# The need for speed

Why digital agencies are transforming their approach to delivering digital experiences

contentful

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## Why digital agencies are transforming their approach to delivering digital experiences

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**In recent years, the rise of the cloud has unleashed a bold new chapter of our digital era. New technologies are accelerating the pace of innovation, and new digital channels are continuing to proliferate and serve increasing customer needs.** As new markets open up, data privacy, localization and personalization in customer touch points have become even more critical for companies to compete in today's global economy.

As a result, businesses must adopt digital-first strategies to keep up with their customers and stay competitive. In addition to mobile applications, the latest chatbots, and virtual/augmented reality, even modern websites are being reborn as digital products with agile software principles at the core. Agencies need to better align themselves if they're to help brands through these digital transformations. 60% of digital agency leaders reported 2019 as a strong year, and many agencies still report a healthy pipeline in spite of Covid-19.[1]

To deliver a pipeline of digital products quickly and efficiently, 77% of client-side leaders said they are increasing their digital budgets in 2020. According to a SoDA and Forrester report, websites and web-based experiences continue to be the number one areas of investment.[2] Companies are transforming their approach to

building software with flexible technology stacks and agile cross-functional teams. They are shifting their ways of thinking and re-envisioning key aspects of development; for example, moving away from content management towards content operations.

Competition has increased. Companies are creating in-house "digital factories" that combine people, processes and technology in a way that enables them to save costs and deliver digital experiences faster. That said, over 50% of companies rely on external partners or a mix of internal and external teams to deliver digital experiences quickly.[3]

This white paper explores the roles of content platforms (technology) and digital experience stacks in a high-performance digital agency. Unencumbered by limitations of legacy tools, such as traditional content management systems, we discuss how an agile content platform empowers your team to deliver any type of content-rich app for your clients — fast.

Finally, we see how the Contentful platform (paired with a flexible digital experience stack) helps improve internal efficiency and opens up new opportunities  as you transition to the modern way of building applications.

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# Every business is now a digital product business

Software is no longer the domain of software companies alone. Across industries, software platforms are disrupting old business models and inventing entirely new ones. Incumbents who built market share and leadership using old strategies are launching digital transformation initiatives to ensure they stay competitive — and survive — into the future.

Regardless of a company's core business, building digital products is now essential. Software drives brand engagement, generates revenue, engages customers, enters new markets, boosts shareholder value and serves myriad other business-critical goals. Companies look to digital agencies and consultancies to help them create digital strategies and to deliver web based marketing experience, digital products and services.

Agencies need to invest in digital and data capabilities as well as the human resources so they can be most effective in delivering value to their clients once they are ready to invest.

Whether your company is new, growing or evolving, your leaders recognize that your business needs to deliver value fast and is dependent on building software. Your organization must deliver new services and capabilities and iterate on them frequently in order to keep up with client and market demand.

The software itself must be a competitive differentiator — performant and engaging — and provide a constant pipeline of content. This means that not only what you build, but how you build and deliver digital products directly impacts your revenue — and your client's.

"We were able to create proofs of concept that demonstrated the value and benefits, and that were vital to getting project approvals."

*— Anthony Baker, executive technology director at R/GA Tokyo*

## THE SOFTWARE INDUSTRIAL REVOLUTION

Much has been written about the "Fourth Industrial Revolution." Deloitte defines this as a transformation of global economies, societies and personal lives that stems from "the convergence of computing, data, artificial intelligence, and universal connectivity."[4] As a result, new digital innovations surface all the time. Forrester says, "everything from our cars to our thermostats, pedometers, sousvide machines, and lights are full of sensors and connected to the internet so they can send data to manufacturers and be controlled remotely by consumers."[5]

In order to build out this new reality, software development has undergone a revolution of its own. In the past, clients bought monolithic applications or worked with an agency to build bespoke software from the ground up. These applications typically ran on onpremise servers and were hard-wired to internal systems and data stores, like CMSes.

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> **"Digital disruption, automation, big data — these are the forces of the Fourth Industrial Revolution. Cloud computing and the imminent roll out of 5G mobile networks have only pushed harder on the accelerator. Organizations need a new vision and operating model that leverages all of these new technologies; real value can only be delivered when these technologies are used together."**
>
> *— Deloitte*[4]

Development teams would be tasked with managing a massive code base that inevitably became bloated and bogged down with technical debt. Significant resources were needed to maintain application infrastructure, including security, performance and uptime.

Long and costly development cycles were a huge cost center for agencies, and ate up resources that could have been used to develop new, exciting work. Updating content often meant adding simple text edits to a full development sprint, or if a CMS was in place, adding new page templates to an engineering backlog. Clients remained dependent on their partners or agencies development teams for content changes, leading to frustration and slow delivery.

