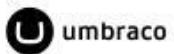


UMBRA COSPARK #SPARKQA

PLAYMAKER

Dances with Wolves

BY LEE KELLEHER & LUKE HOOK

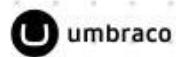




Dances with Wolves?



Productising an Umbraco solution



#SPARKQA

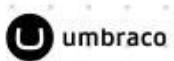


Lee Kelleher

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

Links

leekelleher.com
linkedin.com/in/leekelleher
twitter.com/leekelleher
@leekelleher@mastodon.social



#SPARKQA



CODECABIN

8TH - 11TH SEPT 2023

APPLY NOW

<https://codecab.in>

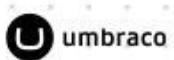


Luke Hook

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

Links

linkedin.com/in/luke-hook



#SPARKQA

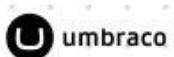


Gibe Digital

Umbraco Gold Partner

Umbraco Spark organisers

<https://gibe.digital>



#SPARKQA



Spurs

Premier League

9th highest earning club in the world



Accessibility | English | Subscribe | Search site | Sign in/Register

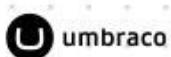
Fans | Membership | Juniors | Supporters' Clubs

SPURS

This is our journey. We wouldn't be here without you.

Membership
Get ticket access with a One Hotspur Membership!
[View →](#)

Juniors
Meet the players and more with a Junior Membership!



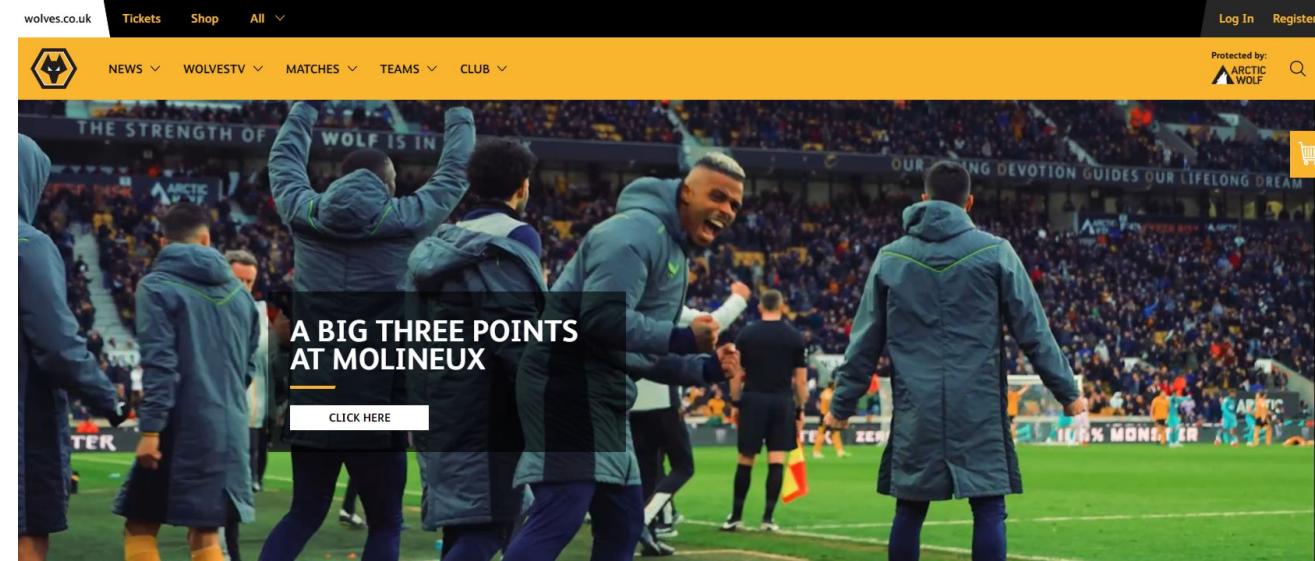
#SPARKQA



Wolves

Premier League

30th highest earning club in the world



LATEST NEWS



UNDER-21
Collins I On Brighton defeat, remainina in the leaue and



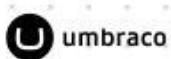
ACADEMY
U18 report | Wolves 0-3
Blackburn

