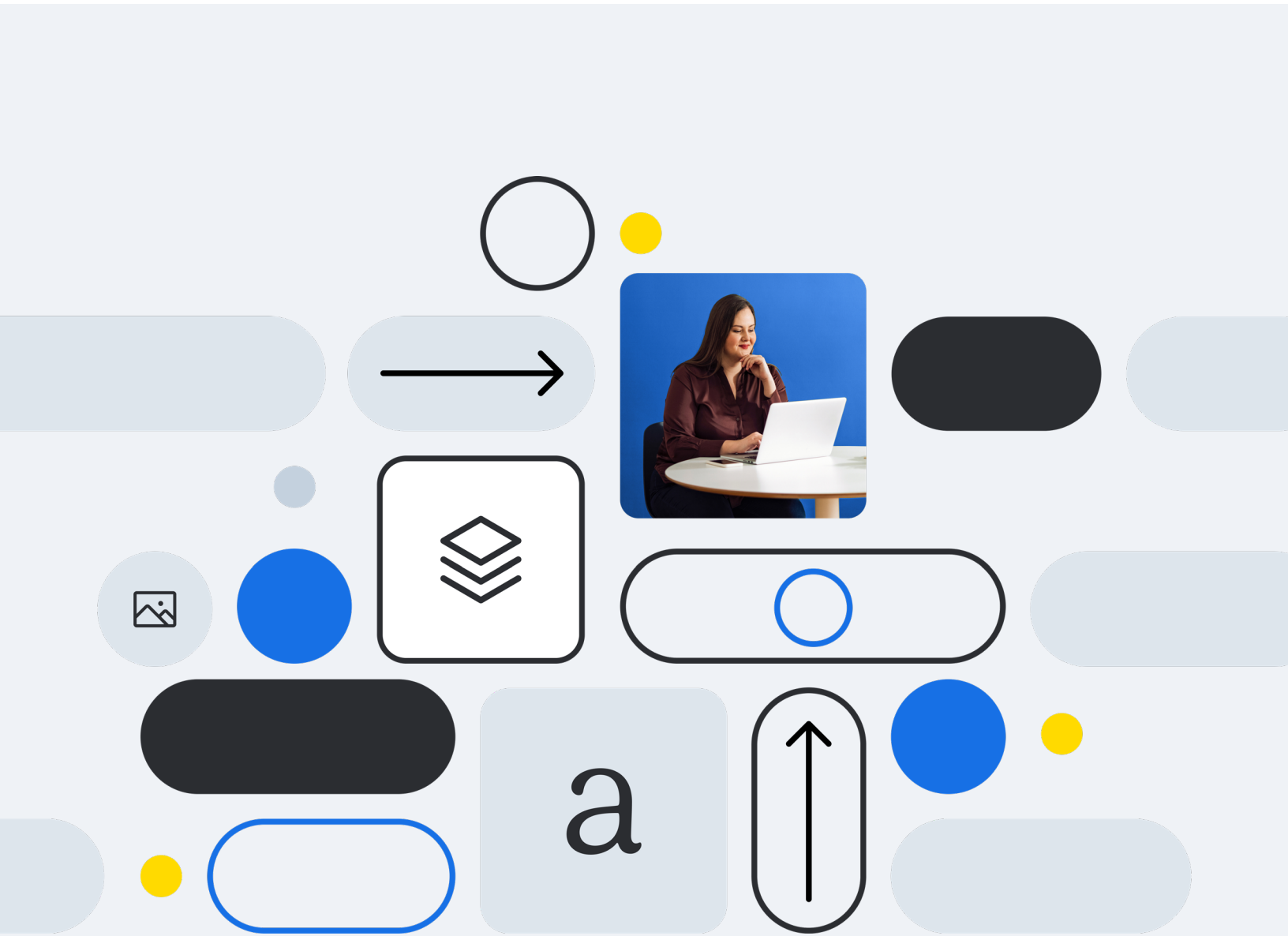


From too many CMSEs to a single content platform

Your content, integrated and assembled



INTRODUCTION

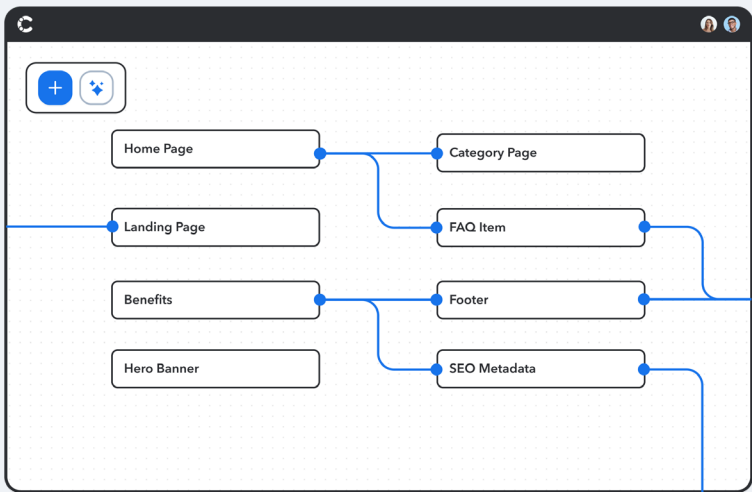
If your company is like most, it's probably working with a collection of digital tools and technologies that leave valuable content scattered across disparate systems.

Without a unifying layer or curation system, finding what you need is a challenge. Things become more difficult when copy, images, videos, and other resources are copied and edited in different systems, creating various versions of a single asset that must be independently tracked and maintained.

This fragmented content and proliferation of technology are bogging your teammates down and holding you back. But, where should you begin when you're ready to swap this maze of legacy technology and siloed content for something with more structure that's straightforward to navigate?

Start with a sprawl-averse, scalable solution like Contentful.

Break free from content silos and create a single repository of content that spans multiple lines of business, channels, and regions.





Easily orchestrate content with a composable content platform

With content aggregated, structured, and integrated with tools for delivery across channels, its potential is unlimited.

[Contentful Platform](#) is the core integration layer. It aggregates content across multiple systems (including those that are custom-built), providing structure, and enabling that content to be integrated with tools tied to personalization, localization, asset management, and other business needs.

Managing content from different sources in one place makes for more efficient workflows and consistent governance – which isn't the case when working with legacy solutions. Developers can access the content they need via a command line interface while marketers work from an editor-friendly web app.

