



HOW BUSINESSES CAN THINK OUTSIDE THE CMS BOX

Contentful Customers Build Websites and Apps Faster with Content Infrastructure

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Innovators are building digital factories to ship products faster.

Unlike a CMS, content infrastructure gives both developers and editors the flexibility and agility they need to accelerate their content operations.

Today, people interact with more content across more connected devices than ever before. As new channels proliferate, consumers expect to engage with high-quality, relevant digital experiences. To stay competitive and keep up with their customers, companies must produce new websites and apps quickly, with resources spread ever-thinner, and often at scale. The most innovative companies do so by building a digital factory – cross-functional teams using a global, reusable architecture based on best-in-class services and APIs. This allows developers and editors to work together to deliver new digital products faster in order to engage in new channels and pursue new opportunities.

One of the critical components of the digital factory workflow is content operations. Many companies struggle with one or more legacy CMSes that are hard to customize, keep content siloed, and slow everyone down. To solve this, developers are looking to migrate their apps to an API-first solution like Contentful that provides a flexible, modular content infrastructure. Such solutions can easily plug into the modern technology stack and power content across a company's entire digital portfolio from one central hub. Content editors gain the ability to create new content and directly update it themselves in real time across websites, apps, devices, on-site displays, and more. For both developers and editors, today's content infrastructure approach is a game changer.

If you are looking to transform your organization's content operations, don't let a CMS get in the way of shipping software. Learn how 14 diverse companies are using Contentful to get to market faster, be more responsive to customers, and scale their digital footprint as their business grows.

"The best digital factories can put a new product or customer experience into production in as little as ten weeks."

*-Digital McKinsey**

*Digital McKinsey, "Scaling a transformative culture through a digital factory," May 2017



A dimly lit office with a high ceiling featuring exposed wooden beams and several circular pendant lights. In the foreground, a person with long hair and glasses, wearing a headset, sits in an ergonomic chair at a desk, working on a large computer monitor. To their right, another person is seated at a desk, focused on a red laptop. In the background, a third person is partially visible. A professional video camera on a tripod stands to the right of the person with the laptop. Large windows with blinds are visible in the background, and the overall atmosphere is professional and focused.

Content infrastructure is

FLEXIBLE

Let your team use their favorite programming language and tools. Future-proof your content by creating a content model for both current projects and those yet to come.



INDUSTRY:

Nonprofit / Cultural institution



USE CASE:

Multi-platform, interactive digital experiences

3-4x

Faster to launch
new digital products

Requirements

- Single platform for all digital products
- Customizable editing app
- Support for new presentation channels

Results

- Faster development cycles
- Ability to quickly adopt new technologies and channels
- Reduced management overhead

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How the British Museum Pushes Digital Boundaries

"We're looking to try and push the boundaries, not just for what museums are doing, but for what the private sector is doing with digital. Contentful definitely makes my life easier to go down that road."

Will Robinson, Lead Technologist, Digital & Publishing Department, British Museum

Visitors to the British Museum – the world's most-visited museum – access information about the vast collection of artifacts through a variety of channels, from websites to audio guides to interactive kiosks. Many digital experiences are composed of unique, highly interactive content types, including Google street views, interactive timelines, and localized audio tracks.

The Museum's traditional CMS platforms were unable to handle the growing scale and diversity of the Museum's digital experiences. The digital team turned to Contentful to help them create a central content hub that could feed all of their digital products. Behind the scenes, a flexible

editing app could be customized to meet the specific needs and preferences of each curation team. Contentful support staff were able to help solve unique content challenges, such as building a UI extension to host and view 3D models.

As a result of adopting Contentful, the digital team can bring new products to life 3-4x faster. The platform enables them to easily incorporate the different frameworks and programming languages required by new channels, replicate and adapt existing content models, and integrate new outside collaborators into its projects.

How the British Museum Pushes Digital Boundaries



**INDUSTRY:**

E-Commerce / Manufacturing

**USE CASE:**

Web marketing campaigns

7x**Increase in publishing speed****Requirements**

- A way to manage multiple types of content in one place
- A fully-managed cloud service that scales with the traffic
- Ability to publish content in multiple languages

Results

- Higher marketing campaign velocity; lower customer acquisition costs
- Ability to quickly enter new international markets
- Significantly reduced demands on the development team

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Sticker Mule Accelerates Growth Opportunities with a Flexible Content Model

"This project has been a huge win. Once developers define a new content type in Contentful, it becomes simple for our marketing team to put a together a new page."

David Traver, VP of Marketing, Sticker Mule

Sticker Mule makes it easy to buy custom stickers online. As the company's products are highly visual, so is their website. A diverse set of engaging content, including videos, images, technical specs, and reviews, guides visitors along the purchase path.

Sticker Mule's legacy CMS struggled to accommodate the rapidly growing portfolio of different customer experiences being built on the website. Creating new types of pages was slow and resource intensive, and forced the Marketing team constantly prioritize its initiatives. Integrating Contentful into their stack dramatically changed their workflow. Contentful's clearly structured APIs and language-specific SDKs made it easy to integrate the platform into their existing frontend framework with a few lines of code. One surprising breakthrough for the team had to do with the way the content structure is defined and maintained inside

