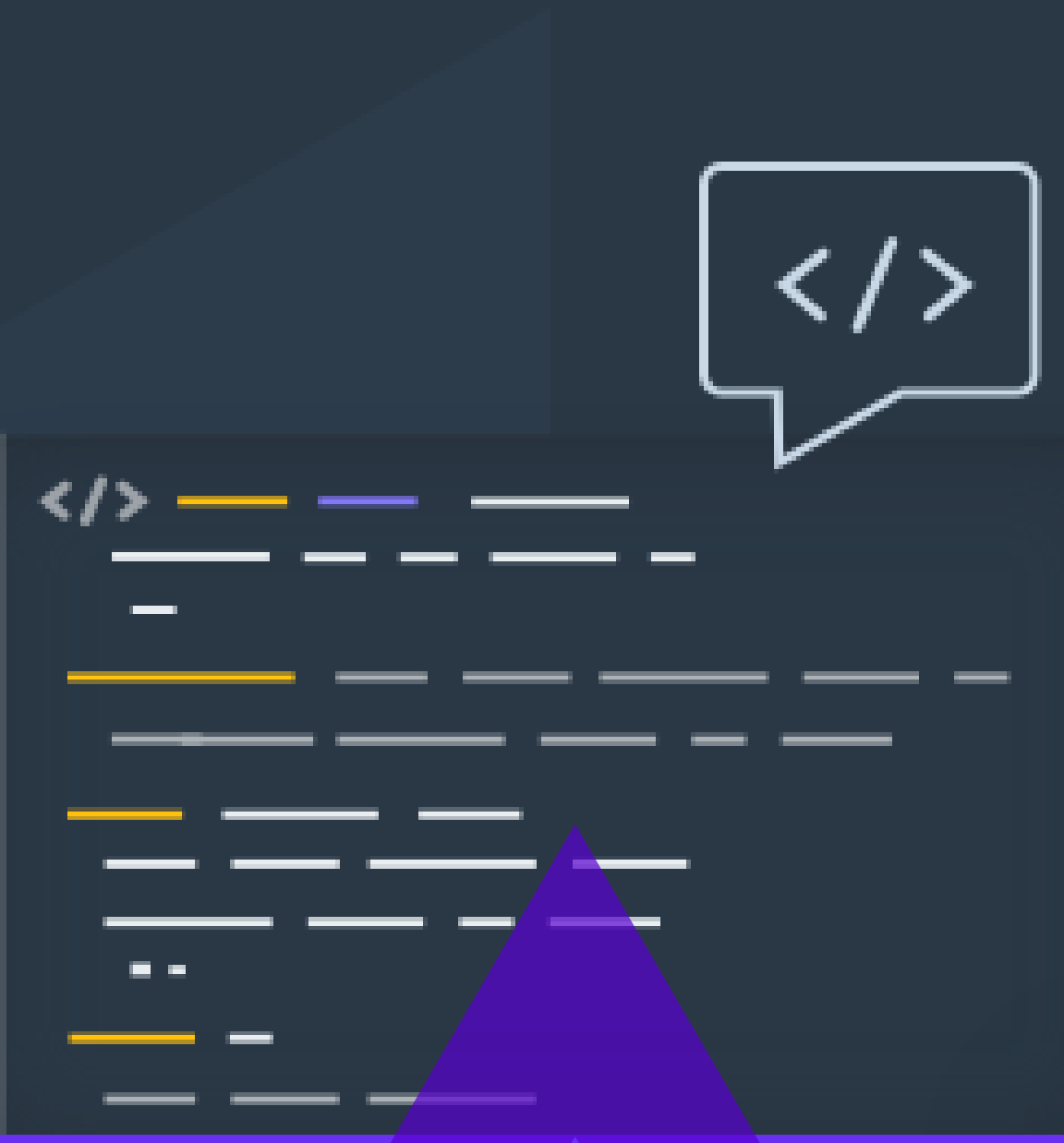


What is Headless CMS?

agility

CMS Defined

What Is a Headless CMS?

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

The backend is your content repository and content management system, known as the "body."

When you separate your content repository "body" from its presentation layer "head," it becomes a headless CMS.

With a content-first approach, a headless CMS enables you to author your content through the RESTful API and deliver that content wherever you need it — not just to a templated website or application.

A pure headless CMS doesn't generate any frontend code, which is why a headless CMS is sometimes referred to as "Content-as-a-Service" (CaaS).

This process results in the best available digital experience for the end-users of a particular device. Frontend developers can continue developing new functionality for any channel, independent of the core/backend CMS.