1hr ago



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

1hr ago



#SPARKQA



The 'Gibe Derby'

Accessibility | English | Subscribe | Search site | Sign in/Register

Wolves 1-0 Spurs
Premier League
Report from Molineux

Adama Traore's 82nd-minute goal consigned us to a 1-0 defeat at Wolverhampton Wanderers on Saturday afternoon.

Having dominated much of the opening period and hit the woodwork either side of half-time through Pedro Porro's free-kick and Heung-Min Son's angled drive, we fell behind with eight minutes left as Traore hooked an effort in off the underside of the crossbar after an initial good save from the impressive Fraser Forster to deny Raul Jimenez.

WOLVES TV | MATCHES | TEAMS | CLUB

Report | Wolves 1-0 Tottenham

4th March 2023

Wolves 1 (A Traore 81) Tottenham 0

Adama Traore's volley nine minutes from time in front of the South Bank earned Wolves a priceless victory over Tottenham Hotspur.

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.

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



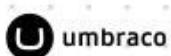
Other sport clients

Bristol City

Bristol Bears

Bristol Flyers

Rugby Europe



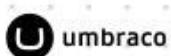
#SPARKQA



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



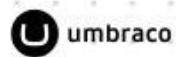
Interest from other clubs





What to do?

Ignore... or productise?

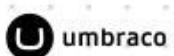


#SPARKQA



PRODUCTISE

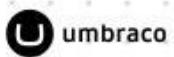
ALL THE THINGS!



#SPARKQA



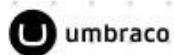
PLAYMAKER



#SPARKQA



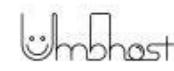
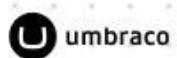
Taking inspiration from the features of sports websites



