

HEADLESS CMS

A story about the future



FIRST THINGS FIRST, WHAT IS A HEADLESS CMS?

To understand a headless CMS, let’s first take a look at a basic one (also called coupled or monolith). Its feature set can be summarized this way:

- 1. A database for the content to read and write to
- 2. An admin interface to let editors manage the content
- 3. An integration of reading and writing
- 4. The actual front-end that combines the data from the database with HTML

A headless CMS simply got rid of the fourth feature. It only keeps the content management and reading. This makes it a tool which is harder to use for non-tech savvy users, but much more developer-friendly! The developer must craft the website, and then use the Content Delivery API of the headless CMS to load the content.

Agility is the goal of this new CMS. As the old one competes with a diversity of devices, platforms and channels, the headless technology allows to create and manage content for more than just a website. In a fast moving world where grabbing the attention of a customer is a daily fight, being able to be polyvalent is an asset.

Time-to-market is crucial. In a survey done by Forrester in 2018, 39% said that a lack of agility and time-to-market was a barrier to success in delivering digital customer experiences. This ranks as the 3rd biggest barrier.

BE AS FAST
AS THE
WORLD!



ALL OF THIS IS NICE BUT...
CONCRETELY
WHAT’S THE POINT?

LET’S SEE HOW GOOD IT
WILL BE FOR YOUR
DX STACK



Don’t waste time losing and recreating your content anymore: An Agile CMS can cover multiple repositories, normalize metadata fields, enable smart tagging tools and centralize taxonomy management.

Don’t lose time: let go of the sequential, time-consuming workflow. Say hi to parallel workflows! Agile CMS adds a task managment tool, allowing marketing and development teams to work simultaneously.

Don’t lose track of your content: Agile CMS will keep trace of wherever your content is used, even cross-channel. When your portfolio grows, an Agile CMS stays on top to help you manage your content.

Keep developing: the architecture of an Agile CMS allows a continuous development and delivery as well as integration across multiple applications. Altogether, the back-end development and the deployment stack may be kept separated to use content services from the Agile CMS.

	Traditional CMS	Headless CMS
platform independence		✓
free technology choice		✓
cross-platform support		✓
developers first		✓
traditional plugin apocalypse	✓	
localization	✓	✓
code simplicity		✓