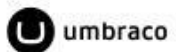


UMBRACOSPARK #SPARKQA

PLAYMAKER

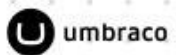
Dances with Wolves

BY LEE KELLEHER & LUKE HOOK





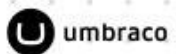
Dances with Wolves?



#SPARKQA



Productising an Umbraco solution



#SPARKQA



Lee Kelleher

Working with Umbraco since v3 (circa 2007).
MVP, packages, CODECABIN, yadda yadda.

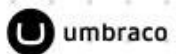
Links

leekelleher.com

[linkedin.com/in/leekelleher](https://www.linkedin.com/in/leekelleher)

twitter.com/leekelleher

[@leekelleher@mastodon.social](https://mastodon.social/@leekelleher)



#SPARKQA

A modern wooden cabin with vertical slat siding and several windows. In the foreground, there is a gravel patio with a metal bench and a chair. In the background, there is a view of a forested hillside under a cloudy sky.

[>.CODECABIN

8TH - 11TH SEPT 2023

APPLY NOW

<https://codecab.in>

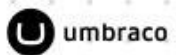


Luke Hook

Senior .NET Developer @ Gibe Digital.
Working with Umbraco for 7 years.

Links

[linkedin.com/in/luke-hook](https://www.linkedin.com/in/luke-hook)



#SPARKQA

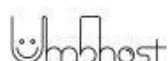
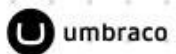


Gibe Digital

Umbraco Gold Partner

Umbraco Spark organisers

<https://gibe.digital>



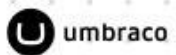
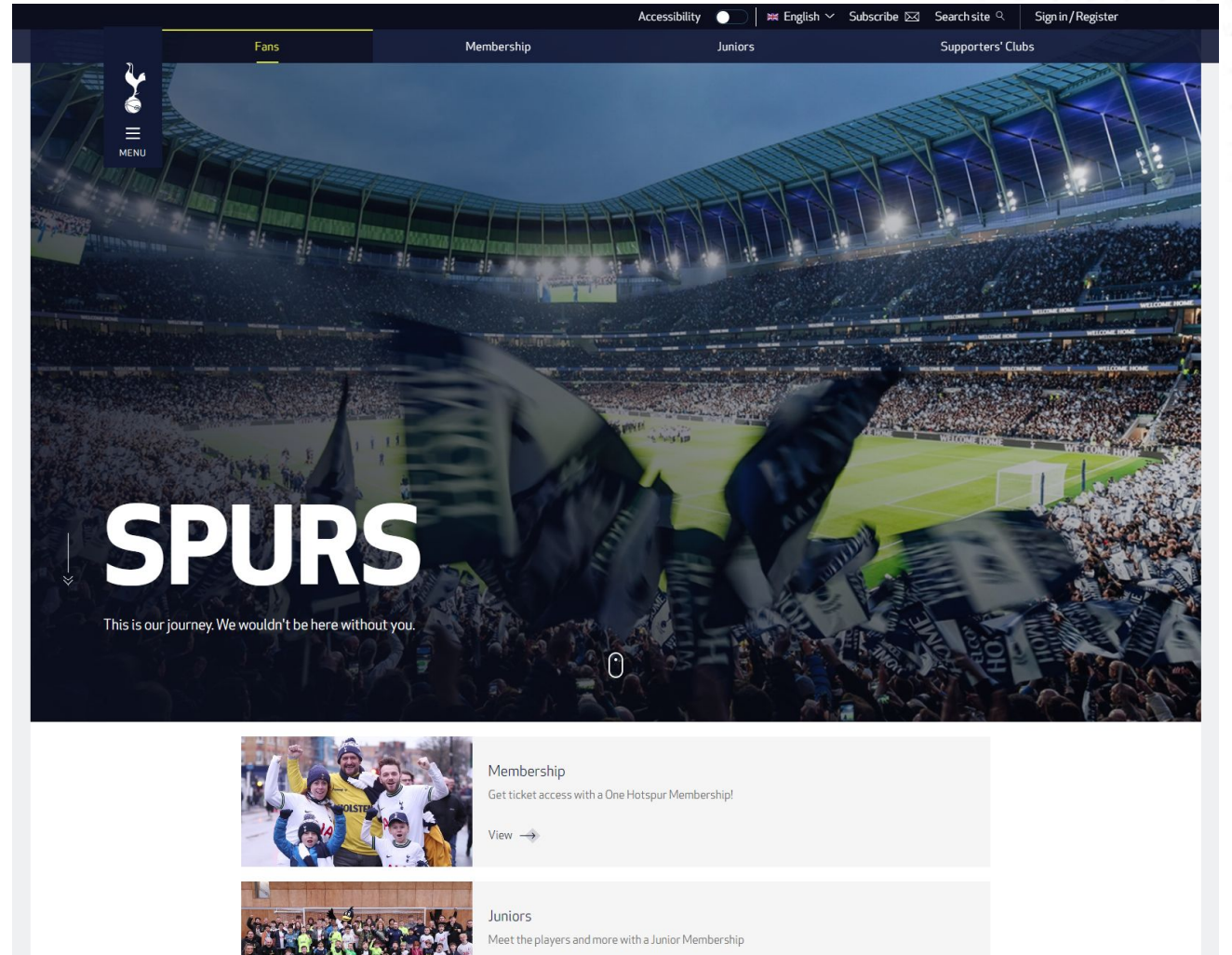
#SPARKQA