#SPARKQA



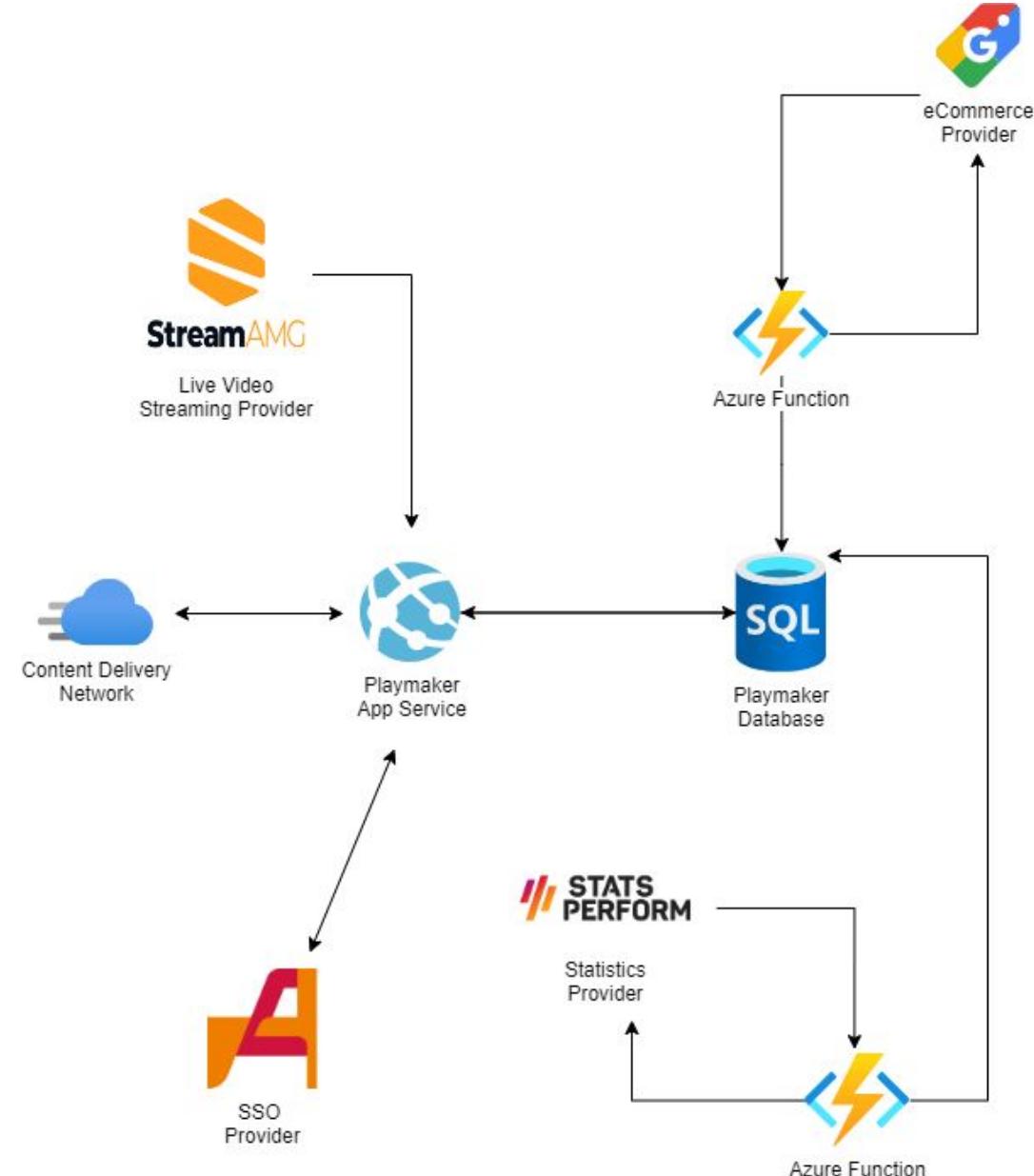
If you build it, they will come.



#SPARKQA



Playmaker architecture





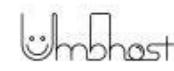
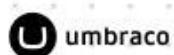
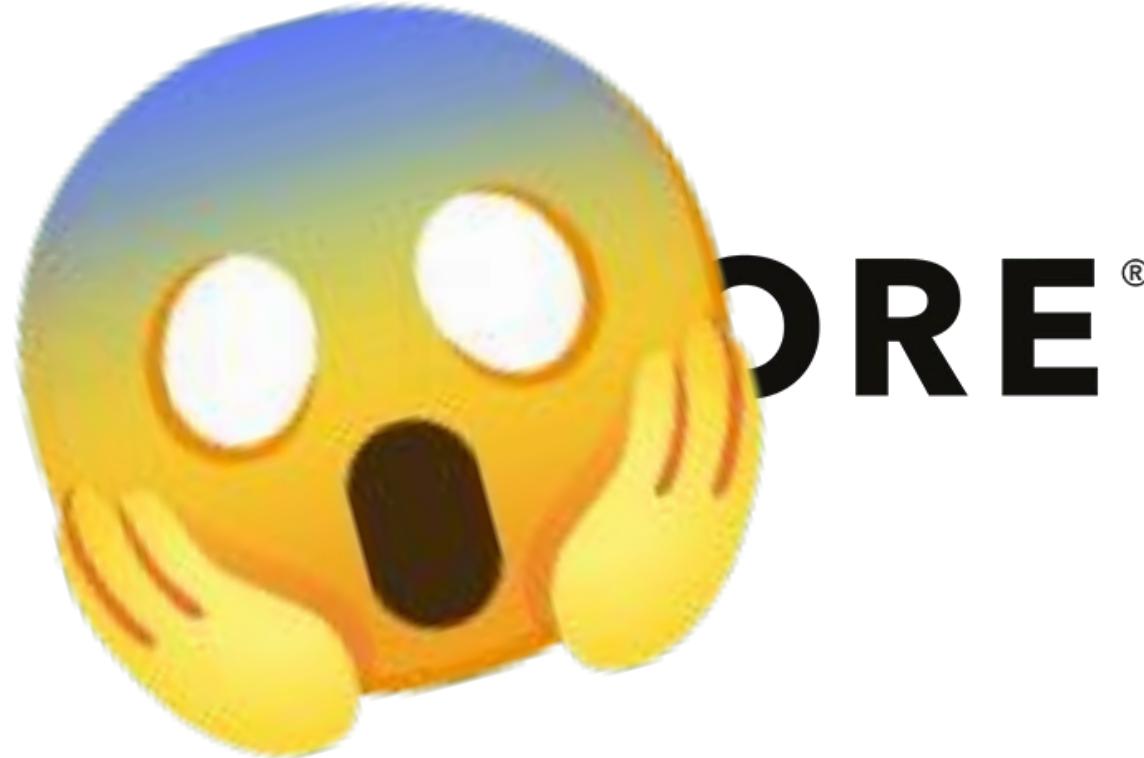
Foundation

