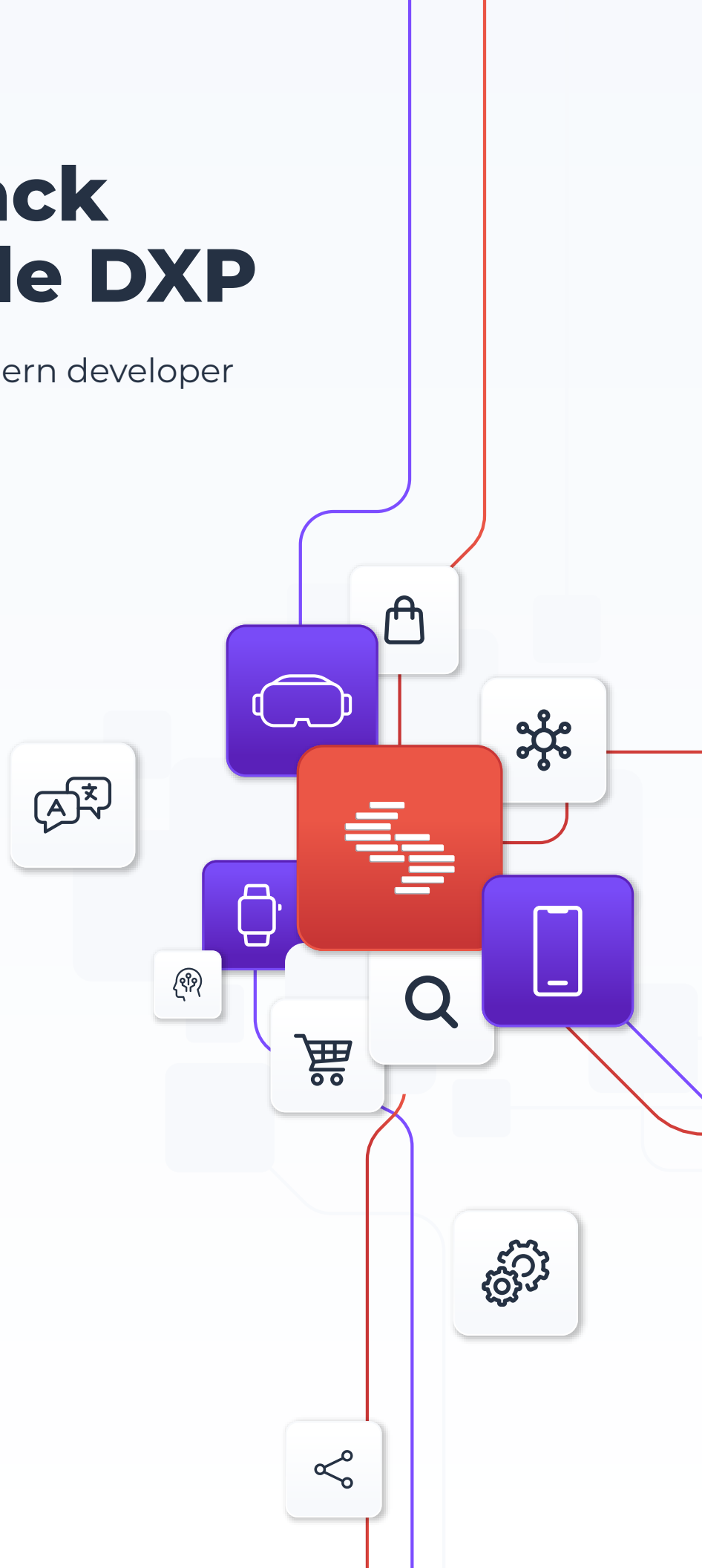


Contentstack Composable DXP

Purpose-built for the modern developer
& creative professional



Spring 2023

The Future for Enterprise is Composable.

And the Future is Now.

For enterprises big and small, the future of digital experiences is composable — freeing teams of legacy technology, slow performance, and rising cost structures. Existing monolithic content management systems (CMS) and proprietary digital experience platforms (DXP) are holding businesses back. They are unable to respond to market changes and fail to innovate and adapt to new business threats and opportunities at the speed they need. The answer is a composable stack, providing teams greater functionality, market agility, and competitive advantage. With a composable architecture, teams have maximum choice and control over technology, selecting best-of-breed applications to meet specific business needs and exacting technical requirements. It is the future. And the future is now.

