

omnis



The new Omnis Website.
Why do we need „a NEW one“?

Christian F. Deutschbein



Omnis Developer Conference



NEW WEBSITE 2025

NEW WEBSITE

Why do we need “a NEW one”?

- From a single product to a multi product structure
- Requirements of different target groups
- The information architecture
- The navigation structure
- Ensuring the relevant product content

NEW WEBSITE

Why do we need “a NEW one”?

- Design and user experience (UX)
- Technology update
 - The new legal regulations on the accessibility of websites according to the EU directive “European Accessibility Act” (EAA) will be implemented in all EU countries, e.g. in Germany it comes into force on June 28, 2025. From this date, all affected websites and digital services must be accessible.

Single product vs. Multi product

More complex information architecture

The navigation and page structure must be rethought in order to present multiple products clearly and logically.

There is a risk of users getting lost in too many levels or categories or not being able to find products.



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Requirements of different target groups

Content customization and creation

Existing content is usually tailored to one product.

High-quality, target group-specific and SEO-optimized content must be created for each new product.

The consistent presentation and differentiation of products is crucial.



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Information and Navigation structure

User guidance and conversion optimization

The customer journey is becoming more complex: Users need to be guided specifically to the products that are relevant to them.

The risk of being overwhelmed with decisions (“paradox of choice”) increases, which can affect the conversion rate.



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The Brand product structure 1

Omnis “Umbrella Brand”

A brand strategy in which a single brand is used for a range of products that are all presented under the same „prefix name“.

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The Brand product structure 2

The Omnis products that benefit together from the brand image.

- Omnis Studio
- Omnis noCode
- Omnis Suite
- Omnis dbGo
- Omnis Consulting

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New Looks and Design





Basic Brand Look

LIVE WEBSITE

Intro page by 2025/05



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Cross platform app development



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Intro Page (draft / currently)



MENU

EN



CROSS PLATFORM APP DEVELOPMENT

MORE THAN 15,000 APPS ARE
ALREADY IN USE EVERY DAY.

