

IBM iX AND CONTENTFUL

# Accelerating business through exceptional customer experience



IBM iX

## CUSTOMER BENEFITS

### It's time for sustainable transformation

The view of tomorrow? It keeps changing. Across industries, shake-ups are happening more frequently than ever, and unpredictability is the only constant. Amidst this chaos, there is one thing we know for certain: progress is powered by people. It's the collective imagination, creativity, and passion of individuals that sparks innovation and drives us towards a better future. Yet, driving progress and building experiences in a sustainable, scalable, and agile way that allows you to keep up with the pace of change is no small feat, and requires cutting-edge technology, advanced design thinking, deep industry experience, and more.

Together, Contentful and IBM iX can help. By combining the creative spirit, technological strength and in-depth industry knowledge of IBM iX with Contentful's leading composable content platform, brands are empowered to fully realize their digital transformation ambitions. Focusing on human-centric design and innovation, we blend creativity and technology to help you navigate the digital landscape, meet business goals, and scale more effectively.

A headless CMS with an API-first philosophy, the Contentful® Composable Content Platform brings the building blocks of content together so that you can create once and reuse everywhere in any digital experience. IBM iX is a consultancy, digital agency, design studio, and tech company all in one. Their teams support people, brands, and organizations in an agile and collaborative way: from the analysis and initial idea, to the business case, design vision and MVP development, right through to the roll-out and operation.

Combined, you can unlock the endless potential of your content, inspire customers at every touchpoint, and leverage a powerful new platform that can extend to meet any business need – current or future.

#### Organizations that choose Contentful and IBM iX to power their customer experiences storefronts will:



**Craft and deliver human-centered experiences** that help you inspire customers and drive incremental growth.



**Reduce cost and increase efficiency** by adapting a new way to produce, manage, and deliver content.



**Realize sustainable digital transformation** that supports the future of your business.

## The partner advantage

### IBM iX

- Your global experience design partner, IBM iX takes a design-led, data-driven approach to your digital transformation, helping you accelerate innovation at scale.
- IBM iX advises, designs, develops, and operates the experiences of tomorrow so you can concentrate on the big picture while seeing business results, fast.
- IBM iX is working at the intersection of strategy, creativity and technology – powered by a century of human-centered tech expertise.
- Achieve speed-to-value and adopt breakthrough technologies through the partnership created with your team and a diverse set of IBM iX experts in business, design, and technology.
- Using AI, smart data, and analytics, we turn customer insights into personalized commerce interactions.

### contentful

- The Contentful Composable Content Platform utilizes powerful orchestration of your content and messaging across brands, regions, and channels.
- Build and deliver frictionless, personalized purchasing experiences with tailored content informed by your audience insights.
- Empower merchandising and marketing teams to work autonomously while collaborating with enhanced workflows that streamline teamwork.
- Protect your current investments by leveraging an industry-leading ecosystem of apps and integrations to build your perfect stack that scales to your business needs, over time.

## Creating differentiated value for our customers

### IBM iX | OMR Masterclass: Headless but not brainless – Rethink your Digital Business



IBM iX

“

Composable Commerce is modular, flexible, scalable, adaptable, API-first and faster, allowing you to go to market quickly.”

#### Heramb Velankar

Practice lead - Digital Commerce,  
IBM iX DACH



## Partner with Contentful and IBM iX

Together, Contentful and IBM iX are revolutionizing the customer experience.

Partner with us

### MASTERCLASS COMPOSABLE COMMERCE & AI FOR HYPER-PERSONALIZATION

Tristan Reckhaus

Executive Director  
Consumer Products  
& Services,  
IBM iX DACH



BLOG

Contentful is now a long-term partner  
of IBM iX

