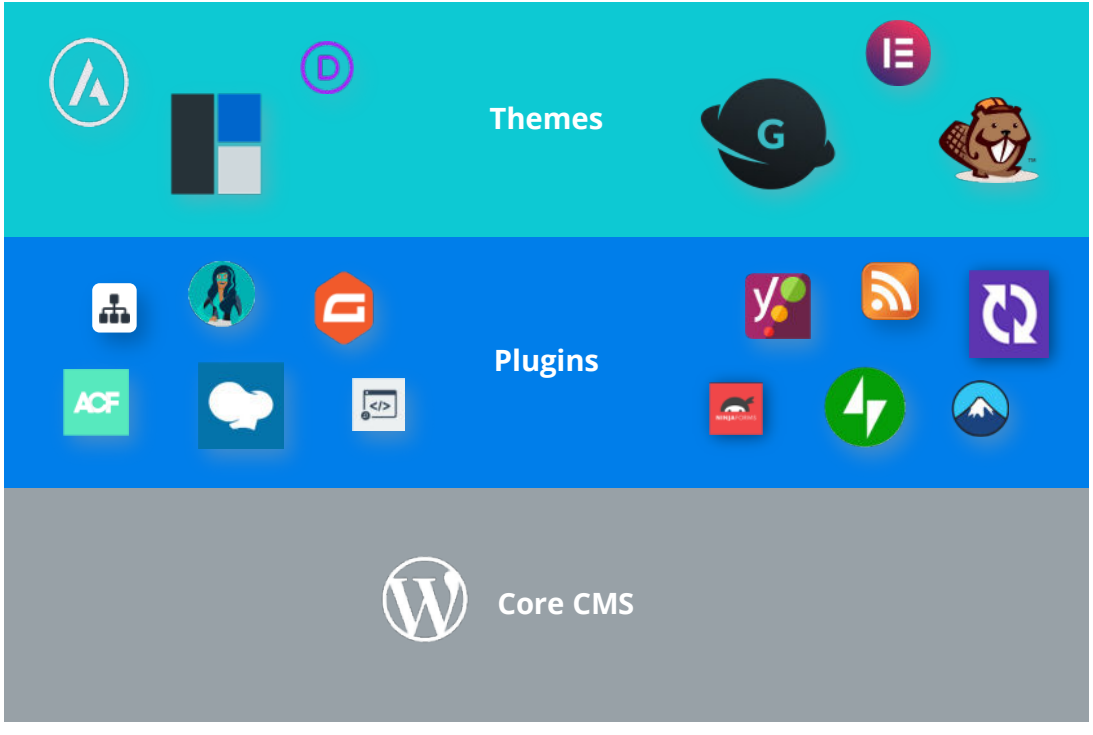
of enterprises are likely to evaluate headless in the next 12 months.

SOURCE: *The State of Headless*, Vanson Bourne (Feb. 2021)

Headless empowers the developers



WordPress empowers the publisher



WordCamp

WP University

Community

Headless WordPress empowers everyone

This is where Atlas comes in

Atlas Platform

A platform to delight both publishers and developers

- Optimized WordPress hosting
- Auto-scaling/healing Node hosting
- Preconfigured edge caching
- CI/CD
- Unparalleled performance and security

