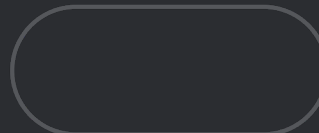
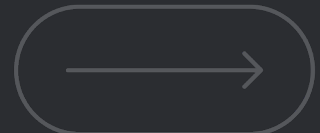
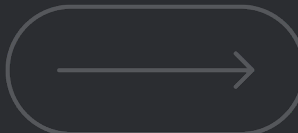
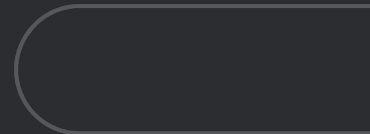
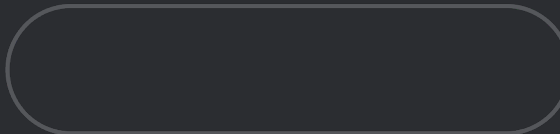
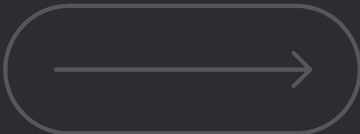
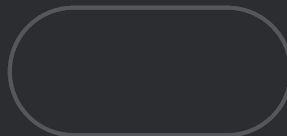


Accenture and Contentful: Guiding clients to future-ready success with composable strategies



Introduction

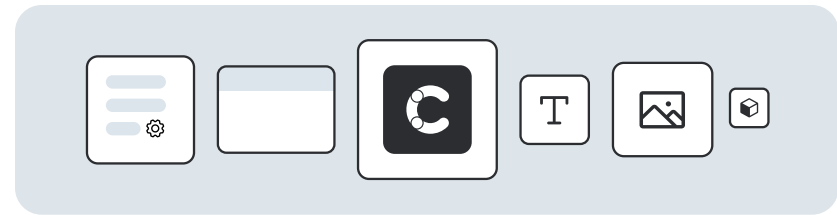
Bold, market-leading digital experiences don't occur by chance. They require a suite of top-tier, vertically integrated solutions, implemented by experts who offer strategic guidance, make informed recommendations, and have the business acumen to ensure success.

To stand out in a sea of competitors, agencies must showcase their industry insight and technology expertise, differentiating themselves to secure deals and generate new opportunities. Demonstrating a deep understanding of the latest and most effective tools available in the market is crucial for establishing your organization as a leader in digital transformation. This approach positions both global services firms and regional agencies as a top choice and showcases their ability to help clients succeed in realizing bottom-line benefits.

The future is composable

When working with monolithic platforms, the front and back end are coupled, meaning any changes made on the backend system directly affects the front end. This can lead to reduced flexibility, increased development complexity, and higher maintenance costs as the application grows.

Composable architectures, on the other hand, are a decoupling of these systems, offering freedom and flexibility to choose without compromise. Now teams can identify and select from cutting-edge, best-of-breed solutions that are properly suited for their functions.



Today's tech-savvy digital teams want:

- Greater flexibility and agility to quickly adapt to evolving market conditions while maintaining the freedom to integrate and adopt the newest technologies and tools available.
- Best-of-breed solutions that are customized to fit a team's needs or perform a specific task or function.
- Freedom to scale components when and how they want in order to handle varying loads based on their needs – without having to worry about availability or cost of storage.
- System resiliency through modularity, ensuring that if one component fails, the entire system doesn't collapse – providing confidence and peace of mind.
- Enhanced innovation and experimentation to adopt new technologies and push boundaries without timely platform overhauls.

Sound familiar? Offering clients an approach that delivers this agility isn't just an advantage – it's survival. In today's tech landscape, those who can't adapt quickly become obsolete.

Are you ready to lead your clients into this new era of digital innovation?

Go composable with Contentful

Today, Contentful powers transformative digital experiences for nearly 30% of the Fortune 500, including Google, BMW, Vodafone, Heineken, and many others. Since pioneering the headless CMS category, Contentful has continued to evolve its content solution and has become the leading composable content management platform that delivers:

Orchestration across channels:



Centralize content, making it easier to deliver consistent and coherent experiences across multiple brands, regions, and digital channels; and ensure that content is up to date, consistent, and relevant.

Structured content:



By using structured content, Contentful breaks down content into discrete, reusable components. This approach supports greater flexibility and consistency, as content can be created once and adapted or repurposed for different contexts without needing to be rewritten.