Today, new technologies and development approaches give teams the agility and speed they need to deliver better quality software, faster. The modern technology stack has moved away from a dependency on monolithic internal systems, migrating much of the

application architecture to the cloud. Specific functionality is powered by cloud providers who host or manage services, freeing the development team from having to do this in-house.

Rather than build everything from scratch or trying to hack a traditional CMS to fit the app, digital agencies can compose new apps from pre-built, reusable modular components. In addition, continuous delivery tools and methodologies enable teams to easily iterate, test and deploy code changes — numerous times per day.

This approach allows agencies to build blueprints that can be repurposed for different clients, speeding up the process from concept to live product. Agencies are under pressure to differentiate themselves from the competition. They have to prove value quickly; developing new services and capabilities and differentiation through innovation are two of the top three key areas for investment in growth.[6]
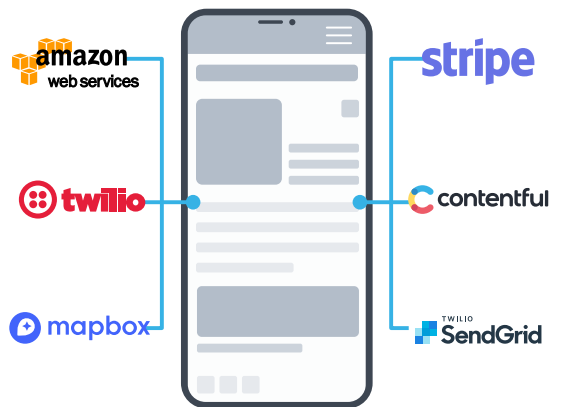


***Figure 1:*** *Today's apps are built with third-party cloud services assembled into digital stacks.*

## WHY DIGITAL AGENCIES WORK WITH CONTENTFUL

- Legacy CMSes are inflexible and difficult to integrate into software-centric processes.

- Agencies need a modern stack that supports modern agile methods of working.

- Siloed, disconnected content repositories have mushroomed over time.

- Today's talent does not want to work with old systems, tools or methodologies.

- New business models have content at the core of every experience.

## DIGITAL IS NOW A REQUIRED CORE COMPETENCY

**Today's agency revenue models are evolving. Digital agencies are seeing more growth from project based work, more retainer-based work and from developing their own digital products.** These encapsulate the idea of producing a reliable cadence of new digital products and business models, with the speed, efficiency and scale needed to support the client's business. Once in the market, cross-functional teams iterate products to add features or update content.

To make digital a core operating strategy, companies need tools and processes that enable them to ship continuously to keep digital experiences fresh and current. Since user-facing content is a driver of all digital experiences, agencies must excel at content operations founded on a flexible DXP.

Going digital-first requires cross-functional teams of engineers, content creators, marketers, customer support and any number of others who support the full customer lifecycle. Team

members work together to assemble, review and ship digital products as fast as the business requires. In the past, developers and content creators operated in their own ivory towers, and only came together for troubleshooting CMS issues. In the cross-functional model, content creators are an essential part of the product team rather than simply a business stakeholder.

With the right content platform, content creators can build their own pages and update content in parallel with engineering's software delivery pipeline. Everyone is free to focus on doing what they do best — without distraction — so they can stay as productive as possible.

> **"If you are doing new product branding and you come out with a website a couple of months later, it's a missed opportunity...We said, let's be faster so when you [Alpro] go out in the market with your products, you can have your website rolled out at the same time."**
>
> *– Piet-Hein van Drie, managing director for Belgium, Appnovation*

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For your business, the digital-first model enables more than speed-to-market — it's an opportunity to grow your business and get more clients on board. Flexible architecture and agility allow digital teams to laser focus on innovation and spend their time delivering your company's core value to your clients. With the modern development approach, your developers no longer have to wrestle with the complexities of monolithic architectures, babysit aging infrastructure or build the same functionality from scratch for each new product.

A DXP/DXS gives them more bandwidth to build unique new features and differentiated business solutions. Your content creators and marketers have more access to — and control over — application content, ultimately increasing the velocity and impact of their initiatives.

