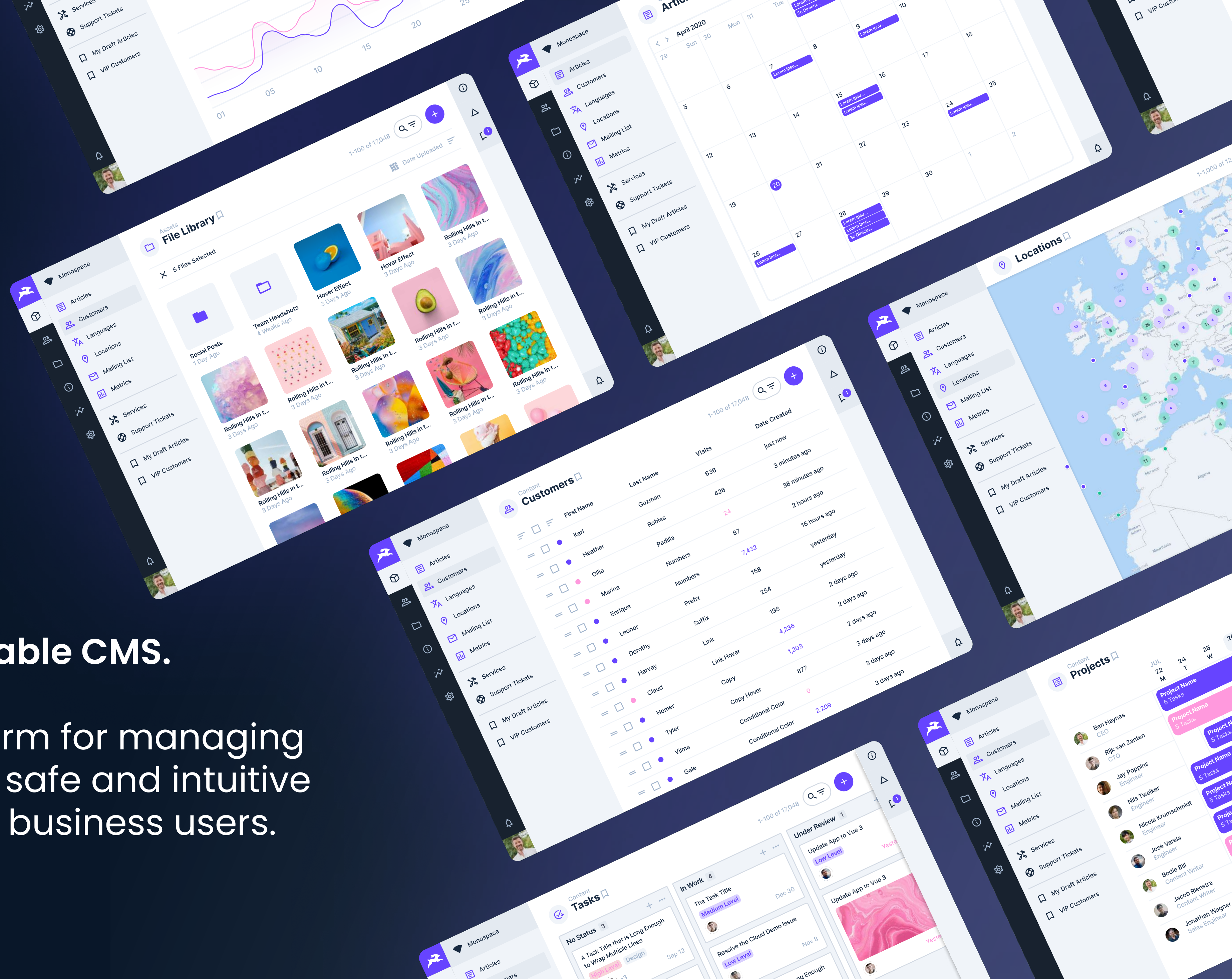




An Open Source Composable CMS.

Directus is a unified platform for managing digital experiences that is safe and intuitive enough for non-technical business users.