AI-powered content intelligence:



Teams can leverage AI to supercharge their content strategy. Structured content is well suited for integration with AI tools, enabling optimization of content delivery, personalized user experiences, and analysis of performance. These AI capabilities are enhanced by the structured data that Contentful manages.

Autonomous, yet collaborative, teams:



Contentful's architecture supports teams working independently on different parts of the content while maintaining collaboration. Teams can create and manage content within their own domains and still adhere to a unified content strategy and structure.

Increased efficiency:



By enabling the creation of content that can be reused across different platforms and applications, Contentful helps streamline content management processes. This reduces redundancy and ensures that updates are propagated consistently, enhancing overall efficiency.

According to Gartner, by 2026, a staggering 70% of organizations will be required to embrace composable DXP technology – up from just 50% in 2023.



Accenture and Contentful: Driving creative connections with composable solutions

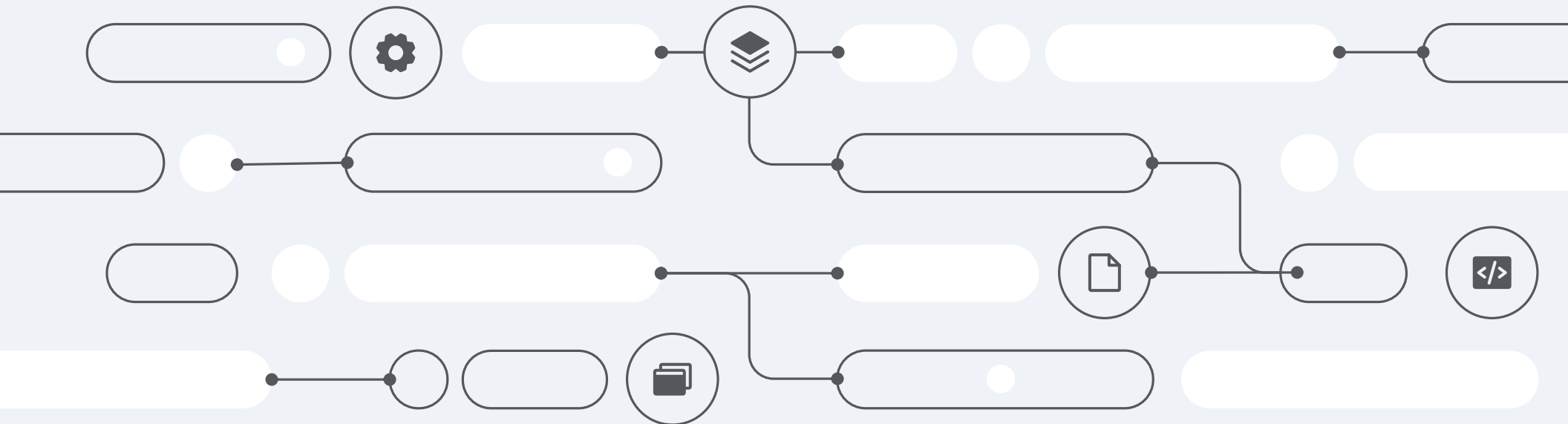
The Accenture and Contentful partnership empowers clients to achieve business goals faster by reinventing their digital ecosystem to meet evolving market demands. By combining Accenture's world-class consulting and implementation services with Contentful's leading composable content platform, we help clients of all sizes quickly deploy and scale sophisticated digital experiences. With this strong partnership already in place, you are well positioned to help clients launch ambitious digital experiences, revolutionizing how brands connect and engage with their customers.

"The future of Vodafone is going to be all about using Contentful as a platform to enable us to use AI to share all that information with our customers."



Robert Greville

Head of Web Engineering,
Vodafone





Are your clients poised to ride this next wave of digital innovation?

Regardless of the industry or the size of the business, organizations everywhere look to advisors like Accenture to help them adopt and execute best practices, navigate complex digital transformations, and stay competitive in rapidly evolving markets. Brands need more than just solutions to current challenges. To ensure long-term success, they require a future-proof platform that can evolve alongside their business needs, rather than an inflexible tool that quickly becomes obsolete. The shift to a composable architecture enables businesses to swiftly adapt to market changes, future-proof their technological investments, and deliver personalized omnichannel experiences at the speed tomorrow's customers will demand.