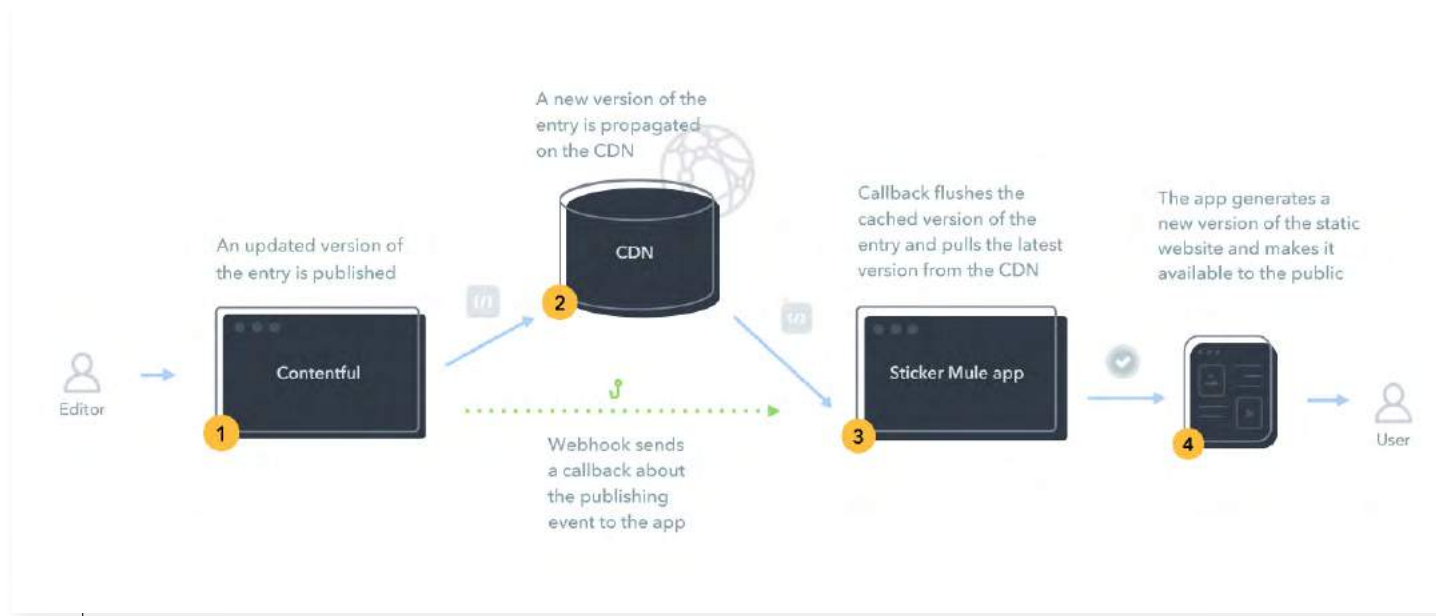
Contentful. Content modeling is one of the more challenging parts of building new digital products and experiences, but Contentful's Management API and Migrations CLI allow for a very flexible approach, as well as the ability to adjust content models over time as needs change.

Overall, engineers were able to reduce technical debt, bypass the complexities of a monolithic code base, and focus on building new features. And at the same time, Marketing productivity greatly increased as marketers could control timelines and update content themselves.

Adopting Contentful has been instrumental to Sticker Mule's rapid growth. The company has been able to increase efficiency, resolve internal dependencies, lower development costs, and improve SEO performance.



Sticker Mule, the Internet's Favorite Sticker Company



When static pages are updated, stored copies are flushed and the latest version gets pushed through the content delivery network (CDN) to the app.



Sticker Mule has made stickers a staple of startup marketing.



Content infrastructure is

FAST

Empower your teams to ship and iterate digital products faster across channels – websites, apps, and devices.

**INDUSTRY:**

Sports / Manufacturing

**USE CASE:**

Mobile app for athletic events

2-3x**Faster to build new apps****Requirements**

- An easy way to collaborate with the client in creating content
- Support development of custom content models
- A system that simplifies mobile app development process

Results

- Centralized system for collaborating on in-app content
- Flexibility to define their own content structure
- Out-of-the-box mobile development infrastructure

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ASICS Helps Marathon Participants Hit the Ground Running

"Contentful matched all our criteria and we found working with the system to be very straightforward. But where Contentful really surpassed our expectation was when our client team at ASICS started using it and got up to speed in no time."

Paul Baron, Managing Partner, AQ

Sportswear company ASICS partnered with digital agency AQ to create a series of companion apps for marathon runners and their fans. Each app provides race-specific logistical information, practical checklists, and nutritional and fitness advice.

As ASICS supported more and more events, AQ needed a scalable solution that would help them easily manage a variety of content types across them all. The team ran a pilot and replicated their complex content model on Contentful. They found that Contentful allowed them to quickly roll out new content or make modifications, and the platform provided

built-in validation options to help guide content editors. They could use the Contentful's Content Management API to automate content duplication, and use the web editor to update content directly.

ASICS expects to double the number of races it supports. The editorial staff can now manage and deliver content more easily across all their channels. The developers can build new apps 2-3x faster than before by using a repeatable architecture and content model, which allows them to quickly launch in new local markets.



ASICS App – an Event Hub for Marathons



City-specific event apps help marathon runners and fans to stay up to date before, during, and after the race.



INDUSTRY:

Financial Services



USE CASE:

Localized web content

98%

Reduction in deployment time

Requirements

- Simple deployment controls for various roles within org
- Low maintenance and lightweight solution
- Simple learning curve for entire team

Results

- Deployment time increased from two weeks to 30 minutes
- A content infrastructure that many people could maintain
- Over 30 team members onboarded in six months

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Xoom/PayPal Deploys Localized Pages in Minutes, Not Weeks

"The business benefits of using Contentful are huge. We don't have to spend so many resources now just getting content out. It allows us to use our development resources much more wisely now."

Ann Lau, Senior Product Manager, Xoom

Xoom offers fast, easy, and secure ways to send money abroad. Each country that Xoom supports, from Argentina to Vietnam, needs its own set of localized web pages to provide essential information to customers.

In the past, Xoom had relied on the expertise of a few key employees to manage site content, using a home-grown CMS. They eventually left the company and Xoom needed a solution that was easy to maintain by the team at large. Contentful allowed anyone to update content on the site in 30 minutes with a couple of clicks, rather than rely on a scheduled weekly release.

The new workflow made it faster to test content and correct inconsistencies on the site, and the platform enabled easy onboarding of new team members. To make their app more lightweight, the team used the Contentful Images API to serve their growing library of localized image assets, such as country flags.

Xoom was acquired by PayPal in 2015 and the company now supports payments to 44 countries around the world. With Contentful, Xoom is well equipped to ensure that their website keeps pace as the business scales its global footprint.





INDUSTRY:
Travel



USE CASE:
Portfolio of localized websites

5x

Faster to deliver new customer touchpoints

Requirements

- Easily integrate content into new microservices architecture
- Reduce time to create and deploy new functionality, content, and pages
- Ability for individual teams to choose their languages/frameworks

Results

- Increased developer and editor productivity
- Flexibility and easy integration into new tech stack
- Faster deployments, more responsive to business needs

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TUI Accelerates Developer and Editor Productivity with a Microservice Architecture

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

Lukas Edenfelt, Development Lead, TUI Nordic

TUI Nordic is a part of the world's largest travel company. To keep content up-to-date across country-specific websites, TUI Nordic deploys content dozens of times per day, from small tasks like copy edits or adding an extension, to shipping a new page. This was part of a broader initiative to transition from a monolithic platform based on a handful of large solutions, to a more agile architecture consisting of 160+ microservices.