When paired with a scalable architecture, structured content helps teams carry out ambitious content projects while facilitating expansion to new channels, devices, and markets without the headaches of recreating content and managing it across systems. Teams can pull content from different sources, be confident that it is up to date, and use it to compose experiences that captivate customers.

What's more, the content platform can even run alongside other content management systems (CMSes). This enables teams to assemble new experiences and integrate content without a full rip and replace. Your front ends remain the same, while the underlying content source is migrated at whatever pace you choose.



CASE STUDY

TELUS

Contentful enabled the TELUS team to manage and deliver content via a suite of flexible APIs, allowing them to unify all content previously stored across multiple CMSes into a single content platform. This streamlined approach enabled TELUS to dramatically improve its time to market.

Key business results:

- Consolidated seven CMSes and content repositories into one content platform, streamlining the management across more than 30 digital properties and products.
- Implemented a future-proof, scalable platform to support their ever-growing content and product portfolio.
- Simplified and unified systems and processes, reducing redundant expenses and internal inefficiencies, exponentially decreasing their time from proof of concept to publication.

[Read the full story.](#)

Sounds like the modern version of a “headless” CMS. But, is it worth the investment to switch?

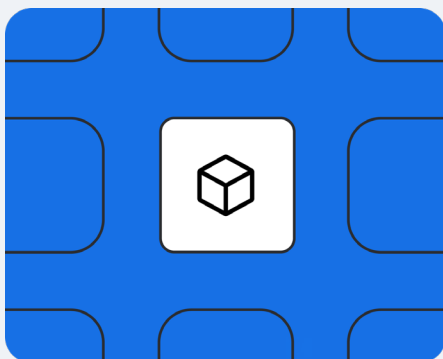
Totally. A content platform overcomes the limitations of legacy CMSes or “headless” tools, making it a core component of any enterprise-ready tech stack.

Contentful Platform seamlessly integrates into your organization and its needs, enabling content to fit into existing creation and delivery pipelines.

