

DECEMBER 2022

# The Total Economic Impact<sup>TM</sup> Of The Contentstack Headless CMS Platform

Cost Savings And Business Benefits Enabled By The  
Contentstack Headless CMS Platform

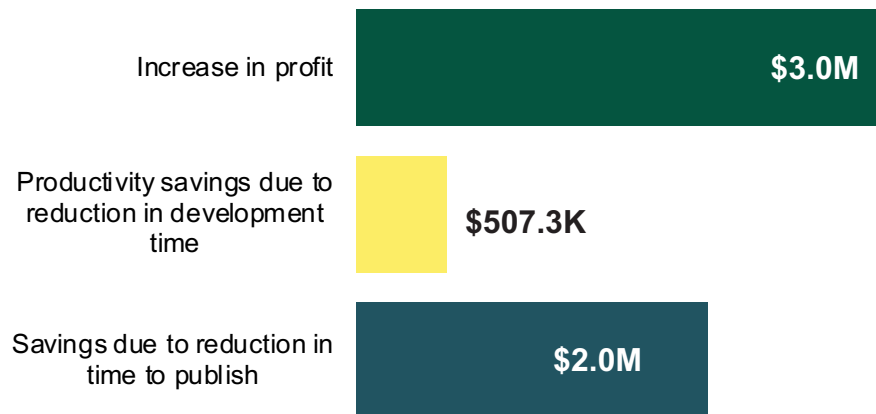
A FORRESTER TOTAL ECONOMIC IMPACT STUDY

**“With the headless CMS from Contentstack, the content publishing process is simple, easy, and intuitive. It’s a differentiator between headless CMSES and nonheadless or monolith CMSES.”**

— VP of digital, food industry

# Key Findings

## Benefits (Three-Year)



The Contentstack Headless CMS Platform is a back-end-only CMS that allows its customers to create, update, and deploy their content to any front end quickly and efficiently.

# Key Metrics



ROI  
**295%**



BENEFITS PV  
**\$5.5 million**



NPV  
**\$4.1 million**

# Methodology



## CUSTOMER INTERVIEWS

Interviewed four decision-makers at organizations using the Headless CMS Platform to obtain data with respect to costs, benefits, and risks.



## COMPOSITE ORGANIZATION

Designed a composite organization based on characteristics of the interviewees' organizations.