Atlas Ecosystem

A growing ecosystem and community

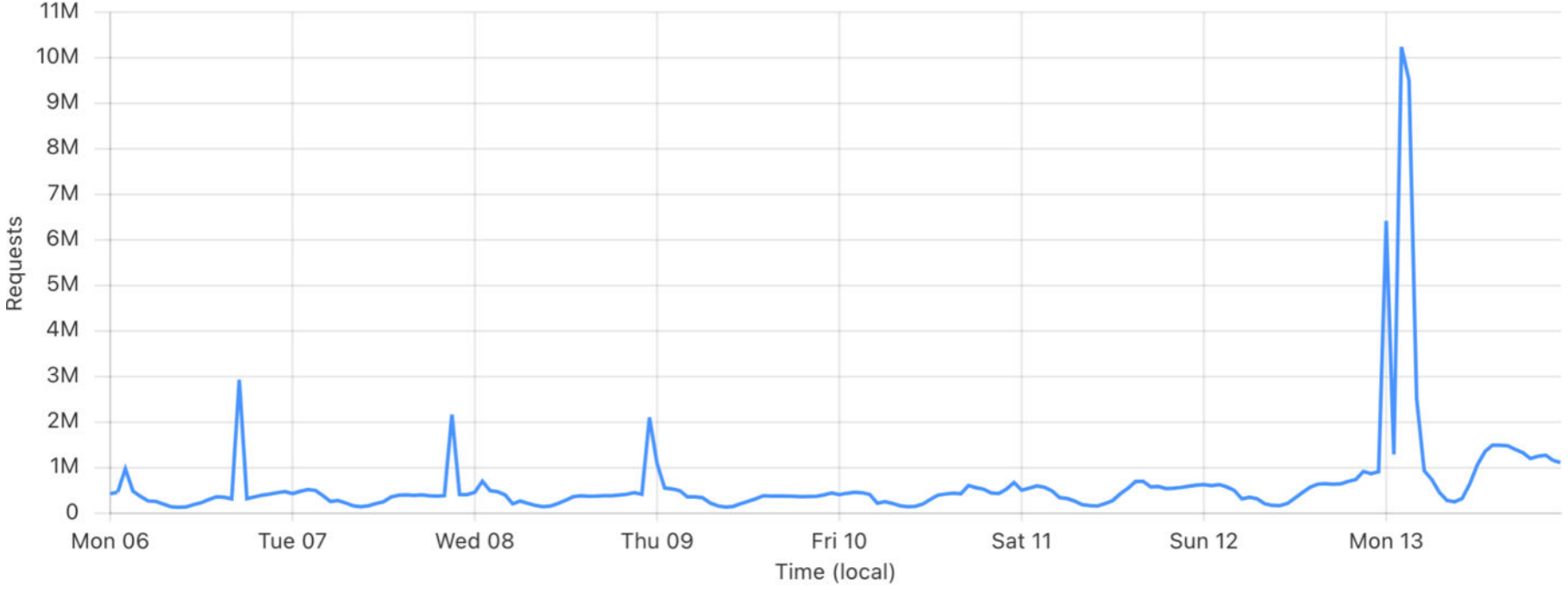
- WPGraphQL
  - Smart Cache (NEW!)
- Atlas Search
- Faust.js
- ACF
- Blueprints

...and beyond!

...let's not forget the world class support you already know and love!

