

# From too many CMSES to a single content hub





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## Your content, integrated and assembled

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Many companies have huge, dusty museums of software, solutions and tools, disparate systems, and siloed content. Without a map or curation system, it's easy to get lost long before you find the item in the collection that you're looking for. To make matters worse, content such as copy, images, videos and more is often duplicated and stored in various forms across various systems, making workflows inefficient and governance ineffective.

Where do you begin when you decide to turn that museum into something a visitor (or user) can actually navigate? Right now, your content is holding you back. Costs are duplicated and compounded, workflow wires are crossed, and time to market is increased. All the while, customers turn to competitors who can better serve their needs with modern digital products.

Let Contentful be your curator. Break free from your tightly coupled content aggregation and content delivery infrastructure and create a single, meta layer for your content across lines of business, channels and geographies.

### HERE'S WHAT YOU'LL LEARN

- What a content hub actually is
- How a content hub differs from a traditional CMS, as well as from Contentful's full set of solutions
- The benefits of implementing a content hub solution today, without needing to rip and replace your old CMS
- How various Contentful customers have seen success after implementing a content hub, and how it can work for you



## BRING IT ALL TOGETHER

The content hub, or content management API, is Contentful's answer to the need for a meta layer for content. It's accessible via a command line interface for developers, and as a user-friendly web app for content creators and editors.

The content hub is a cohesive layer that can integrate multiple backend systems, homegrown included. Even if you have the same content across channels, they're probably not perfectly synced. Years of copy and paste and a lack of consistent archiving and curation result in wasted time and resources, not to mention teams who dread using the tools and systems.

Contentful's content hub is your integration layer. Digital teams can access the content they need, and begin to assemble and integrate it without committing to a full rip and replace that requires serious change management.

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

## 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 developer-friendly and enterprise-ready content infrastructure. It can scale with you when the time comes.

You probably already have more than one tool, digital asset management or outdated CMS that doesn't play well with other parts of your architecture, much less adapt to your workstreams. The content hub uses Contentful's Content Management API to empower developers and content creators to begin to build up a single in-house repository and customize it to their teams' exact needs and existing processes.

A content hub can still run alongside any number of existing CMSes if you so choose – allowing your front ends to remain the same – while the underlying content source is moved over in phases. Thus, migration can be completed on a step-by-step basis, putting you and your teams back in control of your own destiny.

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.



### 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 infrastructure to support their ever growing content and product portfolio.
- Simplified and unified systems and processes, reducing redundant expenses and internal inefficiencies, exponentially increasing their time from POC to P&L.

[Read the full story →](#)



Contentful's single, reusable architecture means teams can expand into other channels and devices.

The content model is flexible enough for any business needs regardless of project size, industry vertical or performance requirements.

### HOW DOES A CONTENT HUB HELP MY TEAM MOVE FASTER?

Over time, the highly flexible platform allows teams to quickly adapt to the speed of business.

It helps you outpace your competition by being first to market when an opportunity arises.

Whenever you are ready, your enterprise now has a head start in shipping digital products faster by connecting to your pre-existing backend, development workflows and marketing services.

With a content hub, you aren't forced to divest from your existing tools. You can continue to stay on target with your procurement timing. The content hub can be used to build out a proof of concept and prove value, laying the groundwork for a procurement proposal with proof in hand. Creating a content hub empowers you to pilot in parallel, proving out value quickly with tangible return on investment for your business.

### YOUR TECH SHOULDN'T DICTATE HOW YOU RUN YOUR BUSINESS

Instead of worrying about blockers, you can focus on doing what you do best and in the language of your choice. Get up and running in just minutes, programmatically migrating and modeling content into a unified, structured backend without altering front-end experiences or disrupting other stakeholders' workflows.

This framework can help to resonate across teams and break down silos, while solving the problem of managing high volumes of scattered content. A content hub runs in parallel and extends the shelf life of legacy systems, while also preparing your organization to ease into the digital transformation process.

Once your content is already pulled into one place (aggregation) and organized, the potential for your content is unlimited. When the inevitable happens and a big digital project comes along, or you're finally ready to offload old IT systems, your digital teams are ready to hit the ground running.

All you need to do is tweak the content model, stand up a front end and the backend is already ready to go.