The company's web portfolio was originally built on traditional enterprise CMS platforms. However, some of these systems were not easy to work with and required massive amounts of time in order to set up each new page or develop new functionality. Contentful fit right into TUI Nordic's new microservice architecture, enabling them to have one interface for their editors to configure the overarching content structure, and to centralize the editorial data storage. Also, Contentful's UI Extensions SDK

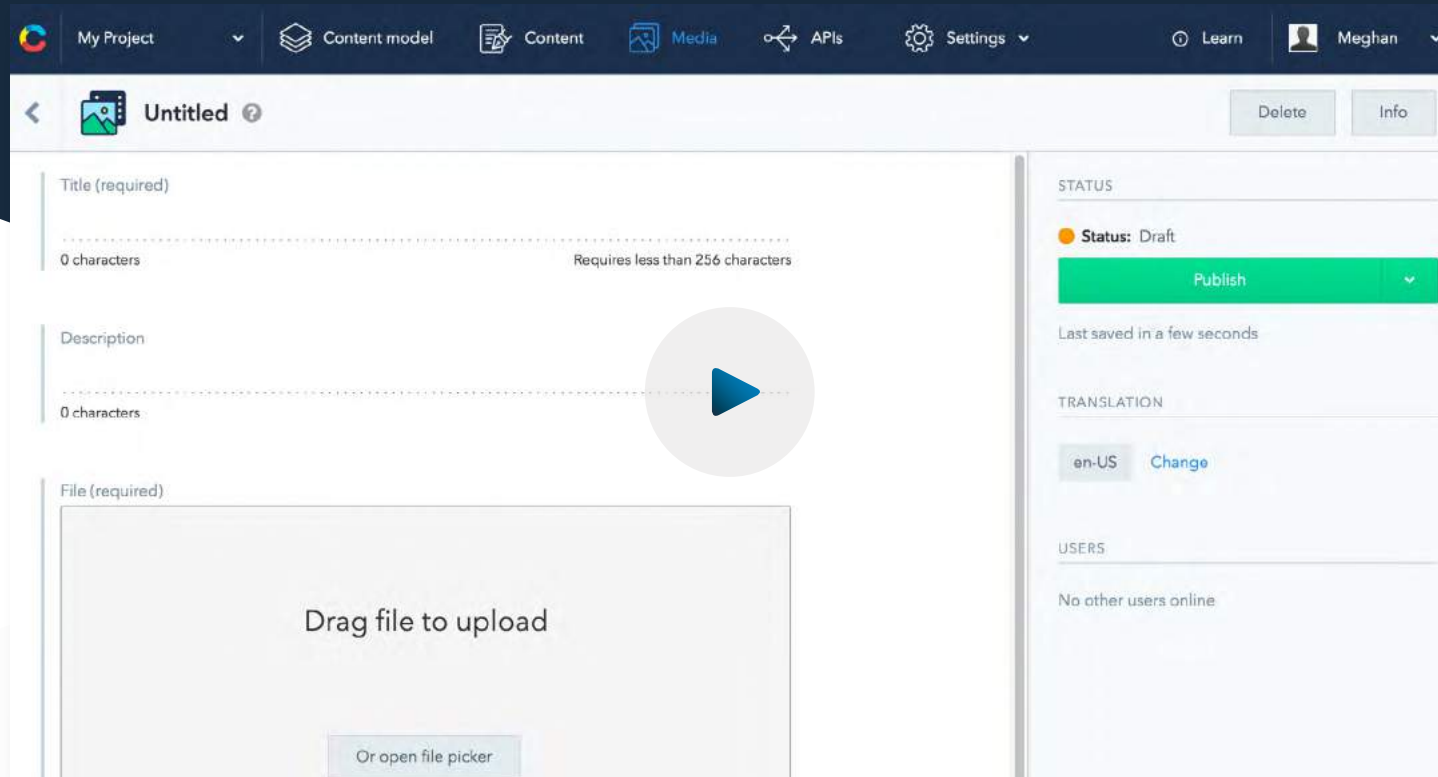
provided an elegant solution to augmenting the web app to support specific editorial workflows, without having to overload it with the fragile customizations associated with traditional CMS platforms.

And, at the same time, the new architecture allows individual teams to choose the technology best suited to solve each business need. Because Contentful allows the clean decoupling of data and technology used, it supports a rapid development pace – now, new customer touchpoints can be produced an order of magnitude faster.

In a short time, TUI Nordic saw an impressive gain in developer and content editor team productivity. They are no longer bound by technology, and retain full control of their data. Speed is at the core of every initiative: faster time to market, quickly adapting to change, and keeping up with customer needs.



TUI Accelerates Developer and Editor Productivity with a Microservice Architecture





INDUSTRY:

Entertainment



USE CASE:

Event and campaign microsites

3x

Faster to launch a microsite

Requirements

- Lightweight CMS for serving content
- User-friendly JSON editor
- Better collaboration with content creators

Results

- Highly-scalable, developer-friendly API
- Secure, cloud-based content creation platform
- Ability to cache and store offline app content

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Red Bull Music Academy Delivers a Pipeline of Fast, Fresh Microsites

"With Contentful, we can launch a site in a third of the time that it used to take. We can also afford to be bold and come up with designs that have a distinctive personality."

Niklas Jansen, Product Manager, Yadastar

The Red Bull Music Academy (RBMA) is a global music institution that hosts 100+ live events and musical launches every year. Their agency partner Yadastar needed to launch event microsites quickly and address a variety of custom requirements.

Although Yadastar used a versatile front-end framework, their legacy CMS was not flexible enough to support a robust feature set, which forced them to build mostly static sites. Contentful's ready-to-use REST API simplified site development, allowing the agency to

launch a new site 3x faster than before. The strict separation of content and presentation elements allowed the team to add interactive features and mash up content in innovative ways. In addition, a simplified content modelling flow made it easy to define a content structure and bring editors back into the process.

With Contentful, Yadastar is better equipped to explore innovative ideas, execute fast, and collaborate effectively with non-technical contributors.



Red Bull Music Academy Celebrates Music Culture



RMBA publishes music festival sites, an online music magazine, online radio, event calendar, and a documentary series.

**INDUSTRY:**

Life Sciences / Manufacturing

**USE CASE:**

Content-rich iPad application

2x**Faster app load time****Requirements**

- Low-latency content API
- Secure mobile backend
- User-friendly editing interface

Results

- Highly-scalable, developer-friendly API
- Secure, cloud-based content creation platform
- Ability to cache and store offline app content

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Leica Microsystems Boosts Performance of their Content-Rich iPad App

"The iOS SDK has allowed us to seed the app with the initial content and use the sync API to fetch any updates. Thanks to these networking features, in-app interactions now feel instant. The speed improvement we observed was staggering."

Kishen Hawkins, Founder, Fast Fwd

Leica Microsystems develops and manufactures scientific instruments. With digital agency Fast Fwd, Leica created an iPad app to introduce life science students and researchers to their products' confocal methods and technologies.

