

An aerial night view of a city skyline, featuring the Oriental Pearl Tower and other illuminated skyscrapers. The image is used as a background for the text.

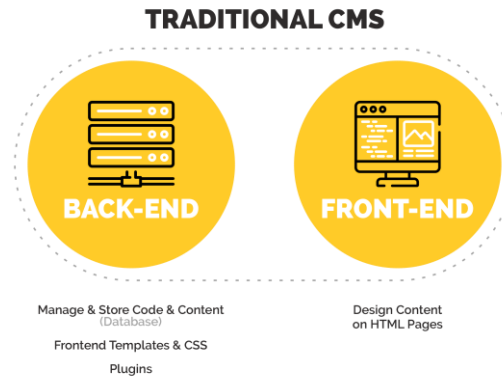
Agility CMS: The Benefits of Headless CMS Architecture



In Search of the Monolithic Dinosaur

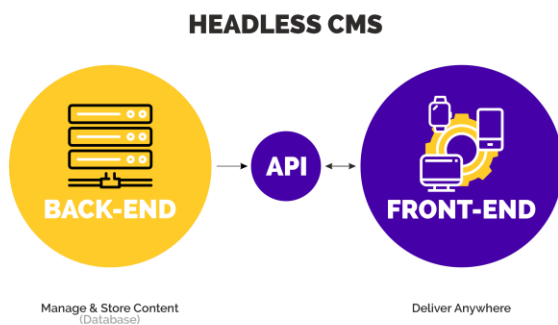
The traditional CMS or coupled CMS – also called legacy or monolith CMS – provides both the backend for managing content and the frontend, usually with a WYSIWYG.

- Traditional CMS platforms had the goal of posting content on one platform, such as a web page.
- A traditional CMS tightly couples your frontend with your backend which can create problems when trying to build omnichannel experiences.



What is Headless CMS

Contrary to a traditional CMS, a headless content management system is entirely decoupled from the presentation layer or frontend, which is referred to as the "head".



- However, what truly makes a headless CMS better than a traditional CMS is its content-first approach.
- APIs allow to access and display content in any way desired, on any combinations of channels - not just to a templated website or application.

Why Headless CMS is gaining popularity

40% of the internet runs on traditional monolith CMS, systems with many known (and emerging) vulnerabilities. The central problem isn't just the lack of security, but with how traditional system operate and integrate with other systems and digital channels.

The caveats of Traditional CMS:

- **Monolithic website architecture:**
Editors are writing and publishing on the back end of the same system your website visitors are viewing. This creates a direct set of attack vectors and vulnerabilities for hackers to use.
- **Set-it and forget-it content processes:**
updating brand design means redoing the content from scratch.

According to a recent latest study: "Headless CMS Software Market Forecast to 2027 – COVID-19 Impact and Global Analysis," the market was valued at US\$ 328.5 million in 2019 is expected to grow by 22.6% from 2020 to 2027.

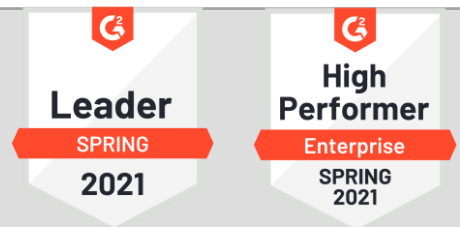
[Source Link](#)

Did you know?

Agility CMS is Headless CMS Leader according to G2 Crowd Consumer Reviews

Products in the Leader quadrant in the Grid® Report are rated highly by G2 users and have substantial Satisfaction and Market Presence scores.

Spring 2021 Report



Top 10 Reasons:

Why You Should Consider a Headless CMS vs Traditional CMS

Why is headless CMS becoming so popular?

Let's dig into the top 10 reasons why you should consider adopting a headless CMS solution for your business.

1 | Headless CMS is easier, faster, and more flexible to develop with

Not only are you able to pick your programming language, but a headless CMS is also API driven so you can build your "head" (presentation layer/frontend) end-to-end. Your developers can develop the way they're used to without having to

conform to any proprietary development constraints. A single content list or item can be reused and combined with several different presentation outputs, allowing for projects to be completed faster.

