



Omnis Sales & Marketing Update

October 2025, Birgit Jäger

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omnisstudio

Changes in Omnis Studio Licensing

Changes and clarifications in Omnis Studio Licensing and Professional Services

- Subscription
- Developer Licenses
- Deployment Licenses
- Upgrades

Changes in Omnis Studio Licensing

With the next Omnis Studio release – **version 12** – we want to switch to a subscription licensing model

Why? - “Empowerment & Fairplay”

- Rapid changes in the IT market
- New users require new models
- Fast access to new features
- Increased efficiency
- Outsmarting fraud

Changes in Omnis Studio Licensing

Targets

- Faster innovation – constant flow of new features, enhancements, fixes
- Increased efficiency – dynamic updating of licenses without re-deployment. Run out of runtimes or need more web users, no problem & no rebuilding or deploying !
- Less admin – no more processing, administration and handling of hundreds of serial numbers anymore
- Better planning – by activation statistics you can scale licenses early
- More control - of your staff licenses and your end user/customers licenses; detailed information of who is using your applications

Changes in Omnis Studio Licensing

The changes relate to:

- Developer licenses
- Deployment licenses
- Upgrades

Changes in Omnis Studio Licensing

Timeline

- Omnis Studio v11.2 is the last v11 version and the last version with the old serial number system
- The next Omnis Studio release in 2026 will be **version 12**
- So the period from now until the launch of Omnis Studio 12 we see as a transition period
- For new customers we will provide license subscriptions only
- For existing customers on Runtime Maintenance (RMA) there are no changes;
we want to convince customers to switch to subscription but will continue to provide lifetime licenses

Changes to Developer Licenses

- From v12 onwards, Studio developer licenses will be provided on a **subscription base** only.
- You can choose between **yearly** and **monthly** subscriptions.
- For monthly subscriptions there are no minimum terms.
- When subscriptions are billed annually, the price is 20 % lower than for monthly billings.
- Up to 5 activations.
- Subscription licenses do **include maintenance** so you will always be on the latest Studio version and profit from continuous improvement.

Changes to Deployment Licenses

- From v12 onwards, Studio deployment licenses will be provided on a [subscription base](#) only.
- You can choose between [yearly](#) and [monthly](#) subscriptions.
- For monthly subscriptions there are no minimum terms.
- When subscriptions are billed annually, the price is 20 % lower than for monthly billings.
- Subscription licenses [include maintenance](#) so you can always be on the latest Studio version and profit from continuous improvement.
- In the period from now until the Omnis Studio 12 launch, for v11.x you can choose between subscription and lifetime licenses with RMA.

Changes to Upgrades

Modified upgrade discounts:

Different from before, upgrade discounts for non ODPP customers will only be granted in graduated form for the **2 prior major releases**:

- **25 %** upgrade discount for upgrades from the immediate predecessor version (e.g. from v10.x to 11.x)
- **10 %** upgrade discount for upgrades from second to last version (e.g. from v8.x to 11.x)
- No upgrade discounts for upgrades from older versions

Corresponding upgrade discounts for ODPP members:

50 % from v10.x to 11.x or 25 % from v8.x to 11.x (+ your ODPP level discount)

Omnis Studio Now

Omnis Studio Now

- As before, access to Studio Now will be provided to all customers on ODPP who have all their deployment licenses either on RMA or on subscription.
- There is no extra charge for the Studio Now service.
- We will continue to provide a new Studio Now release each month.
- Because of the launch of v11.2 in June we did not provide Studio Now releases in July and August.

Omnis Studio Now

- All enhancements and new features that we implement in Studio Now will be included in the next regular Omnis Studio release 12, which we plan to launch next year.
Accordingly, all Omnis Studio Now releases will now be labelled as **v12**, and this version will be subject to the new serialisation and activation process which requires extensive testing.
- Therefore we could not provide a regular Studio Now release for September 2025.
- The next Omnis Studio Now release based on v12 will be available at the end of October and will come with a new v12 key.

Omnis Foundry Marketplace

Omnis Foundry

the marketplace for Omnis Studio tools & app parts

A place to share smart solutions

- Empower the community to share great ideas
- Reuse and build on proven components
- Accelerate app development, gain efficiency, focus on your core solution
- Open new business opportunities

Omnis Foundry

the marketplace for Omnis Studio tools & app parts

A place to share smart solutions

- Mini apps & applets
- UI components & layouts
- Connectors to APIs & services
- Code snippets & logic modules

Free and chargeable;

We will provide the infrastructure

- Start with Studio components and extend later by noCode

omnis noCode

AppBuilding Challenge

The background features a light blue area on the left with a fine grid of small dots. On the right, there are overlapping geometric shapes in various shades of teal and light blue, creating a modern, abstract design.