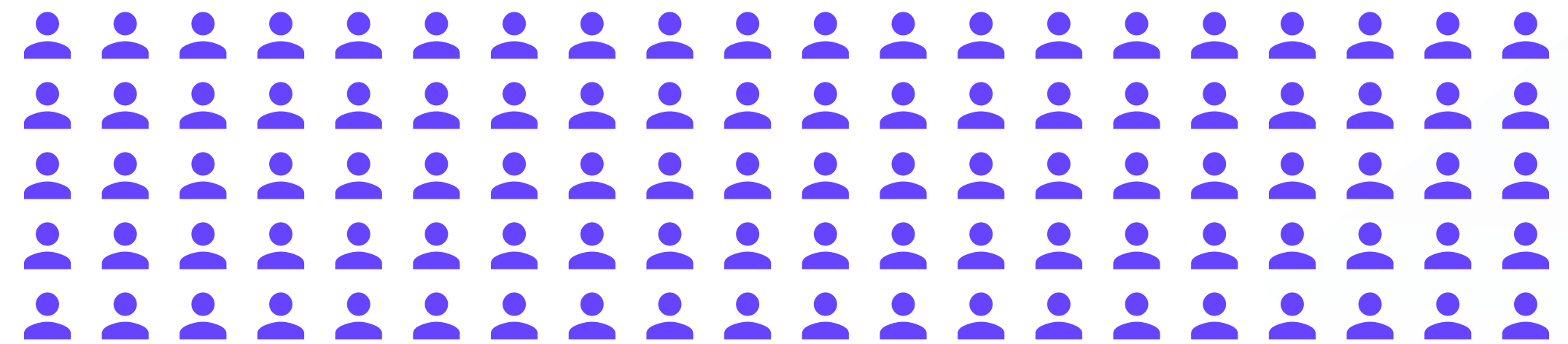
Our Mission

Democratize data.

Only **3%** of Enterprise business users are in technical roles – a critical bottleneck for today’s increasingly complex data systems.



Directus makes data accessible to all users, creating “**Citizen Developers**” that can leverage their domain expertise.

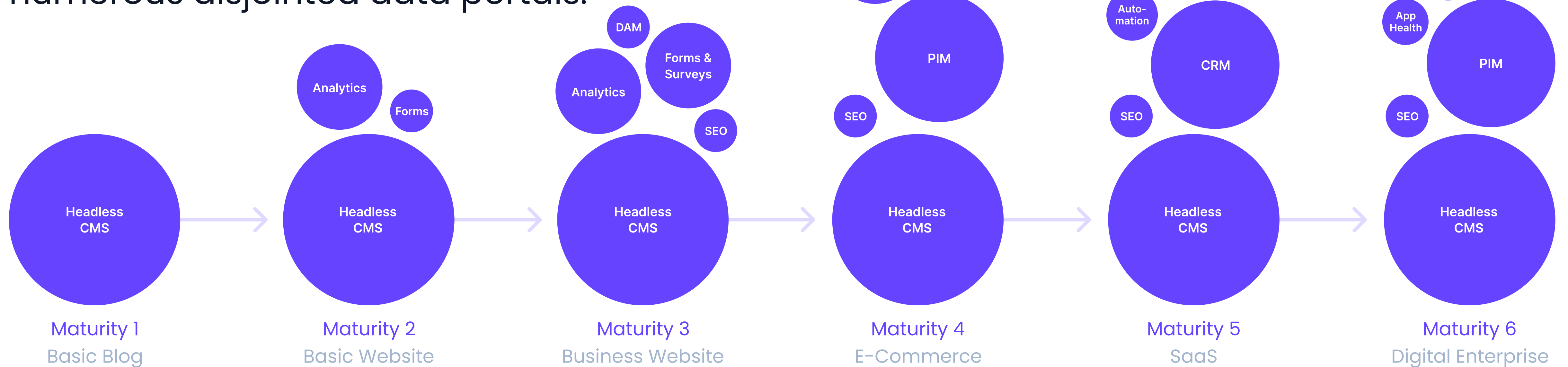


The Problem

Modern digital experiences are powered by far more than just a CMS.

As companies grow, so does complexity.

Highly technical teams must assemble piecemeal fleets of siloed data platforms, while business users rely on access across numerous disjointed data portals.