2 | Headless CMS is future proof

A headless CMS allows you to future proof your application by separating your presentation layer from your data and logic layer. It allows you to structure your content to make new projects easier for future proofing as well as when re-branding one or more channels, there are literally no

technical changes required within the CMS. Developers adopt the headless CMS approach to the parts of their existing stack where it makes sense. They carve out pieces and use APIs to make it all work together.

3 | Headless CMS makes Omnichannel marketing easy

Marketers need to create iconic content that shines across all touchpoints. Instead of managing each channel separately, a headless CMS provides the ability to orchestrate a seamless experience that spans to all touchpoints

maintaining consistency and relevance. These challenges are compounded by the rising number of digital touchpoints and languages marketers must update in such a short period. A headless CMS removes those common barriers.

4 | Headless CMS costs less

With little technical involvement required in a headless CMS, it's a lot quicker for your business teams to create new functionality. For example, if a marketing department wishes to create a new series of product mini-sites, they can go straight into the CMS and start creating immediately without having

to wait for developers to build CMS-based templates. Your up-front cost is diminished as well because you can start with smaller solutions and then build your way up versus starting with one BIG install. It's best to start small and then scale up as you need to.

5 | Headless CMS is more scalable

Since the back-end and front-end are separated, if the back-end CMS platform has any performance issues or needs maintenance, it won't create any downtime to your

website or compromise its performance. Your hosting options are unlimited with a headless CMS and deployment environments as well.

6 | Headless CMS is more Secure

Where traditional CMS platforms seek to bring integration inside a website's codebase, **Headless CMS maintains a distinct separation content and your code.** Agility stores and delivers

a website's content independently from that website's codebase. There is simply no entrance point to attack your backend.

7 | Headless CMS is evergreen (always up to date)

A huge benefit of a true, headless, multi-tenant system is that it's fully managed and upgraded for you. This is a huge benefit because upgrading

can often be a costly project, not to mention that it's not very fun either so your team will be very happy to hear this benefit!

8 | Headless CMS is better for your SEO

Search engines are more and more geared to helping their users find *content*, not brands. Your ability to rank higher among search terms that are important for you is based on the value of your content. Part of the issue for most websites here is that they are slow to start with.

Traditional CMS ties the content to the output, limiting what developers can do to improve speed. Headless CMS allows developers to tune the page output using the best tools for the job. This results in better page speed and experience scores across the entire website.

9 | Headless CMS allows for a smaller, less specialized team

Companies no longer need large (and expensive) teams of specialist consultants who are knowledgeable in

a particular CMS. Sure, some expertise is required, but not at the scale of a traditional CMS.

10 | Headless CMS allows you to focus on your business

Spending all your time worrying about your CMS can take your attention away from growing your business. A traditional CMS can take away a lot of your precious resources dealing with Security, SEO, content updates across

channels. Marketing teams who use Headless CMS with Page Management (like Agility CMS) are always empowered to create high-quality, relevancy and consistency content across multiple channels.



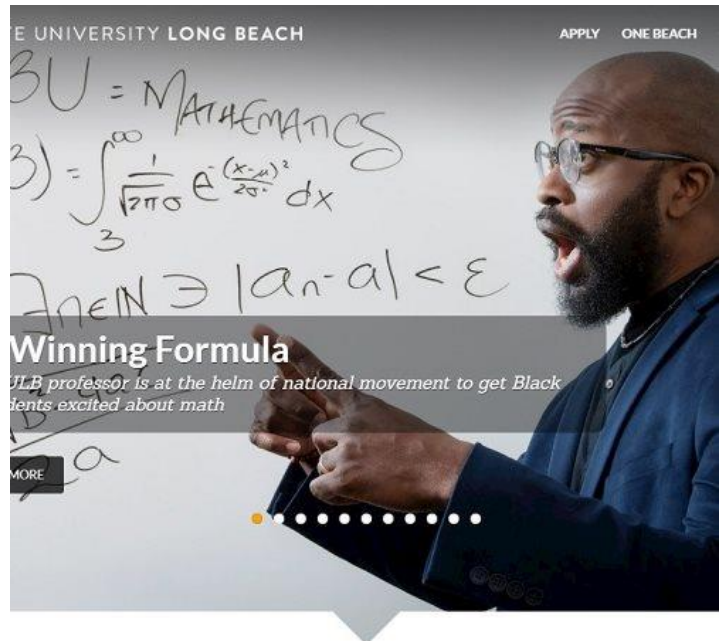
Case Study: Choosing a Headless CMS for a Leading University



The Customer

The College of Professional and International Education is a large, urban, comprehensive University in the 23-campus California State University system.