Omnis noCode – App Building Challenge

Do you remember...?

- At EurOmnis 2024 we started an App Building Challenge with an early pre-release of Omnis noCode
- Judging Criteria in this challenge were: User Experience, Design, Functionality and Innovation
- THANK YOU to everyone who participated!
- More information about the winning apps at <https://www.omnis.net/blog/omnis-nocode-app-building-challenge-build-to-win-winners-unveiled/>
- And the winners are...

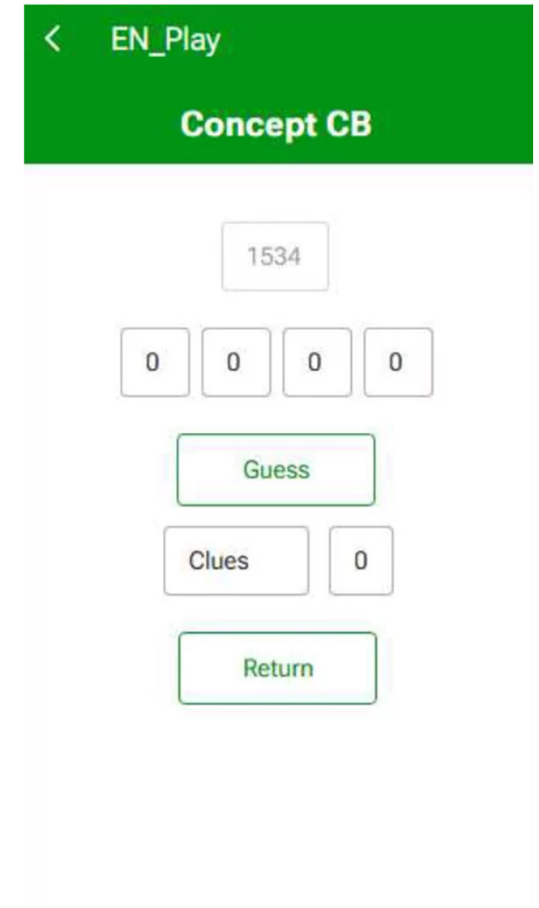


Omnis noCode App Building Challenge Winners



1st Prize

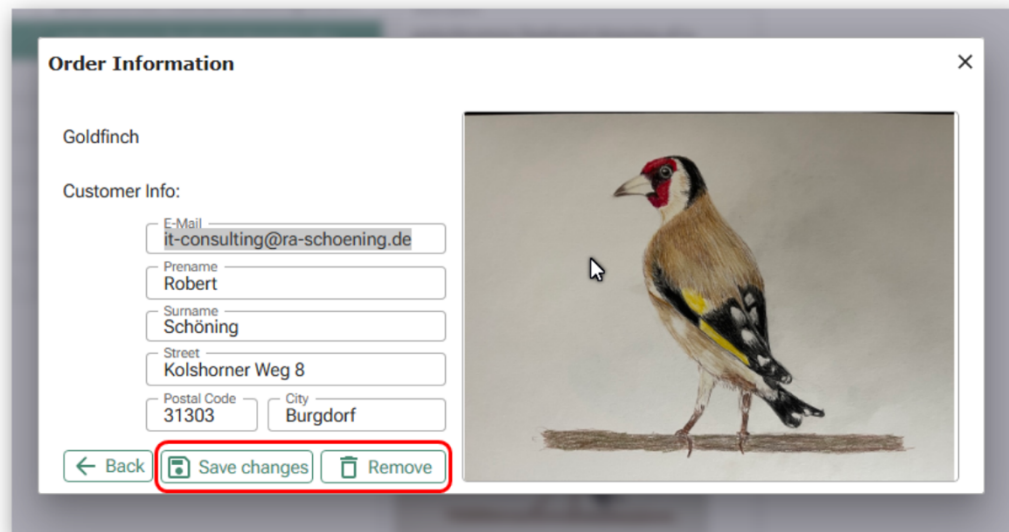
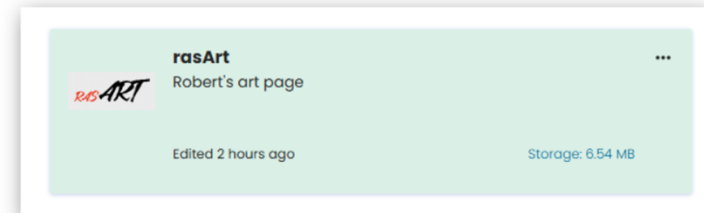
of 1000 € was awarded to **Maximilian Heffels** for his app "Concept CB", i. e. a game called "Codebreaker" which is similar to Mastermind. The mobile app is available in English and in German.