Your clients want to:

- Accelerate operations, seamlessly integrate existing systems, and harness cutting-edge technologies like AI.
- Maximize existing investments that seamlessly integrate into any SaaS or cloud platform, without a pricey replatform.
- Work with commerce solutions that offer flexibility, scalability, and tools to personalize the customer experience.
- Create the omnichannel experiences that meet their customers wherever they are in their journey with content that resonates.



To capitalize on these opportunities and position businesses for the next wave of digital innovation, a flexible content platform is key – one that facilitates composable architecture and enables rapid adaptation to evolving market demands.

Contentful is an AWS Partner which enables customers to build future-proof digital experiences with unparalleled agility and global scale. Additionally, Contentful has a strategic relationship with SAP to help SAP customers seamlessly adopt a modern composable content approach while leveraging their existing infrastructure to help clients move with speed and confidence.

Contentful, powered by AWS



Contentful runs on the world's leading cloud infrastructure provider, Amazon Web Services (AWS). This enables your clients to securely manage content across channels and deliver impactful digital experiences fast and at scale. In addition, apps like the AI Content Generator by Amazon Bedrock supercharge your client's content strategy by streamlining content creation processes and unblocking creativity to help teams rapidly produce high-quality content and translate it to multiple languages, unlocking new levels of productivity.

SAP Commerce Cloud + Contentful

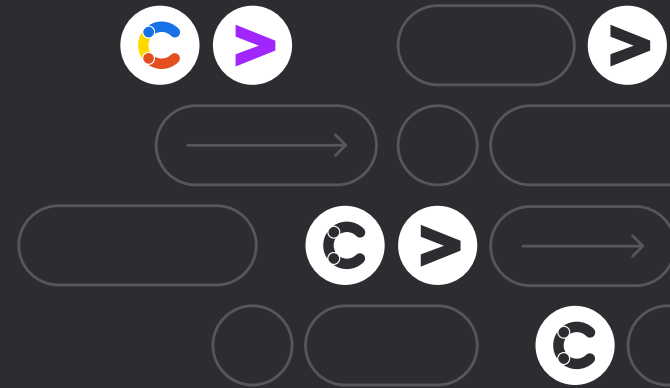


Contentful's seamless integration with SAP elevates Accenture's ability to create powerful, enterprise-ready commerce solutions for its clients. With this agile combination, brands can deliver exceptional omnichannel experiences while also ensuring their technology investments are suited to evolve alongside the needs of their customers for years to come.




The Contentful Marketplace offers hundreds of leading third-party apps, easily integrated in just a few clicks.

Explore apps




Accenture practitioners unlock more value with the Contentful partnership


By pairing the Contentful® Composable Content Platform with Accenture’s industry-focused services and capabilities, organizations are closing the gap between brand promise and customer experience. This partnership delivers composable solutions that meet the mission-critical business needs of enterprises today and into the future. Accenture clients that use Contentful can:

Build for the unknown future of content: 


As the go-to partner for digital transformation, partnering with Contentful puts your clients in the driver's seat in the face of rapid change.

Turbocharge your digital agility: 


Built on AWS cloud technology, Contentful provides the scalability, reliability, and global reach to tackle any challenge. Give your clients the resilience and trust they need to thrive in an uncertain world.

Unleash innovation and respond to market demands: 

Accelerate experimentation, rapidly implement new ideas, and seamlessly integrate cutting-edge technologies like generative AI and personalization to stay ahead of competitors.

Dominate globally, resonate locally: 

Empower digital teams to craft personalized, scalable experiences that captivate customers worldwide.

Seamless integration with leading tech: 

A powerful plug-and-play ecosystem gives brands the competitive advantage, with the ability to customize their own tech stack, adopt the latest solutions, and meet changing consumer expectations.

CASE STUDY



BMW digitizes showroom sophistication

When it comes to big-ticket purchases, like buying a car, many of us are traditionalists. We diligently research, compare, and whittle down manufacturers. As we get closer to purchasing, product specs take on a new significance and we quiz salespeople on safety features and financing. This in-person exercise – one part quality assurance, one part personality test – is what turns browsers into buyers – and it's difficult to emulate online. Until BMW redesigned its digital experiences with help from design agency [TMWX](#) (now part of Accenture Song), that is.

Together, the pair transformed an internal operations issue into an opportunity to do three things. First, set a new digital standard within the automotive industry. Second, lap competitors in connecting with customers online. And third, adopt technology that would lay the road for digital improvements across the organization. The resulting Contentful-fueled, multi-site solution has done it all while streamlining content management processes, supporting consistency in brand messaging, and leaving enough room for customization at the dealership level. And it's convincing more virtual visitors than ever before to step into showrooms and take a test drive.



