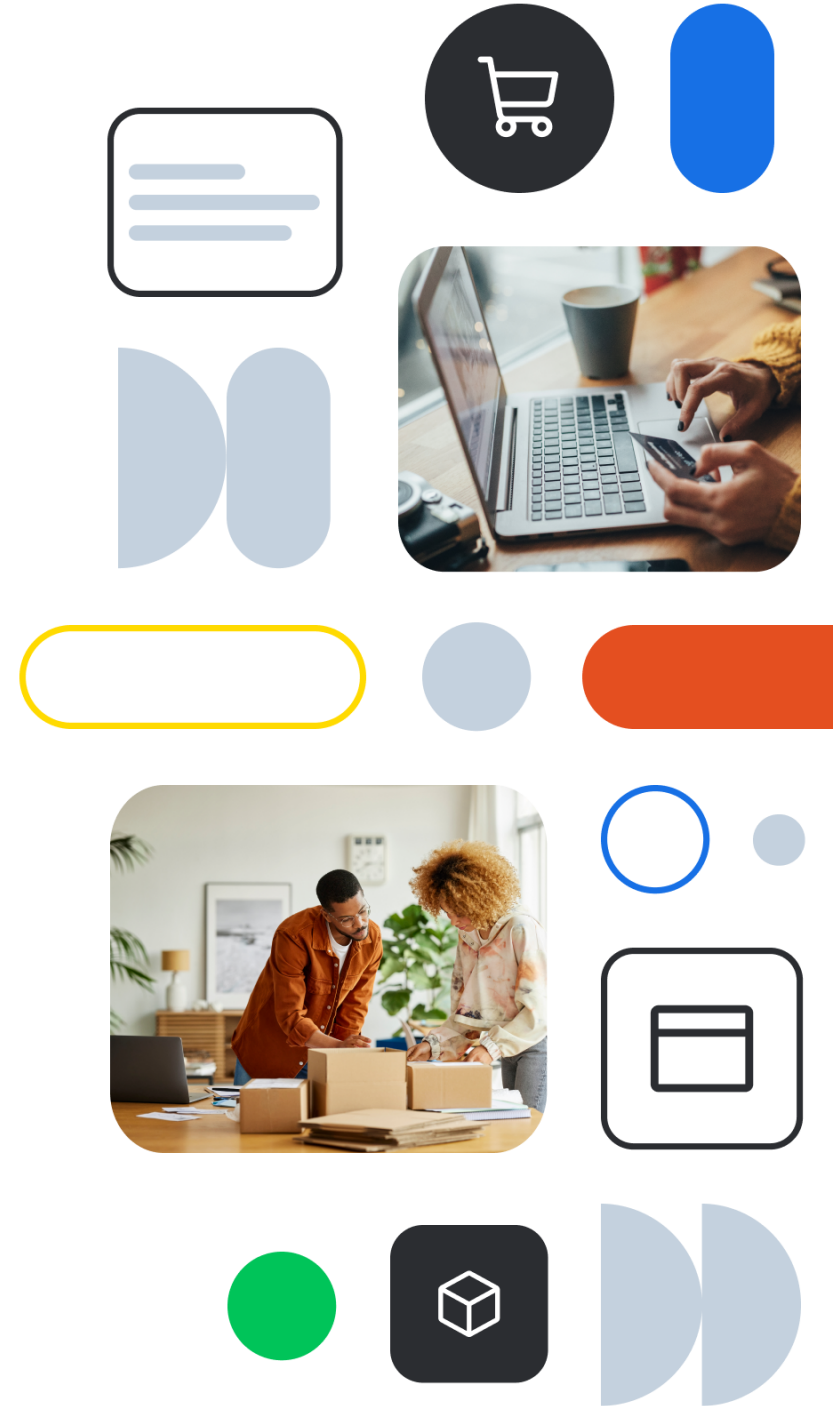# Empower your customers to win in the age of AI and personalization

Build dynamic experiences that accelerate growth while maintaining security and reliability.

In today's highly competitive digital landscape, personalization has evolved from a luxury to a strategic imperative. Customers now expect experiences that are finely tuned to their individual needs, preferences, and behaviors. For businesses, the ability to deliver personalized interactions is no longer optional—it's a crucial differentiator. Companies that fail to meet these expectations risk falling behind more agile, customer-centric competitors who are better positioned to capture market share and drive loyalty.