Omnis noCode App Building Challenge Winners

2nd Prize

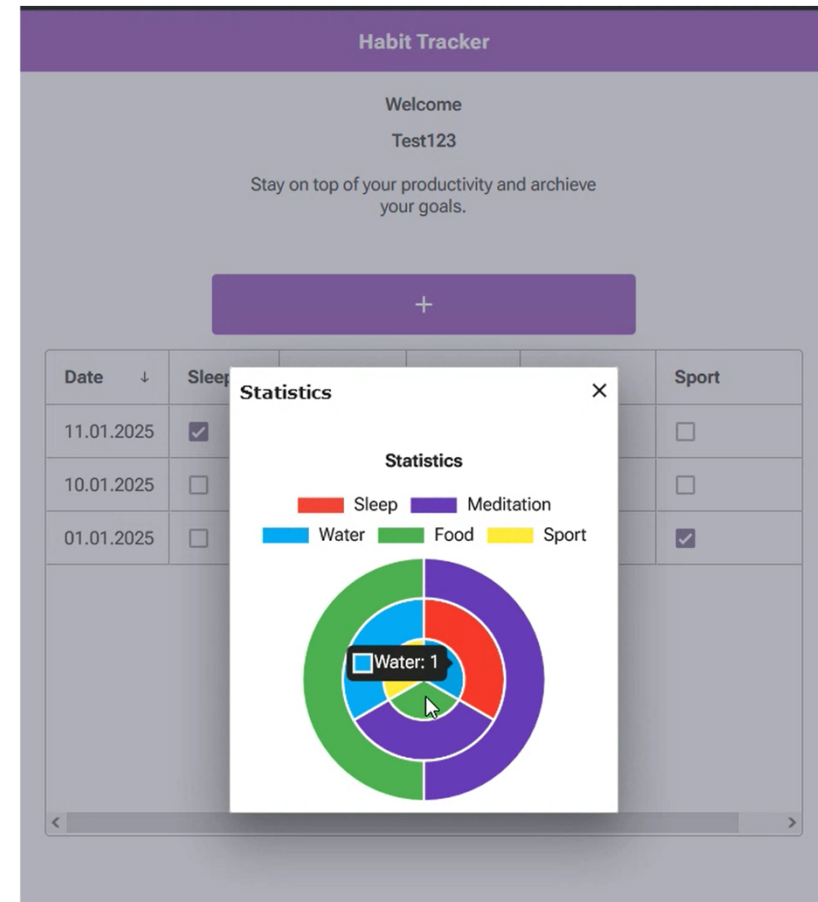
(individual consulting) was awarded to **Dr. Robert-Andreas Schöning** for his app “rasArt”, i. e. a web shop for his unique pieces of art



Omnis noCode App Building Challenge Winners

3rd Prize

(free 3 years subscription) was awarded to **Ufuk Bakan** for his mobile app “Habit Tracker”



Product Launch

Omnis noCode Launch

Preparing product launch

- Website
- Licensing & Pricing
- Online Store
- Video 'Getting Started' in multiple languages
- Short video summarizing 'Highlights of Omnis noCode'
- Localization
- SEA
- Webinars
- Case studies

A stylized graphic of an eye or a camera lens, composed of concentric circles. The outermost ring is white, followed by a blue ring, and a central orange circle. The graphic is positioned on the right side of the image, partially overlapping the blue background.

Omnis Website

part 1 + 2

New Omnis Website – part 1

Why a completely new designed website?

