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These are stories about companies who will never let traditional CMS hold them back.

These future-forward brands continually seek out powerful new ways to succeed in accelerated digital times. They understand how critical it is to consistently deliver relevant content in faster times. Or face irrelevancy in no time.

Which is why they left the old and complex and moved to the modern. With a headless, agile CMS, Marketers now create content in a flash. Manage content without breaking a sweat (or the backs of Developers). And they can scale in ways that match the vision of their brands.





Serving over 70 countries,
Berlitz needed **brand** consistencia,
coerenza, förenlighet, uniformité,
致性, **consistency**.



Website: www.berlitz.com

Industry: Leadership Training
Language Services

Employees: 6,000+

CHALLENGE: FOR BERLITZ, CONSISTENCY WAS A FOREIGN LANGUAGE.

After 140 years in business, Berlitz's reliance on its revered brand name alone was no longer enough to drive new enrollment and revenue growth. So the company launched an initiative to re-energize and update their business.

That's when they discovered what was holding them back — a woeful lack of consistency.



“ At Berlitz, we are present across 76 countries. Most of the existing websites were developed by agencies and contacts of the regional marketing teams. With all the disparate systems in use, there was no consistency across the brand, the content on the sites, or the products that we were selling.”

– Peter Gorman, Global VP of Product and Technology, Berlitz



SOLUTION: THEY LEARNED A VERY USEFUL PHRASE: CENTRALIZED MARKETING PLATFORM.

To introduce consistency across their regional teams, Berlitz shifted to Contentstack's API-first CMS—a centralized marketing platform that's user-friendly for both business and technical teams.

In any language, it means:

- Empower regional teams to easily manage and update content
- Maintain brand consistency
- Decrease website load times
- Increase and enrollment and lead conversions
- Provide flexibility to swap in/out services or bring in new components as needed.



“From the launch of our Contentstack website, we had a lead conversion increase of 126%. Contentstack exceeded our highest expectations.”

– Peter Gorman, Global VP of Product and Technology, Berlitz

Contentstack's API-first CMS, Berlitz could build out branded front-end presentation layers without disrupting each site's content or underlying data. *“Introducing Contentstack to our regions and getting them to adopt it has been a breeze so far,”* said Andrew Staker, Lead Front-End Developer. *“Knowing that they've got chat support 24/7 and you get a response almost instantly, users are very happy to use the system.”*

BERLITZ QUICKLY REALIZED THAT SLOW WEBSITES WILL NOT TRANSLATE INTO CUSTOMER LOYALTY.

Berlitz also wanted to address slow websites that were causing visitors to bounce. Staker called the marriage of Gatsby, a static site generator that loads pages blazingly fast, and Contentstack's image optimization API a "no brainer" when it came to improving page speed and performance.



"Contentstack stands out for the communication, the support, and delivering clear roadmaps of features coming down the pipeline. I've seen several features and improvements we specifically asked for already implemented. I am doubtful we'd get such responsiveness and white glove treatment with any other platform."

– Andrew Staker, Lead Front-End Developer, Berlitz



RESULTS: THEY SOUND LIKE A ROMANCE LANGUAGE.

After rolling out a centralized system that uses microservices, an API-first and mobile-friendly infrastructure, and a design process that consistently builds upon the valuable assets they've developed, Berlitz realized the following results:



With Contentstack CMS, Berlitz continues to grow as they give global teams autonomy to unleash their creativity, while their corporate marketing organization uses collaboration tools to ensure all messaging and branding consistently drives speed, conversion, and enrollment goals.

“With Contentstack, Berlitz is undergoing a digital transformation — sling-shotting itself forward into the 21st century.”

— Andrew Staker, Lead Front-end Developer, Berlitz

CLOUD-NATIVE SAAS, API-FIRST.

ARE YOU READY TO GROW AT MACH SPEED?

Contentstack's MACH architecture (Microservices, API-first, Cloud-native SaaS, Headless) is the freedom-loving, empowering technology base for enterprises looking for agility, flexibility and consistency in their digital experience delivery. It beats sluggish legacy monoliths in terms of scalability, availability, interoperability, performance and – bonus – say goodbye to upgrades. MACH is the foundation to continuously innovate, build and unify your brand across any channel.