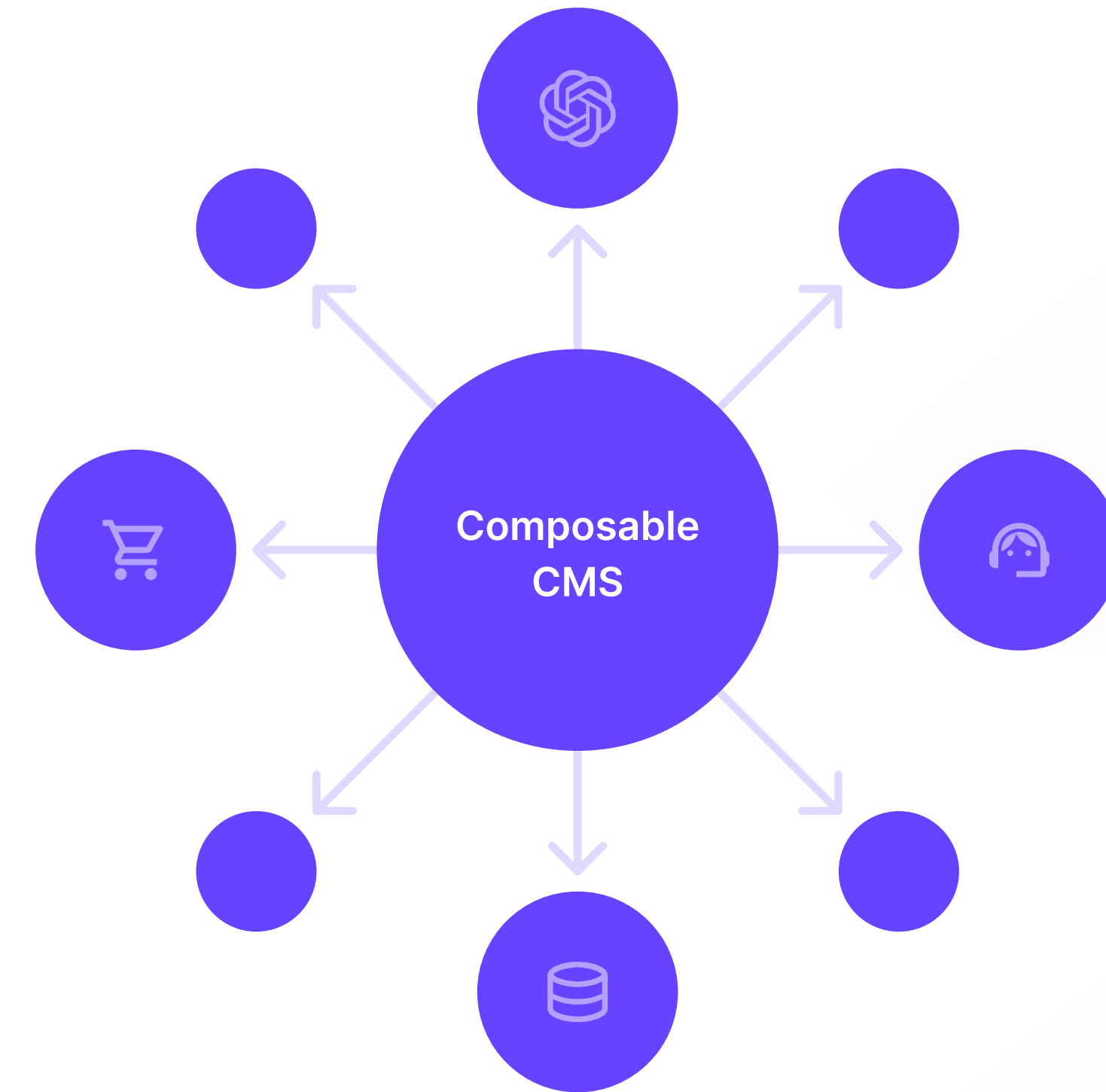
The Solution

A **Composable CMS** is a unified solution that simplifies the architecture of modern digital projects, and democratizes access for all users.

Its **“Hub-and-Spoke”** model instantly creates a single access point for data, and supports custom extensions and specialized service integrations.

Even the most complex systems benefit from:

- ✓ Drastic reduction in complexity and cost
- ✓ A single unified App & API for data access
- ✓ Abstraction to support any tech-stack
- ✓ Fully composable for tailored solutions



Composable CMS lay a foundational data layer that instantly covers 80%+ of project needs, and embraces the integration of specialized services, as needed.



The Stack

Point Directus to any new or existing database, and you **instantly** get realtime APIs and a no-code data collaboration app.

Tailor your solution with extensions from our marketplace, and then deploy **anywhere**.

