

Content First Digital Transformation

agility

Digital Transformation

Technology changes fast.

The world needs useful, accessible content across all digital channels. And brands need tools to be able to supply that content efficiently and elegantly.

Staying up to date with Headless CMS.

Did you need to re-write all your content from scratch every time. With Headless CMS you don't have to because your content is always separate from your code.

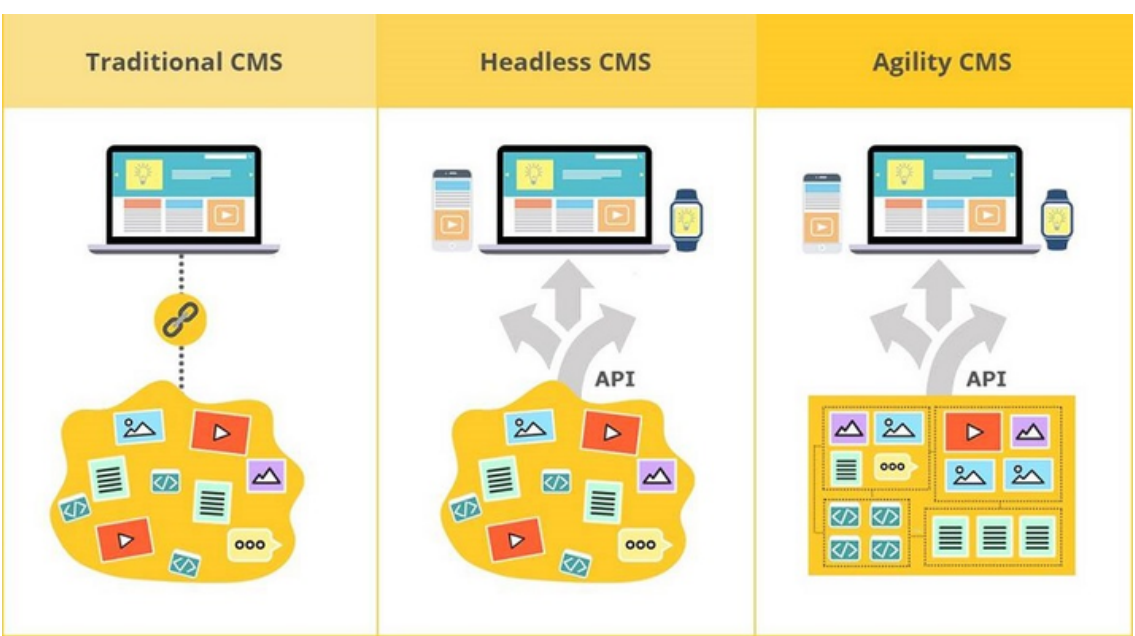
Implementing Content First approach starts with switching to a Headless CMS. When you separate your content hub ("body") from its presentation layer - website ("head") it becomes a headless CMS.

What really makes a headless CMS better than a traditional CMS is that it changes your mindset and forces you to focus on the goals and structure of your content first. Hence, "content-first".

Using this approach, a headless CMS enables you to distribute your content via the RESTful API, and you can deliver that content wherever you need it.

Not just websites, but mobile apps, social media, digital displays - whenever your digital strategy takes you! That being said, when choosing a headless CMS, do not get tempted by those who only promise to handle your content.

Look for the ones that allow you also to manage your website, because, at the end of the day, you need to quickly and effortlessly manage your main content destination.



What Is Content-First?

Content-first means considering content early on in your projects. This strategy prioritizes content creation and delivery to reduce project rollout delays.
It's no secret that content creation is often a touchy subject due to the number of people involved in the process.

From developers to marketing specialists to CXOs, everyone has a say in the content, and while it's essential to pay attention to everyone, this often causes delays.

"Using content as your primary driver helps companies to think from a Strategic perspective, enabling them to craft content that can really make a difference for your stakeholders." - claims Kella Park

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How a Headless CMS can help you adopt a Content First Methodology?

- This means Website or App front-ends can be rewritten easily without changing the content in your CMS.
- This enables a future where you never have to rebuild your website from scratch ever again.
- By starting off with great Content Architecture, customers can create the right Content Definitions with the kinds of Content Relationships that will stand the test of time.
- Content that serves as a single source of truth can be placed in a Content Warehouse so it can be made available anywhere.
- Content that is designed specifically for a Website, App, Line of Business, or Organizational Segment, can be placed in a Property Instance.