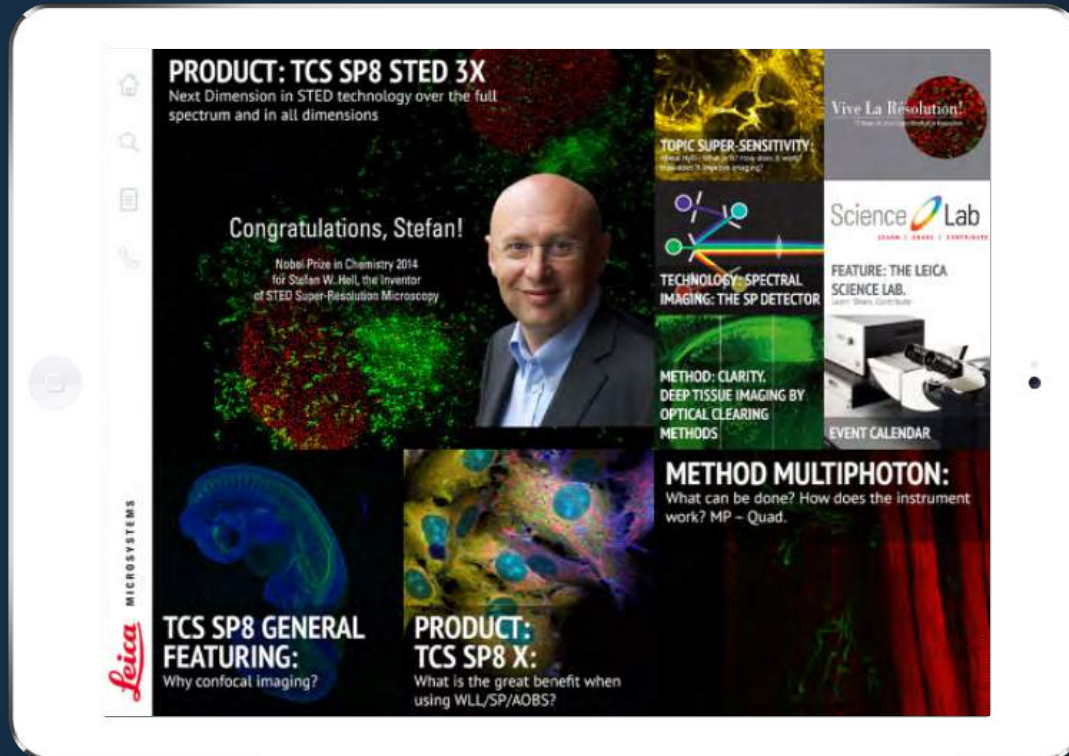
With a busy content pipeline, Leica's staff needed a quick and simple way to add new content to its iPad app. However, Wordpress content modelling and API required extra work to support custom content types, and high latency significantly impacted app performance. The Fast Fwd team ran a successful pilot on Contentful and migrated their entire app in only five days. The structure and flexibility of Contentful's APIs cut app latency in half and

allowed easy customization. Contentful provided a simple transition for Leica's content editors, as well as a visibly shorter path to publishing, which left them free to focus on the content itself.

Relaunching the app on Contentful helped Leica to better support their users. The editorial team is now empowered to update the app at any time, and users benefit from a real time user experience and continuously updated library of content. Swapping a Rackspace Cloud Sites-hosted Wordpress instance for Contentful, backed by multiple CDNs, has cut down app latency by a factor of two.



Leica's Visual Technical Library



The Leica iPad app combines high-resolution imagery with relevant technical documentation to educate users in confocal microscopy techniques.

A dark, blue-tinted background image showing a person's hands typing on a keyboard. A faint grid pattern is overlaid across the entire image. The text is positioned on the left side of the image.

Content infrastructure is

CONNECTED

Integrate content operations with your existing workflows. Developers can move content through their software delivery pipeline; content creators can continue using their existing tools (translation, A/B testing, DAM, etc.).



INDUSTRY:

Software Development / Healthcare



USE CASE:

Customized, localized user authentication flow

9x

Faster to launch new global drug websites

Requirements

- Easy-to-integrate API-first publishing tools
- Configurable content schema
- Support for managing multilingual content

Results

- Low-latency well-documented delivery API
- Advanced content modeling capabilities
- Support for complex localization scenarios

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Mavens Reinvents Identity and Access Management in the Cloud

"Our developers absolutely loved Contentful's API docs and SDKs. And for every question we filed, we received a thorough explanation with examples and best practices. Who could resist that?"

Paul Battisson, Lead Technical Architect EMEA, Mavens

The Mavens Identity and Consent Manager provides a centralized user authentication service powered by the Salesforce Identify platform. The service allows their portfolio of top, global pharmaceutical companies to easily integrate a secure login flow, along with consent modules and visitor profiles, to their website, app, or digital kiosk.

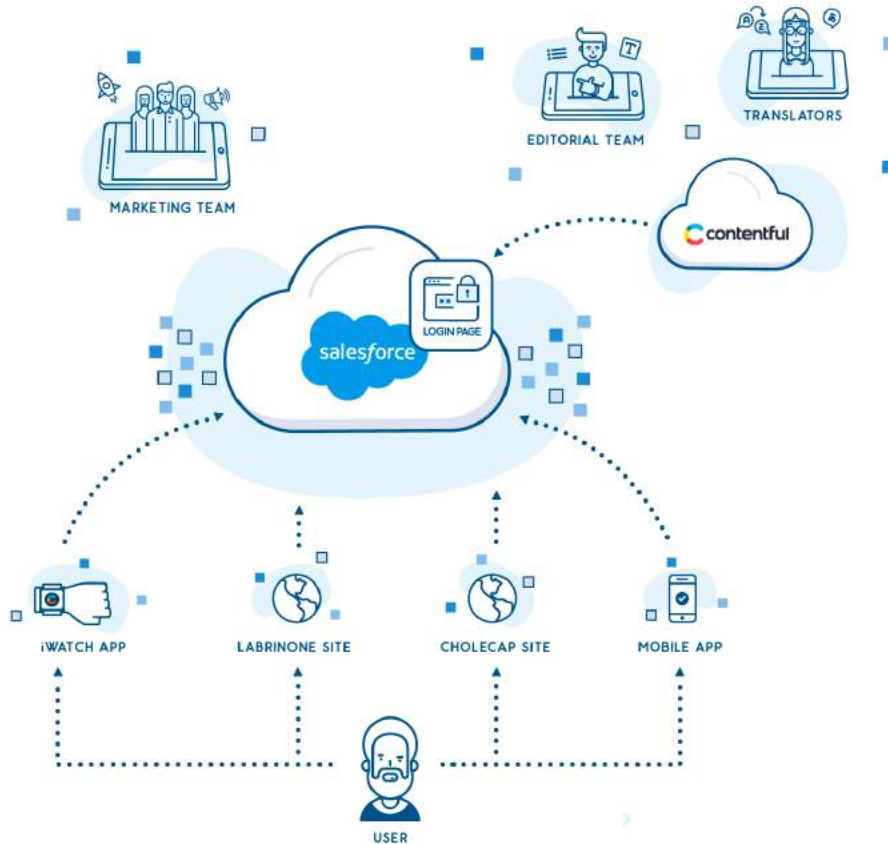
To enable customization, Mavens considered building an IAM plug-in for all major CMS platforms. However, integration would be too costly and time consuming. Mavens explored content infrastructure vendors and found Contentful to be the most mature solution

