Over its history, Tiki has been downloaded more than a million times, but as a software product in the current market, Tiki is often overlooked due its not being focused narrowly in a single niche. The upside of this is that, in contrast to shop-saturated market segments, there is fresh opportunity for those offering support services. If you are an individual or shop providing web solutions, consider the benefits of Tiki's all-on-one model in contrast to the extend-through-plugins model in which upgrades and compatibility between core code and third-party plugins are a constant source of problems.