Spurs

Premier League

9th highest earning club in the world



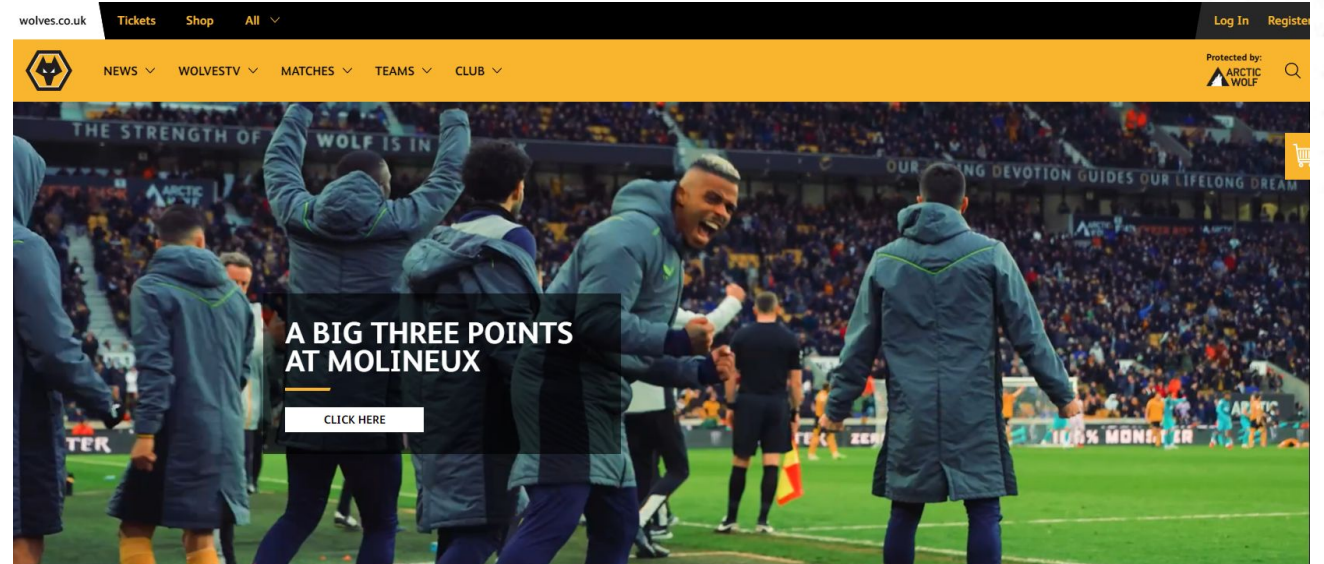
#SPARKQA



Wolves

Premier League

30th highest earning club in the world



LATEST NEWS



UNDER-21
Collins | On Brighton defeat, remainina in the leaave and



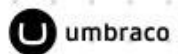
ACADEMY
U18 report | Wolves 0-3 Blackburn

1hr ago



WOMEN'S FIRST-TEAM
Women's report | Watford 2-0 Wolves

1hr ago



#SPARKQA



The 'Gibe Derby'

