IBM IX AND CONTENTFUL

Accelerating business through exceptional customer experience















CUSTOMER BENEFITS

It's time for sustainable transformation

The view of tomorrow? It keeps changing. Across industries, shakeups 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.



KEY VALUE

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 humancentered 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



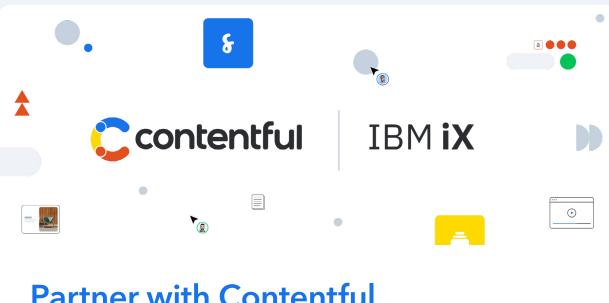
IBM **iX**



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



Contentful is now a long-term partner of IBM iX