[insert MACH icon design here]

Contentstack enables developers and business users to:

- Work in parallel, cross-functional workstreams
- De-risk and increase the speed of innovation and content creation
- Safely build and test experience variations without breaking functionality

Wherever your distributed teams are based, Contentstack delivers game-changing collaboration and content creation by putting the power of content and scalability in your experts' hands.

Ok, but how can I benefit?

[Let's meet briefly]



When the audience is basketball fans, your CMS can't drop the ball.

The Miami HEAT needed a more flexible, scalable CMS. So, they upped their offensive game by moving to Contentstack headless CMS. By focusing on mobile, they gained visibility into fans' preferences and a clear lane to treat each fan like a VIP.



Website: www.nba.com/heat

Industry: Professional Basketball

Employees: 810

CHALLENGE: PLAYING WITH A ROOKIE CMS.

Before moving to Contentstack headless CMS, the Miami HEAT was using SDL Tridion as their primary content management system (CMS).

“Tridion wasn’t able to meet business expectations on several levels: Tridion’s licensing was costly, customization and integration expenses were cost-prohibitive, and Tridion was not able to scale to satisfy the needs of a growing user base.”

– Matthew Jafarian, EVP of Business Strategy, Miami HEAT

In an attempt to build out much-needed functionality, the HEAT development team started layering on third-party software, resulting in a complex system that was extremely difficult to operate. Ultimately, the HEAT reached an impasse where Tridion was just not delivering the desired results.

To add to the sense of urgency, mobile as a digital channel in sports had grown in importance to engage captive audiences during game time and beyond, with mobile device penetration among fans visiting the arena nearing 100%. It was time for a new content management system, so the HEAT began searching for a solution that could address their existing CMS issues and simultaneously unlock the potential of a compelling mobile content experience.

SOLUTION: MIAMI HEAT DRAFTS A MODERN CMS ALL-STAR.

The HEAT decided to upgrade the digital experience for its fans with a mobile application that would deliver highly personalized, interactive, engaging content. The HEAT development team honed in on a modern, “headless” CMS approach to deliver content via APIs, rather than a legacy integrated system. They quickly identified the most prominent vendors and began evaluating their offerings side by side. Contentstack beat the competition due to its advanced integration technology, the platform’s track record enabling innovative digital experiences and the team’s white glove customer service.



Matthew emphatically recalls that, “Moving to Contentstack was a very welcome transition for our content team. The best part was that the new platform is customizable to meet all of our content team’s needs, without requiring highly complex development.”

With Contentstack, Matthew says, “Internal adoption shot up by over 30%, while our developer costs and time were cut in half.” Using Contentstack to feed content to the app resulted in a 24/7 engagement tool with advanced personalization capabilities. The new solution provides the HEAT unique visibility into individual fans’ preferences and the means to delight them beyond expectations, by treating each individual like a VIP.

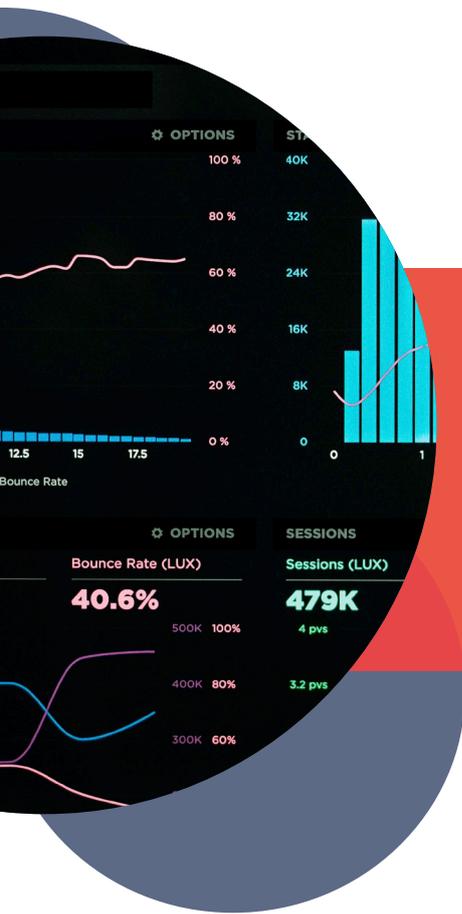


RESULTS: THEY SHOOT! THEY SCORE!

