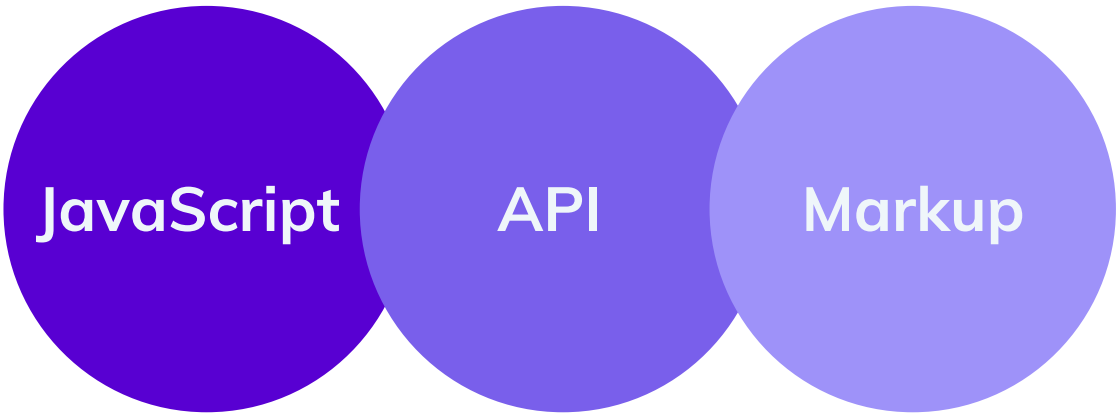


An Introduction to Jamstack

agility

Guide

Jamstack



When you think about Jamstack, you can come at it from a few different viewpoints.

We're going to take those viewpoints into account with this guide.

Jamstack is more than just a technology, more than just a buzzword, and (since you're reading this, I'm sure you agree) it's something that needs serious consideration when you're looking to update your website.

The three viewpoints or perspectives we'll be looking at this from are the following:

Technology Leaders: these are the people who are making the final decisions. CEOs, CTOs, and marketing directors want to know how things will impact their business and its ROI.

Developers: the concept of Jamstack began with developers who wanted something better.

Marketers: how can the Jamstack benefit the people who are working day-in-day-out on the content itself?

Jamstack For Technology Leaders

Jamstack refers to a better approach to architecting and designing websites.

Previously, you may have considered running web servers with PHP, Java, or ASP.Net applications; Jamstack primarily uses Javascript as a programming language, and we serve content over a CDN (Content Delivery Network).

Often Jamstack guides will refer to static content. While this is still somewhat true today, the dynamic nature of Jamstack frameworks such as Next.js provides a foundation for enterprise application architectures that are as secure as they are fast.

As a leader in your organization, it's essential to understand the business impacts that Jamstack architectures represent.

The most crucial concept overall is **decoupling**, where we can use different tools for more specific jobs.

An example of this is Headless CMS: we can decouple the content from the website, thus allowing you to use that content in more than one place (via APIs) and continue to use it through successive redesigns and rebuilds of your digital properties and websites.

Jamstack brings a decoupled approach to your overall digital toolset, allowing you greater choice and flexibility when composing the digital experience for your organization and your customers.

Jamstack provides many benefits, all of which add up to a marked increase in ROI for any solution. The greatest benefits center around performance and security.

Jamstack websites are served via CDN using statically generated files, leading to massive improvements in performance and reliability, with a significantly reduced risk of cyberattack via web server hacking.

Coupled with a lower cost of ownership for overall operation, Jamstack becomes an incredibly attractive option.



Jamstack For Developers

Developers are where the Jamstack began: it's a more modern way to connect the tools we use to build websites and apps.

At its heart, Jamstack has been about building with Javascript, APIs, and Markup, but it has come to be much more than that.

Firstly, the Jamstack is about better tools that are more accessible to all developers, including those who don't consider themselves "full-stack developers."

Getting started with a Jamstack website is as simple as following a short, step-by-step tutorial to get an example website up and running locally, with your code in a git repository, and even hosted - all using tools that have generous free offerings.
The essential tools for Jamstack fall into these categories:

Code Editors

- The app you use to editor your code, which is its heart a text editor.
- The most popular code editor is Visual Studio Code, but there are many others, some of which, like Play.js, work right in the browser.

Javascript Frameworks

- These tools make it easier to build websites and apps that provide interactivity in the browser.
- The most popular frame is React, but Vue and Angular are widely used as well.
- More frameworks are coming, such as Svelte, which is also growing fast.

Website Frameworks

These frameworks make it easier to build websites that are rendered first on the backend and then displayed in the browser.
They provide the ability to generate static websites and incrementally update as pages are added and changed.

The most popular frameworks are Next and Gatsby, both of which work on top of React. Nuxt is also quite popular and works on top of Vue.

An exciting framework called Eleventy operates ONLY on the backend and allows you complete control over your static output using various templating engines.

Hosting

- How we build and deploy websites has been completely redefined by the Jamstack.
- Platforms like Netlify and Vercel allow you to simply point to a git repo that uses a framework like Next, Gatsby and many others. They take care of the rest - running the build process and deploying to a CDN.
- Major public cloud provides such as Azure and AWS are playing catchup to Netlify and Vercel, providing their own solutions for customers who want more control over the process.