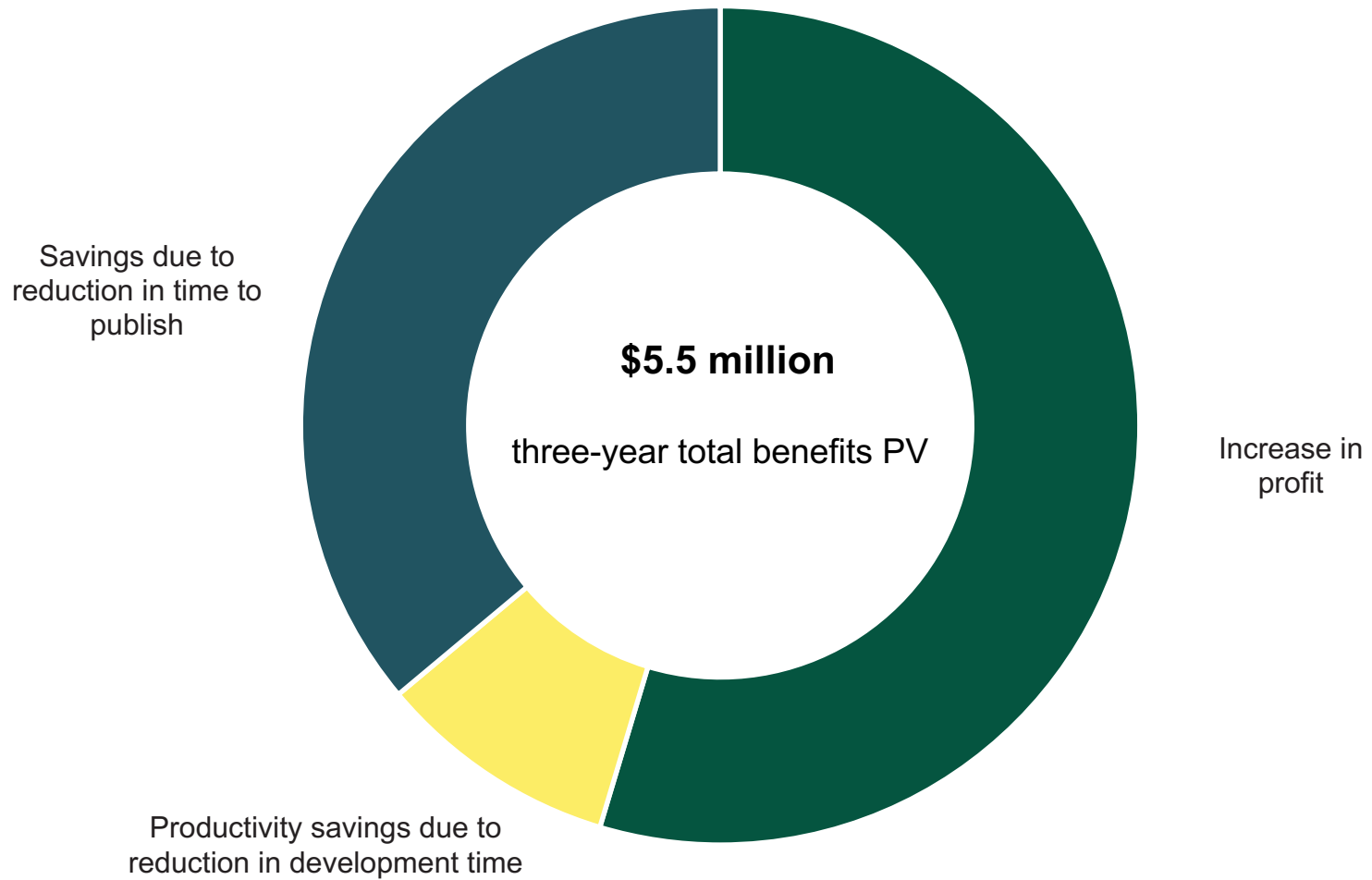
## FINANCIAL MODEL FRAMEWORK

Constructed a financial model representative of the interviews using the TEI methodology and risk-adjusted the financial model based on issues and concerns of the interviewees.

# Customer Interviewees

Industry	Interviewee Title	Revenue
Travel	Head of digital	\$84 million
Fitness	CTO	\$25 million
Clothing	Chief digital officer	\$2.1 billion
Food	VP of digital	\$1.3 billion

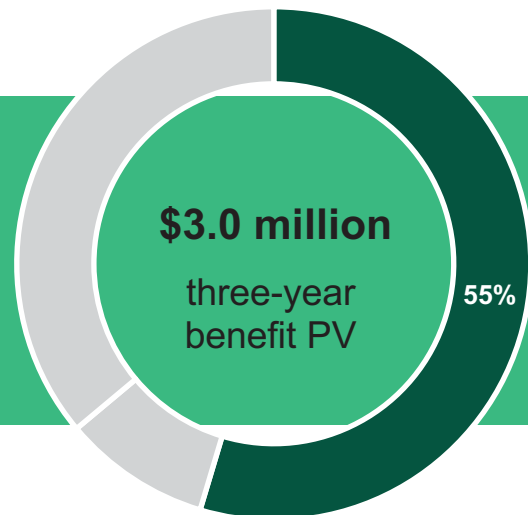
# Total Benefits



## Increased online traffic and site conversions lead to increased profits of \$3 million over three years.

Interviewees' organizations experienced an increase in profit after implementing the Contentstack Headless CMS platform. They attributed the increase in profit to the increase in both online site traffic and site conversions. Their customers seemed to engage with the new content experience, especially given the more frequent updates of the content.

The composite organization sees a **4% increase in revenue** due to Contentstack, which is worth **\$3 million in profit over three years**.



Revenue increase due to Contentstack:

**4%**

**“I think speed to market from a content perspective — just from ideation to production — we can stand things up as quick as our control processes will allow, which I think is great.”**

— CTO, fitness industry

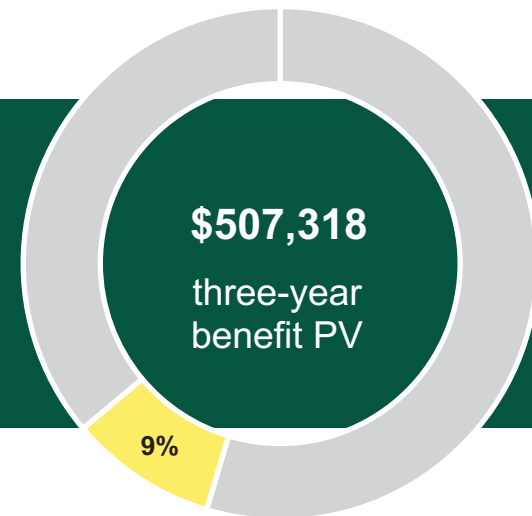
## Content-related development time is reduced 80%.


