



From too many CMSEs to a single content hub

Your content, integrated, and assembled



INTRODUCTION

Many companies have huge collections of digital tools and technologies that leave valuable content scattered across disparate systems. Without a unifying layer or curation system, it's easy to get lost long before you find the item you're looking for. To make matters worse, copy, images, videos, and other assets are often copied and edited in different systems creating multiple versions that must be tracked and maintained.

This fragmented content is holding you back. Managing the proliferation of technology is time consuming and hard to govern. Teams are bogged down navigating different systems and manually updating content to maintain brand consistency. Delivering the connected digital experiences customers want is exponentially harder when your content is siloed and disconnected.

Where do you begin when you decide to turn that maze of legacy technology and content silos into a structure that users can actually navigate?

Let Contentful be your curator.

Break free from siloed content repositories to create a single, unified layer for your content across lines of business, channels, and geographies.



Bring content together in an integrated content hub

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

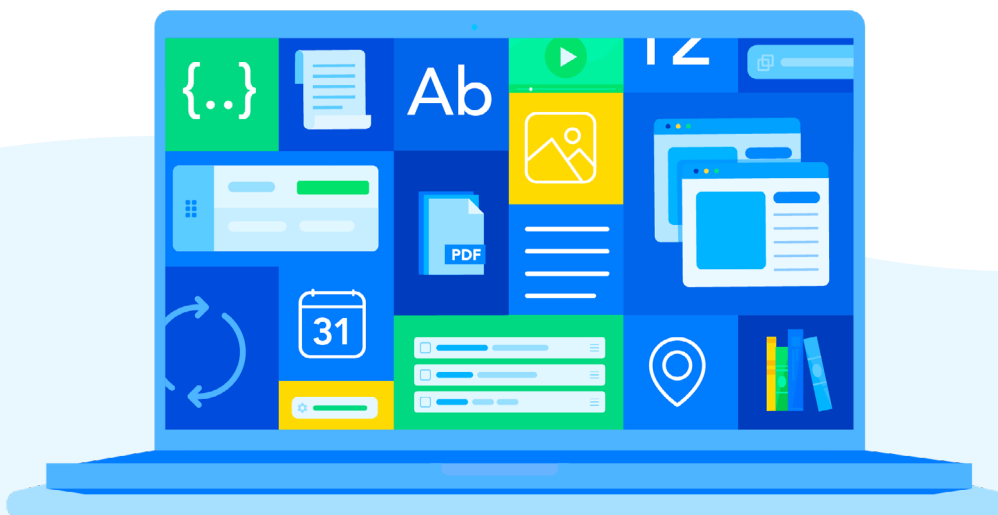
A core part of Contentful's content platform is the content hub. It's an integration layer that pulls together content from multiple backend systems – including homegrown ones. Content is aggregated, structured, and integrated with the tools teams use for personalization, localization, asset management, etc.

Managing content in one place where it can be delivered to any digital product, device, or channel makes workflows more efficient and enables more consistent governance. Digital teams can access the content they need via a command line interface for developers, or through a user-friendly web app for content creators and editors.

Structured content and a reusable architecture help teams expand into new channels, devices, and markets without the headaches of recreating content and managing it across systems.

In short, the content hub becomes the single source of truth for your organization.

What's more, the content hub can run alongside existing CMSes if you so choose. This enables teams to assemble and integrate content without a full rip and replace. Your frontends remain the same, while the underlying content source is moved over at whatever pace you choose.





Contentful enabled the TELUS team to manage and deliver content via a suite of flexible APIs, allowing them to unify all CMSes into a single content hub. The streamlined approach enabled TELUS Digital to dramatically improve their time to market.

Key business results:

- Consolidated seven CMSes and content repositories into one content hub, streamlining the management of their diverse needs for 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 POC to P&L.