GET STARTED ➔

Need help? ✕

 Let's talk

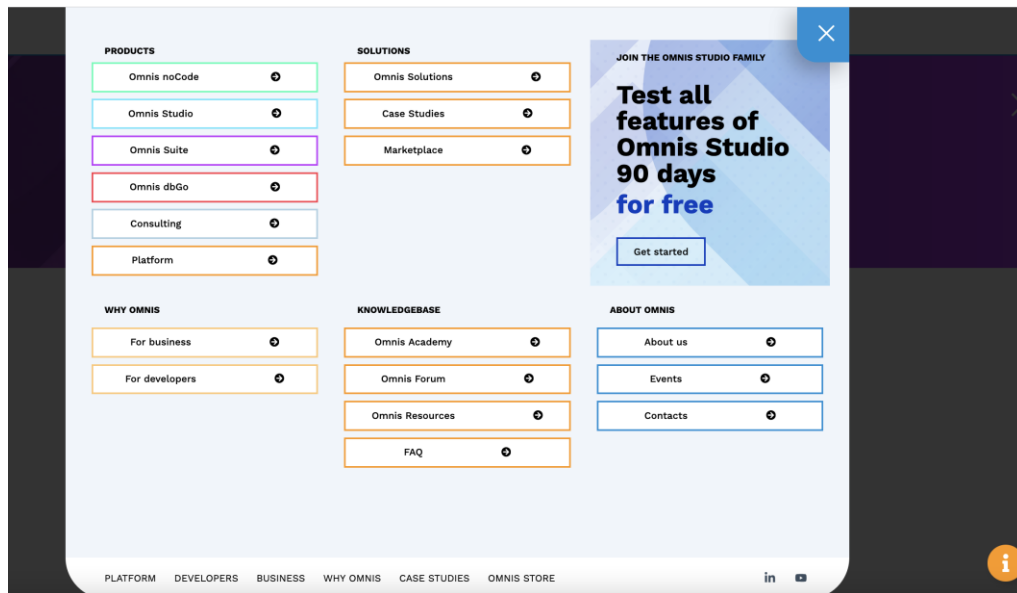
 Free trial

Shop now



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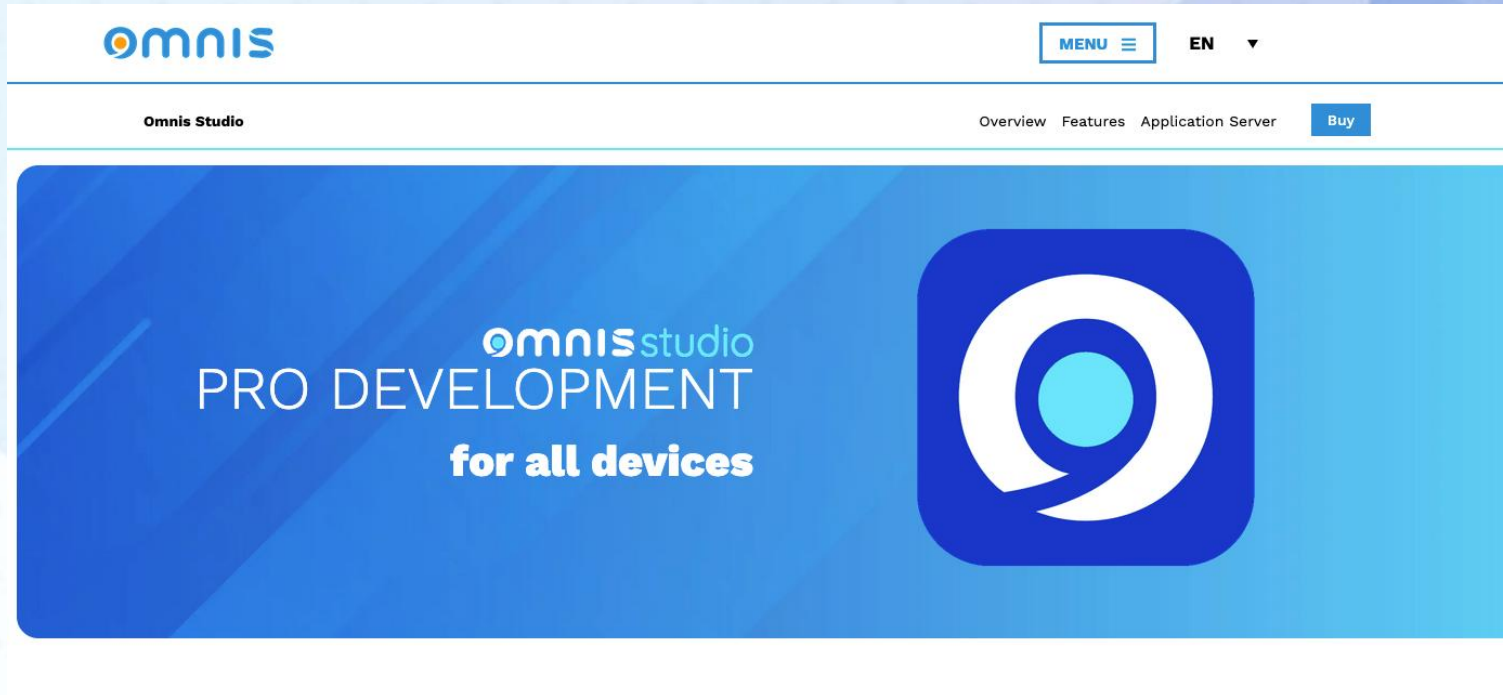
Information + Navigation structure