The Contentstack Headless CMS platform empowers marketing users to work with the platform themselves with less assistance from engineers. This saves the composite organization **\$507,000 over three years**.

Interviewees mentioned how they were challenged in their previous environments with lengthy development processes and limited resources. Contentstack **reduced development time by 80%**, significantly reducing the burden on developers and engineers.

Content-related  
development time reduction:

**80%**





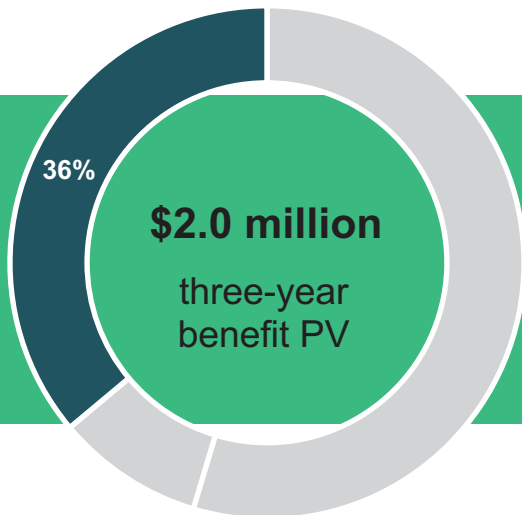
“We think that we reduced that development time by about 80% because previously, even creating the data scheme, it all went to the developers who are now the product owners who are creating those structures and then handing them over to the marketers to build on.”

— Head of digital, travel industry

**Time to publish is reduced by 90%.**

Interviewees noted that Contentstack Headless CMS platform is easy to use and allows marketing users to reduce the amount of manual work and repetitive tasks associated with content publishing.

This **90% reduction in time to publish** saves the composite organization **\$2 million over three years**.



Reduction in time to publish:

**90%**

**“I think it’s a very intuitive platform. It’s one of those that can look quite daunting to begin with, but when you start to use it, it’s very simple, and it makes a lot of sense.”**

— Head of digital, travel industry

# Unquantified Benefits And Flexibilities

Additional benefits that customers experienced but were not quantified include:

**Customer support,  
including  
documentation and  
in-chat support and  
fast response time.**



**Ease of integration  
with other tools.**



**Strategic  
partnership with  
Contentstack.**







**Future technology  
leader.**



## Appendix A: Total Economic Impact

Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

### Total Economic Impact Approach

-  **Benefits** represent the value delivered to the business by the product. The TEI methodology places equal weight on the measure of benefits and the measure of costs, allowing for a full examination of the effect of the technology on the entire organization.
-  **Costs** consider all expenses necessary to deliver the proposed value, or benefits, of the product. The cost category within TEI captures incremental costs over the existing environment for ongoing costs associated with the solution.
-  **Flexibility** represents the strategic value that can be obtained for some future additional investment building on top of the initial investment already made. Having the ability to capture that benefit has a PV that can be estimated.
-  **Risks** measure the uncertainty of benefit and cost estimates given: 1) the likelihood that estimates will meet original projections and 2) the likelihood that estimates will be tracked over time. TEI risk factors are based on "triangular distribution."

The initial investment column contains costs incurred at "time 0" or at the beginning of month 1 that are not discounted. All other cash flows are discounted using the discount rate at the end of the eighteen-month period. PV calculations are calculated for each total cost and benefit estimate. NPV calculations in the summary tables are the sum of the initial investment and the discounted cash flows in each year. Sums and present value calculations of the Total Benefits, Total Costs, and Cash Flow tables may not exactly add up, as some rounding may occur.



### Return on investment (ROI)

A project's expected return in percentage terms. ROI is calculated by dividing net benefits (benefits less costs) by costs.



### Present value (PV)

The present or current value of (discounted) cost and benefit estimates given at an interest rate (the discount rate). The PV of costs and benefits feed into the total NPV of cash flows.



### Net present value (NPV)

The present or current value of (discounted) future net cash flows given an interest rate (the discount rate). A positive project NPV normally indicates that the investment should be made, unless other projects have higher NPVs.



### Discount rate

The interest rate used in cash flow analysis to take into account the time value of money. Organizations typically use discount rates between 8% and 16%.

# Explore More

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Cost Savings And Business Benefits  
Enabled By The Contentstack Headless CMS Platform

**DECEMBER 2022**

A FORRESTER TOTAL ECONOMIC IMPACT™ STUDY COMMISSIONED BY CONTENTSTACK



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