It offers vibrant, diverse, environment for international students and the website needed to do the same to reflect values and spirit of the institution.



The Challenge

The current methods for managing digital content were confusing and spread out over 4 disparate products.

CSU team had a registration system, which would need to stay in place, and that would need to work in conjunction with the new CMS toolset.

The Goal

The team evaluated over 25 Headless CMS packages. When considering return on investment (ROI) with regard to long-term cost savings, support, security, flexibility, scalability, and ease-of-use for marketing communication and ease-of-development for IT, all research pointed to the selection of a Headless solution. The goal was to find the Headless Solution that can give full the creative freedom to developers and all the tools marketers need to independently maintain the website.

The Process

The team evaluated over 25 CMS packages from a variety of sources, such as the Gartner Magic Quadrant, G2 Crowd, CMS Critic, CMSC Media, Tech Radar, Finances Online and Forbes. Various other references were used and studied extensively during the research process that included websites, articles, PDFs, and blogs.

The cost of the original 25 contenders ranged from open-source (technically free, though research says this is almost never the case), to \$250k annually per solution. Those on the upper end of the price tier and those which did not compare well to their list of desired features and capabilities were immediately dismissed.

The Outcome

The evaluation team at CPIE decided that Agility would give them greater flexibility than the other Headless systems they looked at.

- They were able to easily adapt and add functionality to their site with their own team. It made integrating with 3rd party systems like Higher Reach, Salesforce, and PeopleSoft seamless.
- Agility's architecture allowed to create custom code that makes any integration possible, all while keeping the website hosted internally. Having full control of the web service, the website code, and the content allows to add any future functionality.



"Agility was the only system we reviewed where we had 100% confidence that there would be no limitations to our development."

Case Study: Headless ecommerce solution with Agility CMS increases revenue by 20%



The Customer

Visit Orlando is the official tourism association for Orlando, the most-visited destination in the United States with over 1000 participating companies. Visit Orlando's digital strategy was in need a major revamp.

The Goal

visitorlando.com needed to increase engagement and conversion rate metrics to drive more ticket sales, both online and in their Visitor Centres.

Visit Orlando's main goals were:

- 1 | To create a better user experience,
- 2 | To easily manage their content across all domains,
- 3 | To increase ticket sales while decreasing overall costs
- 4 | To personalize their marketing campaigns to a more targeted audience

The Challenge

eCommerce CMS couldn't handle the traffic and ticket demand they were receiving.

Their major pain points with using a traditional CMS were

- Staff had to manually issue tickets because their former site and eCommerce system couldn't handle a ton of traffic and would crash during their busy times.
- Tickets had to be processed in batches (once a day), and because of this, the staff was burdened with the workload while customers were upset that they couldn't purchase last minute tickets.
- What's more, the point of sale (POS) and online ticket purchasing flow was encountering a high decline rate from their online payment processor. Uptime on occasions such as Black Friday and the holiday seasons was also a significant concern.

The Outcome

The user experience was immediately improved not only for the customers browsing online to purchase tickets, but also for the employees taking orders in person, and for the content management team using the backend.

Moving forward, the content team can breathe and roll out ticket purchases quicker and easier with the new POS system. They can also focus on adding new properties onto the platform, both as new website instances or as digital channels if they choose. This greatly reduces the cost of development and training since everyone is working from the same platform.

- Online Revenue was increased by 20%
- Conversion Rate on the website was increased by 10%
- Online Engagement increased by 25%
- CIO and Director both remarked that they had taken a 4-day weekend for Thanksgiving for the first time in many years!

"In December, my team had taken a 4-day weekend for Thanksgiving for the first time in many years, thanks to Agility CMS!"

*Shawn Hart, Director of Web Development & Enterprise Applications
Visit Orlando*

