



CONTENTFUL SOLUTION BRIEF

Agile ecommerce

Stop trying to contort an outdated suite to fit your unique commerce needs. With agile, flexible, enterprise-grade infrastructure, customer engagement becomes your competitive advantage.



FAST FACTS

Tired of redundant tools? Swamped with unnecessary technical debt and complexity?

Agile ecommerce powered by Contentful puts content at the core of your stack, providing a unified, single source of truth.

Difficulty attracting top engineering talent?

Our agile ecommerce solution empowers developers to choose their favorite language or framework. We provide the SDKs, tutorials, demos, sample apps and integrations that will have even the most sought-after candidates knocking on your door.

Lack in-house expertise?

Contentful's global customer success spans three continents and advises the world's leading brands on content architecture and modeling best practices. Our team collaborates on roadmaps and helps businesses start small, prove value and scale across lines of business, channels and geographies.

Prefer to work with an agency?

Our global network of top agency partners is dedicated to making our shared customers successful, accelerating speed to value, and empowering teams through implementation and staff augmentation.



Benefits

Unified

- Integration layer to manage a portfolio of digital products with a single content infrastructure
- Single source of truth regardless of architecture or presentation layer for maximum flexibility
- Cloud native platform lets you focus on your content, not on servers and maintenance

TRUNK CLUB

Trunk Club had been using multiple CMS solutions that were optimized for specific channels—one for web, one for mobile. This resulted in siloed content assets that were cumbersome to maintain in multiple places with different interfaces. With Contentful they unified their content architecture and improved operational efficiency. Contentful provides a single repository for all their sites and apps, allowing marketers to focus on crafting content for each screen rather than worrying about CMS requirements.

[Read their full story](#)

Connected

- Integrate content with, and from, preferred platforms and services
- Plays well with other systems, including existing CMSes
- Leverage an ecosystem of purpose-built services in your software stack
- Drive more ROI from the platforms in which you've already invested: commerce, experimentation, personalization—even run in parallel with other CMSes

Optimizely

“One of the main reasons we chose Contentful was that it gave us the ability to customize our end-user experience by developing UI extensions. This has allowed us to begin building experimentation into our content creation workflow.”

– Brad Taylor, Senior Front End Engineer, Optimizely

[Read their full story](#)



Flexible

- Reduce complexity
- Model content based on your business needs, not technical limitations
- Use your preferred programming languages and frameworks



TUI easily integrated its content into new microservices architecture with a single interface for their editors to configure the overarching content structure, and to centralize the editorial data storage. TUI Nordic saw an impressive gain in developer and content editor team productivity.

“Contentful is a great fit with our speed-oriented architecture.”

– Lukas Edenfelt, Development Lead, TUI Nordic

[Read their full story](#)

Low-risk

- Start small, use what you need to prove the value, then scale with confidence on an enterprise-grade platform
- No need to rip and replace existing systems
- Partner with the experienced market leader
- Future-proof your digital products for the next redesign or re-platform that won't fail as you scale



Sportswear giant Nike partnered with design agency Demodern to develop an interactive digital wall for their flagship stores. Contentful's user-friendly UI and integration via API into Adobe AIR enabled the production of a working prototype in only three days.

“Such short turnaround time would be unimaginable if we would have decided to create our own backend.”

– Florian Mueller, Project Manager at Demodern

[Read their full story](#)



THE NEW NORMAL

Even the most storied brands struggle to compete in the age of convenience and customer experience, but the holy grail of delivering the right content, to the right customer at the right time is within reach. With content as a backbone, Contentful's agile, enterprise-grade infrastructure powers personalization and omnichannel commerce alongside other purpose-built tools in your modern stack.

OVERCOMING OBSTACLES

As the balance of power shifts from retailers to consumers, businesses are scrambling to gain a competitive advantage through a seamless omnichannel experience – while maintaining or even improving operational efficiency. But too many tools and systems lead to unnecessary technical complexity, with content siloed and scattered across the organization. This, combined with additional technical constraints, often limits teams' ability to operate at speed and scale even in routine scenarios – much less when they need to personalize and optimize more sophisticated shopping experiences.

AGILE ECOMMERCE SOLUTION

Agile ecommerce powered by Contentful allows teams to create, manage and scale content while remaining extensible and flexible. Contentful integrates with other purpose-built systems in the modern stack, including commerce, search, digital asset management, and testing and optimization.

Architects and developers love the ability to model content for modern business needs. They have the freedom to programmatically adapt the structure over time, or make changes based on future channels, market changes or business requirements. Retailers love being able to deliver relevant, localized, context-aware content using existing publishing and approval workflows that make sense for their business. Technical and digital leaders capture strategic gains by standardizing and simplifying foundational architecture. Contentful functions as the single source of truth that integrates seamlessly into existing systems and in-house tools, and also paves the way for new technologies that will inevitably need access to content in the future.

[Talk to a Contentful expert](#) to learn more about how Contentful-powered agile ecommerce can solve the problems created by traditional CMSes.



Your trusted partner



Governance

- SSO manages access to your critical systems
- Teams, roles and permissions give users granular access to projects relevant to them
- User Management API scales provisioning and deprovisioning for admins



Compliance

- Compliance with industry standards, regulations, and certifications
- PCI DSS for credit card security compliance
 - GDPR compliance with the European Union's General Data Protection Regulation
 - ISO 27001



Security

- [How we protect your data](#)
- [Privacy policies and processes](#)
- Status of service availability and performance: our SLAs guarantee your digital products can meet massive audience demands

LEARN MORE

[Content as currency: How agile ecommerce is transforming retail](#)

[From Instagram phenomenon to a cult fashion brand: How Glossier is building the ecommerce stack of tomorrow](#)