It's your stack and **your data**... Directus stays out of the way.






Completely Unopinionated: Directus is white-label and supports all major SQL vendors, file storage adapters, auth options, programming languages, frameworks, deployment methods, and API protocols (REST+GraphQL).








A collaborative no-code app for humans.


Instant APIs & developer tooling for applications.


Studio


-  **Marketplace**
Extend the Core Directus experience with a growing library of extensions.
-  **Editor**
Robust content authoring to create and manage your data via custom forms.
-  **Files**
Store, organize, and transform all of your digital assets, all accessible via Connect.
-  **Explore**
Browse vast datasets via custom layouts, advanced filtering, and bookmarks.
-  **Insights**
Visualize your data within fully extensible custom dashboards.


Engine

-  **Connect**
Instantly generated REST and GraphQL APIs, Webhooks, an SDK, and a CLI.
-  **Auth**
Granular rule-based access control and 2FA/SSO (OAuth2, OpenID, LDAP, SAML)
-  **Automate**
Create custom data flows for alerting, ETL, and custom event-driven logic.
-  **Realtime**
Keep your data in sync with Websockets and GraphQL Subscriptions.
-  **Federation (Coming Soon)**
Overhauled abstraction and support for virtualizing multiple datastores together.

 **Technical Users**
Engineers, admins, and data scientists model APIs, automate, and manage access control.

 **Non-Technical Users**
Business users browse, manage, and visualize data based on their permissions.

 **Data-Driven Applications**
Power websites, web-apps, native apps, SaaS platforms, and internal tools.

 **Third-Party Services**
Integrate external data across all of your existing services, unified as a single API.

Our Marketplace

Coming in 2024

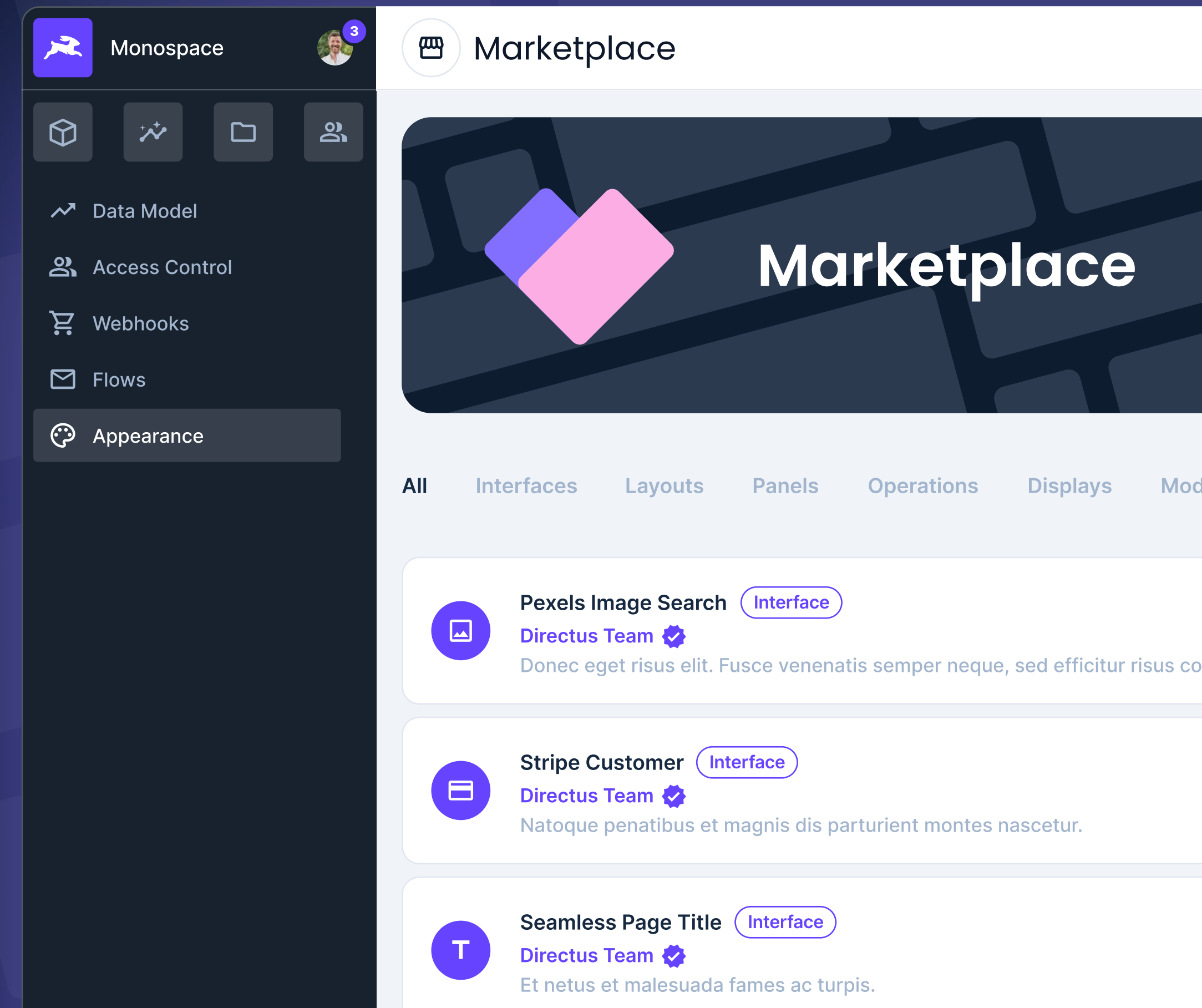
A built-in hub where our community can build, distribute, and discover Directus extensions.