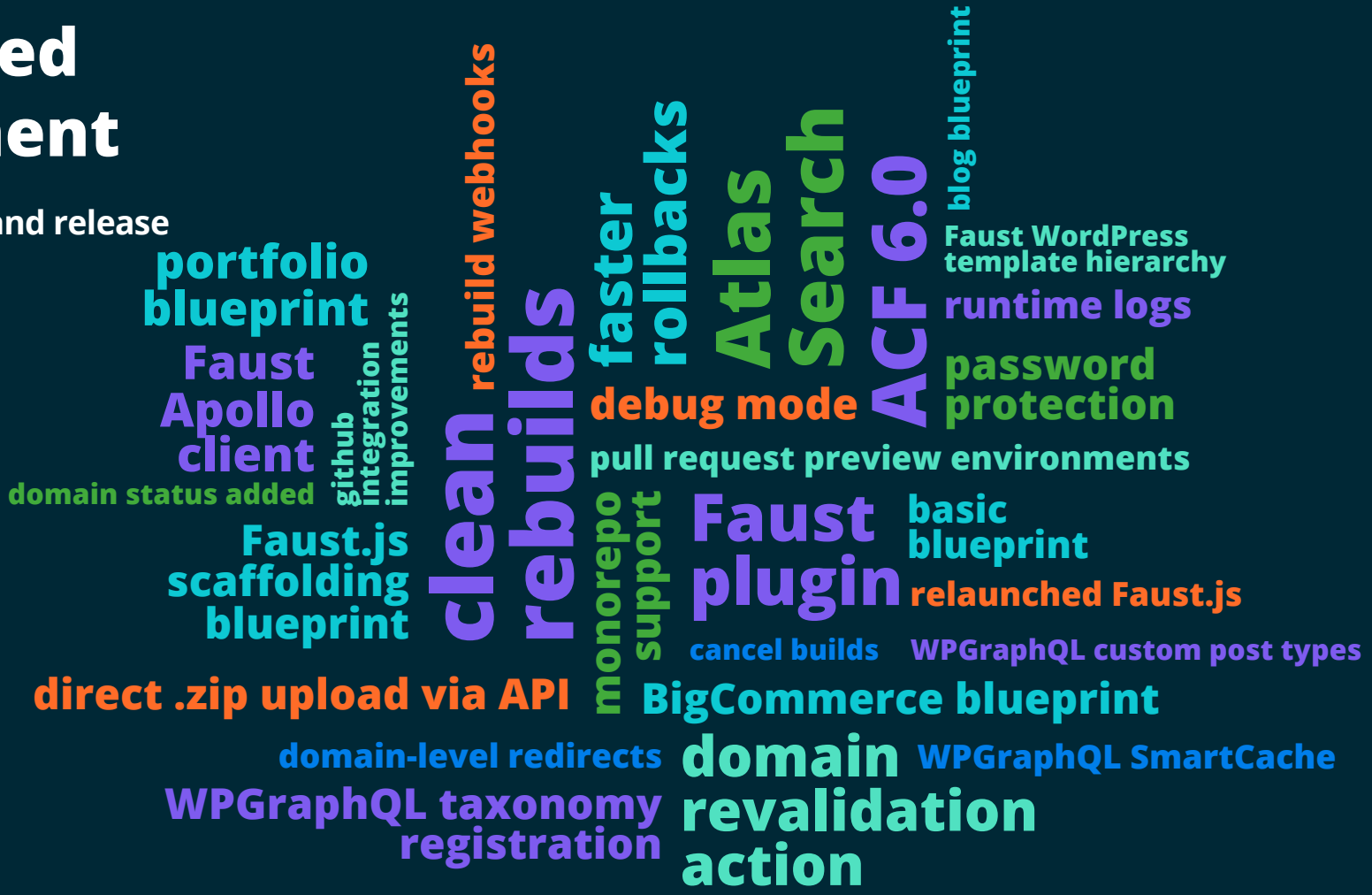
You Can’t Even Test For This

Social change campaign achieves perfect performance as Super Bowl ad traffic spikes 10x



Continued investment

We listen, learn and release



Faust.js: the headless framework for WordPress

- Faust.js re-released on September 30th, 2022
  - Full template hierarchy support
  - Plugins
  - Authentication and more
- Gutenberg Block Support NEW
  - Blocks are now fully accessible from the front-end as data objects with all parameters and more
- Headless Toolbar NEW
  - Edit content, debug connections and more from your headless front-end just like the core WordPress toolbar

Atlas search: tailor-made for headless WordPress

- GraphQL-first
  - No proprietary API
  - Fully extensible
- Full feature set:
  - Full ACF and Custom Post Type Support
  - Faceted browsing
  - Weighted/custom results
  - Stemming, Fuzziness, Exclusions
- No limits on search actions or bandwidth

Some of our recent releases

Preview environments

ephemeral testing environments built automatically on each pull request

Rebuild webhooks

URLs you can use to trigger new builds

Instant rollbacks

redeploy a previous version of your site in seconds

Real-time build logs & ability to cancel a build

watch build logs and stop an ongoing build in case errors are surfaced

Password protection of Atlas sites

set password for your “standard” and “preview” environments

and now let me tell you about the future

Advanced Monitoring and Analytics

Unlock powerful insights to supercharge performance of your headless WordPress sites, gain visibility into your visitors' experience, and swiftly tackle errors with ease

GraphQL Monitoring and Alerting

See exactly what is happening with your GraphQL queries, in real time, whenever you want. Performance, error handling, schema changelogs, cacheability, and more, at your fingertips

Improved CI/CD Experience

Bringing an improved experience for your developers building on the Atlas platform, automating deploy pipelines, to reduce developer cycles needed to manage deployments across both WordPress and Node

Headless Personalization and Localization

Tools to help you personalize and localize your headless projects. We would love to hear about what your needs are in this area as we build our project plans

Headless Block Library

A block library for our React-Gutenberg bridge to help you get started with your projects. Will include many commonly used blocks.

Continued Investment in Faust.js

Faust uses Apollo, React, Next.js so we're adding more platform features to support those components

Is headless right for every project?

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Thank you.

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