- From a one product site to a multiple product site
- Requires clear navigation and target group-oriented communication
- European Accessibility Act (EAA) and the according national accessibility laws (e.g. the BFSG law in Germany became effective on 28 June 2025) require full accessibility of websites and all digital services

New Omnis Website – part 1

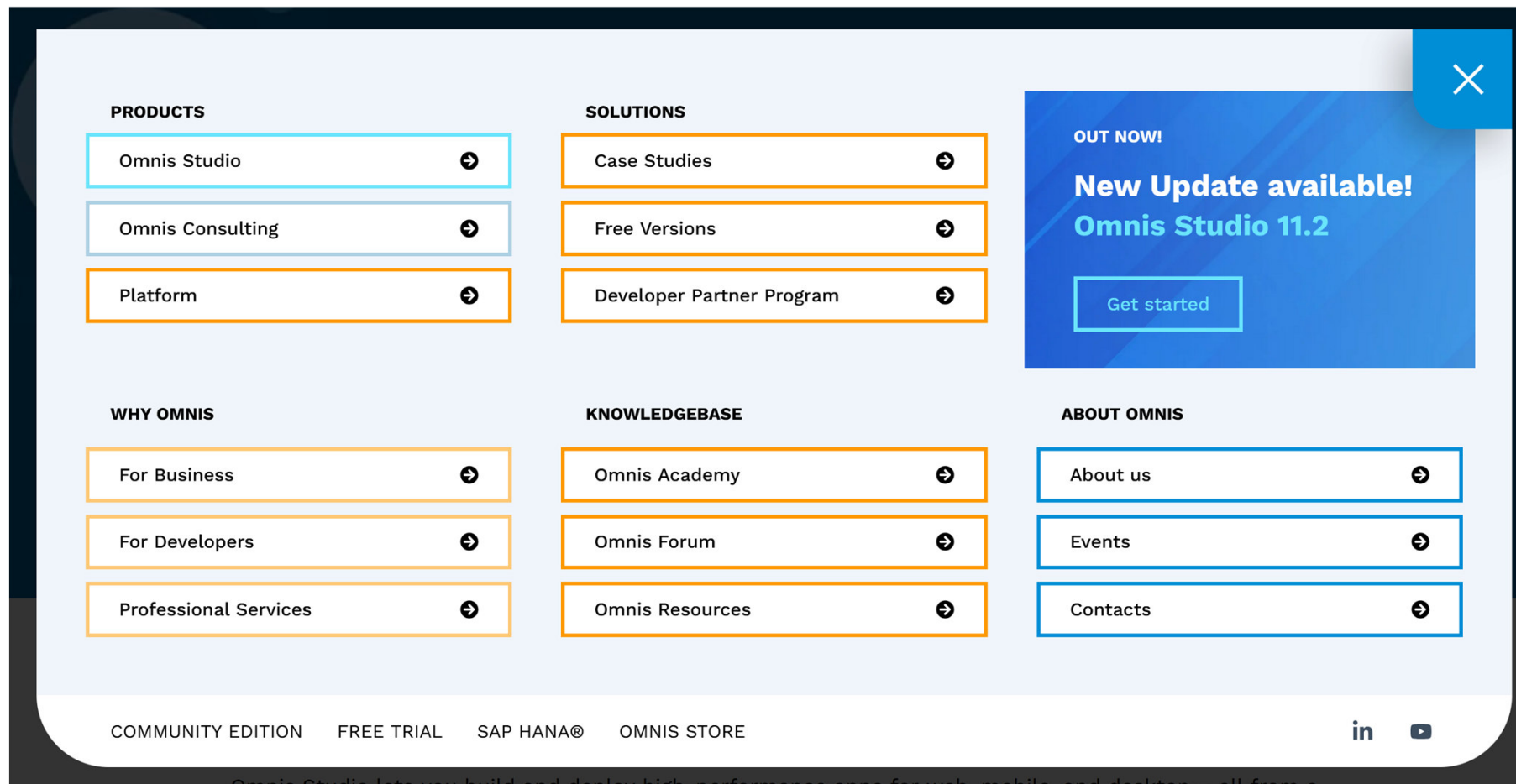
New brand architecture

- Developed a Omnis “Umbrella Brand” strategy, i.e. a single brand – Omnis – will be used for several different products which all are positioned under the same ,prefix‘ name – Omnis Studio, Omnis noCode, Omnis dbGo etc.



Part 1 of the new Omnis website www.omnis.net went live together with the launch of Studio 11.2 in June 2025

New Navigation Menu – part 1

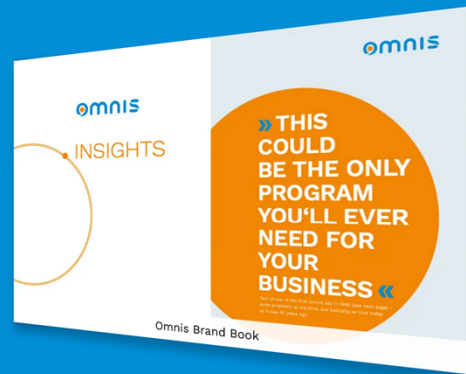


New About Us page



The perfect mix of experience and innovation

Our first product was launched in 1982 and our adventurous journey began. Now, after more than 40 years of innovation and further development, we successfully continue on this path and don't rest on our laurels: We are still hungry and motivated with maximum commitment to assist you and your business with fresh innovations, exciting solutions as well as services. That's why we believe in Omnis – the future of app development.



