

futurice

We transform businesses and help companies master digitalization and complexity.

We bring together strategy, design, engineering and data to help organizations become resilient, so they can take control of their futures. We are a tech-agnostic company, and we work across every industry – from retail to finance, and media to construction.

All of our work is co-created together with our clients and partners, whether on-site or remotely. **Our team comprises over 600 experts, and we have offices in Berlin, Helsinki, London, Munich, Stuttgart, Oslo, Stockholm and Tampere.**

WE ARE:

INNOVATORS

discovering and designing new (digital) services

We also work in close partnership with our subsidiary **Columbia Road**, the leading digital sales consultancy in the Nordics, which offers its customers holistic sales optimization and automation – from customer acquisition to technically enhancing and building

BUILDERS

developing, scaling and sustaining customer-centered services

CHANGE AGENTS

creating a culture that makes innovation happen

digital channels, customer nurturing, and growth hacking. Columbia Road employs 100 consultants in Finland and Sweden.

[Read more about our entire service offering here →](#)

TRUSTED PARTNERS IN CMS

Over the years, we have worked with numerous content management systems and advised our clients on the use and feasibility of different solutions for their needs. Drawing from that experience, we have established that in the era of cross-platform digital experiences, an API-first headless CMS is often the most capable and practical solution.

Contentful does an admirable job at this, which is why it has become one of the most important staples in our content management toolbox, and even a cornerstone of our own web presence. Futurice has been a Contentful partner for years, and we have a steadily growing number of Contentful Certified Professionals among our ranks.

NEW POSSIBILITIES FOR WEB APP MODERNIZATION AND ECOMMERCE

Today, a considerable share of the work Futurice does around CMS is related to legacy web app modernization. In the quest to build the most secure, cost-efficient, and robust cloud applications, we follow best practices and guidelines defined in the Microsoft Cloud Adoption Framework for Azure, the AWS Well-Architected Framework, as well as the Google Cloud Architecture Framework – all three of which are our technology partners. In our approach, Contentful is a key element that helps us do

just that as we build cross-platform content implementations for people to love.

Columbia Road has been utilizing Contentful particularly in the ecommerce space. Given its business-critical and revenue-generating nature, the bar is always set high to ensure things run smoothly. Contentful has proven a good fit for services with a high volume of content and traffic, and a reliable and well-functioning content management platform that can help support business growth.

OUR CONTENTFUL CLIENTS

Futurice and Columbia Road have used Contentful to make great things together with clients including:

SAS

posti

KESKO

elisa

VR

GET IN TOUCH

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