

**WANT TO BUILD AN EMERGING  
TECHNOLOGY EXPERIENCE FOR  
YOUR BRAND?**

HERE'S WHAT YOU  
NEED TO KNOW.



## Business & Technology Considerations for Emerging Technology Experiences

### 1. Start with your customer, not with your technology

Augmented reality applications should not just be built out because they are “cool”. Any new customer-facing touchpoint needs to respond to user needs. For example, AR is useful for distilling large volumes of potentially complex information, and coupled with personalization technology, can provide a customized retail experience that helps filter through potentially confusing purchasing options.

Similarly, make sure that your technology will not limit you. When deciding what you want to build, don't ask “what will the technology allow us to do?”. Instead, find a lightweight technology that will let you build out a POC quickly.

### 2. Make it an experiment

Emerging technologies are by definition unproven, and that's why it's important to adopt a test-and-learn approach to building out these experiences.

Choose a partner that is ready to move fast, and will not bog you down with unnecessary process and overhead (while understanding how to work nimbly within complex enterprise organizations).

### 3. MACH technology

Make sure your technology is ready for innovation. Having an API-first headless CMS made it possible to quickly upload content and pull it into the application. MACH (microservices, API-first, cloud-native and headless) technologies make it quick and easy to build out new touchpoints, whereas with a more traditional system it would take much longer to create an environment where this innovation could be built.

## Why Contentstack & Valtech?

We challenge the status quo. We understand the complexity of delivering a consistent omnichannel experience. We connect with both IT and Business departments, and speak their language. We are responsive, customer centric partners. MACH is at the core of both our companies. Together, Contentstack and Valtech can show you how quick and enjoyable it is to build a mind-blowing MACH-based omnichannel experience that is specifically tailored to fit your business.

---

#### Contact Contentstack

Wim Van Horen | Director of Sales, EMEA  
wim.vanhoren@contentstack.com

---

#### Contact Valtech

Jasmin Guthmann | EMEA Partner Marketing Director  
jasmin.guthmann@valtech.com