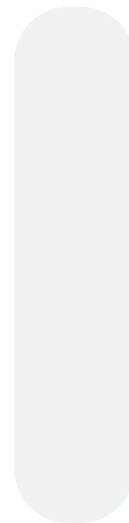
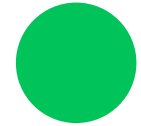
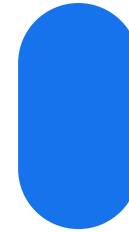
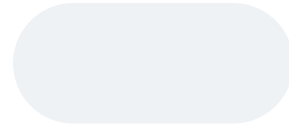
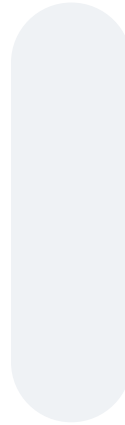


EPAM AND CONTENTFUL

# Increase your business agility at scale with the experts in composable transformation



## CUSTOMER BENEFITS

# Re-envision your business through a digital lens

Customers today are no longer satisfied by fast, friendly service. They expect personalized, digital-first, secure, omnichannel experiences – experiences that are impossible to build with legacy architecture in place. To stay ahead of demand and the competition, brands need to adopt more agile, scalable, and flexible architectures that better serve the needs of the business and its customers – architectures with composable at the core.

Organizations that choose Contentful and EPAM to guide them in their business transformation endeavors accelerate speed to market, time to value, and the seamless adoption of leading composable solutions tailored to their needs.

The Contentful Composable Content Platform brings the building blocks of content together so that brands can create once and reuse everywhere in any digital experience. Paired with EPAM's strategic business and innovation consulting, design thinking, and physical-digital capabilities, enterprise customers are able to remove the guesswork when moving to composable or modernizing their tech stacks for increased personalization and agility.

## Organizations that choose the Contentful Composable Content Platform and EPAM to power their digital transformations will:



**Modernize both their business and their tech stack** to become adaptable enterprises able to rewire operations and teams for speed and collaboration.



**Accelerate time-to-value and speed-to-market** through agile experimentation, iteration, and continuous improvement.



**Compose a truly agile future** with customer experiences that exceed a new generation of expectations and create lifelong loyalty.

## The partner advantage

### <epam>

- As a Contentful Gold Solutions partner, EPAM's tech and strategy experts help ensure our clients get the maximum value from headless content management systems.
- We collaborate and partner with our clients to turn complex content challenges, like delivering targeted and personalized content, into next-gen content solutions that drive real business outcomes.
- Our integrated industry teams help businesses evolve rapidly, expand market share, drive business transformation and deliver innovative experiences backed by data and insight-driven decision making.
- We are MACH and composable experts and work closely with Contentful to develop, accelerate, and deliver modern digital experiences.
- With over 30 years of experience in human-centric design and engineering excellence, as well as innovative customer experience (CX) methodologies and frameworks, EPAM helps our clients reinvent CX in real time.

### contentful

- The Contentful Composable Content Platform is agile to scale your content needs whenever and however you need.
- Increase speed to market by deploying and updating new experiences in minutes instead of months.
- Create once and reuse everywhere to drive brand and messaging consistency across all devices, channels, and markets.
- Built-in AI features have been designed with collaboration and autonomous work in mind, ensuring consistently efficient time to market for any and all content types.
- Build and extend the Contentful platform with our App Framework to customize your solution to meet your business needs.
- The API-first platform is built to integrate into your existing tech stack, or serve as a solid platform when building out a tech stack that fits your unique needs.

## Creating differentiated value for our customers

### Moving Rituals to a MACH Architecture

How we helped the ecommerce leader enhance its digital platforms.



RITUALS...

“

Emakina [part of EPAM group] has consistently demonstrated their ability to deliver results. Their dedication and expertise have been key to our success. We like to call our partnership with Emakina a 'marriage.'. Having collaborated for over a decade, we believe that investing in our partnership is essential to ensure continued success.”

**Loes Geerligs**

Development Manager, Rituals.com

BLOG

## How to create a CX strategy that transforms customer experiences



Creating a customer experience (CX) strategy that truly meets the needs of your customers is paramount to differentiating yourself from your competitors and maintaining customer loyalty.

### The emergence of GenAI as a strategic asset in the F&B sector



### Eight ways GenAI transforms content creation in the F&B industry

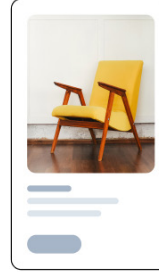




## Partner with Contentful and EPAM

Contact us today to reimagine your business through a digital lens.

Partner with us



**Together, Contentful and EPAM are reimagining the customer experience. To learn more, visit:**

[EPAM & Contentful](#)