

# Platform Overview Video

## Intro

80% of modern consumers agree that a brand's online user experience is equally as important as the products they sell.

Yep, your website is important.

It's also a source of stress for many organizations, especially large enterprises or companies managing many sites. There's pressure to do more and move faster, without sacrificing security or reliability.

Yet restrictive, proprietary website tech blocks forward progress and slows innovation. No wonder so many web professionals experience burnout and frustration!

Can the right tools and infrastructure make a difference? Our tens of thousands of customers say YES.

Pantheon is a platform for website operations and development. We designed Pantheon to remove headaches, so you can finally work on the fun stuff... while also delivering faster and more reliably.

<i>Spoken script</i>	<i>Visual</i>
Your website is your <b>most important</b> digital asset. Is yours a driver or a blocker?	<i>Animated diagram of the Pantheon platform, with the Pantheon dashboard (semi-abstract, illustrated) in the middle. There are lots of pieces moving, things going back and forth. As we move into the next part of the script, the frame zooms in and focuses on a specific part of the dashboard, with expanded detail.</i>

Pantheon is a platform for website operations and development.

The Pantheon platform is designed to facilitate iteration and collaboration for ALL members of the team.

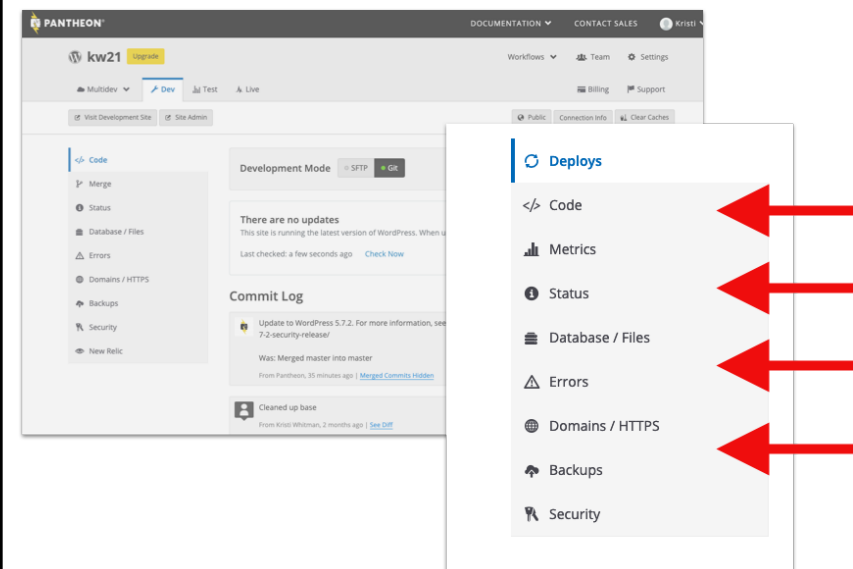
Here's how it works.





*(DEVELOPER SEGMENT)*

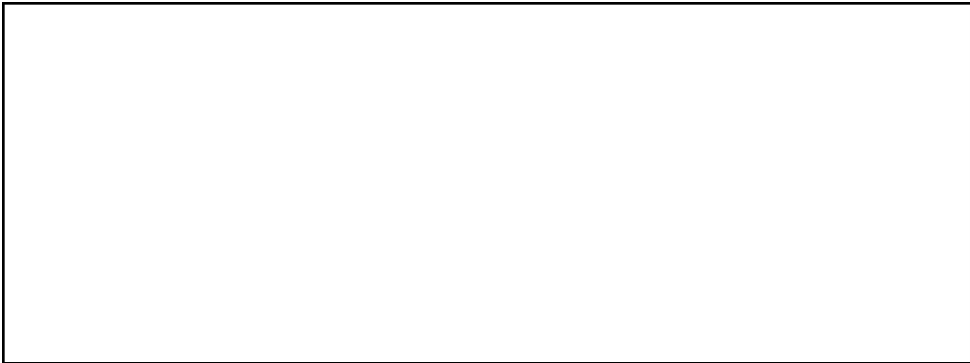
**Developers: Work faster with powerful developer tools and workflow.**

Every website hosted on the Pantheon platform has its own dashboard and a set of integrated tools.