- Cost effective
- Flexible, extendable, customisable
- Familiar





Hmm... Perhaps not

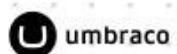
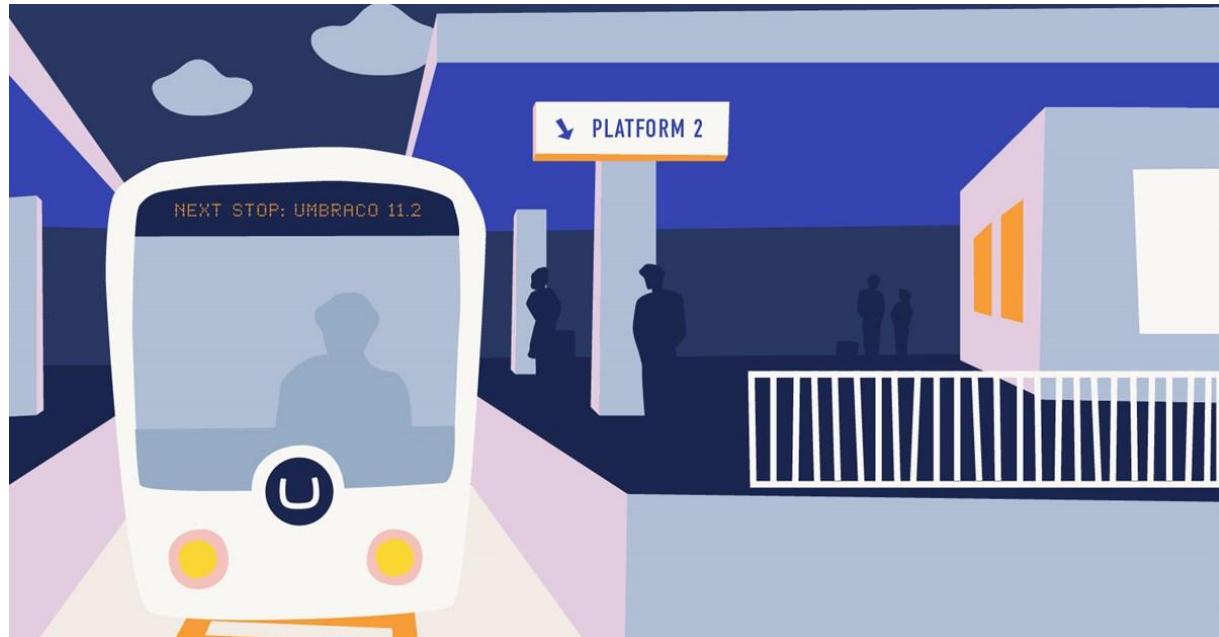


#SPARKQA



Content Management

Yes, yes, Umbraco CMS, of course!