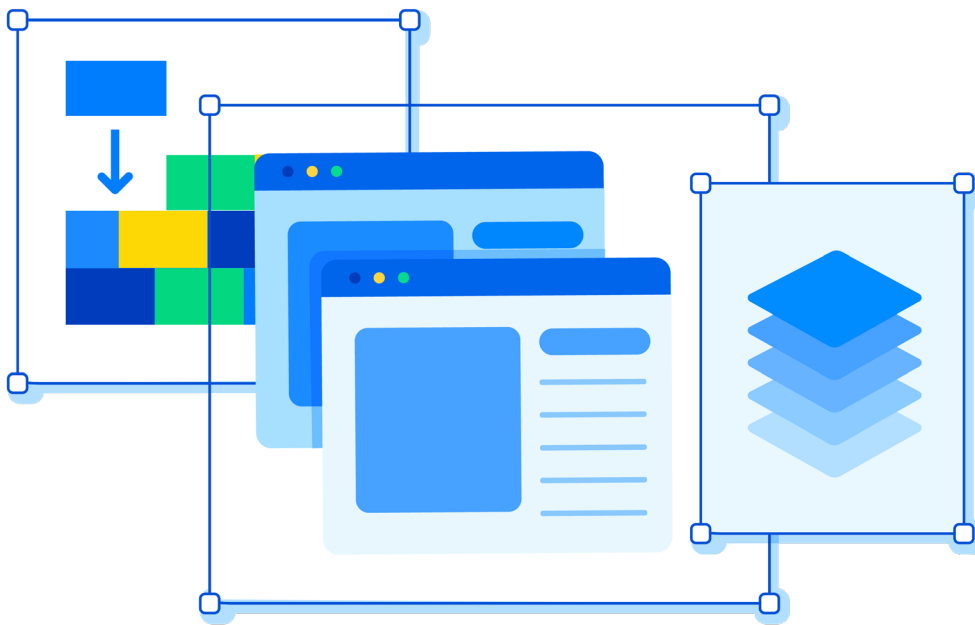
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Sounds complicated. Isn't this just the same as another CMS?

The content hub is unlike a legacy CMS, nor is it a pure play “headless” tool. It’s a core part of a developer-friendly and enterprise-ready content platform. It can scale with you when the time comes.

Contentful's content platform is endlessly flexible and extensible. This enables the content hub to fit into existing delivery pipelines, and deliver content right where you want it to go – whether that is to a single project or across an organization's entire digital footprint.

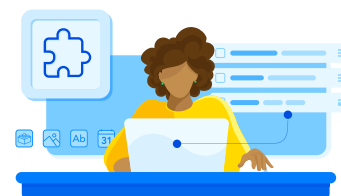
Unlike legacy CMSes that don't play well with other parts of your architecture, Contentful unifies technologies into a modern stack with the content hub at the center. This integration improves content orchestration across internal teams and enables businesses to build engaging experiences across markets and channels.



Features like our Content Migration API enable teams to build a single, in-house content hub, 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 hub to manage content across systems. This extends the life of existing investments without sacrificing the efficiency that a single content hub confers.

Flexible APIs and our market-leading App Framework 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 my team move faster?

A flexible 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 out a proof of concept to show value before writing a procurement proposal. Pilot in parallel, proving out value quickly with tangible return on investment for your business.

GET UP AND RUNNING QUICKLY

Programmatically migrate and model content into a unified, structured backend without altering frontend 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 streamlines processes for efficient workflows and quick onboarding. Powerful editorial tools reduce editor dependency on developers, increasing productivity within 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 backend, development workflows, and marketing services.

“[Contentful] helps us iterate faster, do faster launches, support components more quickly. It’s pretty seamless, so that’s great.”

Lauren Ottinger

Partner Manager at 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 time for page development, reduce barriers for 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 from non-engineers
- Build pages in two days vs. two weeks previously
- Structured and reusable component library empowers marketers

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Your tech shouldn't dictate how you run your business

Legacy tools and technologies that don't integrate well force teams to adopt inefficient workflows and workarounds. Editors are stuck copying and pasting content. Developers are bogged down with requests for content changes, new templates, and other "grunt" work. And neither team can work independently to complete their part of a project.