*Semi-abstract illustration of the Pantheon dashboard. An arrow moves down the side showing the integrated tools.*

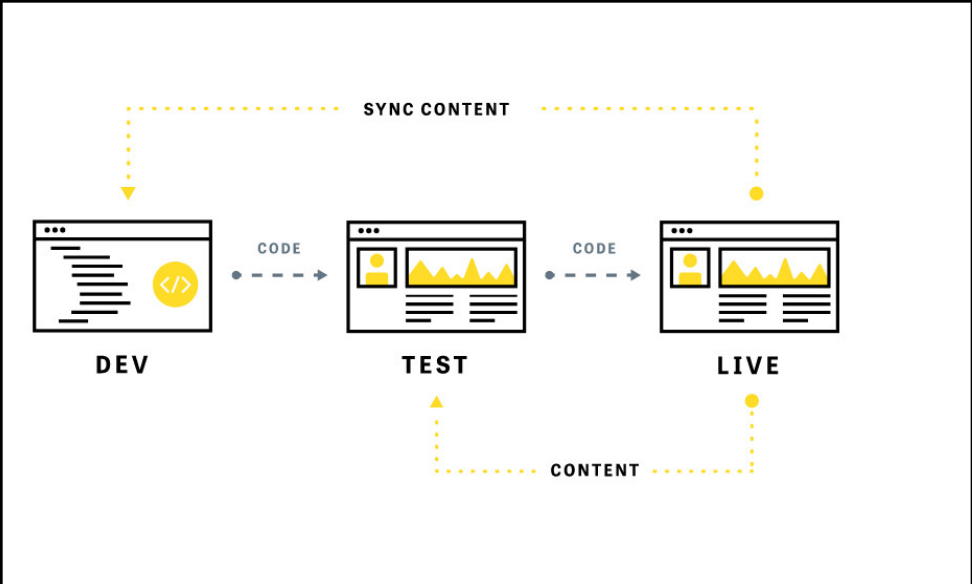
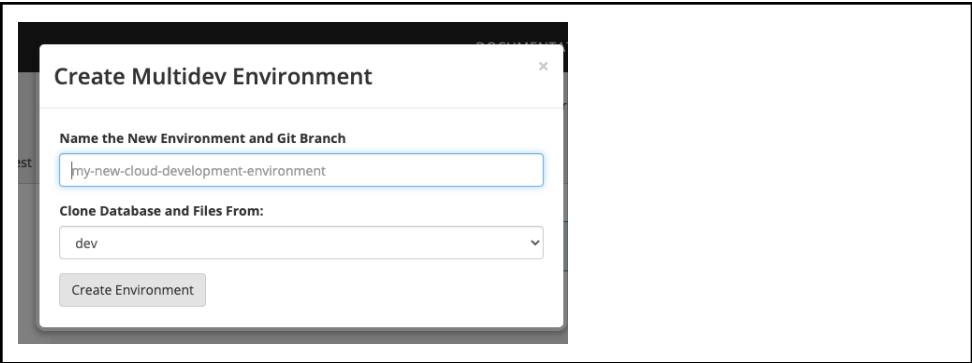
<p>You can access your default Development site, Test site, or Live site easily, from the Pantheon dashboard.</p>	 <p><i>Shows mouse moving over each of the 3 tabs.</i></p>
<p>Need to do some dev work? No problem. Spin up a new environment with just a few clicks!</p>	<p><i>Shows clicking through Multidev &gt; Create Multidev Environment</i></p> 