#SPARKQA



eCommerce integration

To populate the club's shop product feed



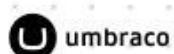
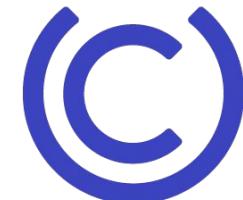
Shopping



commercetools



shopify



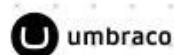
#SPARKQA



SSO integration

Single sign on for club members

SportsAlliance



#SPARKQA



Team Statistics integration

Bringing in team, game and player statistics

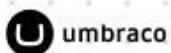


sportradar

**Oval
Insights**



Opta
BY STATS PERFORMANCE



Rock Solid
Knowledge

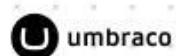
Umbhost

#SPARKQA



Video streaming integration

Showcase live streaming video of matches

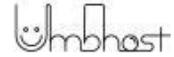
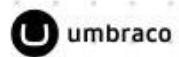


#SPARKQA



Pluggable by design

Extensible for future integrations



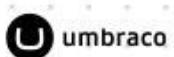
#SPARKQA



Wolves as a pioneer

Wolves were already talking about an Umbraco upgrade.

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

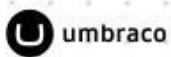


#SPARKQA



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.

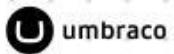
**Grab your early bird ticket
for Codegarden 🐦**

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](#)

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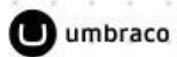
Grab your early bird ticket for Codegarden



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



Working towards a friendlier backoffice experience

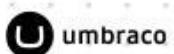


#SPARKQA



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

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

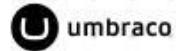


LIV T7

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



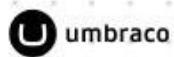
LIV T18
Updated: 2023-02-02 10:01
by Administrator



LIV T7
Updated: 2023-02-02 10:03
by Administrator



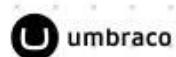
**Gibe have contributed the
Data Picker code to
Contentment**



#SPARKQA



How to get the content from Wolves Umbraco 7?

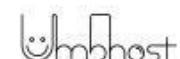
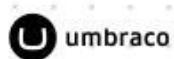


#SPARKQA



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?





Chatted with my mate Kevin...

No, not that one!

This one...



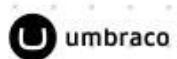
A
III



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



If you build it, they will come.

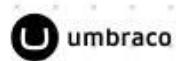


#SPARKQA



uSync Migrations

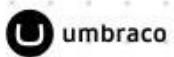
```
dotnet add package uSync.Migrations
```



#SPARKQA



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



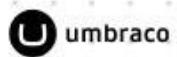
#SPARKQA



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



...reliable and repeatable!

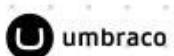


#SPARKQA



uSync

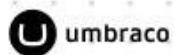
ALL THE THINGS!



#SPARKQA



Again, feeding back into community/ecosystem

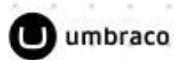


#SPARKQA



Azure SSO

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

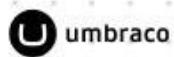


#SPARKQA



Closed source

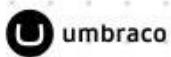
We'll open source the parts that we can



#SPARKQA



Playmaker as NuGet packages



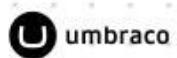
#SPARKQA



Other considerations



Thank you



Rock Solid
Knowledge

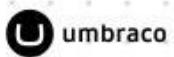
Umhost

#SPARKQA



Any questions?

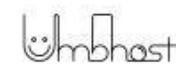
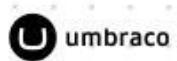
or we can chat later.



#SPARKQA



THE END

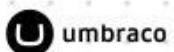


#SPARKQA



LUNCH

EAT ALL THE THINGS!



Rock Solid
Knowledge

Umhost

#SPARKQA