The HEAT's investment didn't just pay off for its fans but also delivered a strong ROI for the sports franchise. When the HEAT put playoff tickets on sale, Matthew proudly recalls, "We launched a targeted messaging campaign that informed our season ticket members about an exclusive retail offer once they scanned into the arena. That resulted in an almost 100% influenced app open rate and a spike in sales for our Retail group."

"Right now, on any given day during the season, we have over 70 users actively monitoring 250 dashboards and reports and, with Contentstack, we are more efficient and can make better decisions as a result."

– Edson Crevecoeur, VP Business Intelligence & Strategy, Miami HEAT



200%

INCREASE IN-APP
TRAFFIC AND ACTIVE USERS

24/7

REAL-TIME SUPPORT
AND CONTENT DELIVERY

OMNICHANNEL SHOOTS AND SCORES!

CONTENT ANYTIME, ANYWHERE.

Contentstack makes personalized omnichannel content a reality, so that you can dream bigger than the web. We put business teams in charge of content and experience design in every channel, including native mobile, connected and interactive experiences — all without needing support from developers.

[instead of two icons and text, do omnichannel graphic here. One-to-many type thing]

Contentstack gives you the power of:

- Agile, headless content with the flexibility of modular blocks and Live Preview capabilities.
- A central content hub with the most intuitive user experience the CMS world has seen.
- Frontend frameworks that uniquely serve your business goals and enable casual users to directly contribute to a better customer experience, while developers are freed from esoteric templating languages.
- A portfolio of SDKs to speed up functionality development even more.
- Sophisticated APIs that ensure image optimization for every channel and even cover offline scenarios.

What is atomic content?

It refers to dynamically combining different content “atoms” to create a more relevant overall marketing asset and experience that specifically meets the recipient’s needs based on where they are on the customer journey.

- Marketing teams use content atoms to tailor personalized, bespoke experiences or
- Use algorithmic assembly for real-time personalized engagement.
- Atomic content enables content editors to focus on creative work while marketers can choose to tailor or personalize composition in real-time.

Create Omnichannel Content, Fast.

[get started today]



EllieMae

Ellie Mae wouldn't allow Covid-19 to mortgage their reputation.

The three most important things in real estate? Location, location, location. But what if your location for an annual conference was forced to change due to a pandemic?

You pivot from actual place to virtual space.



Website: www.EllieMae.com

Industry: Financial

Employees: 1,700

CHALLENGE: PANDEMIC PANDEMONIUM.

Ellie Mae, the leading cloud-based platform provider for the mortgage finance industry, faced a considerable challenge in executing their annual conference. Due to COVID-19, Ellie Mae needed to pivot from a live in-person event to create their first virtual conference, Virtual Experience 2020.



*“We’re going to need
more cyberspace”*

Ellie Mae had to accommodate over double the number of attendees they typically would expect for the in-person conference. There were 7,500 mortgage professional registrations. For each registration, Ellie Mae made a charitable donation to [GetUsPPE.org](https://www.getuspppe.org), an organization funding purchasing and management of personal protective equipment (PPE) that ended up totaling \$50,000.

Ellie Mae had three primary objectives for the in-person event:

- Engage their audience by driving attendance at breakout sessions and get feedback
- Bring the Ellie Mae community together by uniting their partner network for cross-selling and new business
- Provide attendees with product updates, training, and education certifications

SOLUTION: BE IT EVER SO HUMBLE, THERE'S NO PLACE LIKE CONTENTSTACK CMS.

Auden Hinton, Director, Digital Experience at Ellie Mae, explains that *"The reason to go with Contentstack to build this site out versus pulling in an agency or using some other service was the headless component of Contentstack. The API-first headless CMS approach is the main reason for moving to Contentstack. It's incredibly flexible. We're fortunate enough that within our department, we have an engineering team that can quickly build things out, but Contentstack helps them be flexible and pivot, especially in times like this."*



" Through the API, we can use whatever is right for what we're trying to do, and with Contentstack, we're able to innovate and pivot quickly."