Benefits of a Headless CMS

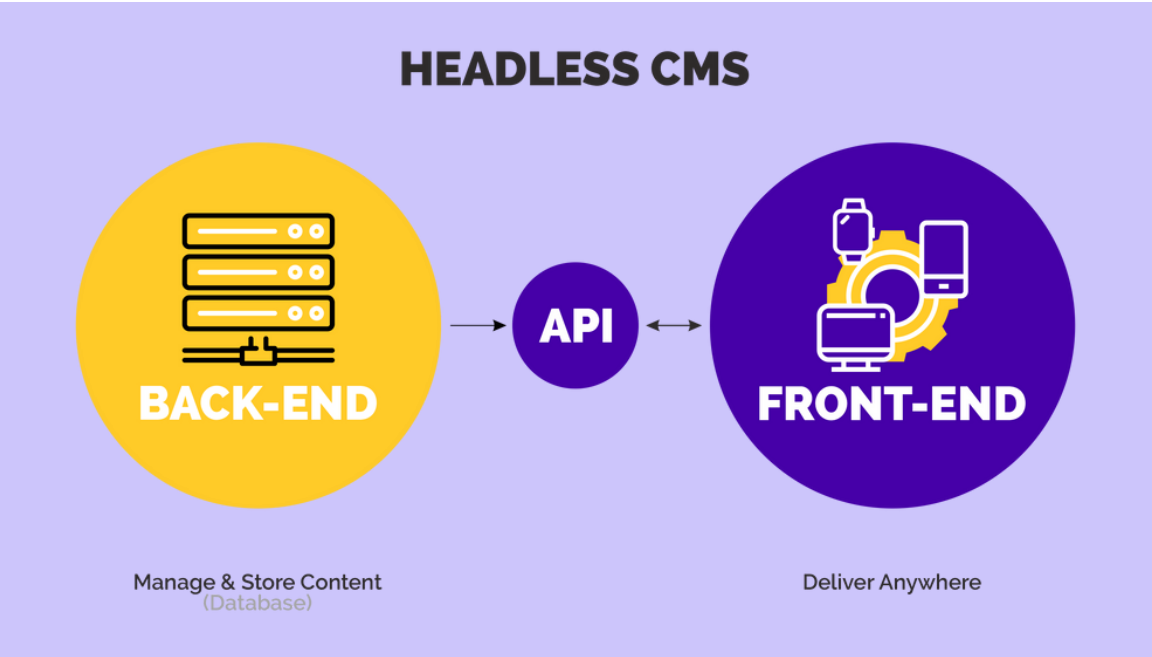
There are several benefits to using a headless CMS architecture.

If you're looking for a solution that caters specifically to the needs and wants of your developers, provides you with maximum control and flexibility, enhances your platform security, and ultimately future-proofs your CMS; then a headless CMS architecture should be on your radar.

Below, we highlight and explain the top four benefits of headless architecture:

1 | Faster Development, Faster Time-to-Market

Headless architecture is a dream come true for developers. They can continue to build websites or mobile applications using any programming language with their favorite tools, frameworks, and own development processes while still allowing full control over the application life cycle without interfering with any CMS code.



They can use JAMstacks tools and deliver better performance, higher security, lower scaling cost, and a better developer experience. But not just that, both developers and editors can also work better together. Editors no longer have to rely heavily on developers to build pages with a custom layout.
This promotes an agile way of working, which, for projects, can mean finishing a lot faster. The result is that the time-to-market will be diminished and a single content item can be reused and combined with many different presentations. Developers and editors can work much better together as well rather than in a silo.

2 | Easy Integration

A headless CMS allows easy and secure integrations with any of your existing systems. A developer can code in any preferred language while allowing the other platform's programming language that is being integrated into the CMS. Not having a fixed structure to develop or code in allows your developers to build any code for any type of integration.

Allowing this type of flexibility makes it easier not just from a resourcing side but to integrate with systems that are more complex to integrate with. Webhooks are another common way to have action-triggered events.

A webhook is user-defined by an HTTP callback (or small code snippets linked to a web application) which are triggered by specific events. For example, Stripe has a webhook that will automatically send an email to a customer whenever a subscription payment fails to go through.

3 | Better Content Architecture and Ease of Use

The ability to manage your headless content without worrying about its delivery (frontend) is a huge bonus.

Its ease of use allows developers to build out both your content infrastructure and interface for your frontend users without the complexities that come with it. Content editors can relate their structured content types in different ways, but the interface usability also allows them to manage their headless content however they'd like.