47%

increase in test-drive bookings

61%

increase in "Contact us" submissions

Success! Contentful enables BMW to connect with digital customers through on-brand, localized content that drives engagement.

 contentful | **TMWX**



Learn more about how TMXW and Contentful help BMW drive exciting, personalized purchasing experiences for their customers.

CASE STUDY



Mailchimp evolves its knowledge base and frees its teams

You get tens, if not hundreds, of emails a day. Chances are at least one (or several) are from a Mailchimp user as the marketing platform powers over one billion emails every day. When the company started 20 years ago, it offered a simple email solution. Today, it's an all-in-one marketing platform – which demands a knowledge base to support customers when they need it most.

Mailchimp's original help site "shattered industry norms," with about 98.8% of self-serve help seekers finding what they were looking for. However, the content lived on a CMS separate from its marketing site – one that was hard-coded and required technical skills to manage. With the push to become a one-stop shop for small businesses, Mailchimp sought to consolidate its websites to create a unified digital presence.

Mailchimp teamed up with Work & Co (part of Accenture Song) to unite these digital spaces with a single framework. After an audit, it determined that it needed a more modern, nimble CMS that could be managed by marketers if it were to flex to changing customer expectations. Mailchimp was already familiar with Contentful, so when Work & Co named the platform as their top pick, Mailchimp was ready to roll with the replatform.



10x

increase in content production

4

languages supported

Success! Work & Co helped Mailchimp implement Contentful so the Mailchimp teams could focus on creating a better customer experience and make faster updates to FAQs and other content.



Read more about how Work & Co and Contentful helps Mailchimp support customers.

CASE STUDY



Breastcancer.org strengthens patient support with accurate, timely content

Every year, individuals receiving a breast-cancer diagnosis join a community of hopeful fighters, resilient survivors, and loyal caregivers. After a diagnosis, people often embark on a journey of research and reflection to find ways to best navigate their illness and treatment. Since 2020, Breastcancer.org has been a well-trusted online resource, generating, curating, and managing content to inform and inspire those affected by breast cancer.

Proper content management and high-performing technology are a must to serve millions a year with a rapid and easy research experience. In the custom-built content management system Breastcancer.org previously relied on, all of the content was unstructured, meaning reusing content across pages was nearly impossible, updates were labor-intensive, translation workflows disjointed, and adding multimedia required significant coding. This limitation kept them from quickly serving users any content they may need – in English and in Spanish.

As Breastcancer.org began their website redesign effort, the digital team needed the flexibility and scalability of a headless solution and selected Contentful for the replatform. The site redesign, coupled with the content migration, quickly became a large, development-demanding job, so Breastcancer.org onboarded two solution partners. Software implementation consultancy Shift Interactive worked exclusively on the back end. Its developers migrated content and set up hosting on the cloud through AWS. Accenture, a global professional services company, tended to the front end, redesigning and configuring APIs to connect the front and back end.



1,300
articles stored

50%
faster translations

Success! Upon implementing Contentful, Breastcancer.org saw content production speed up and editorial workflows smooth over, allowing them to focus on building new, personalized customer journeys.



Learn how Accenture, Shift Interactive, and Contentful helps Breastcancer.org serve customized, multilingual research experiences to their site visitors.



Let Contentful amplify your agency's impact

Help your clients free themselves from the constraints of traditional, monolithic platforms that hinder innovation with rigid structures, slow update cycles, and limited integrations.

When you choose Contentful to power digital projects, you can help clients find new pathways to growth by making all of their content composable, AKA endlessly reusable. Boost your organization's creativity and maximize client success by leveraging Contentful to create the impactful brand experiences your customers crave.

With Contentful, your agency can help clients:

- Position themselves for the future by ditching monolithic CMS vendors and modernizing their tech stack.
- Build scalable, sustainable enterprise solutions faster and with more flexibility.
- Deliver content-driven brand experiences that increase engagement and conversion.
- Manage content across multiple brands and regions for cohesive customer experiences that drive customer loyalty.
- Empower marketers by reducing hand-offs and over-reliance on developers.
- Harness the power of AI with structured content that can be plugged into any engine, any platform, and any tool.



Ready to lead your clients into the future?

[Work with us](#)