– Auden Hinton, Director, Digital Experience, Ellie Mae

40%

+

98%

+

-1

FASTER
DEVELOPMENT
TASK COMPLETION

REDUCTION
IN PUBLISHING
TIME

DEVELOPER
NEEDED TO
MANAGE CONTENT

Hinton continues, saying, *“With a headless CMS, we’re not stuck to one piece of technology on the frontend or the backend for that matter. Through the API, we can use whatever is right for what we’re trying to do, and with Contentstack, we’re able to innovate and pivot quickly. The experience that we built out would not be anywhere near where it was if we had to focus on implementing a new vendor or having an agency build it out.”*

“ All the content that people are engaging with for the Experience event site is coming from Contentstack. Ellie Mae uses Contentstack as part of what we do now as a business for all of our online content digital experiences.”

– Auden Hinton, Director, Digital Experience, Ellie Mae



The team builds the user conference website every year, but not to this extent. Before Contentstack, the amount of time to get from design to market was about double what it is now, including getting to market and maintenance after going live. For example, Ellie Mae didn’t have as robust a CMS running the Experience site previously. Any update would require a ticket being sent to the developer’s queue, and the team would have to do a production push and change the code.

RESULTS: SUCCESS WITHOUT A MAJOR RENOVATION.

When pivoting from in-person to the Virtual Experience event, what was helpful is that Ellie Mae already had content in a CMS. Because the CMS was headless, they had the opportunity to be flexible. When you go to the Virtual Experience site versus the in-person Experience site before, you see two completely different properties.

A lot of that content was the same, so Ellie Mae didn't have to rebuild the content or go in and change a schema or a database; the content was already there. This leveraging of content enabled Ellie Mae to pull content into the templates needed to match their goals or whatever the intent was for a specific page. Ellie Mae only had four weeks of runway to get this project off the ground.



“ One of the biggest benefits of Contentstack is the ease of use. Once we build it out, we can train other non-technical people to manage the content, and that’s powerful.”

– Kevin Yang, Senior Web Development Manager, Ellie Mae

For Virtual Experience 2020, success was measured based on how much of the event the team could virtualize and how effectively they could engage attendees. Ellie Mae set a goal to collect the same data that they would typically get at the in-person event. Surprisingly, they found that they could get more data by virtually hosting the event because it was easy to track what a user does once they got into the application.

Because Contentstack integrated with whatever was best for the user experience versus re-implementing, Ellie Mae could build in great features, such as commenting, bookmarking, liking, etc., improving the user experience. So, it wasn't just that it reduced the amount of time to get to market. It allowed the team to focus on things that matter to their customers.

Luke Legins, Digital Marketing Specialist, says that *“Using Contentstack significantly cut the cost of this whole project in general and allowed us to be flexible and save money at the same time. There’s a lot of content going back and forth, such as coordinating speakers’ bios and headshots, tracks, and sessions. Contentstack worked as a centralized place that empowers stakeholders to manage content.”*

PRE-FAB AND LIVE CONTENT MADE EASY.

In moving to the virtual event, Ellie Mae chose to make all content pre-recorded and on-demand. However, two weeks into the event, Ellie Mae made the bold choice to incorporate live content. With the event site set up and the structure in place, Ellie Mae had confidence in Contentstack’s flexibility. Now, the team was given a week to put together a live streaming service so that users could watch live presentations, comment, and set up *“Town Halls”* to receive real-time answers to their questions from the experts. The dev team went into Contentstack and made changes to make the site support live content on the fly.

“ Using Contentstack significantly cut the cost of this whole project in general and allowed us to be flexible and save money at the same time.”

– Luke Legins, Digital Marketing Specialist, Ellie Mae

And there were other live components of the event to support. Some fun events were added, such as *“Cocktails and Conversations”* to bring celebrities or people of interest to have some back and forth with the audience. Ellie Mae did have more than have one website tied to the Experience site. For example, the advertising server that runs on top of Contentstack was set up to push digital advertisements out to various properties, such as within Ellie Mae’s product, customer resource center, and so on.

BUILT IN-HOUSE ON A FRAMEWORK CENTERED AROUND CONTENTSTACK.

