



Feature		
Type	Open Source	Proprietary
Head Quarters	Wellington, New Zealand	San Francisco, United States
Key Strength	Custom Development	Personalisation
Core API Support	REST, GraphQL	REST
Upgrading curve	Moderate	Steep
Security	High	High
Scalability	High	High
License	BSD License (unrestrictive)	Consumption (client), Perpetual (agency)
Developer learning curve	Moderate	Steep
Content Author learning curve	Low	Steep
Design flexibility	High	High
Unique user permissions for content authors & developers	High	Moderate
Vendor lock in	Low	High