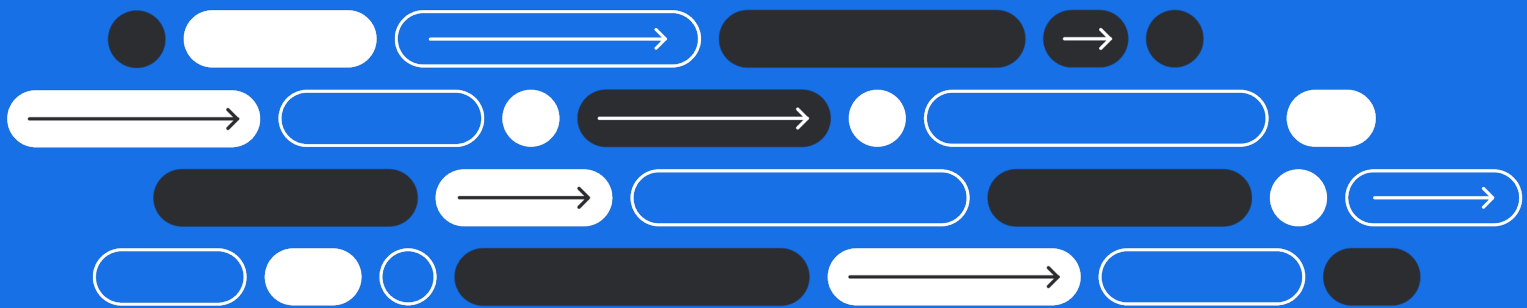
Unlike legacy CMSes that don’t play well with other parts of your architecture, Contentful unifies technologies into a modern stack with content at the center. By orchestrating your content across the organization, teams can build engaging experiences across markets and channels.

Features like our multi-experience orchestration enable teams to build a single, in-house content platform, without a painful copy-paste migration process. And you don’t need to migrate content all at once. With webhooks, you can use the content platform to manage content across systems. This extends the life of existing investments without sacrificing the efficiency that a single content platform confers.

Contentful’s App and Extensibility Frameworks empower developers to integrate with new or existing tools, use pre-built apps, or build their own apps making the content platform fully customizable and ready to meet current and future needs.



[See how customers use the App Framework to customize Contentful.](#)



How does Contentful help teams move faster?

A composable content platform helps teams adapt and iterate quickly to efficiently manage and deliver content, apps, products, and more.

-  **Start small and scale fast:** With Contentful, you can build a proof of concept to show value before writing a procurement proposal, proving value quickly with a tangible return on investment.
-  **Get up and running quickly:** Programmatically migrate and model content into a unified, structured back end without altering front-end experiences or disrupting other stakeholders' workflows. Instead of replacing existing tools, you can integrate now and migrate over time.
-  **Streamline workflows:** Increased standardization, integration, and governance make for efficient workflows and quick onboarding. Powerful editorial tools reduce editor dependency on developers, increasing productivity for both content and engineering teams.
-  **Be first to market when opportunity knocks:** Quickly spin up pre-made stacks for new projects with reusable components. Ship digital products faster by connecting to your pre-existing back end, development workflows, and marketing services.

"[Contentful] helps us iterate faster, do faster launches, [and] support components more quickly. It's pretty seamless, so that's great."

Lauren Ottinger
Partner Manager at Intercom

Rapra



CASE STUDY

Intercom

Intercom is a business messaging platform that powers more than 500 million conversations each month and works with 30,000 companies including Atlassian, New Relic, Shopify, and Sotheby's. When it came time for a brand refresh, they wanted to build a lighter tech stack that would reduce the time for page development, reduce barriers to contribution from marketers and editors, and free up time on the engineering team.

Contentful enabled Intercom's marketers to make content changes without being dependent on engineering and allow their content to scale. This freed up engineering time and helped both teams move faster.

Key business results:

- Reduced deployment time from 20 minutes to about 90 seconds.
- Fast and frequent iteration can be carried out by even non-technical team members.
- Pages now take two days to build, not two weeks.
- Structured and reusable component libraries empower marketers to own content production.

[Read the full story.](#)



CASE STUDY

Costa Coffee

When Costa Coffee had the opportunity to replatform, they chose Contentful Composable Content Platform. This enabled them to build a custom tech stack with content and, with content at the center, editors and marketers are able to quickly bring the company's bold voice into new markets. What's more, engineers can quickly swap tools and build up or tear down experimental experiences.

"Because of the way Contentful is set up – and how we've set up our templates and models – marketers find it quite easy to use. They're able to build sites, grow them, and respond to needs autonomously. Over time, they gain confidence and can begin creating and adjusting at pace. I think that's really important to scaling," Sezin Cagil, Agile Delivery Manager with Costa Coffee, said.