A modern tech stack with content at the center empowers you to coordinate content and data across experiences. It streamlines workflows and increases governance throughout your stack.

Separating content from code reduces developer dependency and empowers teams to be more autonomous and agile. With Contentful, you can customize workflows and editorial interfaces to fit the way your teams work best instead of changing workflows to fit the tools. What's more, developers can work in their language of choice.

Instead of managing high volumes of scattered content and worrying about blockers, everyone can focus on what they do best. Developers can build new things and iterate. Content creators can manage content in one place and deliver it to any frontend: web, mobile, onsite experiences, conversational interfaces, AR/VR, and beyond.

When the inevitable happens and a big digital project comes along, or you're ready to offload old IT systems, Contentful is ready to scale. All you need to do is tweak the content model, stand up a frontend and the backend is already ready to go.





When Costa Coffee had the opportunity to replatform, they chose Contentful's flexible content platform. This enabled them to build a custom tech stack with a flexible content hub at the center, making it easy for editors and marketers to 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

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No more compromises

- ⊘ Skip the migration migraines
- ⊘ Don't disrupt workflows
- ⊘ Abandon rigid models
- ⊘ Cut out tools that fail at scale

- ✓ Integrate existing content sources
- ✓ Aggregate multiple content sources in a single repository
- ✓ Unify and transform content for use in any digital product
- ✓ Create capacity and internal readiness for the next generation of digital products



Low risk, big reward

Contentful's content hub is a safe bet. You're free to verify ideas as you go and scale up through the organization at a comfortable speed. This is a great option if you're not ready to rip and replace your CMS yet.

Key benefits and features



UNIFIED AND EXTENSIBLE

Contentful's APIs, UI extensions, and webhooks seamlessly integrate with other systems to create a unified content layer that delivers across channels. Drive more ROI by unifying tools you've already invested in and extend your capabilities with the App Framework.



FLEXIBLE

Increase flexibility with a content management platform that adapts to your needs with custom workflows, flexible content models, and the ability to code in any language you choose.



SCALABLE

Grow digital and content operations globally with a platform that makes content portable and future ready. Strong governance features and integrations with translation and localization tools make it easy to coordinate global teams as your business scales.



RELIABLE

Enterprise-grade compliance and security standards are ready to handle traffic surges and your strictest security criteria. Granular governance, including custom roles and permissions, allows for full control of who accesses spaces and how they use them.



FAST

Implement at your pace – no rip and replace required. Manage content efficiently from one content hub and deliver to any digital channel or device. Streamline workflows for increased productivity across content and development teams.

Choose the level of support you need to get started

The move from multiple CMSes to a single content hub doesn't have to be rushed. With Contentful, you can modernize your approach to content at your own pace. We offer different starting points and support options so you can find the right fit for your business.

Like our content platform, these options are flexible. All enterprise customers get access to our category-leading Customer Success Team. Some customers also use our partner ecosystem to augment their in-house resources and launch new digital experiences faster.

On the other end of the spectrum, we have developers who prefer to build out a proof of concept before investing in a new content platform. Extensive developer resources and an active developer community help them show the value of a unified content hub without going through a procurement process.

Partner with the experienced market leader

Contentful's Customer Success team has thousands of hours of 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.](#)

Work with a globally recognized partner

Leading agencies and consultancies understand that an agile 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.

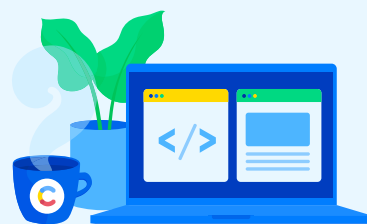
Contentful's Solutions Partner Program helps customers navigate digital transformation and deliver new projects faster.

[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 how user-friendly a content platform can be. Let us give you a tour.

Request a demo