The screenshot shows a sports website article. The top navigation bar includes 'Accessibility', 'English', 'Subscribe', 'Search site', and 'Sign in/Register'. Below this is a yellow navigation bar with 'WOLVESTV', 'MATCHES', 'TEAMS', and 'CLUB'. The main image shows two players in action, with the headline 'Wolves 1-0 Spurs Premier League Report from Molineux'. A secondary image shows a player in a yellow jersey celebrating, with the headline 'Report | Wolves 1-0 Tottenham'. The date '4th March 2023' is displayed below the headline. The article title is 'Wolves 1 (A Traore 81) Tottenham 0'. The sub-headline reads: 'Adama Traore's volley nine minutes from time in front of the South Bank earned Wolves a priceless victory over Tottenham Hotspur.' The main text begins: 'Wolves needed a big performance and a big result and got exactly that, after their organisation, discipline and hard work was rewarded when Adama volleyed in off the crossbar, after Fraser Forster parried Raul Jimenez's effort to create breathing space on the Premier League's bottom three.' A second paragraph starts: 'The hosts had to ride their luck at times – Pedro Porro and Son Heung-Min both struck the woodwork for the visitors – but as the game wore on, the old gold's confidence grew and'.



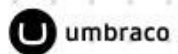
Other sport clients

Bristol City

Bristol Bears

Bristol Flyers

Rugby Europe



#SPARKQA



The challenge

Lower leagues and other sports have considerably smaller budgets.

Often get enquiries or approaches from other teams but affordability is often a barrier.



#SPARKQA



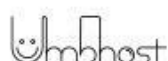
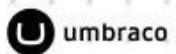
Interest from other clubs





What to do?

Ignore... or productise?

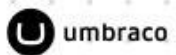
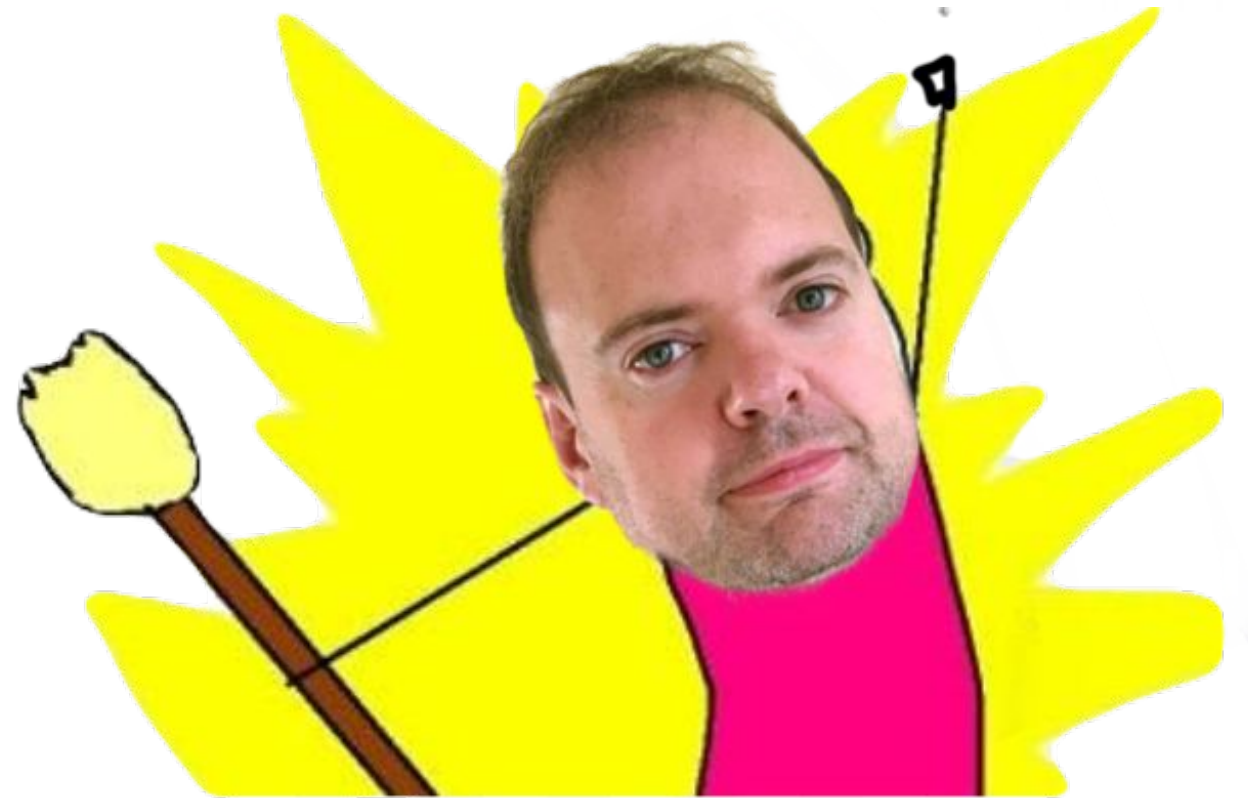


