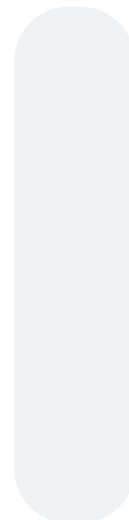
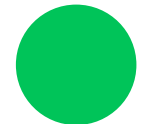
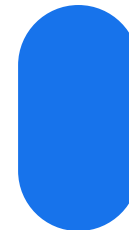
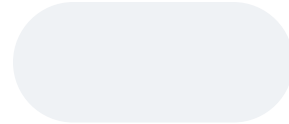
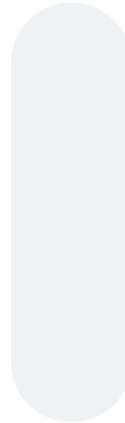


VAIMO AND CONTENTFUL

# Revolutionizing the future with innovative, experience-driven digital solutions



## CUSTOMER BENEFITS

# Experience drives business outcomes

Today, great content fuels exceptional brand experiences – essential for thriving in the highly demanding digital era. However, complex content management systems, legacy technology, and slow processes often hamstring organizations from being able to move with the speed and scale needed to keep up with the competition.

Contentful and Vaimo have joined forces to help organizations identify and solve business pain points that are holding them back. Together, we offer a unique blend of industry strategy, tested methodology, and technological prowess to help brands, retailers, manufacturers, and organizations of any size accelerate business growth by elevating their commerce, content, and holistic digital strategy.

The Contentful® Composable Content Platform empowers you to create once and reuse everywhere across any digital experience, helping brands deliver the right message, at the right time, to the right people, on the right channel. Paired with Vaimo's comprehensive digital commerce and CX services – including consulting, design, support, and analytics – today's brands can deliver best-in-class, content-driven user experiences, achieve seamless scalability and integration, accelerate market readiness, and promote efficient, targeted engagement across all channels.

Whether you're looking to optimize your content strategy, refine your digital roadmap, build omnichannel experiences, or all of the above, Contentful and Vaimo will supercharge your brand's narrative. We provide the tools and expertise to help you captivate and engage your audience, no matter the channel, putting you in control of your digital content strategy.

## Organizations that choose Contentful and Vaimo can expect the following:



**Enhanced customer experience:** Vaimo and Contentful enable dynamic, content-rich digital experiences, improving user engagement and customer experience through seamless content management across channels.



**Improved operational efficiency:** Streamline workflows, reduce time-to-market, and ensure content consistency, boosting operational efficiency.



**Realize sustainable digital transformation** Our combined solutions support scalable and flexible operations, making it easier for businesses to innovate, grow, and adapt to new markets.

## KEY VALUE

# The partner advantage



- A world leader in digital commerce and customer experience, Vaimo supports everything from UX to platform selection, implementation, and ongoing growth management.
- Its full spectrum of services includes consulting, design, development, support, and analytics for organizations worldwide.
- By leveraging the most respected composable technologies in the market and partnering with leading technology companies, we offer tailored services to meet your needs and help you achieve unparalleled business growth.
- LaunchPad, Vaimo's composable commerce accelerator, speeds up digital transformation by offering a proven blueprint, seamless pre-built integrations, tailored data strategies, and a robust technological framework to help you incorporate a trusted composable framework without the guesswork.



- The Contentful Composable Content Platform scales up and down to support your content needs whenever and however you need it to.
- An API-first platform built to integrate into your existing tech stack or serve as a solid platform when crafting a tech stack that matches your unique requirements.
- Built-in features have been designed with collaboration and autonomous work in mind, ensuring consistently efficient time-to-market for all content types.
- Build and extend the Contentful platform with its App Framework to customize your solution to meet your business needs.

CUSTOMER ROI

## Creating differentiated value for our customers

PARTNER AWARD

**VAIMO NAMED CONTENTFUL GOLD PARTNER**



**VAIMO**

VAIMO

**DIGITAL TRENDS REPORT 2024**



CUSTOMER STORY

**TARKETT'S E-COMMERCE WITHIN D2C**





UNLOCKING COMMERCE EXCELLENCE:  
**COMPOSABLE COMMERCE INSIGHTS FOR  
MIDDLE EAST LEADERS**



## Partner with Contentful and Vaimo

Now is the time to build exceptional customer experiences with Contentful and Vaimo. By choosing their combined solutions, you're not just getting a digital strategy and full-service solution offering. You're getting partners committed to enhancing your customer experience, improving operational efficiency, and supporting your business's innovation and scalability. To learn more, visit:

Partner with us