on the market. Contentful enabled designers to easily define the look and feel and marketers to instantly deploy changes, so pharma companies could be more responsive to regulatory changes and consumer needs. In addition, roles and permissions could be configured for specific languages, and a single API-endpoint could be used to deliver all versions of an update.

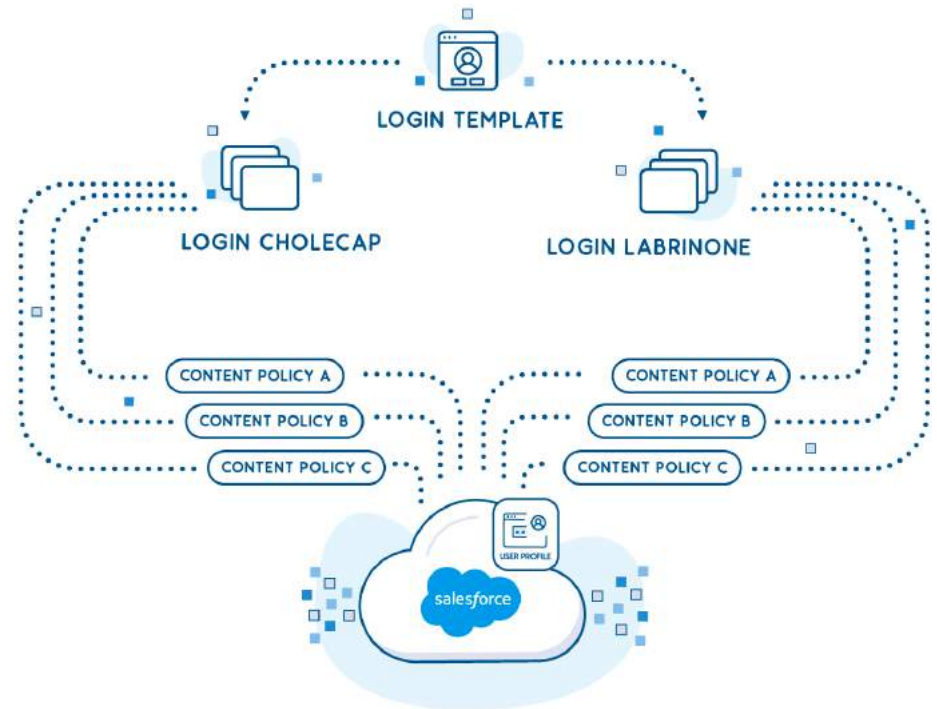
After implementing Contentful, the Mavens Identity and Consent Manager has empowered pharma companies to bring integrated marketing campaigns, and entirely new drug websites, to market faster than ever before.



Meet the Mavens Identity and Consent Manager



Mavens uses Contentful to power a centralized login experience across multiple websites and apps.



Contentful makes it easier for pharma companies to update content and comply with local regulations.



INDUSTRY:
Technology



USE CASE:
Integrate content workflows with Optimizely

Real Time

To update content
(was 30 minutes)

Requirements

- Simple for non-technical users to update the site
- Easy to extend and customize
- Ability to integrate Optimizely to run content experiments

Results

- Optimizely integrated into the content workflow
- Empowered non-technical users to update content independently
- UI extension SDK to customize content marketers' experiences

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Optimizely Builds Experimentation into the Content Creation Workflow

"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

Optimizely helps businesses experiment with new digital ideas across websites, mobile apps, and connected devices. The company wanted to fully utilize their platform to build experimentation into their own content creation and development process.

Optimizely had been using GitHub as their defacto CMS solution, which was familiar to developers but a huge barrier for non-technical staff. However, their legacy infrastructure prevented them from making full use of the Optimizely platform. The team adopted Contentful to enable this integration and leverage the platform's UI Extension SDK to customize their Marketing team's experience.

Content can be created in Contentful's web editor, and directly added to experiments in Optimizely without bouncing between apps. Users can also select what events to measure and view experiment performance, such as split page testing, directly in Contentful's app.

With Contentful, Optimizely can now build experimentation into their content creation workflow. Deployment time has decreased from 30 minutes to nearly real time. As they migrate their marketing site to Contentful, the web team will eventually sunset their old codebase and focus on building more UI extensions that address a wider variety of use cases.



Optimizely Builds Experimentation into the Content Creation Workflow

The image shows a screenshot of the Optimizely website on the left and a detailed view of its 'Modules (required)' section on the right. Lines connect specific elements on the website to the detailed view.

Website Screenshot Details:

- Header:** "Good Afternoon, Brad. Stop gambling with your digital interactions. Experiment instead." Buttons: "Create Entry", "Get it Free".
- Section 1:** "Now increase your testing velocity by 10X, with Optimizely X." Includes icons for "Digital Experience Optimization", "Digital Experimentation Platform", and "Experimentation delivers results that will surprise you".
- Section 2:** "Trusted by the world's best to power their customer experiences." Logos for IBM, comScore, and ATlassian.
- Section 3:** "Optimizely X: The Experimentation Platform." Includes a "Learn More" button.
- Section 4:** "Take it further." Three cards: "Creating a Culture of Experimentation", "Demand Gen's Next Competitive Advantage", and "Experimentation Maturity Model".
- Section 5:** "Let's get started. Where will you experiment next?" Buttons: "Create Entry", "Get it Free".