All the comments, liking, bookmarks, metrics, tracking, alerts, emails, and authentication were built from the ground up in four weeks. Hinton states, *“If we didn’t have the CMS that we have, we would not have had time to build all that in, and we would have had to settle for a suboptimal online event.”* Kevin Yang, Senior Web Development Manager, points out that *“One of the biggest benefits of Contentstack is the ease of use. Once we build it out, we can train other non-technical people to manage the content, and that’s powerful.”*

Yang’s point was substantiated when the team had a debriefing with about 50 people on the call on how they thought the personal experience went. One of the main things that came out of what went well was that Contentstack gave stakeholders — including the dev and product marketing team — the ability to go into the system and manage their content all in one place. The team was also thrilled that Contentstack made it possible to pivot from in-person to virtual, with their content remaining intact.

A GREAT SHOWING.

With over double the registrations, Ellie Mae collected 100 million data points regarding user behavior, data, and engagement. The *“Town Halls”* and *“Cocktails and Conversations”* events had close to 9,000 unique views with approximately 2,000 hours of video watched. More than 50 percent of the online attendees were considered engaged users. Hinton concludes by saying, *“Our goal was to deliver the right content at the right time for the audience regardless of what technology we’re using. Contentstack was a critical piece to the success of the event. I don’t think that we would have been able to pull this off within four weeks without having such a flexible CMS. And if we did pull it off, it wouldn’t have been as great of an experience for our attendees as it was. There’s no way it would have been.”*

API-FIRST, SO YOUR NEEDS AREN'T LAST.

Being agile isn't just a state of mind.

Contentstack is an API-first CMS, ensuring fast integration and easy set-up that allows your teams to start creating within hours. We have created a revolutionary user experience for anyone creating content, paving the way to create and publish in a fraction of the time — on any channel. From sidebar extensions, custom field extension dialogues, custom navigation to entire full page apps, Contentstack offers the most comprehensive extensibility in the industry. When you have to pivot and make big changes fast, like Ellie Mae did, we make what seems impossible ... easy.

What does Contentstack's API-first architecture do for me?

- Provides endless possibilities to do more, faster.
- Quickly add new capabilities as your needs change.
- Increase productivity and retain native editorial experience.

API-first gives you the freedom and ability to choose APIs that suit your content goals, no matter the channel. Easily create content for a website, mobile device, software platform, automobile, VR headset, voice-activated device, Jumbotron or whatever tomorrow's technology might bring.

Want more freedom? You got it.

- Enjoy more flexibility and speed, with all the options of a traditional CMS, without being locked into a specific language or user interface.
- Accelerate development, because you aren't building from scratch.
- Ensure consistent experiences and reduced failure by working with existing code.
- Troubleshoot issues more readily with proven processes.

Don't mortgage your future. Join the API-first revolution.

[\[show me more\]](#)

CARE WITHOUT COMPROMISE™

CUSTOMER SUPPORT THAT DOESN'T FADE AFTER THE HANDSHAKES.

Lots of companies talk a big game early on about customer service. Contentstack continually delivers at an unprecedented level with Care Without Compromise™. It's an extraordinary degree of customer care that's renowned in the industry, including live, in-app, 24x7 support from tech experts. We tackle issues with dedicated hands-on, white-glove support for all customers.

Our unique history combines a professional services mindset with deep technical expertise to establish customer trust through competence, integrity and empathy. And that's earned us the highest customer satisfaction scores in the industry. From architectural advice to proactive performance monitoring, Contentstack ensures that customers continuously get the most from their platform to keep creating more amazing content experiences easier and faster than ever.

What can you expect from Care Without Compromise™?

- **Faster issue resolution** from knowledgeable support staff
- **Risk mitigation** when it comes to multi-vendor implementations and operations
- **Onboarding strategy**, including goal discovery, setup, architecture, integrations, and deployment support
- **Dedicated Customer Support Manager** with regular check-ins

We're a partner, not just a vendor. Our award-winning team works closely with you to ensure you get off to a smooth start and stay on track for your goals.

Think Customer Support shouldn't be an oxymoron?

[let's talk]



THE



FILES

Never Settle. Next you CMS™

Be part of the solution.
Contact our experts today to solve
your CMS challenges.

WWW.CONTENTSTACK.COM/THECMSFILES