## HOW DOES CONTENTFUL MAKE DIGITAL TEAMS SUCCESSFUL?

- Built for highly collaborative, cross-functional teams
- Allows you to build your own stack and blueprints — so you can scale faster
- Open and flexible platform backed by Contentful's industry-leading App Framework
- Structures content in a central content hub; a system of record for content
- Ability for content creators to manage content in parallel with the software development pipeline, speeding delivery and time-to-value
- The future-proof content platform supports any digital experience or product
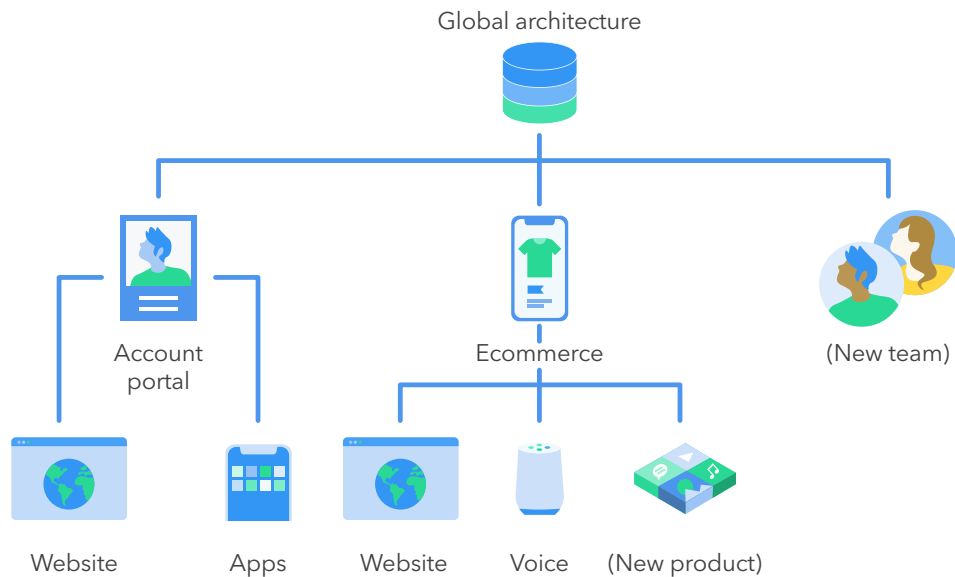


Global architecture

Account portal

Ecommerce

(New team)

Website · Apps · Website · Voice · (New product)

*Figure 2: Flexible architectures support a growing number of websites, apps, and devices — even new teams or business units.*

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**SHISEIDO PROFESSIONAL DELIVERS BEAUTY WORLDWIDE, AT TWICE THE SPEED AND HALF THE COST**

With operations in Asia, Europe, Africa, the Middle East and North and South America, Shiseido Professional's digital estate is complex. The company offers beauty salon owners and stylists a wide range of products on its site, including styling and trend tips, an e-learning platform, digital tools for stylists to use with their clients, and treatment recommendation engines. The company needed to address its customers in their own languages, and in culturally appropriate ways.

Shiseido Professional sought a centralized, unified platform that would help it keep content and brand consistent across its entire online presence, including social media and digital advertising. The new platform had to enable internal content creators to do their work quickly and easily, in the language and manner appropriate to their specific markets. Most important of all, Shiseido Professional wanted to increase site traffic and engagement, drive more revenue and lower development costs.

They sought the help of R/GA Tokyo, who created a "Lean Experience Stack" to meet their aforementioned needs. Using Contentful, R/GA built a complete modern content platform for Shiseido Professional in just five months. Shiseido Professional's new platform provides a modular structure for centralized content management, and includes four customer-facing digital experiences, seven microservices, and administration tools.

> **"We believe that lean, open and modular technologies are critical for future digital success. Contentful proved able to deliver best-in-class disruptive content infrastructure solutions that fit our architecture and experience principles."**
>
> — *Anthony Baker, executive technology director at R/GA Tokyo*

# Core of the DXS: a unified content platform

**Content is a core component of any digital experience. Content comes in a variety forms, from standard text, images, video and audio, to emerging interactive media like augmented reality.** 44% of agency leaders in 2020 agree that experiential or physical-digital installations will be a key driver of revenue growth, compared to just 29% in 2019.[7]

In this new digital landscape, your client's content no longer lives on a single web page. The same piece of content may be repurposed in multiple applications across numerous devices. It may be edited, localized or optimized for a wide variety of screen sizes and customer touch points. In addition, content needs ongoing updates to keep it fresh and relevant to your client's customers. As they scale their digital portfolio, each piece of content works harder for the business — but your team shouldn't have to work harder to help manage it all.

## THE LIMITATIONS OF TRADITIONAL CMS

The problem arises when your team transitions to a software-first approach to creating digital experiences and digital products. Legacy CMSes were designed for publishing posts and pages, not shipping software and apps. CMSes were born in a page-centric world, making their data models less flexible and their presentation layers more opinionated. In addition, they are typically monolithic systems that are architected to run on-premise or self-hosted, instead of as a cloud-based managed service. This means that significant engineering time and resources are needed to simply keep one (and often multiple) CMSes operational, secure and performant.