“Application leaders can not meet market needs or business objectives with monolithic digital experience platforms and must update tech stacks, decompose monoliths and deliver task-oriented capabilities. To future-proof the stack, a composable DXP must be used to deliver composable user experiences.”

Composable is in our DNA

From Legacy Integrator

2007

We started out as a digital experience services company, working closely with enterprise companies with significant investments in legacy CMS and DXP platforms. We learned from that experience first-hand many of the shortcomings of the existing solutions. We also saw the market was moving to the cloud and going mobile, leading us to conceive of a new solution and company — Contentstack.

To Headless CMS Pioneer

2018

Contentstack represents a break from the past, pioneering a stack architecture based on Microservices, API-first, Cloud-native, Headless (MACH) principles to address problems associated with scale, speed, and revenue growth. We believe true success comes from empowering creative professionals and developers alike to create and deliver content experiences across any channel that exists today — or could exist in the future.

To Composable DXP Leader

Today

Today, as an industry leader, and the only fully automated composable DXP, powered by the #1 headless CMS. We empower tens of thousands of creative professionals and developers globally to deliver composable digital experiences at the speed of their imaginations. This means less time spent between ideation and launch, allowing them to take full advantage of all possible digital touchpoints, engaging customers in meaningful and differentiated ways. All of this made possible by our industry-leading technology, our dedicated expertise and care, and our proven economics.

Build the Composable Stack You've Always Dreamed of — With Ease

At Contentstack, we make going composable easy at any scale. It's a promise unmet by headless CMS vendors alone, and a promise unfulfilled by legacy DXP vendors. We accelerate the adoption of composable digital architectures through our industry-leading technology, dedicated expertise and care, and proven economics. Under the hood, you'll find every customer implementation is unique. We are here to ensure that you can make the Contentstack platform truly your own, unique to your business needs.



Figure 1. Contentstack Fully Automated Composable DXP backed by unmatched technical expertise and customer care.

This is DXP Done Right

Our composable DXP stands out in the market, so your digital experiences can. The Contentstack platform builds on our pioneering headless CMS roots, making complete what headless CMS alone do not. This includes a built-in Marketplace, full-stack automation, and integrated front-end hosting for full end-to-end digital experience functionality. Unlike legacy DXP solutions, we do this with a 100% open MACH architecture for maximum choice and functionality up and down the composable stack. There is no stack like Contentstack.

- ✓ **More capable**
than a legacy CMS
- ✓ **More complete**
than a headless CMS
- ✓ **More flexible**
than a legacy DXP