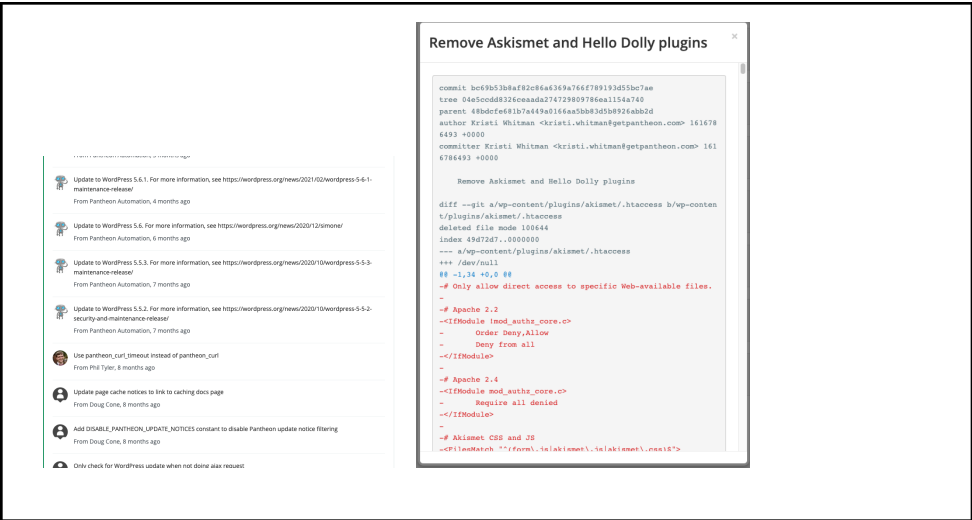
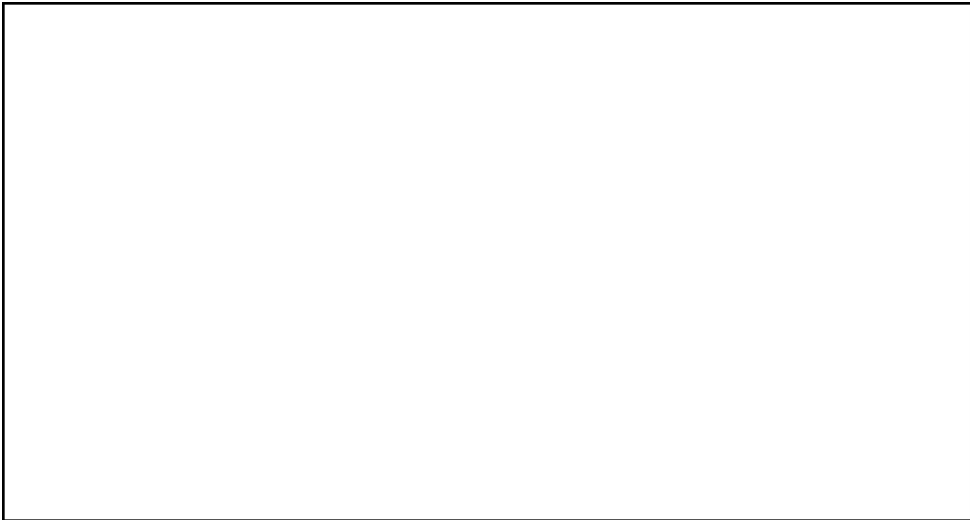
As your code is completed, add it to the deployment pipeline for testing before deploying to the live environment.

The built-in deployment workflow combines your code with the content and files from the live site, so you get a truly accurate representation of how the changes will appear on the website.

Your code changes are automatically logged with integrated version control.

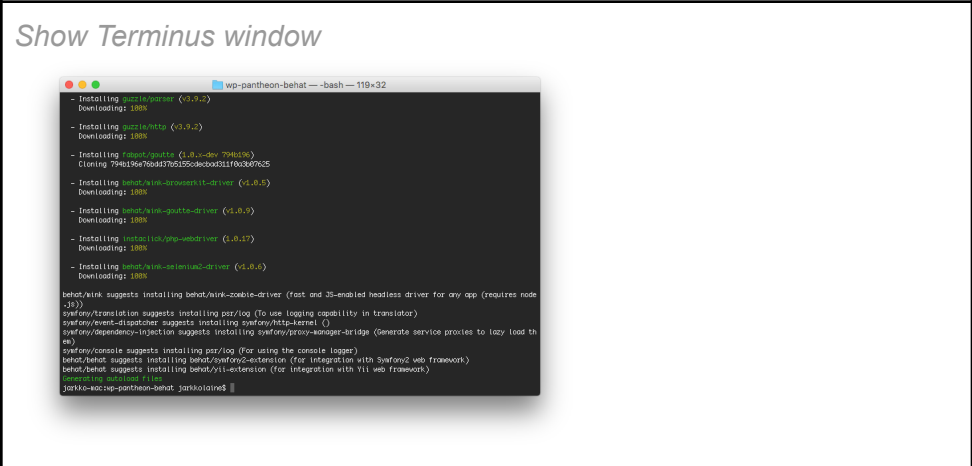


*Show scrolling through log of commits and clicking one for more detail.*



Don't like using a dashboard? Don't worry, you can bypass the dashboard and do everything in the Pantheon command line if that's your preference.

Develop, test, and launch new code faster than ever, without disrupting the live site.



*(IT SEGMENT)*

**IT Managers: Managing and scaling web infrastructure couldn't be easier.**

*Show abstractly that Pantheon is adding resources as needed, to scale up to handle a spike.*

*99.99% uptime, Global CDN*

Unexpected traffic spike? Not a concern! In fact, you never have to worry about performance, availability, or scale.

Pantheon takes care of the cloud infrastructure and adjusts resources as needed.

Advanced page caching from 70+ locations across the globe make sure your site is loading faster than ever.



Built-in backup, recovery, and failover tools keep your site up and running in disaster or failure situations.