The potential of AI is a powerful draw for organizations across all sectors, but for many, the path to implementation can feel overwhelming. That's where the partnership between Contentful and Amazon Web Services (AWS) becomes truly transformational. Together, we've created a seamless framework that allows businesses to adopt and scale AI-powered content operations easily. Our integration with Amazon Bedrock empowers enterprises to embed AI capabilities directly into their existing content workflows. This not only enables them to deliver highly personalized experiences across global markets, but also ensures robust security and governance while driving innovation. The result? Faster time-to-market for digital initiatives and a clear competitive edge in an increasingly AI-driven world.

"By 2026, at least 70% of organizations will be mandated to acquire composable DXP technology, as opposed to monolithic suites, compared to 50% in 2023."

"Gartner Predicts 2024"

Empower your customers to thrive in the age of AI and personalization with Contentful's newly enhanced Composable Content Platform. With our recent acquisition of Ninetailed, Contentful is at the forefront of AI-driven personalization, providing you with a unique opportunity to deliver innovative solutions that cater to the evolving expectations of today's discerning consumers.

As an AWS Competency Partner, Contentful enables you to differentiate your offerings, accelerate AWS consumption, and position yourself as a key driver of digital transformation. Together, we'll unlock new possibilities for your customers, fueling growth and delivering impactful results on a global scale.

aws PARTNER

- Retail Software Competency
- Consumer Goods Software Competency
- Advertising and Marketing Technology Software

With Contentful and AWS, your clients can:

Tackle real challenges with AI-powered personalization

State-of-the-art, AI-driven personalization capabilities dramatically accelerate speed-to-market, supercharge conversion rates, and catalyze revenue growth — all while maximizing ROI through intelligent content optimization.

Maximize ROI through data-driven intelligence

Leverage actionable insights and lighten the load for customers with AI-powered content recommendations and creations. Experiment and optimize to fine-tune personalization and deliver one-to-one experiences at scale.

Work from a unified content and personalization ecosystem

The Contentful® Composable Content Platform is combined with Ninetailed's AI personalization in a single, comprehensive solution. This integration creates a cohesive ecosystem that streamlines workflows, allowing teams to manage content, design experiences, and implement personalization strategies seamlessly, tackling the challenge of siloed systems and disjointed customer experiences across multiple channels.

Increased AWS consumption through AI-driven personalization

Built on AWS's global infrastructure and deeply integrated with Amazon Bedrock's foundation models (AI Content Generator powered by Amazon Bedrock), Contentful enables powerful AI-driven content operations. Your customers can automatically generate, translate, optimize, and personalize content variations while maintaining brand consistency.

The partner advantage

aws

- AWS offers a scalable and flexible infrastructure for customers to handle a variety of content demands.
- Delivers exceptional customer value when expanding into new markets, and achieves high availability and reliability through AWS's global network of data centers.
- Seamlessly integrates Contentful with AWS global cloud-based products to lower costs, grow faster, and scale.
- AWS customers can license Contentful Premium plans through AWS Marketplace for streamlined procurement, consolidated billing and cost savings.

contentful

- The Contentful Composable Content Platform scales up and down to support content needs and deliver personalized experiences at scale.
- The API-first platform is built to integrate into any existing tech stack, or serve as a solid platform when building out a tech stack that fits your client's unique needs.
- Built-in features designed with collaboration and autonomous work in mind can help reimagine how digital teams work together and ensure consistency and efficient time to market.
- AI-powered assistance can supercharge creativity and make content recommendations that lighten the load for marketers.

Partner competencies

aws
PARTNER
Advertising and
Marketing
Technology

aws
PARTNER
Retail Software
Competency

aws
PARTNER
Consumer Goods
Software
Competency

Organizations that choose Contentful, powered by AWS, to build their omnichannel digital experiences will:

Maximize and future-proof technology investments.

The Contentful Platform powered by AWS is purpose-built to integrate with any existing technology stack, to maximize investments while accelerating time to market and value.

Deliver personalized, omnichannel digital experiences at speed and scale.

The integrated composable commerce solution helps digital teams seamlessly reuse and repurpose compelling content across any channel or device to meet evolving customer preferences, increase conversions, and deliver personalization at enterprise-grade scalability, and with 99.99% availability SLA.

Provides teams full control, flexibility, and agility.

The Contentful Platform enables teams across an entire organization to work silo-free, eliminate dependencies, and deploy AWS cloud-powered applications with code-free infrastructure and a single interface.