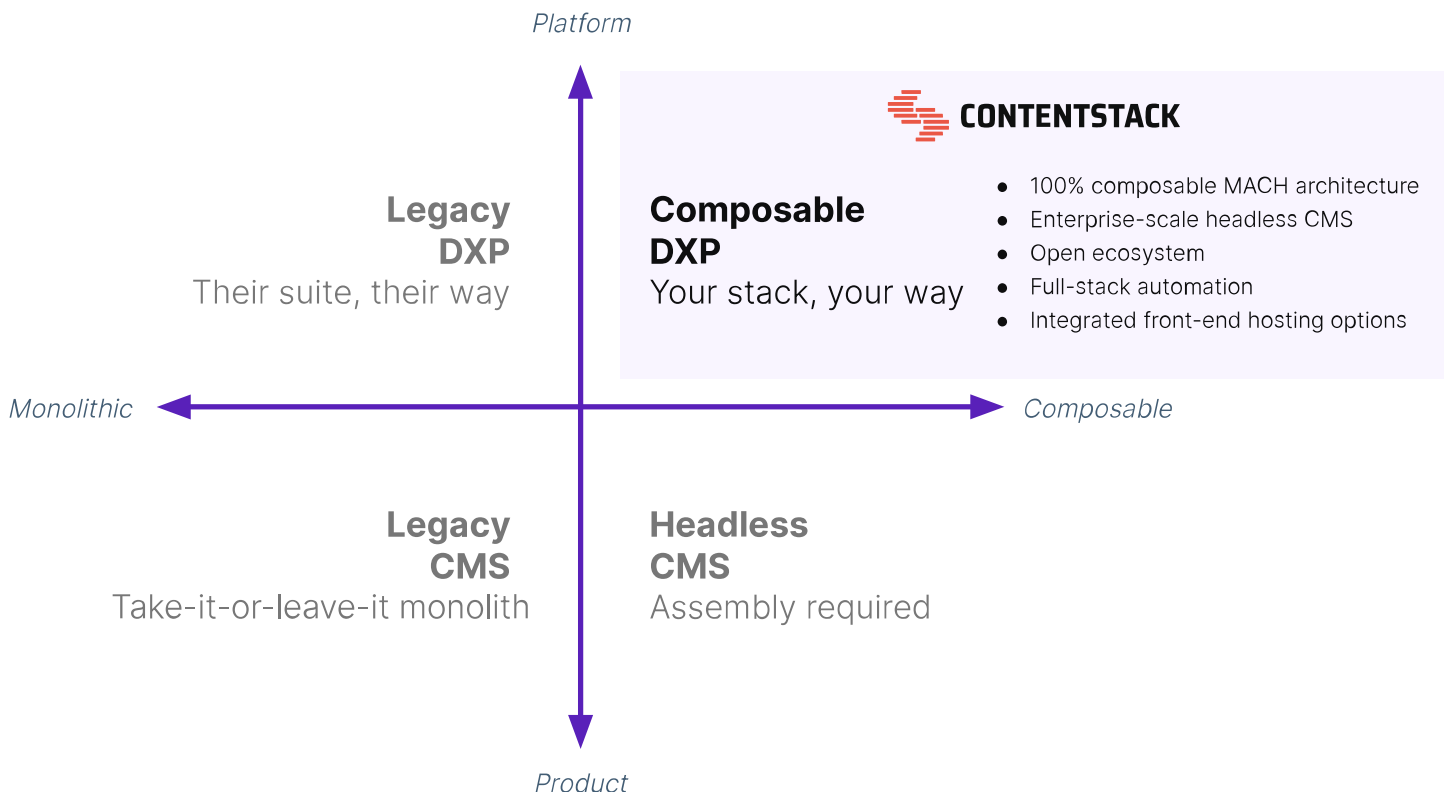


Figure 2. Contentstack Composable DXP — In a class of its own

Industry-leading Technology

It All Starts with Our Pioneering Headless CMS

Built for the Enterprise at Any Scale

Our platform is rock solid and secure, architected for the most demanding customer conditions. Under the hood, it is certified SOC-2 Type 2 and ISO 27001, multi-cloud capable (AWS & Microsoft Azure), and connected to multiple global CDNs providing 99.99% availability and maximum security. The platform also provides fully extensible workflows, with best-in-class built-in governance, granular user permissions, and audit logs catering to the governance, security, and scalability needs that enterprises come to expect.

Flexibility & Agility Like Never Before

For Creative Professionals

Create experiences at the speed of your imagination.

Our platform empowers creative professionals to create digital experiences faster and manage content more easily with a highly-structured modular content architecture designed for rapid no-code experience design and maximum content reuse across systems. No more bottlenecks, heavy reliance on developer support, or frequent requests to the engineering team. You're in control.

For Modern Developers

Build the tech stack you need to support the business, faster than ever.

Our platform empowers modern developers to build and adapt digital experiences faster than ever. Streamline the development and flow of experiences with the flexibility to build interfaces and choose APIs that specifically suit your content goals. Open interoperability points support a variety of content and delivery models, which makes content launches for enterprises easier by removing obstacles and time-to-market, regardless of channel. Gone are the days of countless hours spent on grueling content fixes and updates. Now, you're in the driver's seat setting the speed.

Completely Customizable, Totally Simple

From simple add-on capabilities like DAM functionality to more robust solutions for personalization or commerce, the sky's the limit with Contentstack.

Contentstack Marketplace

Your one-stop shop for ready-made extensions and 1-click integrations, app SDKs, and third-party tools to assemble your composable stack, streamline workflows, and accelerate processes.