Agencies are constantly investing in expanding their product and service offerings. **55% and 46% of digital leaders say that digital products and web-based experiences will be the main areas for growth for their business.** Legacy CMSes just can't keep up with this expansion of products, channels and use cases.[8]

> **"We are seeing too many organizations run into troubles as they attempt to use their CMS as a platform for delivering large and complex digital applications."**
>
> *— ThoughtWorks Technology Radar[9]*

On the content side, we see how the context-specific nature of traditional CMSes force companies to employ different solutions for each channel or market, like one for web and one for mobile. This results in content creators needing to rework their content for each of those platforms, every single time they publish. For agencies, this means having development teams familiar with these CMSes and other tools.

For example, **BRP's Can-Am** brand wanted to transcend the industry norm and stand out from the competition. To do so, BRP partnered with Nascent, a strategic agency specializing in creating digital products and experiences that people love.

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BRP wanted an immersive, digital onsite experience that brings to life the excitement and sense of adventure a three-wheeled motorcycle can offer. Such an application would need to load fast while still containing the vast amounts of data required to show the 70,000+ combinations of customized features.

The team at Nascent realized that the key to any successful digital experience is the underlying content management infrastructure. Given the scale and complexity of their AR strategy with BRP, Nascent brought in Contentful to serve as the content management system with which to build these digital experiences and help BRP realize their vision for an AR showroom.

> "Nascent truly has their finger on the pulse of modern digital experiences that appeal to today's fickle consumers. Their recommendation to build these products on top of Contentful was a no-brainer given the scale and complexity that we were dealing with."
>
> — *Robert Gillelan, project manager professional, BRP*

In another example, direct-to-consumer tele-health company Hims & Hers needed to create a platform that could support the company's ambitious expansion plans into new product offerings and countries, including adding services such as digital primary care consultations.

The company partnered with Rangle, who chose Contentful's content platform to launch Hers, the women's health and wellness counterpart to Hims. They also used the content platform to unify the codebase of the existing site and the new experience. This allowed regionalized sites to be built quickly, addressing issues of variation and consistency across markets. With its component-based system for managing content, Contentful allows teams to create and organize content so it appears where it belongs. The project was so successful that Hims decided to migrate forhims.com from its legacy CMS to Contentful.

"Contentful has become an excellent tool for our team, allowing us to build new pages in just hours rather than days. It keeps our website team focused on the bigger goals of our site experience and messaging, because we are no longer spending time to build from scratch. We can finally see the whole forest, not just the trees — which makes us better at collaborating and working towards our team goals."

— *Candace Green-O'Leary, director of marketing, Rangle*

## EXISTING CONTENT PARADIGMS NO LONGER WORK FOR TODAY'S DIGITAL TEAM

**Traditional CMS** → Too rigid for modern software and apps

**Homegrown CMS** → Too much maintenance and overhead

**Multiple CMSes** → Siloed content causes lots of duplicative work

**No CMS** → Tedious, manual updates via GitHub, spreadsheets, Jira tickets, etc.

## A FLEXIBLE CONTENT PLATFORM BRINGS CONTENT INTO THE MODERN ERA

The world has changed since CMS was invented. The proliferation of cloud computing and microservice-oriented architectures has brought forth new demands for working with content in websites and applications. A new wave of vendors, including Contentful, has sprung up to address these needs by offering cloud-native, API-first platforms based on structured content models and are not tied to a single programming language. In the industry, these offerings are often referred to as headless CMS or CaaS – Content Management as a Service.

Contentful is unique. It's a content platform that helps build your ideal DXP (i.e. the modern digital experience stack). The platform powers the flow of content between any number of applications and a central content repository, and provides tools to easily access and manage content within applications. With Contentful's App Framework, connecting to any service is a snap – whether it's other cloud vendors or your own custom-built integrations.

Contentful runs on a set of APIs that govern how content can be accessed, viewed, handled and delivered, as well as a set of content delivery networks for speedy delivery to end users. All content and assets are stored in a central repository in the cloud, making them easily accessible by an entire portfolio of apps from anywhere, at any time. As a cloud-native service, Contentful runs on AWS to offer customers enterprise-grade scalability, flexibility and global reach.

## FROM CONTENT MANAGEMENT TO CONTENT OPERATIONS

Moving to a flexible content platform is part of a broader shift in mindset. It is a way of building and managing applications that empower your entire digital team. Like other PaaS offerings, your developers can easily add content functionality into their modern technology stack with very little overhead. They can do this using their favorite programming languages and front-end frameworks, as well as their existing software delivery tools and workflows.