Key business results:

- 15 localized brand sites launched.
- 15 minutes to build region-specific sites.
- 50% less time to build websites with reusable content models.

[Read the full story.](#)

No more compromises	
✗ Skip the migration migraines.	✓ Integrate existing content sources.
✗ Don't disrupt workflows.	✓ Aggregate multiple content sources in a single repository.
✗ Abandon rigid models.	✓ Unify and transform content for use in any digital product.
✗ Cut out tools that fail at scale.	✓ Enhance capacity and readiness for the next generation of digital products.

Low risk, high reward

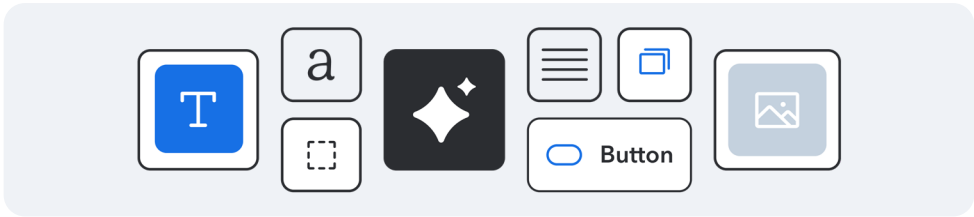
The Contentful Composable Content Platform is a safe bet in your transition to a more modern way of managing and delivering content. And, with the option to scale your use of the platform across the organization over time, you can avoid a time-consuming rip and replace, continuing with business as usual while still future-proofing operations.

Hero banner

+

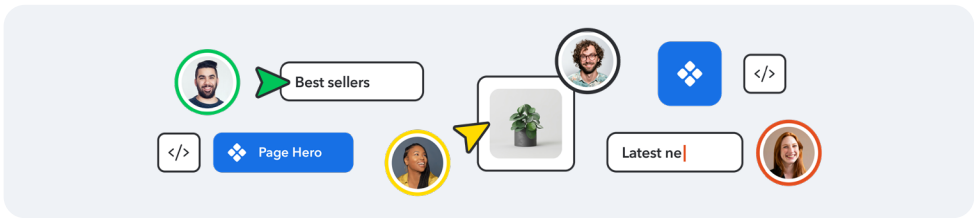
Edit

Key benefits and features



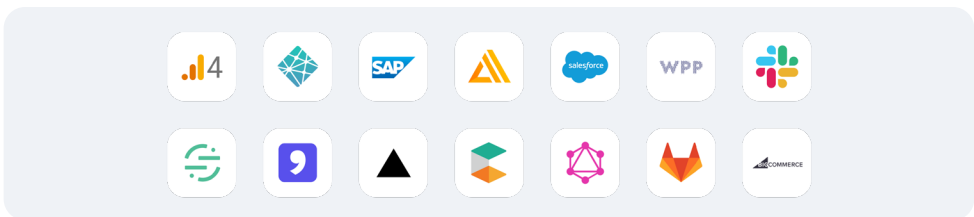
Structured content

- Store your content in a single repository and organize it in modular pieces that are ready to be shared across experiences, tools, devices, and the latest technological advancements – including generative AI.
- Customize your content model and content types to fit the ever-changing needs of your business, internal teams, and customers.



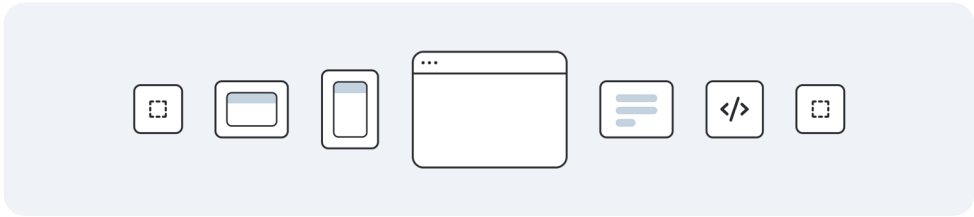
Enriching features

- Utilize Contentful Studio and enable more members of your team to visually assemble digital experiences at scale without compromising brand integrity.
- Take advantage of taxonomies to make content discoverable and streamline next-level content efforts like personalization and localization.