Contentstack Automation Hub

Innovation is at the forefront of everything we do. Contentstack Automation Hub is yet another industry-first bringing automation smarts to headless CMS environments and the broader composable stack. Automation Hub enables and ensures the ongoing flow of data and decisions within Contentstack and across composable elements. It's a simple, no-code solution powered by straightforward trigger-action business logic helping teams save time, eliminate errors, and simplify integrations and workflow processes.

Integrated Front-End Hosting

Contentstack Launch

Contentstack Launch is designed from the ground up to streamline development operations. It's an integrated part of the overall Contentstack platform and aims to eliminate the friction and wait-states that commonly exist as digital experiences evolve from back-end code to front-end user experiences. Contentstack Launch allows seamless automated deployment and hosting of Jamstack projects, filling the gap in the content lifecycle where the presentation layer (HTML, CSS, JS) needs to be hosted and made available for consumption on the web.

Dedicated Expertise & Care

We provide unmatched technical expertise every step of the way. The dedicated technology strategists from our Technical Services Organization, equipped with deep experience and knowledge of composable system design and deployment. These strategists provide expert-level guidance based on years of experiences helping with application consolidation, technology 'lift-and-shift' techniques, and UI/UX redesign initiatives associated with composable architectures.

Our Care Without Compromise™ program is second to none, providing the industry's first and only cross-vendor support program. It starts with people and processes dedicated to providing exceptional customer care, including 24/7 live in-app human support with response times under two minutes. The program also harmonizes support and customer success across a multi-vendor ecosystem. Participating partners ensure that joint customers are supported with a robust post-purchase experience that brings ease and agility to the implementation and ongoing success of the entire composable stack.

Proven Economics & ROI

Contentstack commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study to examine the potential return on investment (ROI) companies may realize by deploying the Contentstack platform. Based on customer interviews and a derived composite model, the study demonstrated benefits of \$5.46M over three years versus costs of \$1.38M, adding up to a net present value (NPV) of \$4.08M and an ROI of 295%. Teams realized an 80% reduction in content-related development time and a 90% reduction in time to publish. These results provide a clear and measurable view of the economic benefits and improved cost structures achieved by adopting a composable architecture. Ask about our ROI calculator to customize the analysis for your specific business environment.

Customer Quotes

One of the main highlights of Contentstack is the ease of use. You literally just get in there and start editing with 30 minutes or less of training.

Ben Galbraith

Lead Product Owner, Shopper Engagement Technology
at The Lego Group

I have worked with content in other systems such as Adobe, Kentico, Sitecore, and more. It was pretty painful. To think that my team is managing all the content without needing technical skills whatsoever is astonishing.

Gireesh Sahukar

Vice President of Digital
at Dawn Foods

Our previous CMS was older, slower, and more difficult to manage, which gave our global team little flexibility. We wanted a tool that allowed us to step out and do things differently than before. By making the switch to Contentstack, we'll be able to provide creative, unique content experiences and operate with speed and flexibility for years to come. We want to provide preeminent digital experiences to our customers and Contentstack will enable us to do that.

Peter Nealon

VP Engineering
at ASICS Digital

This project is not just something that's exciting to our IT organization. This is what our president (Eric Woolworth) is exulting about in front of his peers. What we're powering with Contentstack today represents one of the most important initiatives for the Miami HEAT.

Matthew Jafarian

Executive VP Business Strategy
at Miami HEAT

We're Dedicated to Your Composable Success

We have a proven track record of success with the largest global brands, and we are 100% committed to your success.

With Contentstack, success looks like this:

Icelandair reported an **82% reduction in backlog issues week-over-week** and **70% faster delivery rate for translations**.

Dawn Foods improved its publishing speed, making the online order site **80% faster than other sites using a monolith CMS**.

LEGO saw a **200% increase in developer velocity** and a **50% growth in e-commerce revenue YoY** since adopting Contentstack.

Levi's has benefited from **4x faster content publishing speeds, reducing time to launch from 12 weeks to 2-3 weeks**. As a company with a multi-billion dollar yearly revenue, Levi's also saw a 29% increase in their e-commerce business.

G2 Badges



Start Your Composable Journey Today

Reach out to us. Share what you would like to do. We will show you what we can do for you and your business. Let's start your composable journey together, today!

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