A content platform makes content "portable" by allowing your team to build modular, reusable components that can be repurposed for any app and for any client. Moreover, this solution is a fully-managed service, maintained and run by providers who are experts in content. This gives your developers confidence that they can bypass the need to build and maintain their own CMS — freeing them to focus on building better user experiences.

Free from the CMS monolith, your developers can build or customize workflows that truly empower your team or your client's editors to create and ship content themselves. Contentful removes the stodgy CMS roadblock that slows everyone down, yet still gives editors guardrails when pushing their content to production. This enables editors to make ad hoc updates without the need to request assistance from developers or wait for the weekly push. Your editors can also create new pages themselves using modular content components.

For your business, Contentful enables your digital team to fully modernize content operations as a key function of a digital-first strategy. Contentful's Partner Program supports digital agencies with the skills and knowledge to help our mutual customers build, launch and maintain digital products and experiences built on Contentful's content platform. In addition, the solution gives you a future-proof way of building an ever-growing portfolio of new digital experiences. At its core, Contentful's content platform is designed to power content in any digital product, be it a website, mobile application, connected device — or even the next big thing.

**From: CMS** → **To: Content Platform**
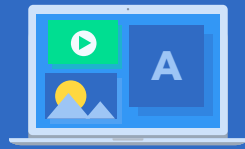
| From: CMS | To: Content Platform |
|---|---|
| On-premise / self-hosted | Cloud-native |
| Monoliths | Easy third-party integrations |
| All-in-one solutions | Flexible DXPs |
| Rigid data model | Flexible, structured content |
| Siloed content | Portable, reusable content |
| Prescriptive tools | Choose your own tools |
| Content management | Content operations |

*Figure 3: The shift from a CMS to a content platform is key to building a digital-first strategy.*

### THE CORE CONTENT PLATFORM IS A DIFFERENT PARADIGM

The old world:
**Content Management** →

The new world:
**Content Operations**

Create once, publish everywhere

Build once, ship everywhere

## ALPRO'S NEW BRAND SHINES ACROSS 32 MARKETS

Alpro, a 40-year-old company known for its plant-based milk drinks and other healthful vegan products, operates in 32 markets in Europe, Asia, the Middle East and Africa. Every country site needs to be appropriately localized, and address customers in their own language, while still keeping the Alpro brand consistent.

With all this complexity, Alpro needed a content architecture that would provide flexibility and a fast, easy interface for marketers and content creators. Alpro engaged digital agency Appnovation to design and build a modern new website –in nine months. With the power Contentful, the agency did it in six.

As Alpro's newly packaged products arrived in shops across the UK, the new UK site and mobile site went live, showcasing Alpro's new brand and customer-oriented content strategy. The rest of Alpro's rebranded localized websites will roll out as newly packaged products land on grocery shelves in each market.

**"It's quite ridiculous how fast we can get content out now, in comparison to how it was before."**

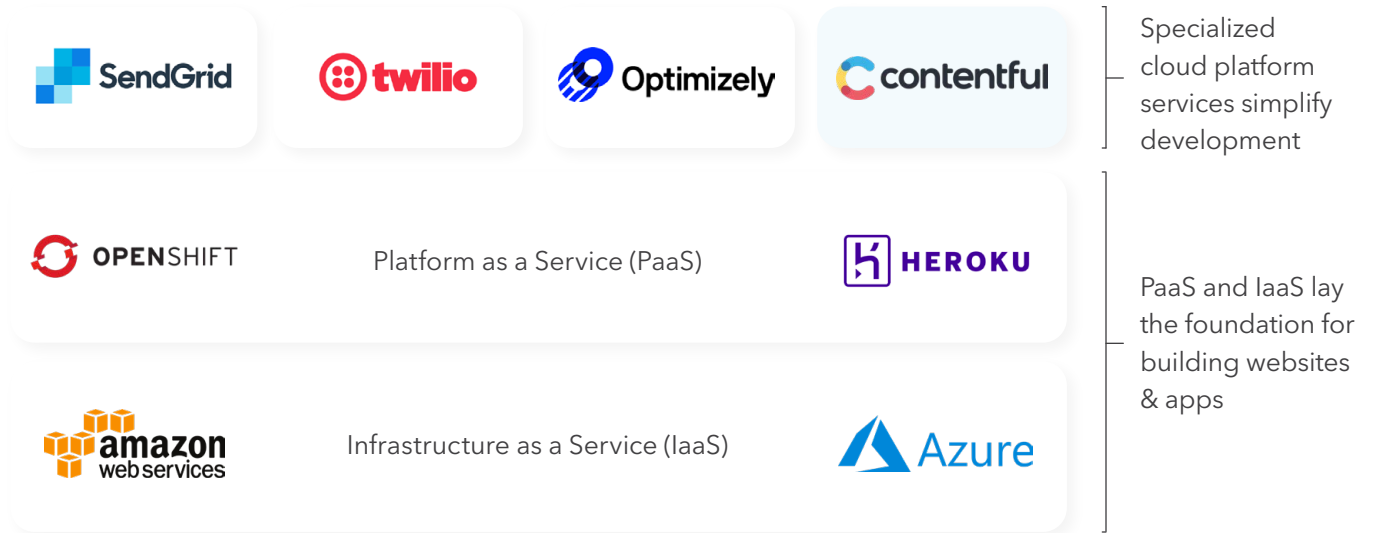*— Ralph Urmel, international digital experience manager, Alpro*