Modules (required) Detailed View:

Module Name	Description	Module Type	Actions
Homepage - Hero Carousel	No description available	Module - Carousel	Edit, Delete
Homepage - Icon Cards	Now increase your testing velocity by 10X, with Optimizely X.	Module - Icon Cards	Edit, Delete
Homepage - Default Customer Showcase	Trusted by the world's best to power their customer experiences	Module - Customer Showcase	Edit, Delete
Homepage - Media Showcase	No description available	Module - Media Showcase	Edit, Delete
Homepage - Three Promo Cards	Take it further	Module - Three Promo Card	Edit, Delete
Homepage - Lets Get Started	Let's get started.	Module - Center Content	Edit, Delete

Buttons at the bottom: "Create entry and link" (dropdown), "Link existing entries".

**INDUSTRY:**

Consumer packaged goods / Beauty products

**USE CASE:**

E-commerce website

10 min

To update product pages (instead of 24 hours)

Requirements

- Simplify the technology stack; microservices architecture
- Ability to rapidly deploy content to meet seasonal business needs
- Integrate with other modern eCommerce tools

Results

- Replaced a legacy ERP with content infrastructure
- API-first technology provided greater agility and flexibility
- Updating product pages went from 24 hours to 10 minutes

Beauty Bay Makes their eCommerce Stack Agile

"Adopting Contentful's API-first technology means that we can retain the control of our core IP and manage our content in any shape or form, in an agile way. We are no longer shackled to a specific platform."

Nik Southworth, CTO, Beauty Bay

Beauty Bay is Europe's largest independent online beauty product retailer. The company's website handles a massive amount of content, with over 10,000 products from over 200 brands, as well as an online magazine and customer photos.

As the business grew, some of the company's aging technologies could not support the required agility required to evolve the company's websitescale. The site utilized multiple systems to publish and manage content, including an ERP and enterprise search, and editors

had to wait at least 24 hours to see changes. With a new microservices approach, the team combined Contentful with a modern eCommerce platform, Attraqt, to achieve much higher velocity.

With Contentful, the site update workflow has gone from 24 hours to 10 minutes, and new pages now take less than 40 minutes to deploy. Next, the team plans to move their online magazine to Contentful and start integrating rich editorial content into the e-commerce journey.

Content infrastructure is

UBIQUITOUS

Increase reach and relevance by easily extending content into new channels and geographies, making your content highly portable.

**INDUSTRY:**

Health & Fitness

**USE CASE:**

Portfolio of localized, cross-platform apps

30 min

To publish a new page

Requirements

- Reduce architectural complexity
- Empower editors to deploy pages independently
- Centralize CMS systems and processes

Results

- Streamlined, simpler tech stack to maintain
- Flexibility to run highly targeted campaigns
- Faster publishing - from two weeks to 30 minutes

Freeletics Optimizes the Health of their Global Fitness Apps

"We originally managed our content via a Wordpress CMS—or should I say 'CMSes'? Each language had a separate website, plus its own support center, knowledge base, and blog. That's a lot of Wordpress sites... Now, we have a simple stack with Contentful on the backend. It's super easy to maintain."

Freeletics' web, mobile, and smartwatch applications offer state-of-the-art coaching in fitness and nutrition, as well as a shopping portal for the latest gear. The Freeletics experience is translated into numerous languages and localized for global markets.

Over time, Freeletics' infrastructure had become more complex and included an unwieldy number of Wordpress sites and CMS instances. On average, it would take two weeks to deliver a new localized landing page. The Freeletics team decided to rebuild their web stack using Contentful as the underlying content

infrastructure. The new architecture gave them the flexibility to run more targeted marketing campaigns for each language and market. Translators and editors could work directly within the web app without additional technology or support. In addition, they used the Contentful Images API to enforce specific image guidelines for quality and consistency.

Contentful enabled Freeletics to publish a new localized landing page in less than 30 minutes. Marketers can easily explore new ideas and engineers have a simple stack that is much easier to maintain.



**INDUSTRY:**

Retail / Manufacturing

**USE CASE:**

Large, in-store touchscreen

2-3 days

To deploy a working prototype

Requirements

- Easy-to-use editor interface
- Targeted content for individual stores
- Support for innovative design/UX

Results

- Central CMS with user-friendly UI
- Editors publish content themselves
- Interactive content experience with Adobe AIR

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Nike Deploys Immersive, Touchscreen Content at Point of Sale

"Contentful spared us lots of technical headaches, freeing our team to focus on the interactive user experience."

Alexander el-Meligi, Managing Partner & Co-Founder, Demodern

Sportswear giant Nike partnered with design agency Demodern to develop an interactive digital wall for their flagship stores. These large, touchscreen monitors immerse customers in the world of the Nike experience, display social feeds, and inform visitors of local classes, events, and activities.

Demodern needed to create a compelling, media-rich user experience with an administrative backend and easy editor workflow. However, traditional CMS platforms were limited, designed for page-centric HTML content. The team chose Contentful to provide

the flexible content infrastructure needed for this unique app. Contentful's Content Delivery API enabled rock-solid performance and reliability, and also could be easily integrated into Adobe AIR to produce a working prototype in only two to three days. In addition, Contentful's web-based editing interface empowered content editors to update the touchscreen content themselves on an as-needed basis.

For Nike, their in-store digital walls are truly "alive" with ongoing fresh content, reflecting the vibrancy and energy of the Nike brand.



The Nike Brand Comes to Life on Digital Walls



Nike's in-store interactive wall allows visitors to experience branded content in a new way.

Content infrastructure is

UNIFIED

Manage a portfolio of digital products using a single, reusable architecture.



**INDUSTRY:**

Telecommunications

**USE CASE:**

Digital infrastructure transformation

4x

Faster to launch new products to market

Requirements

- Scalable infrastructure to support growing content and product portfolio
- Agility and Speed for a Cross-functional and cross-geography digital team
- Simplified and unified systems and processes

Results

- Reduced contentOps with composable and reusable content objects
- 14% increase in conversions due to personalization
- 30% increase in page speed due to content infrastructure and CDN

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TELUS is First to Market by Transforming their Content Operations

"TELUS Digital is very proud of our engineering culture enabled by a modern technology stack and delivery automation. Decoupling content from code was a big win ushering extreme organizational agility and drastically increasing our speed-to-market on key marketing & delivery initiatives."