Also, because most headless systems are multi-tenant (which I'll explain in more detail below), it's always kept up to date with the most current trends, allowing organizations to be up to speed on the latest and greatest frontend experiences.

With a headless API, you can specify content types and fragments that you want to push to the device or touchpoint of your choice, allowing omnichannel readiness through any digital touchpoint and at any given time. This means a headless CMS platform can provide content for display and use on any number and type of channels.

Curious to see a Headless CMS in action?

Book a Walkthrough >



4 | Greater Scalability

Architecting a content-first approach makes your system cleaner, more scalable, and provides you with full control over how and where your content appears. You can host content anywhere, and this includes the use of static site generators (like using Gatsby JS for example) and other multi-server environments.

Future-proofing is another significant benefit because you can easily integrate with new technology and innovations, especially when the industry is changing as often as it is.

A free guide for enterprise omnichannel on agilitycms.com

Since the backend and frontend are separated, if the backend CMS platform has any performance issues or, simply, needs maintenance, it won't create any downtime to your website. In addition to this, cloud scalability, higher security, performance, and low operating costs are other big advantages.

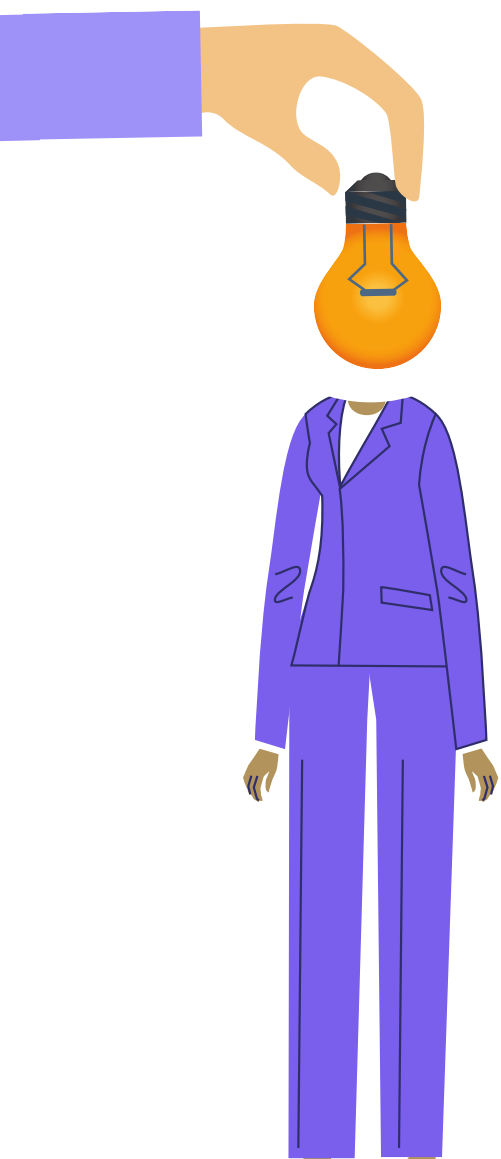
5 | Headless CMS Costs Less

With little technical involvement required in a headless CMS platform, it's a lot quicker for your business teams to create new functionality.

For example, suppose a marketing department wishes to create a new series of product mini-sites. In that case, 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.

Headless CMS Pricing >



3 Types of Headless CMS

There are three types of headless CMS architectures. Below we outline the advantages of these types of architectures and why cloud multi-tenant is the best choice when choosing a headless architecture.



1 | On-Premise Headless CMS:

An install-based architecture is exactly how it sounds; you install the platform locally and host it in your own environment.

This means you need to manage everything end to end and often still pay for a maintenance package to your provider to cover the platform updates.

2 | Cloud Install Headless CMS:

A cloud install architecture is very similar to install based except your provider installs the platform in their cloud.

You normally pay your provider for hosting, management, and upgrades which can be extra or included, depending on your provider's terms and conditions.

Bear in mind that this can get extremely complicated because there can be different versions of your platform out there, especially if you are constantly making updates and fixes.

With this approach, you can quickly get behind in platform versioning if you are updating multiple sites.

3 | Cloud Multi-Tenant Headless CMS:

This means your CMS itself is fully managed and upgraded automatically for you.

We highly recommend this architecture because of its easy upgrades.

Why Should You Choose a Multi-Tenant Headless CMS?

Agility CMS is Cloud Multi-Tenant Headless CMS. Here are some reasons why we recommend a headless multi-tenant system:

- More options for building digital experiences: Developers can build the "head" anywhere, and you have unlimited options.