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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
- ✓ Integration of existing content sources
- ✓ Aggregation of multiple content sources in a single repository
- ✓ Unification and transformation of content to be ready for the next generation of digital products
- ✓ Create capacity and internal readiness for any digital product



A content hub lets you build faster, stand up rapidly, and receive feedback quickly. Optimizely used Contentful to streamline their workflows, and were able to go from deploying content in 30 minutes to doing it in close to real time.

With rapid feedback, organizations can measure key KPIs in six days, not six months. Optimizely is now migrating their entire marketing site to Contentful.

### LOW RISK, BIG REWARD

A 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 FEATURE HIGHLIGHTS

- Contentful's APIs, UI extensions and webhooks easily integrate with other systems.
- Contentful's uniquely flexible content modeling makes content portable and future proof.
- Enterprise-grade governance, including custom roles and permissions, allows for full control of who accesses spaces and how they use them. It can be managed via API or the web app, depending on the user's needs.
- A content hub is a cohesive layer that can integrate multiple backends and systems, including homegrown solutions. Even if you have multiple, but still similar backends, they're still probably not on the same version, much less perfectly synced. You no longer have to rely on copy and pasting as the method for syncing various content repositories.



#### Unified

- We are the integration layer
- We enable phased migration
- We empower the quick win without the tradeoffs. Our reference architecture is reusable and future-proof



#### Connected

- Plays well with other systems, including existing CMSes, DAM, etc.
- Remove silos/multiple CMSes, teams and business units
- Drive more ROI from the platforms you've already invested in (commerce, A/B testing, personalization)



#### Low Risk

- Rip-and-replace not required: pilot-in-parallel instead
- Ready when you are: don't fail at scale
- Partner with the most experienced market leader – we work with the world's biggest brands



## 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.

## ...OR WORK WITH A GLOBALLY RECOGNIZED PARTNER

The most innovative agencies and consultancies are adopting content infrastructure as a part of their agile architectures to prepare their customers, and even their own organizations, for the future. Contentful's new [Solutions Partner Program](#) can help customers navigate their digital transformation journey and deliver new projects faster.

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 logistics, 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 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 manage and deliver content more easily across all their channels.



The developers can build new apps two to three times faster than before by using a repeatable architecture and content model, which allows them to quickly launch in new local markets.

### Key business results

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

*"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*

[Read the full story →](#)



Many of our most innovative customers leverage partners to expand into new channels, rapidly iterate and beat the competition.

Agencies and consultancies partner with Contentful because they're leading the way to help their customers get ahead of the shift. Content plays a critical role in modern, multi-channel efforts – where traditional CMS tools have become a bottleneck.

## THE FOUNDATION FOR SUCCESS

Turn digital transformation from a boardroom buzzword into a tangible action plan with achievable milestones.

Modernizing how content flows is a great early first step in a company's journey towards digital transformation.

Contentful is ready to grow with you when you are ready to scale, and is enterprise ready for your long-term, sustainable success. Unify your content today, and prepare your teams for tomorrow's generation of digital products.

A content hub enables you to extend the shelf life of your existing systems while also taking the first, pain-free steps to embracing the potential of the modern stack.

Whoever said you couldn't have your cake and eat it too?

Visitors to the British Museum—the world's most visited museum—access information on the vast collection of artifacts through a variety of channels, from websites to audio guides to interactive kiosks.

The Museum's traditional CMS platforms were unable to handle the growing scale and diversity of the Museum's highly interactive digital experiences, such as interactive timelines and localized audio tracks. 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.

## The British Museum

### Key business results:

- A single platform for all digital products, from websites to audio guides to interactive kiosks
- Ability to quickly adopt new technologies and channels
- Reduced management overhead

*"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*

[View video](#) →



Freeletics' web, mobile and smartwatch applications offer state-of-the-art coaching. The Freeletics experience is translated into numerous languages and localized for global markets.

Over time, Freeletics' infrastructure became increasingly 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 for their 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.

Contentful enables 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.



#### Key business results:

- Centralized CMS systems and processes, reducing architectural complexity
- Streamlined, simpler tech stack to maintain
- Flexibility to run highly targeted campaigns

*"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."*