Compose **fully tailored solutions** beyond the unopinionated core of Directus.

- ✓ AI, Third-Party, and Proprietary Extensions
- ✓ New Revenue Stream with Author Profit Sharing
- ✓ Native Support for 10+ Extension Types
- ✓ No Infrastructure Overhead; Powered by npm

v1 — Public extensions, verified by Directus (H1-2024)

v2 — Monetized community extensions (H2-2024)



Our Cloud

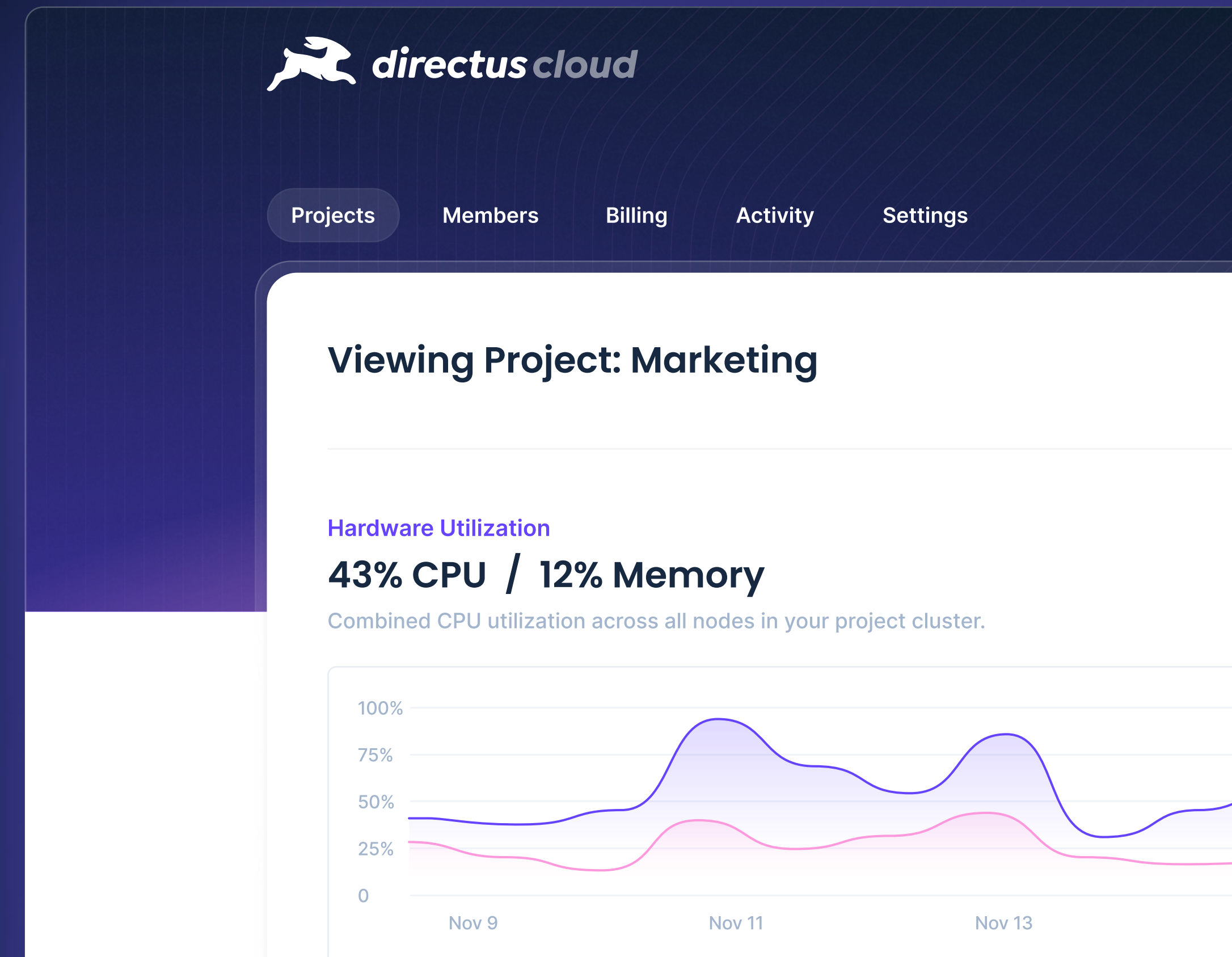
A self-service Cloud Dashboard for deploying Directus projects in **seconds**.