- Easier deployment: You don't have to deploy the CMS or manage every part of it

- Better support: A vendor only has to support one version and therefore, you can concentrate all your efforts, documentation, and time on just one solution.

- Simplified bug fixing: Oftentimes bugs are fixed even before you get the chance to report them because the entire user base is reporting on the same version.

- Cost-effectiveness: SaaS-based, so the cost is always spread out.

- More control: You don't need to manage ANY hardware or software; you just deploy your own code to your environment; this means more control without the hosting "black box" software method.

Enterprise Security >

Why Do IT and Developers Need a Headless CMS?

A headless CMS also removes other restrictions such as the technology stack that developers must learn. Rather than needing to familiarize themselves with the stack for a new CMS, developers can focus on the existing frontend.

Headless CMSs can integrate with current technology stacks, making them easier to incorporate when compared to other types of CMSes. Content is treated as data in a headless CMS, so it reduces the need for page rendering.

For developers dealing with multiple channels, this is especially useful as it means that content only needs to be added once and can be sent to required channels through the CMS.

Here are some of the most important benefits of a headless CMS for developers:

- Allows developers to build digital platforms the way they want with the tools they know

-Simplifies and centralizes code

- Enables the use of the Jamstack architecture

Learn More >



Why Do Businesses and Marketers Need a Headless CMS?

Non-developers especially find headless CMS platforms to be useful.

Rather than requiring a developer to make sure that content is displayed appropriately across channels, marketers, editors, and less technical personnel can create and manage content independently.

That saves time and allows developers to focus on code, while the marketing and content team can focus on creating content pieces. Teams don't need to wait for each other to finish their tasks and can work simultaneously.

In its simplest form, a headless CMS is a content repository that can deliver content to any front-end or device via APIs. If you want to display your content on a web page, a native mobile app, or in some other digital format a headless CMS doesn't restrict you the way that a traditional CMS might.

Thus in a broader sense, a headless CMS facilitates an omnichannel experience:

- An omnichannel experience provides customers with an integrated and aligned approach to marketing, customer service, and sales.

- When a customer interacts with a brand through one digital medium such as via a mobile device, they want that same experience in another digital medium such as via a desktop, tablet, or another smart device.

- Headless CMSs provide the backend necessary for omnichannel content management. It provides the admin user interface where content is created, edited, and published and a RESTFUL API so that the content can be delivered where necessary, something that is crucial for the multi-touchpoint customer journeys of today.

Headless CMS Use Cases:

Okay, so a headless or decoupled CMS can store content and delivery it anywhere via APIs, unlike a traditional CMS, which was built to send content to one or two specific types of the front end. But what does that actually look like in practice?

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



VisitOrlando

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

Cineplex: Ultimate Performance, Scalability and Usability for Movie Theater Giant

"With Agility we can decouple content from code, allowing content editors to work on their updates while we focus on what really matters: making our platform better for our users." - Vinícius Philot, Frontend Web Developer

1.6M	90k	+15%
Daily Page Views	App Installs	Ad Revenue

Cineplex

Cineplex, a leading name in the Film Entertainment and Content, Amusement and Leisure, and Media sectors, accommodates over 70 million guests per year on its digital platforms.

The initial challenges Cineplex faced was a system that didn't allow freedom of design and was extremely limiting in terms of performance, scalability, usability, and multilingual capabilities.

They needed to improve the overall customer experience across various channels and improve conversation rates.

Agility's CMS has allowed Cineplex to increase the scalability of the site and to optimize its hosting resources.

The latest iteration utilizes a new hosting environment across load-balanced servers for optimal site speed and performance.

The site is now handling more traffic with less CPU load than in previous years.