Andrew Kumar, Product and Practice Lead, Platform Technology and Strategy, TELUS Digital

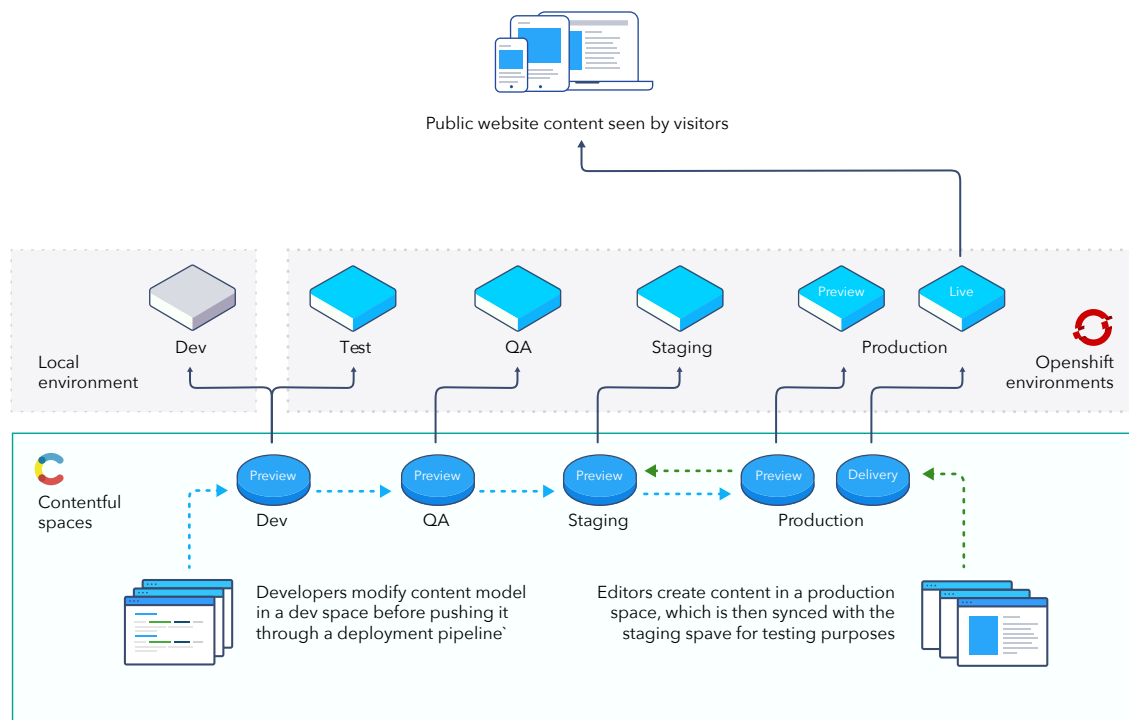
TELUS Digital creates innovative digital products (websites, apps, apis, design systems, and more) for Canada's fastest-growing telecom corporation. Their work covers a spectrum of business areas, including mobile, internet, television, home security, health, and B2B.

The digital team had been building TELUS experiences across a constantly-growing ecosystem. Over time, seven CMSes and content repositories were deployed to address the diverse needs of more than 30 digital properties and products. This produced content silos that required manual work to create and copy content across the various systems. Through an initiative to transform their content operations, Contentful enabled the team to manage and deliver content via a suite of flexible APIs, allowing them to unify all CMSes into a single content hub. Engineers used Contentful to build

content models that intelligently structured content for easy reference and reuse across each business unit. The organization could then better leverage data to improve the user experience and build more personalization features. In addition, marketing teams could more quickly run integrated campaigns and launch products across multiple channels.

Adopting a modern, agile approach has enabled TELUS Digital to dramatically improve their time to market. When the iPhone X launched, the new architecture and processes helped TELUS beat the competition to market – it was the only company in Canada to offer the new phone during the first 15 minutes after its release. This all started with a POC for the Samsung S8, where the team reduced their go-to-market timeframe by 4x, going from weeks to days to launch new products to market.

TELUS Delivers Multi-Language, Multi-Device Content



Developers and editors use Contentful spaces to build new pages and publish content updates.



TELUS offers a wide range of connected products and services, in Canada and globally.

TRUNK CLUB



INDUSTRY:

E-Commerce / Fashion



USE CASE:

Personalized e-commerce website

50%

Reduction in CMS technical debt

Requirements

- A single repository for all content entries
- Multi-device support out of the box
- Reduced dependencies on engineering to ship content

Results

- Reduced technical debt by eliminating multiple, siloed CMS
- A single repository for all drafted and published content
- Push-button deployment for marketing team

LEARN MORE

Trunk Club Delivers Fashion-Forward Advice to Any Device

"With Contentful, our marketing team can craft, test, and optimize everything they write for every device."

Justin Hughes, VP of Product Development and Design, Trunk Club

Trunk Club, a Nordstrom company, offers a personalized online shopping experience that connects customers to expert advice and clothing recommendations. As an authority on style, the Trunk Club website provides a polished and exceptional user experience.

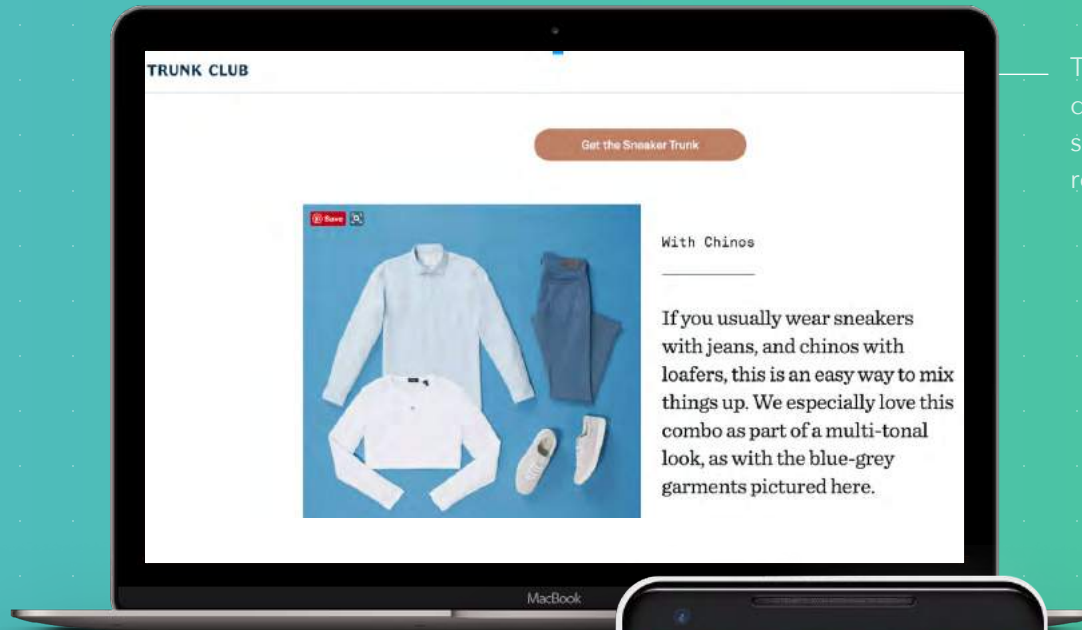
Trunk Club had been using multiple CMS solutions that were optimized for specific channels – one for web, one for mobile. This resulted in siloed content assets that were cumbersome to maintain in multiple places with different interfaces. Deploying updates took valuable engineering time and created a bottleneck for editors. Trunk Club

adopted Contentful to help them unify their content architecture and improve operational efficiency. Contentful provided single repository for all sites and apps, allowing marketers to focus on crafting content for each screen rather than worrying about CMS requirements. In addition, marketers could trigger deploys anytime by typing a simple command into a dedicated Slack channel