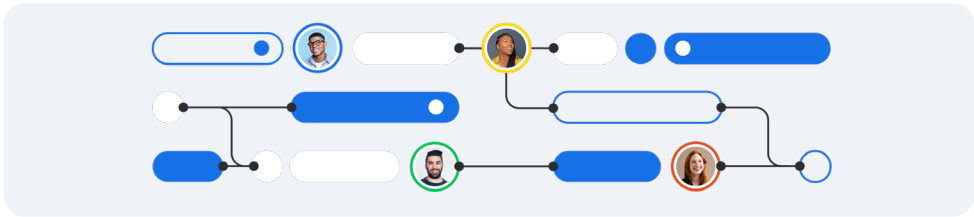
Open ecosystem

- Incorporate your favorite third-party apps, custom-built apps, or those from the Contentful Marketplace to enhance platform capabilities and features even further.
- Build a bespoke tool without leaving the platform by using the Contentful App Framework.



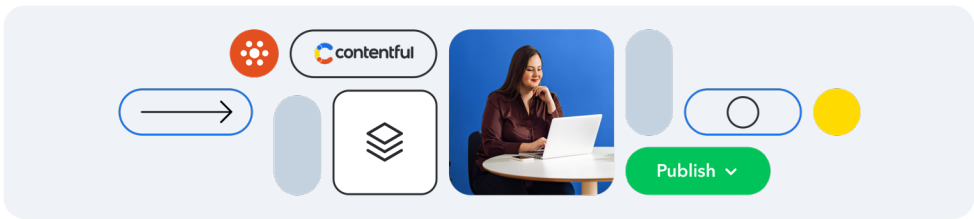
Unified

- An integration layer to keep things connected and consistent.
- Options for phased migration.
- A reusable, future-proof architecture that promises quick wins.



Connected

- Plays well with other systems including CMSes, DAMs, and more.
- Unifies silos, streamlining collaboration.
- Drives ROI from existing investments (i.e., personalization, A/B testing, and ecommerce).



Low-risk

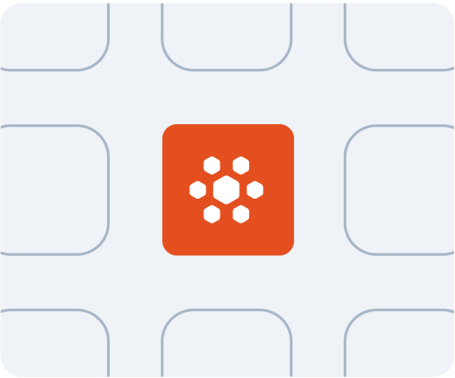
- Don't rip and replace, pilot in parallel instead.
- Ready to scale as quickly as your brand does.
- Partner support from vetted solution and technology partners.



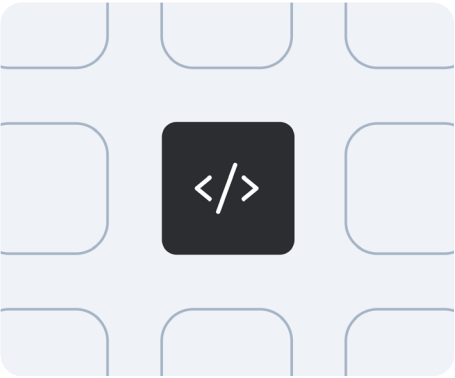
Make your move a success with expert-level support



Moving from multiple CMSes to a single content platform allows you to modernize your technology at your own pace. We offer various support options so you can find the perfect fit for your unique business needs.



Contentful enterprise customers get access to our category-leading Customer Success Team and all customers have the option to augment their in-house resources and launch experiences faster by hiring experts from [our partner ecosystem](#) or beginning an engagement with [Contentful Professional Services](#).



For those interested in taking a more do-it-yourself approach by building a proof of concept before investing in our platform, we offer extensive developer resources. Contentful also has an [active developer community](#) whose projects can show you the value of a composable content platform before procurement.



Contentful’s Customer Success team has battle-tested expertise across hundreds of implementations.

The team works with the world’s biggest brands, leveraging our in-house experts, including solutions architects, customer success managers, and support representatives.

[Let’s talk about how Contentful can help you.](#)



Leading agencies and consultancies understand that an agile, composable content platform is a crucial part of the modern digital experience stack, and helps prepare their customers, and even their own organizations, for the future.

Contentful solution partners help customers navigate digital transformation and deliver new projects faster.

[Find the perfect partner for your business.](#)

Start building today with free developer resources

Developers can start building a proof of concept today with our extensive developer resources and supportive community. [Start building for free.](#)

See our user-friendly, composable content platform in action.

Request a demo