Headless CMS

- As a tool that both developers and content editors use, Headless CMS has become central to the Jamstack.
- Headless CMS allows content editors to have much more control over a website, allowing developers to focus more on the code. Your content can be reused in more places and on more screens, making it more valuable than ever.

Jamstack for Marketers

While Developers were first to get on board with the Jamstack, the tools have since evolved to include Marketers as first-class citizens, too.

When we consider the sheer volume and fast rhythm of content that marketers produce, they need tools that will keep up.

The Jamstack tools that we outlined above have evolved to provide you with a great experience for all stages of your solution.

Starting with initial content scoping and architecture, Marketers can take advantage of Headless CMS to define the kinds of content that is most valuable to them.

Even before development starts, you can start getting well-known content structures in place and populated.

Now the development team has a great place to start when building the site.

Once the site is up and running, Marketers can use the CMS to move content through an optimized workflow process.

Updates to all the websites and digital properties happen as soon as content is published.



The Top 5 Benefits of JAMstack for Marketers

1 | Jamstack Has Low to Zero Hosting Cost

A lower cost for hosting means better uptime, no processing power and you can rely on a scalable CDN (content delivery network).

You don't need a web farm of dedicated servers which also means you don't need to pay for expensive hardware. Hosting of static files are cheap or basically free.

This means you don't have to pay for costly databases, web servers, or a load balancer all you need is a CDN. Saving your stakeholders and customers thousands of dollars on servers and processing power will definitely make them happy.

2 | A Jamstack Website Will Never Go Down

As a content editor, there's always a worry that when you publish new content, something will happen, or your site will go down unexpectedly (maybe even in the middle of the night).

Jamstack takes that worry away. Not having to manage a site, means less support. Instead, you can use your resources to increase user engagement, increasing the speed of your websites and improving the user experience (UX) and design experience (DX).

Learn More >

3 | Jamstack Makes Developers more Efficient

Every change requires a deployment which is a good thing because that means every change can be vetted either through an automated or manual process before something goes 'live'.

It also means that your site can be 'rolled-back' to any previous change with a click of a button. Every change (code or content) creates a snapshot of your site.

This can be a relief for editors in case a change was accidentally published. Also, a Jamstack website has no backend, so there's no database for your developers to manage which removes any bottlenecks as well.

Developers can spend more time coding, and less time managing servers and uptime.

4 | Jamstack Demystifies Website Building

Using JAMstack gives marketers a better understanding of the site structure.

When working with Jamstack, marketers are exposed to the building process and are able to make decisions about the content architecture and site structure.

This leads to a better understanding and communication between developers, designers, and marketers because marketing teams can see the iterative content improvements developers are making, leading to cross-functional teams and greater collaboration.



5 | Jamstack Websites Are Safe

Jamstack sites are often much more secure than traditional sites because there’s no web server delivering your static files.

In Jamstack sites, hackers don’t have a point of entry, which minimizes the chances of suffering a cyberattack.

Also, attacks such a DDoS aren’t an issue either because most of the CDN services Jamstack websites use their own web app firewalls.

This adds an extra layer of protection to your website and makes it impervious to even the most determined cybercriminal.



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

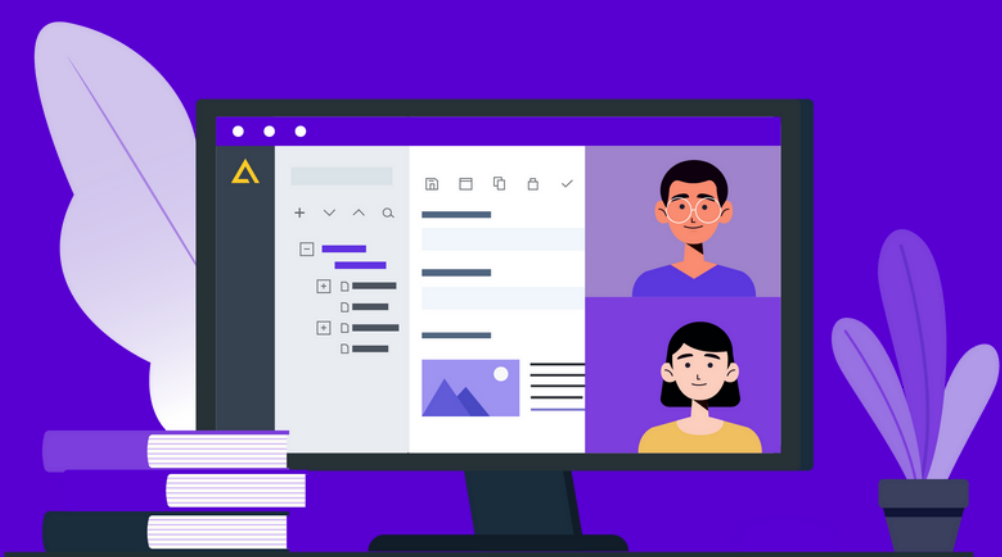
The platform adopts all the aspect of Headless CMS that makes an omnichannel approach easy, with the understanding that Page Management is of utmost importance in any website project.

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.

Book a Demo >



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 start with Business at $900.* 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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