Visit Orlando

Visit Orlando, the official tourism association for Orlando, Florida - home to Disney World and one of the most visited tourist destinations in the US - wanted to increase their engagement, conversion rate metrics, and ticket sales.

To achieve this goal they wanted to manage their content across various channels and personalize marketing campaigns for a targeted audience.

Visit Orlando was severely hampered by an inefficient ticket management system and process and needed to revamp its entire digital strategy and bring everything under one umbrella.

Through Agility's Headless CMS they now have a multi-site, multi-channel content management system and a new ticket sales and POS solution. Their team is now able to focus on adding new properties onto the platform, both as new website instances or as digital channels.

"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



Visit Orlando

Visit Orlando: 20% increase in revenue with agile Headless Commerce

Agility helped Visit Orlando reduce manual processes and increase revenue by 20%.

10%
Conversion rate increased

20%
Online Revenue Increased

25%
Online engagement increased



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Agility CMS is a Content Management System (CMS) with built-in Hybrid components for better Editor Experience.

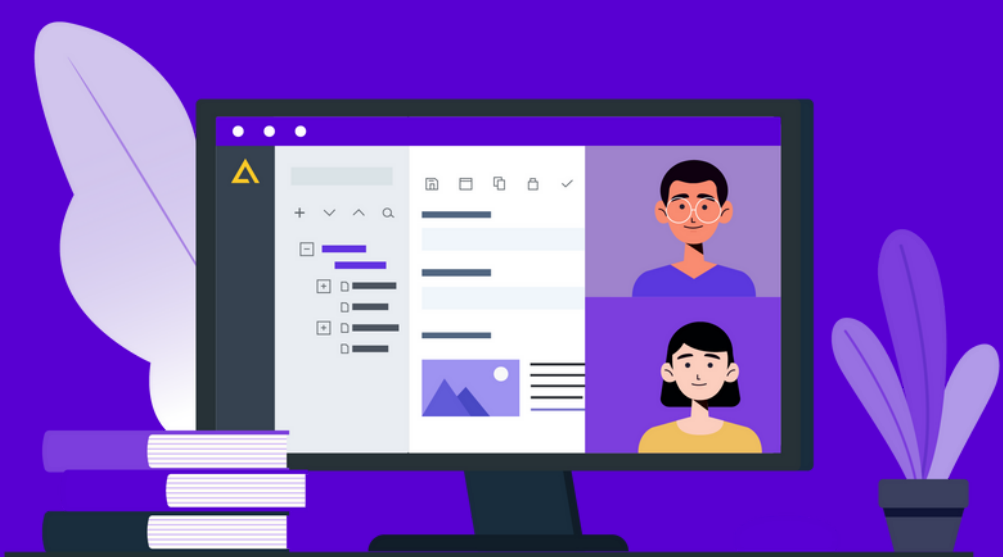
The platform adopts all the aspect of Headless CMS that makes an omnichannel approach easy, with the understanding that Page Management is of utmost importance in any website project.

Agility is proprietary CMS with full Support and Security that gives creative freedom to both Developers and Marketers and eliminates friction between the teams.

Developers have full freedom to use any coding language and any framework and code and define custom Page Templates and Module Definitions.

These pre-defined custom Modules and Page Templates are available to the Marketing Teams to effortlessly create a variety of pages to meet their fast-changing needs and market requirements. Agility CMS believes in Content First Approach and heavily invests in helping clients to build future-proof Content Architecture.

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Agility CMS Differentiators

- *It is a modern Enterprise-grade Composable DXP with flexible Headless approach in its heart.*
- *Unlike many other Headless CMS, Agility CMS also offers tools for Enterprise teams to effortlessly manage content delivery to websites and apps like Page Management, Sitemaps, Content Modelling.*
- *With Page Management built-in, developers don't have to build an entirely new way to manage pages and routing. At the same time, marketers can easily edit content across a variety of channels without any coding experience.*
- *Agility CMS provides enterprise-level security and support, it is SOC2 compliant.*
- *Agility CMS is Jamstack friendly and allows to start quickly with your favorite frameworks and deploy with a few clicks.*

Details



License Model: *Agility CMS is a multi-tenant SaaS platform, and hosted on MicrosoftAzure Cloud*



Price: *Starts with FREE Developer Edition. Paid plans have extensive TRIAL.* *Learn more.*



Key Components: *Page Management, Content Relationships, Content Modelling, POS, Search, User Generated Content, Personalization, Digital Asset Management. Unlimited content models, Locales, API calls,*



Upgrades: *Automatic, monthly platform updates.*

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