# Contentful: the content layer of the modern DXP

**As enterprises replace aging CMSes with moden content solutions, more and more choose Contentful to power their content operations.** Contentful is an API-first platform that was purpose-built to power content in the modern software delivery stack, much like other PaaS vendors, including SendGrid for email, Twilio for SMS and voice or Stripe for payments. Contentful gives digital teams the tools they need to build websites and apps on top of a flexible content platform, enabling them to ship new features or new products to market – fast.

## THE MISSING LAYER OF THE MODERN STACK

**Don't think CMS, think PaaS: content infrastructure for building digital products - websites, apps, and devices.**

| | | | | |
|---|---|---|---|---|
| SendGrid | twilio | Optimizely | contentful | Specialized cloud platform services simplify development |
| OPENSHIFT | Platform as a Service (PaaS) | | HEROKU | PaaS and IaaS lay the foundation for building websites & apps |
| amazon web services | Infrastructure as a Service (IaaS) | | Azure | |

# This era's DXP is a stack, not a suite

**Modern teams assemble their digital experience platform using extensible cloud services**

**CHANNELS**

| Mobile | Web | Commerce | Signage | AR/VR | Email |

**EXPERIENCE LAYER**

| Design system | SDKs | Frontend frameworks | Analytics |

**PLATFORM LAYER**

| Search | Personalization | Content | Experimentation | Identity |

**DATA LAYER**

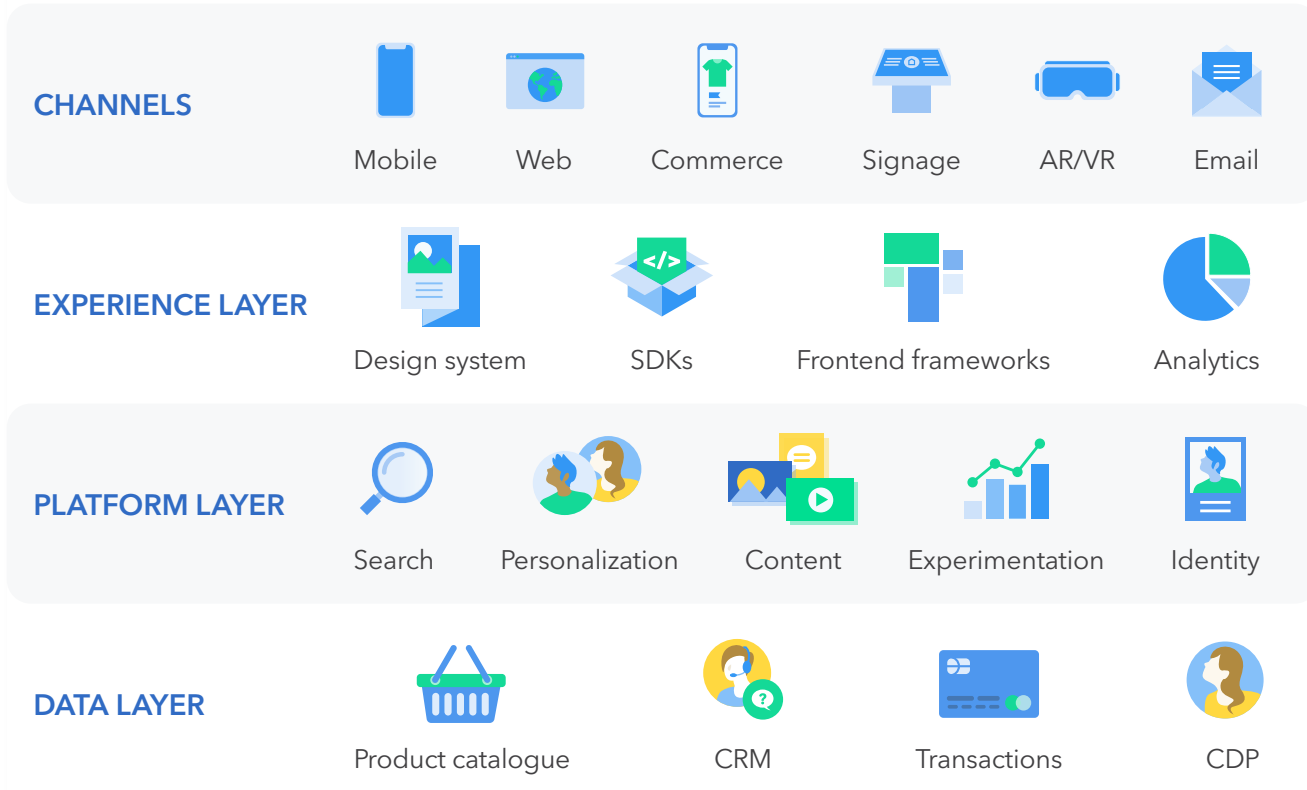| Product catalogue | CRM | Transactions | CDP |