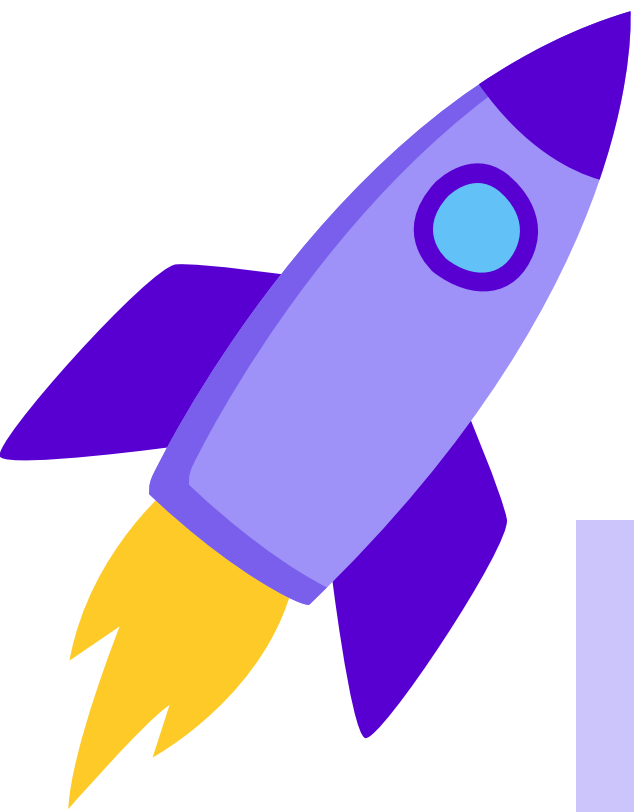
"The platform provides a consistent user experience for our content team to easily make updates to movie/theatre details, content and metadata, news, blogs, contests and more."

- Jeffrey Kent, Former Chief Technology Officer at Cineplex

Headless CMS: Go Content-first to Future-proof your Brand

Consumers are making use of more devices and channels than ever before, and brands have to meet them there to provide quality omnichannel experiences. Going headless, whether that's through a pure headless CMS or a decoupled CMS, is the simplest way to achieve that.

Adopting a content-first approach, which seeks to make your content the focal point of your digital presence, while your many front-ends and their frameworks can be evolved and expanded, is the most logical way to ensure that your brand and its content can meet consumers wherever they end up going. Whether that's smart speakers, digital signage, VR headsets, or something else exciting.



About Agility CMS: The only Headless CMS with Powerful Page Management Built-in

Agility CMS allows you to define 3 things that make working with website pages really easy for both content editors and developers:

- Page Management

- Module Definitions

- Digital Channels & Sitemaps

Developers set up the templates and definitions, while content editors determine on what pages they want to use those templates and definitions.

This part of the content architecture is fundamental to the success of any CMS solution that includes a website.

Essentially, Agility CMS is a Headless CMS that keeps your website pages organized and easy to manage for everyone on your team - developers, marketers, content editors, SEO teams, etc.

> "We have been working with Agility for just over two years. The easy-to-use platform provides the flexibility we need to easily create and publish content to all of our websites. Their excellent customer service team and online support library are great resources for our team to learn and grow with the Agility CMS platform."

ANDREA DI TOMAS
Graphic Arts Technician at the English Montreal School Board



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

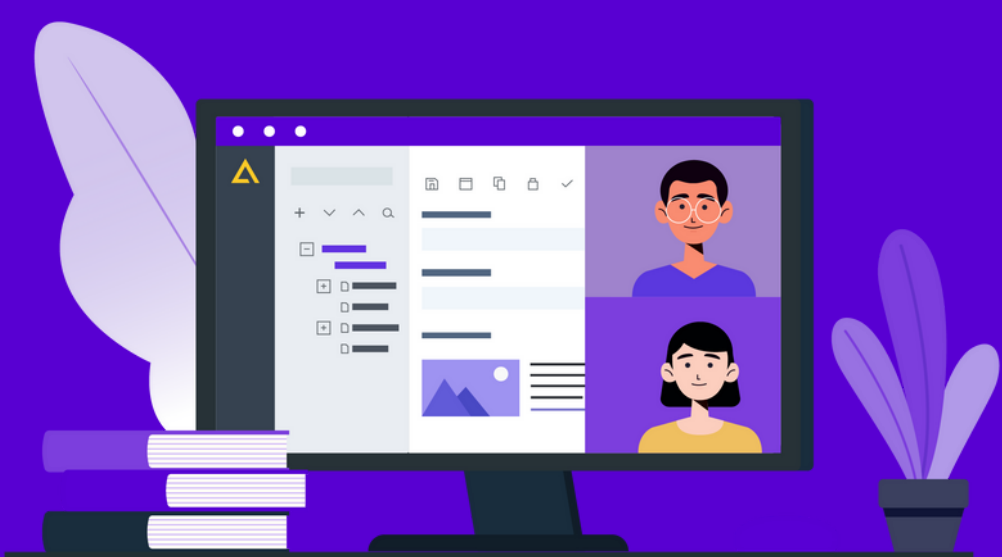
The platform adopts all the aspect of Headless CMS that makes an omnichannel approach easy, with the understanding that Page Management is of utmost importance in any website project.

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 Free 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 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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