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Omnis Studio

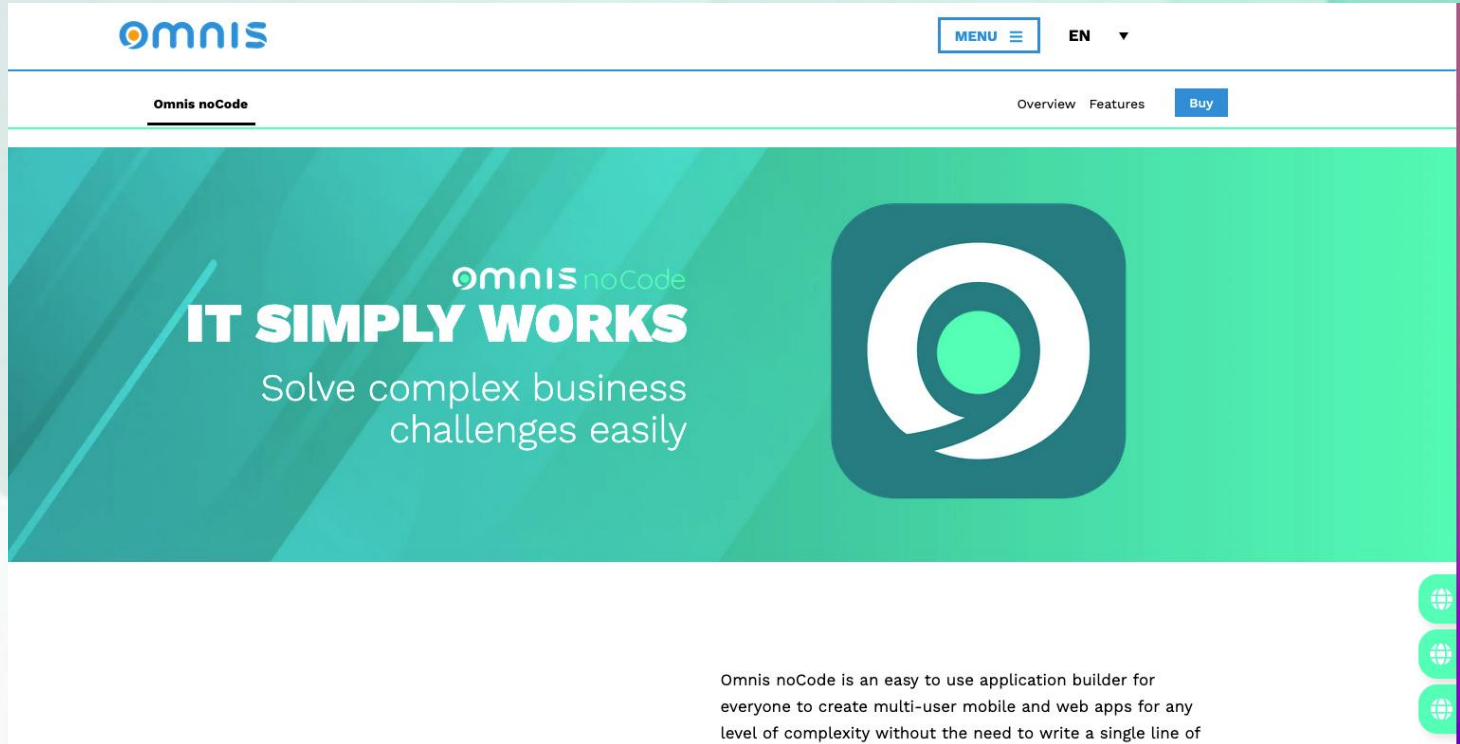
Intro page



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Omnis noCode

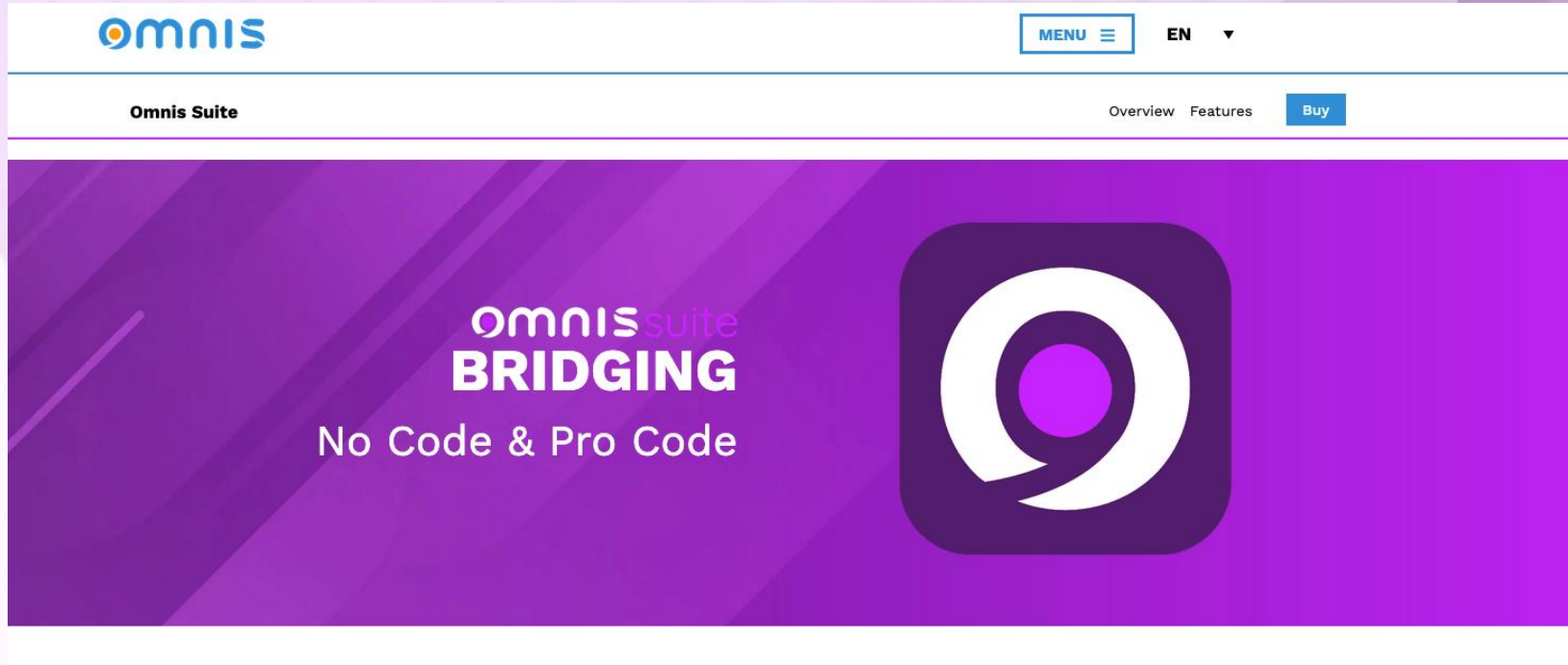
Intro page



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Omnis Suite

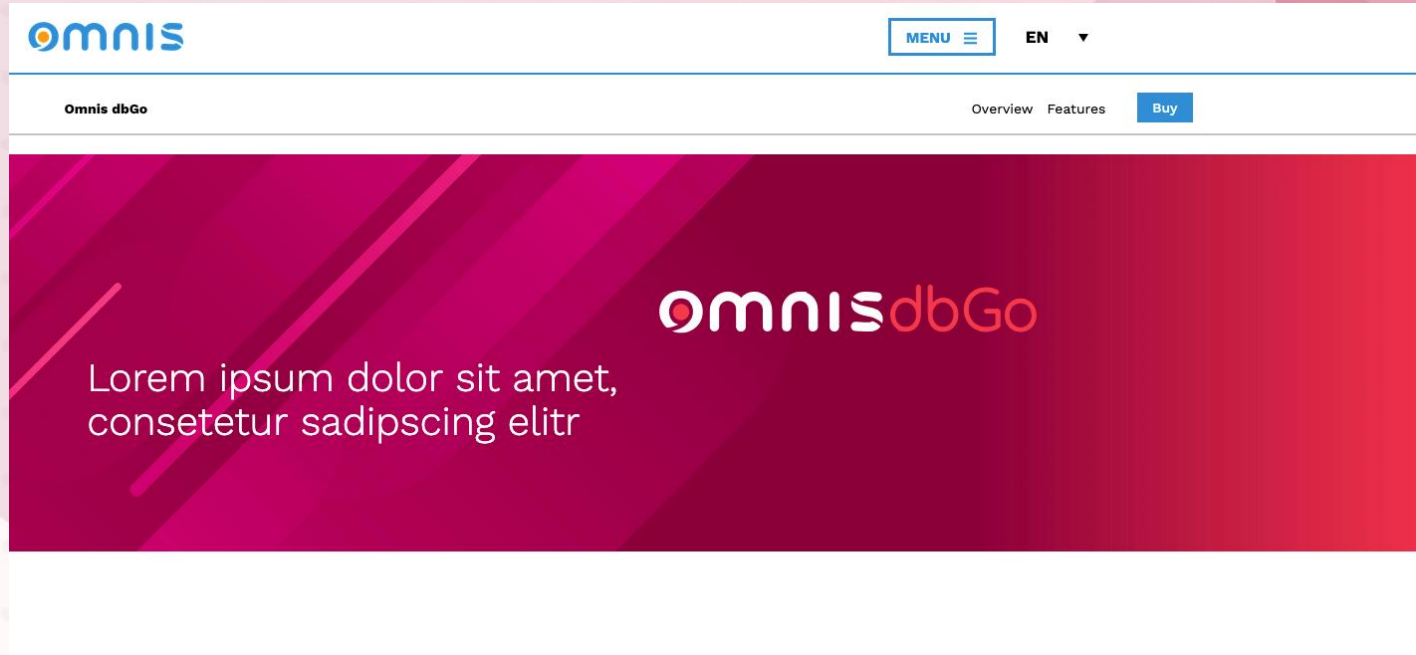
Intro page



omnisdbGo

Omnis dbGo

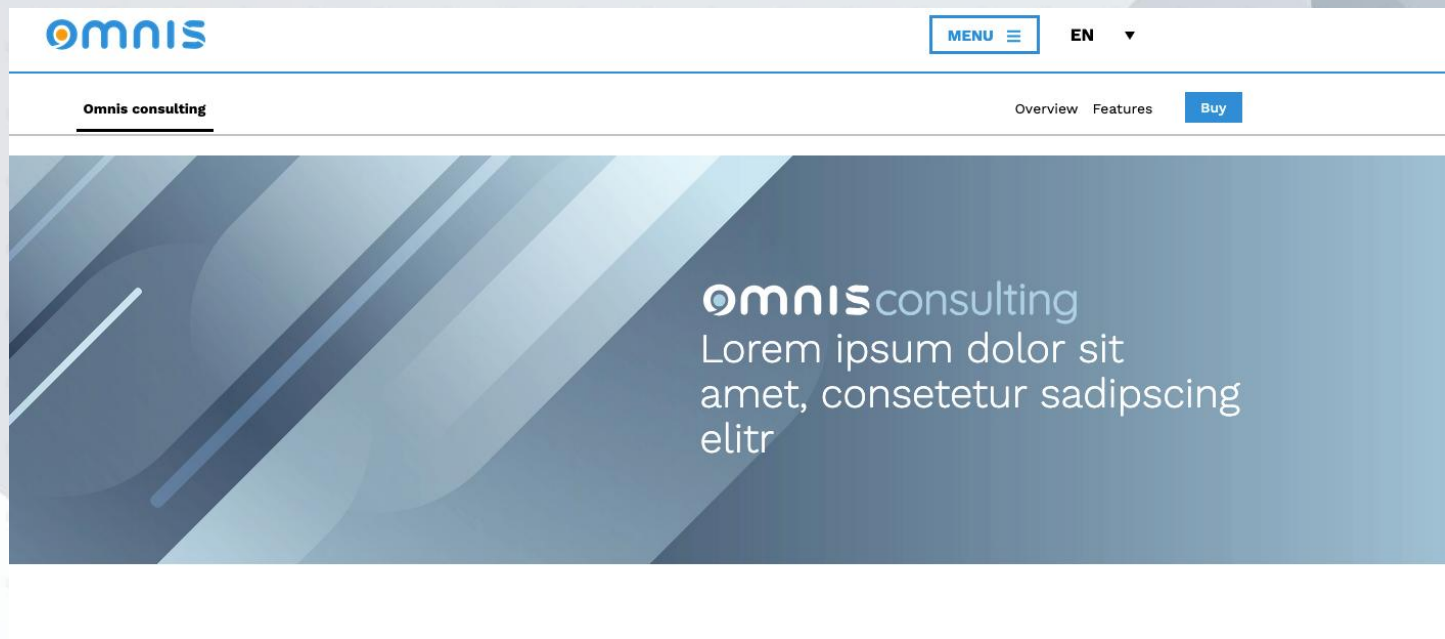
Intro page draft



omnis consulting

Omnis Consulting

Intro page draft



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Product architecture



NEW WEBSITE

Product architecture





NEW

Brand architecture

Brand and product overview

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**1. Level:
Company**
Umbrella branding
For core business

**2. Level:
Product**
Umbrella + Product
Product branding for
dedicated products

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omnisnoCode

omnissuite

omnisdbGo

omnisconsulting

**3. Level:
Specification/Project**
Umbrella + Specification
For dedicated Projects

omnisforum

omnisstore

omnisknowledge
base

omnistechnical
committee

**4. Level:
Expertise/Application/Originator**
Umbrella + Application
For indication of expertise



omnis.net

**5. Level:
Brand slogan**
For content and brand
recognition

The future of app development.

Remark: brand slogan not for use in
combination with product logos

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Live demo

Level of actual development

<https://omnis>

Thanks for your attention

Any questions?

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