Deploys

Code

Metrics

Status

Database / Files

Errors

Domains / HTTPS

Backups

Backup Log

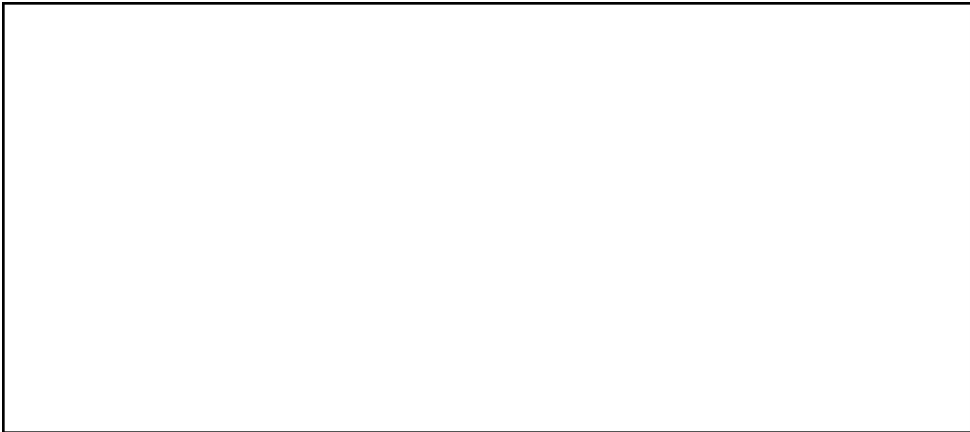
Backup Schedule

Security

### Backup log for the Live environment

Keep this backup for: 1 Month [Create New Backup](#)

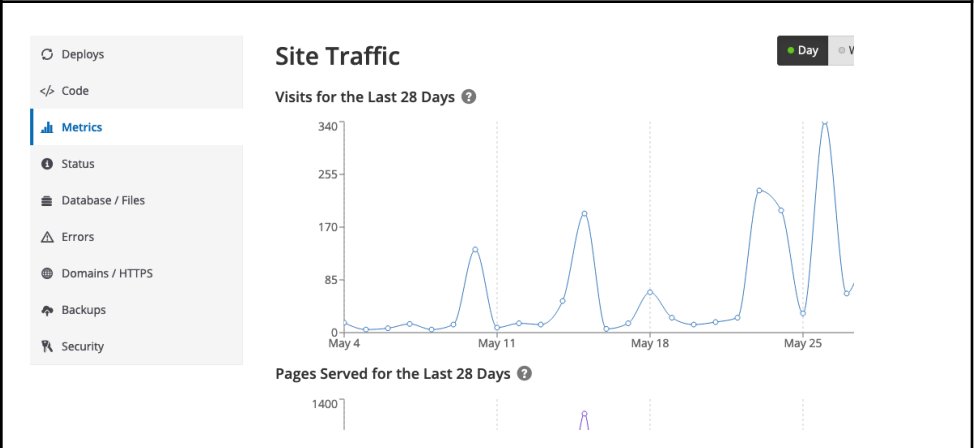
Date	Type	Code	Database	Files	Restore
Tue, Jun 1st 2021 00:30:29 (UTC -05:00)	Scheduled	88.7 MB <a href="#">↓</a>	1.5 MB <a href="#">↓</a>	270.3 MB <a href="#">↓</a>	<a href="#">Restore</a>
Mon, May 31st 2021 00:34:31 (UTC -05:00)	Scheduled	88.8 MB <a href="#">↓</a>	1.5 MB <a href="#">↓</a>	270.3 MB <a href="#">↓</a>	<a href="#">Restore</a>
Sun, May 30th 2021 00:28:27 (UTC -05:00)	Scheduled	88.8 MB <a href="#">↓</a>	1.5 MB <a href="#">↓</a>	270.3 MB <a href="#">↓</a>	<a href="#">Restore</a>
Sat, May 29th 2021 00:59:30 (UTC -05:00)	Scheduled	88.8 MB <a href="#">↓</a>	1.5 MB <a href="#">↓</a>	270.3 MB <a href="#">↓</a>	<a href="#">Restore</a>
Fri, May 28th 2021 01:15:38 (UTC -05:00)	Scheduled	88.8 MB <a href="#">↓</a>	1.5 MB <a href="#">↓</a>	270.3 MB <a href="#">↓</a>	<a href="#">Restore</a>
Thu, May 27th 2021 01:08:15 (UTC -05:00)	Scheduled	88.8 MB <a href="#">↓</a>	1.5 MB <a href="#">↓</a>	270.3 MB <a href="#">↓</a>	<a href="#">Restore</a>
Wed, May 26th 2021 00:48:33 (UTC -05:00)	Scheduled	88.8 MB <a href="#">↓</a>	1.5 MB <a href="#">↓</a>	270.3 MB <a href="#">↓</a>	<a href="#">Restore</a>



Database	Files	Restore
1.5 MB	270.3 MB	
1.5 MB	270.3 MB	

Advanced monitoring alerts you to any potential issues. Keep an eye on traffic at a high level, or dive deeper with New Relic integration.