Omnis Brand Book

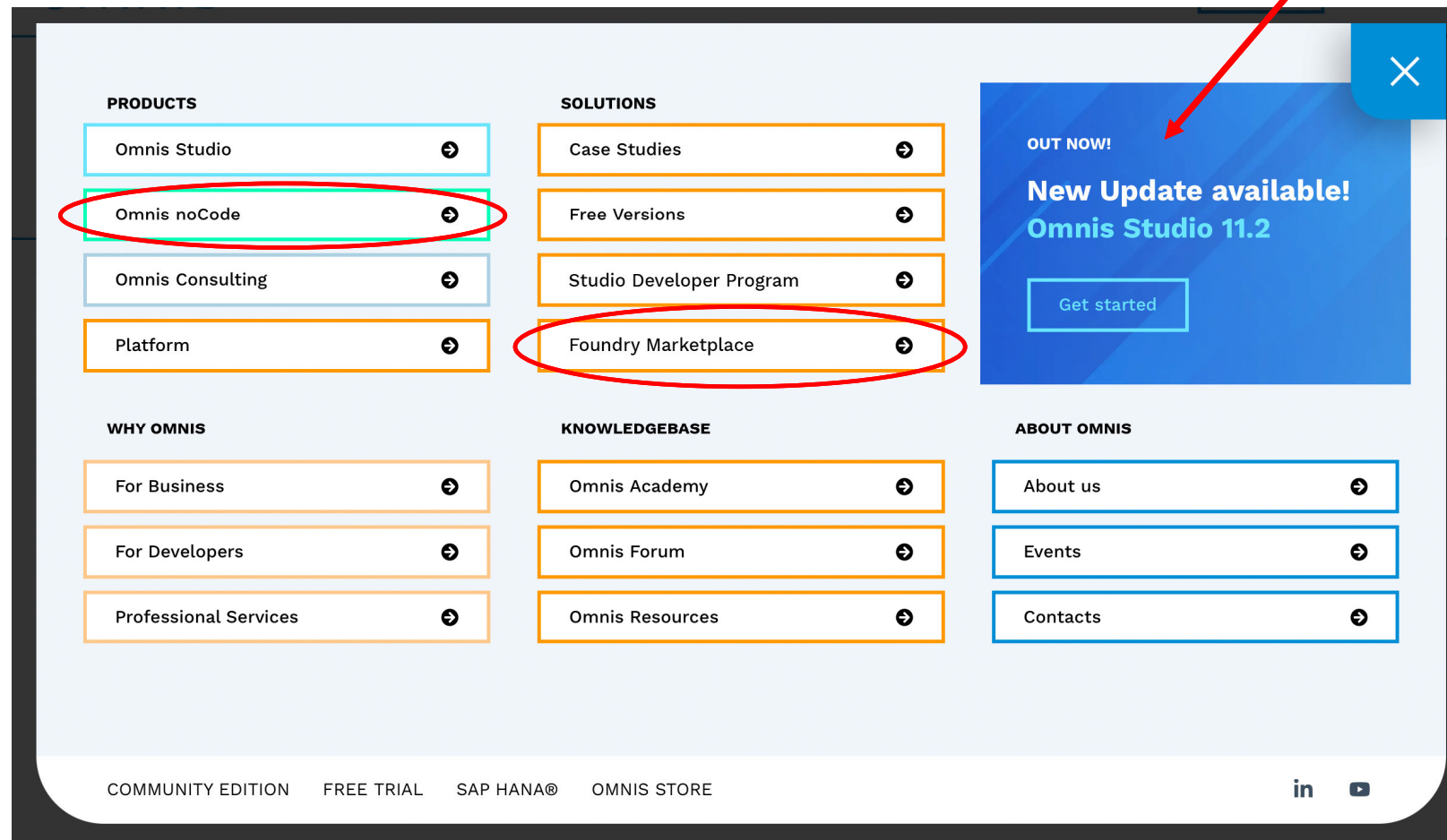
Omnis Brand Book can be downloaded;

Has been enhanced by years 2020 - 2025



New Omnis Website – part 2

With the launch of Omnis noCode we will launch the enhanced website:





Thank you – any questions?