#SPARKQA



PRODUCTISE

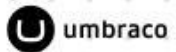
ALL THE THINGS!



#SPARKQA



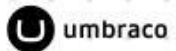
PLAYMAKER



#SPARKQA



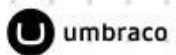
Taking inspiration from the features of sports websites



#SPARKQA



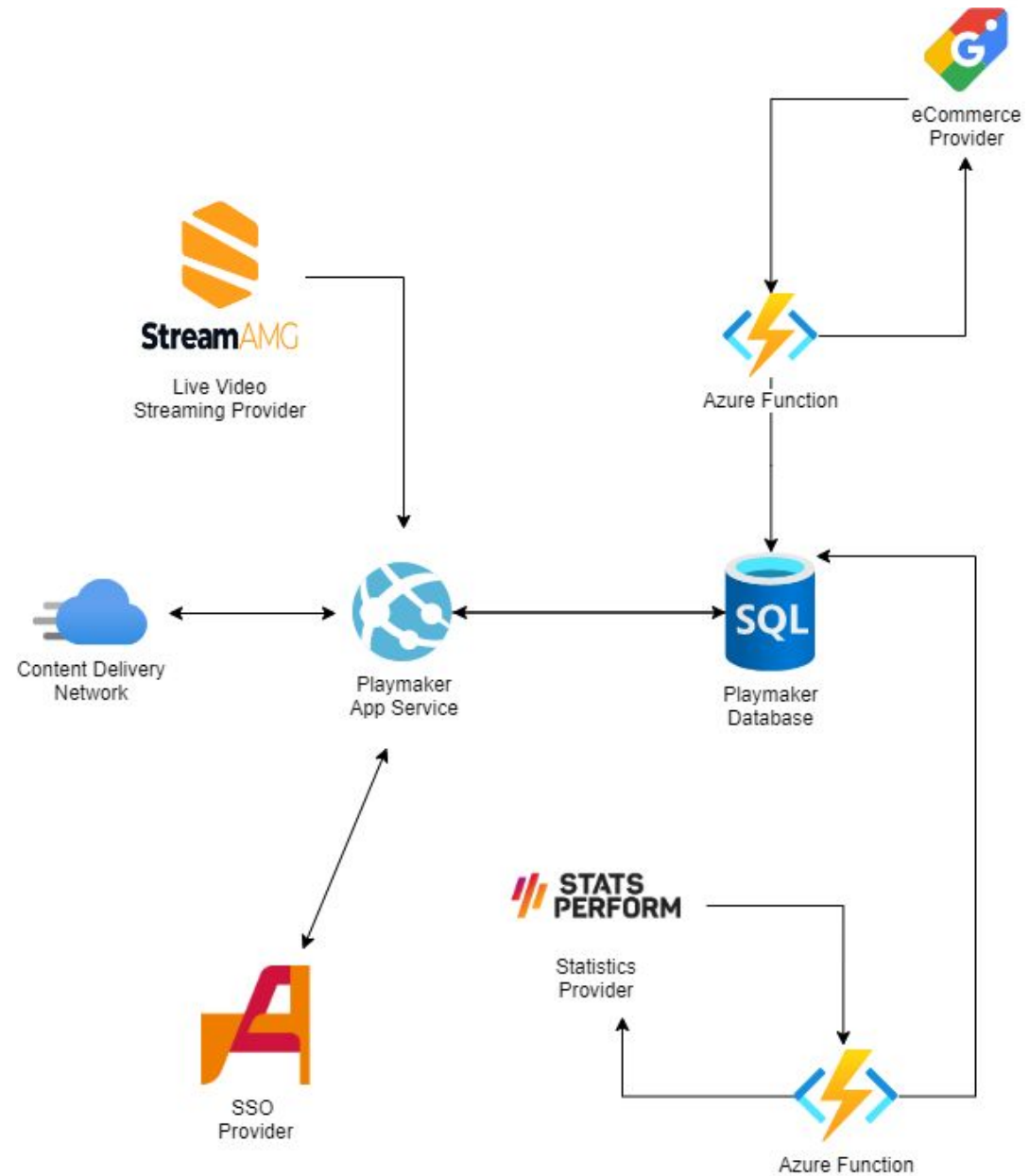
If you build it, they will come.