**Provide governance and control without stifling the flexibility to move quickly.**

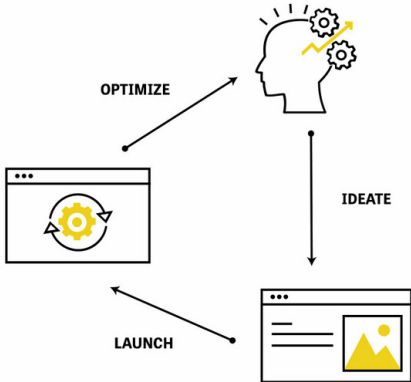


*(MARKETING SEGMENT)*

**Marketers: Launch, iterate, and optimize digital campaigns faster!**

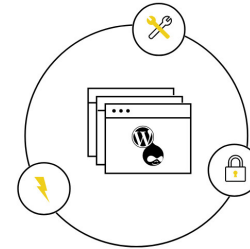
With Pantheon, you're never blocked.

*Show someone hitting publish on a blog post from WordPress admin interface.*

<p>Publish freely, without disruption from development or operations. Their work won't impact the live site, where you're working on content. That means no content freezes!</p>	
<p>And thanks to the agile workflows that remove bottlenecks and allow the web team to move fast, you can collaborate to improve your site through experimentation or personalization.</p> <p>Now you build innovative customer journeys, confident that you'll be able to implement them.</p>	 <p><i>Show a typing Slack conversation between a marketer and a member of the web team.</i></p> <p><i>Marketer: "Hey...can we add this A/B testing plugin?"</i></p> <p><i>Web team member: Yes!</i></p>
<p>The Pantheon platform is built on a foundation of flexible, widely supported open source content management systems.</p> <p>With WordPress and Drupal, you can build any experience imaginable! And there's no shortage of developers, tools, and resources, so you don't need to worry about vendor lock-in or limitations as you build the perfect digital experience for your business.</p> <p>Plus Pantheon's containerized architecture makes WordPress and Drupal even more secure, reliable, and scalable.</p>	<p><i>(GENERAL OPEN SOURCE)</i></p>



*Show some sort of ecosystem with millions of sites and developers on*



*WP and Drupal.*

Manage your website smarter.  
Iterate on your web content faster!  
And give your team the freedom to fly with Pantheon.

*Wrap-up slide with logo.*



OLDER CONCEPT

MORE HIGH LEVEL



<i>Spoken script</i>	<i>Visual</i>
<p>Your website is your <b>most important</b> digital asset. How are you keeping yours fresh?</p> <p>95% of websites run on outdated software. And on average, companies only update their design every 2-3 years.*</p> <p>At the same time, the speed of publishing is faster than ever. More and more marketers and non-developers need to work on the website in order to do their jobs.</p> <p>The old approach is not flexible enough for modern websites, and there's no time to wait for the next major relaunch.</p>	

**Today, websites & digital experiences that WIN result from an iterative process.**

Pantheon provides a platform for web, marketing, and technology teams to iterate and optimize in order to deliver great digital experiences.

**Developers:** Work faster with powerful developer tools. Spin up a new sandbox environment with just a few clicks! Use the built-in deployment pipeline and integrated version control to develop, test, and launch new code without disrupting the live site. Focus on impactful work because you're not worried about setting up tools or dealing with tedious maintenance tasks. (WIN)

**Marketers:** Launch, iterate, and optimize digital campaigns faster! Boost your brand and achieve demand generation goals by keeping your web presence fresh, consistent, and up to date. Optimize campaigns with iteration and testing. Build innovative customer journeys, confident that you'll be able to implement them. (WIN)

**IT Managers:** Provide governance and control without stifling the flexibility to move quickly. Pantheon takes care of the cloud infrastructure, so you never have to worry about performance, availability, security, or scale. Built-in backup, recovery, and failover tools keep your site up and running in disaster or failure situations. Advanced monitoring alerts you to any potential issues. Scaling web resources couldn't be easier. (WIN)

Iterate on your website faster! And give your team the freedom to fly with Pantheon.