With built-in insights and analytics for all Enterprise and self-hosted instances.*

- ✓ Unified Fleet Management for All Projects
- ✓ High Availability, Auto-Scaling, CDN, & Failovers
- ✓ Full Self-Service Provisioning in No-Code
- ✓ Server Insights, Usage Analytics, Alerting, & Logs

Unified seat-based + consumption pricing across all deployments.

*Self-hosted project management coming in 2024.



Our Customers & Clients



Customer Testimonials

ViewSonic

“Directus revolutionized our data schema design and maintenance workflow, enabling us to deliver features earlier while ensuring a robust and extensible data schema. **Falling in love** with Directus is inevitable!”



Johnny Huang
Senior Software Engineer



“Directus improved our website’s load times from an average of 6 seconds down to just 1-2 seconds. It is **the perfect choice** for us in terms of size, flexibility, and usability.”



Maria Lucia Peraza
Senior Technology Manager



“Directus has **revolutionized our workflow** compared to the outdated practice of exchanging Excel sheets via email. This platform significantly reduces manual workload while notably enhancing data quality by maintaining a single source of truth.”



Michael Schäfers
Senior Data Engineer



“We had departments using many different data systems, ranging from extremely expensive to open-source projects. Directus has proven to be **better than all the others.**”



Dr. Brian Myers
Senior Software Engineer



“Tripadvisor is using Directus to bring our products, data and content closer together. This will allow travel in **new and innovative** ways.”



Antoine Veliz
VP of Design




“Directus is **central to our data strategy**, with the flexibility to support many use-cases. It unifies data from partners across the country, adds value, and redistributes federated data to stakeholders.”



Brent Cartier
Head of Digital Strategy



Community Reception



★★★★★
5.0 out of 5 rating

G2, 26 Reviews



★★★★☆
4.5 out of 5 rating


Capterra, 60 Reviews



★★★★★
5.0 out of 5 rating

ProductHunt, 109 Reviews

“Directus feels a bit like cheating.”




Andrew Beeken
Technical Team Lead, Jisc

“Our new favorite headless CMS.”




Martin Benndorf
Software Engineer, Gothaer Systems

“The best backend... without limitations.”



Hermes Alves
CEO, Softagon Systems

“A game changer.”



Toai (Andrew) Tran
Founder, Codihaus

“The most flexible configuration I've ever seen.”



Jan Larsen
Full-Stack Developer

“Superb product.”



Anton Stroinsky
Lead Developer, Blockchain Headhunter

“It's like a Swiss Army Knife, if I think of a problem I have the solution just a few clicks away.”



Andreas Morgner
Technical Consultant, Valiantys

“Directus is by far (imho) the most advanced, both developer and non-developer friendly CMS.”



Nikola Trajković
Head of Engineering, Gigatron

“Easy to use, reliable, and endless possibilities of customization.”




Giovanni Ghislanzoni
Head of IT, Kaaja

“100% recommended, all other alternatives I've tried fall very short.”