#SPARKQA



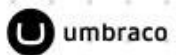
Playmaker architecture





Foundation

- Cost effective
- Flexible, extendable, customisable
- Familiar



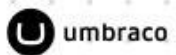
#SPARKQA



Hmm... Perhaps not



ORE®

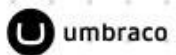


#SPARKQA



Content Management

Yes, yes, Umbraco CMS, of course!



#SPARKQA



eCommerce integration

To populate the club's shop product feed



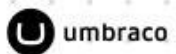
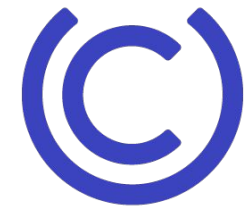
Shopping



commercetools



shopify



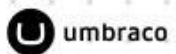
#SPARKQA



SSO integration

Single sign on for club members

Sports Alliance



#SPARKQA



Team Statistics integration

Bringing in team, game and player statistics



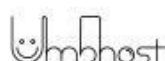
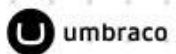
Rugby Analytics
Analyzing sport as a DYNAMIC System

spor**tr**adar

Oval
Insights



Opta
BY STATS PERFORM

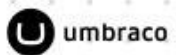


#SPARKQA



Video streaming integration

Showcase live streaming video of matches

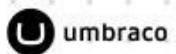


#SPARKQA



Pluggable by design

Extensible for future integrations



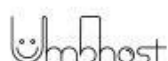
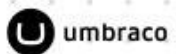
#SPARKQA



Wolves as a pioneer

Wolves were already talking about an Umbraco upgrade.

Why not give them a free upgrade and primary access to Playmaker?

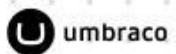


#SPARKQA



Spark Joy!

Review of existing Wolves Umbraco backoffice



#SPARKQA



Type to search...

Content

Get Started

Redirect URL Management

Content

- ▶ Home
- ▶ Wolves TV
- ▶ Data
- ▶ Recycle Bin

Welcome to Umbraco

Why hello there 🤗! This is the Umbraco dashboard. Here you will find various helpful and interesting information about Umbraco.



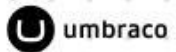
Grab your early bird ticket for Codegarden 🐦

Are you ready for the biggest Umbraco event of the year? Then make sure to grab your early bird ticket for Codegarden 2023! You save over 20% on the early bird ticket as compared to a normal ticket, so get them before they fly away. Plus, there's also a free online ticket that gives you access to Day 1, in case you are prevented from joining us in person 🤗

Secure your early bird ticket now



List Views



#SPARKQA



🔍 Type to search...

Content

Get Started

Redirect URL Management

Content

🏠 Home

- 🚫 Page Not Found
- ▶ 📰 News
- ▶ 📅 Fixtures
- ▶ 👤 Teams
- ▶ 🏠 Academy
- ▶ 🏠 Foundation
- ▶ 🏠 Corporate
- ▶ 🏠 Club
- ▶ 🏠 Tickets
- 🏠 Memberships
- ▶ 🏠 WolvesTV
- ▶ 🏠 Wolves Women
- ▶ 🏠 Fan Services
- ▶ 🏠 Equality
- ▶ 🏠 Shop
- ▶ 📁 Stories
- 📄 Stream Layout

Welcome to Umbraco

Why hello there 😊! This is the Umbraco dashboard. Here you will find various helpful and interesting information about Umbraco.