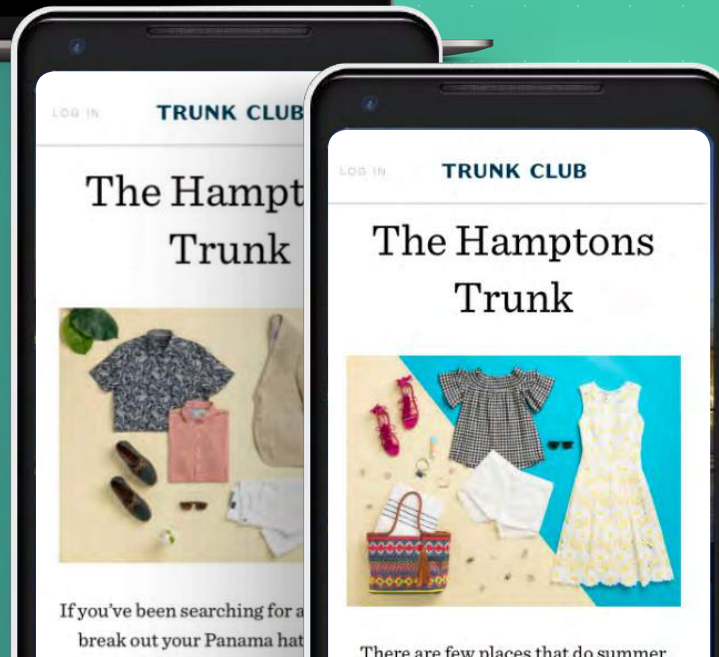
Contentful has played an important part in Trunk Club's marketing strategy. The organization can now achieve a content velocity that gives them a competitive advantage.



Trunk Club Makes Clothes Shopping Personal

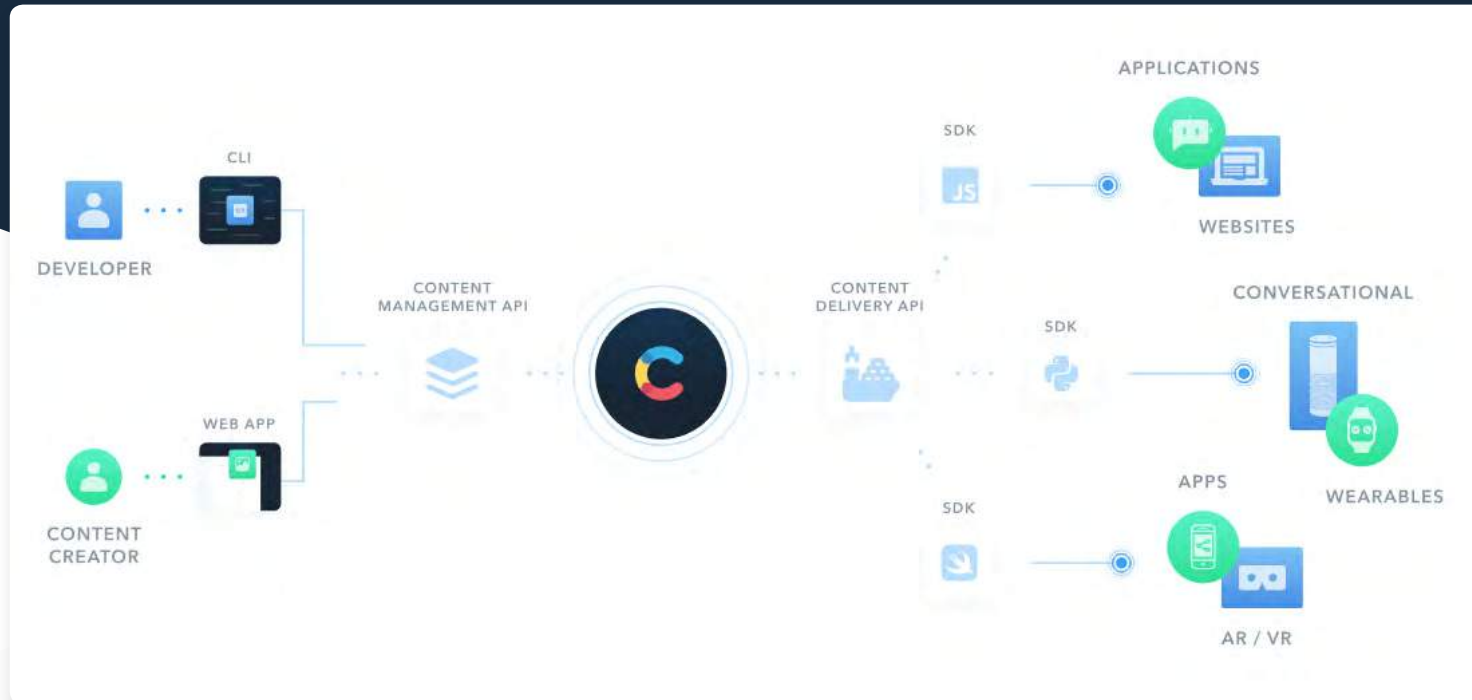


Trunk Club uses Contentful to deliver content that provides sartorial advice and personalized recommendations.



With Contentful, Trunk Club can respond quickly to fashion trends and cover the latest brands and styles.

How Contentful Works



Contentful's content infrastructure is flexible enough to power any type of digital product – website, app, or device.

Learn More About Contentful

Contentful is the content engine of the modern digital factory.

Contentful provides content infrastructure for digital teams to power content in websites, apps, and devices. Unlike a traditional CMS, the platform is purpose-built to integrate with the modern software stack. It offers a central hub for structured content, powerful management and delivery APIs, and a customizable web app that enable developers and content creators to ship their products faster.

Contentful supports your team's development style and workflow. Developers can easily integrate it with existing websites and apps using their favorite languages and frameworks – or quickly spin up a new project. Flexible content modeling and an intuitive UI give editors the structure and autonomy they require to create and iterate content as often as needed. With Contentful, your business can ship digital products and experiences faster, and keep them fresh with an ongoing pipeline of new content.



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