*Figure 4: Contentful is the content later of the modern technology stack.*

Customers expect rapid delivery from their agency and consultancy partners — and the diversity and complexity of their projects are accelerating. Contentful helps leading digital agencies and consultancies deliver projects faster as a core layer of a reusable tech stack.

Contentful provides a central hub for structured content, as well as a suite of powerful management and delivery APIs, webhooks and software development kits (SDKs) that enable teams to quickly build content modules that can be reused in any application on any device.

The platform not only supports what you build, but how you build it. Contentful helps your digital teams stay as agile and productive as possible by adapting to their particular development style and workflows. Developers can use the Contentful App Framework to easily integrate Contentful with new or existing applications. With Contentful, context-switching between services a thing of the past.

Deliver more consistent content and brand experiences by incorporating all apps in one editorial

Contentful

UI – a single authoring hub for your clients. With Contentful, your business can not only deliver digital experiences faster, but also prepare your business for future trends. Replatforming to a modern tech stack – with its benefits of extensibility, reusable architecture and speed to market – creates a competitive advantage. The companies that can deliver digital experiences fastest, and expand into new channels and territories, win.

While there are many other vendors in the content platform space, Contentful is recognized by both Forrester and Gartner as the leading disruptor of the traditional CMS market. Their perspective is based on factors that include developer ecosystem, market adoption, and enterprise enablement. Contentful has a proven track record to support the scale, security and complexity of enterprise-wide digital initiatives.

"Contentful is the vendor we hear about the most. This Berlin-based startup is setting the pace for features, functions and pricing for headless content."

*– Forrester*[10]

# Inside the Contentful platform

At its core, the Contentful platform offers four powerful REST APIs and GraphQL, all fully decoupled to ensure a more resilient service. These stateless APIs produce compact JSON payloads that give developers full programmatic control over content, assets and translations.

| | |
|---|---|
| **Content Management API** | Allows developers to create or update content and content models programmatically. |
| **Content Delivery API** | Delivers published content to applications, as well as keeps content synced and up to date; backed by multiple CDNs. |
| **Content Preview API** | Allows content creators to view draft content in staging environments. |
| **Image API** | Retrieves and dynamically manipulates images on the fly, such as cropping, resizing or compression. |

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These APIs also power an extensible web app for content creators. Your teams can extend the UI with your own widgets, or use the App Framework to connect to any service, whether it's other cloud vendors or your own custom-built integrations Contentful allows you to assemble and rule your own stack, without being restricted by a specific vendor.

To rapidly publish content across the globe, Contentful uses multiple global content delivery networks (CDNs), like Cloudfront and Fastly, to enable fast regional access and API payloads in the sub-100ms range.

## CONTENTFUL'S APP FRAMEWORK

Not only does Contentful integrate easily into a microservice architecture, but the platform also enables your digital teams to integrate directly with other cloud-based services. Extensibility was always a big part of what drew developers to Contentful. With the App Framework, the barrier to entry is even lower. Teams can build better integrations quicker and manage them at scale. Apps are encapsulated modules to package customization so you can scale, swap and share as you like. You can compose and install an app programmatically with APIs, just like with every other building block on the platform. The platform allows other services to pull content from Contentful's repository to use and/or apply transformations for any number of use cases. For agencies and consultancies, this means building faster by developing blueprints and accelerators that can be reused for different projects and clients — helping your team scale and deliver value faster.