Alejandro Castaño González
CTO, The Seed Squad

“I am absolutely thrilled with Directus and the speed it offers for web development.”



Thijmen Heuvelink
Software Developer

“The easy installation and setup of Directus enables me to move fast from MVP to production.”



Martin Jarsäter
Web Developer, Ubiquiti



Case Study



Meet Heston Liebowitz, Sr. Director of Engineering at Weber.

“Directus is the foundation of Weber's smart grilling app,
enabling seamless user experiences for nearly 6-million app
sessions since its launch.

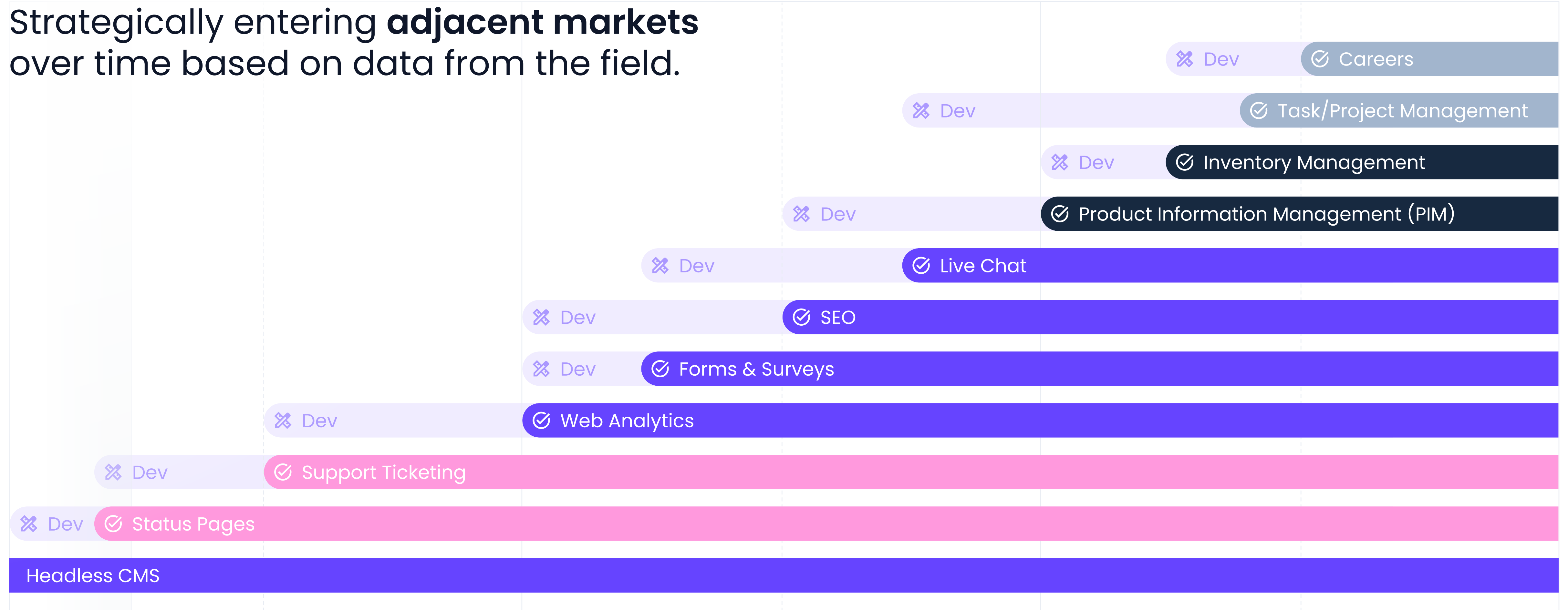
It has consistently delivered exceptional performance with low latency and zero downtime. Its adaptability has allowed us to quickly introduce new app features with minimal backend engineering effort. We also appreciate the Directus team's responsiveness and commitment to new feature development.”



Market Timeline

- Website Tooling
- SaaS / App Tooling
- Commerce Tooling
- Back-office Tooling

Strategically entering **adjacent markets** over time based on data from the field.



2024 Now

2025

2026



Competitive Landscape

		Primary			Secondary	
	Directus	Headless CMS	BaaS	DAM	App Builder	BI Tools
No-Code Access	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
API Data Access	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Data Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Data Visualization	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Data Automation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Data Access Control	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Asset Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Thank you.
Please reach out with any questions.

Point of Contact

Ben Haynes, Founder & CEO

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