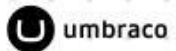
Grab your early bird ticket for Codegarden



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Working towards a **friendlier** backoffice **experience**

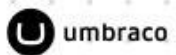


#SPARKQA



CARD VIEW UI

ALL THE THINGS!



#SPARKQA



Content

Wolverhampton Wanderers FC

Recycle Bin

Welcome

Redirect URL Management

Remote Content



Wolverhampton Wanderers FC

[View website](#)

Recently updated content



Premier League

Updated: 2023-03-07 18:18
by Administrator



Out On Loan

Updated: 2023-03-07 18:08
by Administrator



Under-18

Updated: 2023-03-07 18:08
by Administrator



Under-21

Updated: 2023-03-07 18:08
by Administrator

Recently updated media



Ali Miller

Updated: 2023-01-09 14:40
by Administrator



Celebration (2)

Updated: 2023-01-28 10:55
by Administrator



LIV T18

Updated: 2023-02-02 10:01
by Administrator

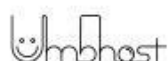
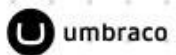


LIV T7

Updated: 2023-02-02 10:03
by Administrator



Data Picker editor



#SPARKQA



Content

Wolverhampton Wanderers FC

Recycle Bin

Welcome

Redirect URL Management

Remote Content



Wolverhampton Wanderers FC

[View website](#)

Recently updated content



Premier League

Premier League

Updated: 2023-03-07 19:39

by Administrator



Under-18

Updated: 2023-03-07 19:39

by Administrator



Under-21

Updated: 2023-03-07 19:39

by Administrator



Women's First-Team

Updated: 2023-03-07 19:39

by Administrator

Recently updated media



Ali Miller

Updated: 2023-01-09 14:40

by Administrator



Celebration (2)

Updated: 2023-01-28 10:55

by Administrator



LIV T18

Updated: 2023-02-02 10:01

by Administrator



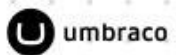
LIV T7

Updated: 2023-02-02 10:03

by Administrator



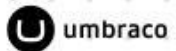
Gibe have contributed the Data Picker code to Contentment



#SPARKQA



How to get the content from Wolves Umbraco 7?

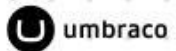


#SPARKQA



Converge for Umbraco

```
dotnet add package StuartMullinger.Converge
```



#SPARKQA

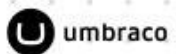


uSync

Wolves v7 used uSync Content Edition

XML files existed, just in a different format

Could we transform the XML to vLatest?



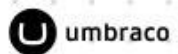
#SPARKQA



Chatted with my mate Kevin...

No, not that one!

This one...



#SPARKQA

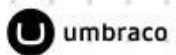


Nerd Sniping

<https://xkcd.com/356/>



If you build it, they will come.

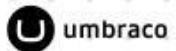


#SPARKQA



uSync Migrations

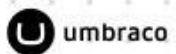
```
dotnet add package uSync.Migrations
```



#SPARKQA



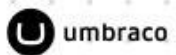
20 seconds to migrate 40k of old uSync XML to latest format



#SPARKQA



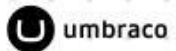
**...then 3 hours (well
2h46m) to uSync import it
all**



#SPARKQA



...reliable and repeatable!

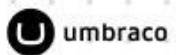


#SPARKQA



uSync

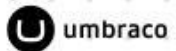
ALL THE THINGS!



#SPARKQA



Again, feeding back into community/ecosystem

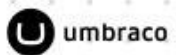


#SPARKQA



Azure SSO

```
dotnet add package Our.Umbraco.AzureSSO
```



#SPARKQA



Closed source

We'll open source the parts that we can



#SPARKQA



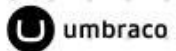
Playmaker as NuGet packages



#SPARKQA



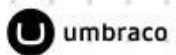
Other considerations



#SPARKQA



Thank you

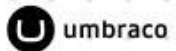


#SPARKQA



Any questions?

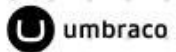
or we can chat later.



#SPARKQA



THE END

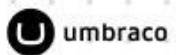


#SPARKQA



LUNCH

EAT ALL THE THINGS!



#SPARKQA