



3PILLAR + CONTENTSTACK

Modern Shopping Experiences Made Easier

THE COMBINED POWER OF 3PILLAR + CONTENTSTACK HELPS YOUR BUSINESS GROW.

The most successful companies never call their product “done.” They know it requires constant evolution to meet customers’ ongoing expectations and that a better customer experience translates to revenue.

This shared product mindset helps teams build the best product and get to market fast. Having the right software partners on that journey, who also ascribe to that core philosophy of constant innovation, is pivotal to your success. Businesses seeking digital solutions need partners who understand the entire product experience—from customer needs to business goals—and don’t abandon you in your development journey. Partners like 3Pillar and Contentstack are uniquely positioned to help you pivot quickly to gain market share.

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Contentstack was born from the glaring shortcomings of monolithic CMSs, whose complexity and rigidity restrain talent and choke initiative. 3Pillar works with content-rich businesses to help them build digital products that drive revenue and set them apart from the competition.

START WITH A CMS THAT WILL EVOLVE WITH YOUR BUSINESS OVER TIME

Contentstack is the modern, composable CMS with an ecosystem that allows 3Pillar to fulfill the promise of digital transformation, at speed and scale. This way internal stakeholders can pivot as fast as the market forces dictate.

MOVE AHEAD

- From uni-channel (web) to multi/omnichannel

DO IT ALL FASTER

- The agility to enable internal stakeholders to pivot more quickly
- Launch new products, new campaigns, or new landing pages faster than ever

STRIVE FOR MORE

- Digital ecosystem experience—where customer needs are at the center of the software development journey
- More revenue streams for the business + varied and personalized customer experiences = better business outcomes
- Experience parity across channels (vs. mobile as subset of web experience)



As the pioneering Agile Content Management System, Contentstack empowers marketers and developers to collaborate around content like never before. Together, they can orchestrate superior customer journeys and deliver dynamic digital experiences across channels, audiences, brands and regions. Companies such as Chase, Express, Mattel, McDonald's, Mitsubishi, Holiday Inn, Icelandair, Riot Games, Sephora and Shell trust Contentstack to power their most critical content experiences. Famous for its Care Without Compromise™, Contentstack has the industry's highest customer satisfaction.

CREATE CONTENT FASTER

- Speed content creation with less developer dependency
- Work faster in parallel without versioning issues
- Easily add third-party functionality

MANAGE CONTENT EASIER

- Streamline workflow processes to get more done faster
- Coordinate launches and releases faster than ever
- Speed content reviews while keeping safeguards in place

MADE FOR THE ENTERPRISE

- A SaaS model ends legacy CMS upgrades that drain time and resources and may involve additional license fees
- Unheard of levels of support from CS Engineers—ready with answers when you need them
- Built for the enterprise to scale with optimal performance ensuring customers have best experience and fast connectivity



3Pillar Global builds breakthrough software products that power digital businesses. 3Pillar is an innovative product development partner whose solutions drive rapid revenue, market share, and customer growth for industry leaders like CARFAX, Fortune, and PBS. Leveraging a lean and agile approach, 3Pillar delivers value-generating, digital solutions with specialized product strategy and management, user experience design, as well as software and data engineering expertise across mobile, cloud, and disruptive technologies.

GROW REVENUE

- Minimizes time to value
- Maximizes product investment

PRODUCTIZE DATA

- Drives value from data
- Integrates upsell and cross-sell capabilities
- Provides data governance

EXPAND CUSTOMER BASE

- Take products to market Sooner
- Keep customers engaged with updates
- Offer consistent experiences.