Contentful uses Amazon Bedrock to make content personal

Contentful uses Amazon Bedrock to make content personal
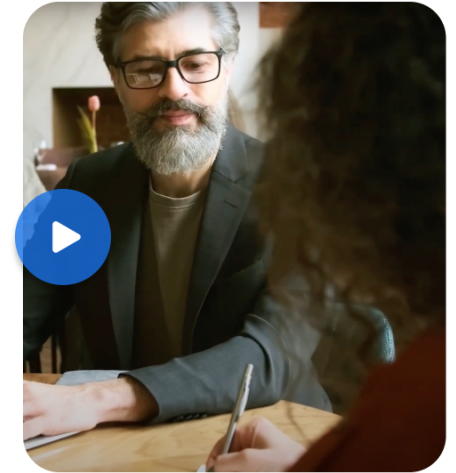
Jigyasa Mathur, Contentful Senior Director of Software Engineering, shares how Contentful's in-platform AI features, powered by Amazon Bedrock, help deliver the flexibility its diverse client base demands and make its platform accessible to both technical and non-technical users.

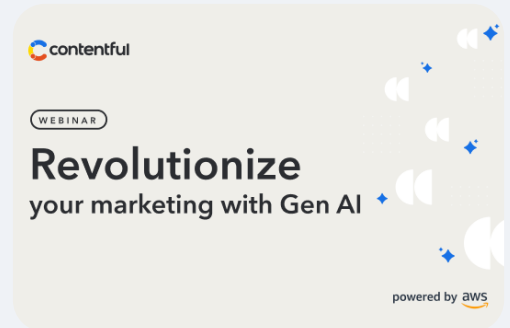# Creating differentiated value for our customers

AWS Amplify webinar

Xoom, a PayPal service
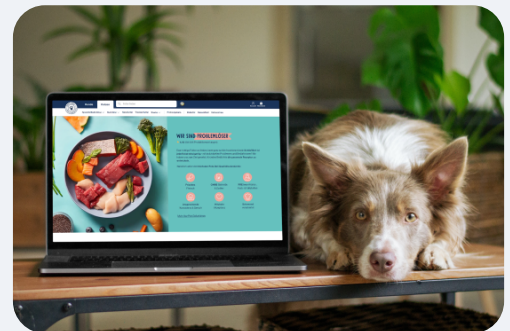

Dive into Gen AI

Yorck Kinogruppe


Achieve AI-readiness

Personalize to win

> As an AWS Digital Customer Experience Competency Partner, Contentful offers a future-forward composable platform which allows AWS customers to deliver personalized and innovative solutions at scale. We are delighted to see the recent availability of Contentful in AWS Marketplace, meeting shared Enterprise customers' streamlined procurement needs and offering contract flexibility."

Marta Whiteaker
International Partnerships Director, AWS
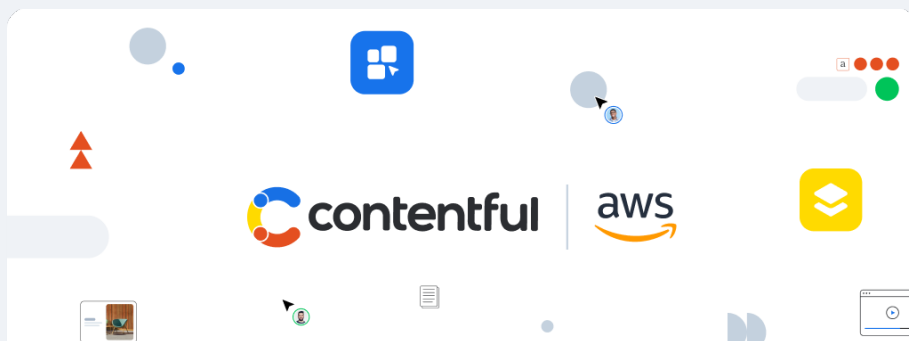
As an AWS Competency Partner, Contentful lets you differentiate your offerings, drive AWS consumption, and position yourself as a strategic enabler of digital transformation. Together, we'll unlock new possibilities for your customers and fuel mutual growth across the globe. Available through AWS Marketplace, Contentful streamlines the sales process, allowing you to close deals faster and more efficiently.

Contentful, powered by AWS, is revolutionizing the digital experience. To learn more, visit:

AWS & Contentful

Available in the AWS Marketplace