## COMMON USE CASES FOR CONTENTFUL

Contentful customers span numerous sizes and industries. Many are legendary brands with a massive global customer base, such as Chanel, Samsung and Bang & Olufsen, that use digital

to drive brand engagement. Others, like Xoom/ PayPal, Trunk Club and Spotify are digital-native with core online business models. Some are celebrated cultural icons, such as the British Museum and National Park Foundation, who are looking to engage more visitors through digital. Finally, traditional enterprises like Telus are completely transforming their go-to-market capabilities. All use Contentful to more rapidly expand or iterate their digital footprint by modernizing their content operations.

### SOME KEY CONTENTFUL USE CASES INCLUDE:

- Corporate websites
- Employee intranets and training apps
- Mobile phone and tablet applications
- Omnichannel / cross-platform applications
- Customer self-service portals and account management
- Ecommerce websites
- Marketing landing pages, microsites, and event pages for campaigns
- Localized versions of websites and applications
- Alternate and virtual reality experiences
- On-site experiences, such as kiosks, digital signage, audio guides
- Smart device apps (IoT), e.g. watches, connected home or car dashboards
- Chatbots and other interactive widgets

## BUILDING A CONTENTFUL PRACTICE

**Key services digital agencies build on Contentful:**

- Content strategy
- Content modeling
- Technology consulting services
- Implementation and replatforming
- Ongoing content services

"Whereas Contentful is not the only vendor with this lean approach to web content management, it is becoming one of the more successful and visible; it boasts some high-profile, enterprise-class, globally present reference customers."

*– Gartner*[11]

## THE BUSINESS BENEFITS OF CONTENTFUL FOR DIGITAL AGENCIES AND CONSULTANCIES

| | | |
|---|---|---|
| | **Flexible** | Design content models that meet your apps' exact needs, and develop using your language of choice. |
| | **Fast** | Give your digital teams tools to ship and iterate digital products faster across websites, apps and devices. |
| | **Connected** | Integrate your content with, and from, your existing business platforms and cloud services. |
| | **Ubiquitous** | Increase your reach and relevance by extending content into new channels and geographies. |
| | **Unified** | Manage your portfolio of digital products with a single, flexible content platform. |
| | **Low risk** | Start small, use what you need to prove value, then scale with confidence on a future-proof platform. |
| | **Empowering** | Recruit and retain talent by enabling them to ship relentlessly using their favorite modern tools. |

## THINK FUTURE-FORWARD AND FUTURE-PROOF

No one knows what the future will bring, but we do know that the pace of change is hurtling us into the future faster than ever before. COVID-19 has accelerated this pace. Brands need to home in on where their customers are now and what behaviors have changed, as well as on how they will evolve as the pandemic differs state to state, country to country.

We can expect new, previously unimaginable digital experiences to emerge regularly, and quickly become the norm. The question is: are you ready to build those experiences?

Agencies have to better align themselves if they want to help brands with their digital transformations. The agency-client relationship is shifting, and clients' expectations around delivery are only getting higher. Digital agencies and consultancies need to invest in digital and data capabilities as well as human and machine creative teams so they can 1) differentiate themselves from the competition, and 2) be most effective for their clients when they are ready to invest.

Forrester's predictions are pushing digital teams to think about taking an even more modular, composable approach to building software. Their analysts believe that instead of building large apps and websites, developers in the future will build "fine-grained experience components, tagged with metadata, to enable dynamic assembly."8 Experiences consumed on today's devices will be dynamically reassembled to be consumed across tomorrow's in-car consoles, screen-free virtual assistants and the next life-changing platform.

This perspective underscores the important role that content operations plays in modern software development. Similar to experience components, an agile content platform enables digital teams to assemble content-driven experiences using modular, reusable content components. This way, your agency can "future-proof" your digital stack and prepare to hit the ground running when your clients call on you to build the apps and architectures of the future.

> "Stop building experiences as one big binary! Every experience your organization creates must be decomposable into what are ultimately experience components. Assume no hard connections in either the back-end infrastructure or the front-end interface. All component interactions must take place via well-defined APIs."
>
> — *Forrester*[12]

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# Next steps

We've taken a deep dive into how Contentful's content platform is a core component of the modern DXP — whether you're using it to build a website, mobile app or beyond.

If you are looking to build out a digital stack that allows you to scale and deliver projects faster, we hope this information has been useful in your journey. By modernizing your content platform and operations, your agency will be better equipped to ship products faster, scale your digital portfolio and future-proof your product and services offerings.

To learn more about how Contentful supports digital agencies with our Partner Program, contact us or visit **contentful.com**.

See how user friendly a content platform can be
**Talk to a Contentful expert today**

Get started

# Endnotes

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