

Headless CMS with SilverStripe

Content management's new frontier for fast paced marketing teams and complex web projects.



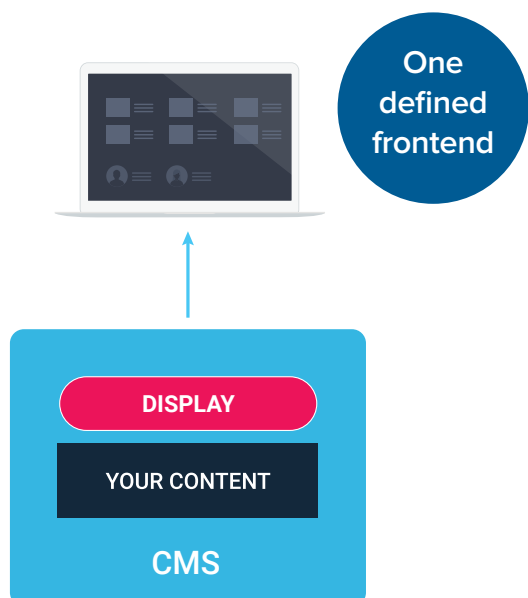
What is a Headless CMS?

A Headless CMS is an emerging term used to define a new way of publishing digital content which is different from the traditional, monolithic approach of managing and publishing content.

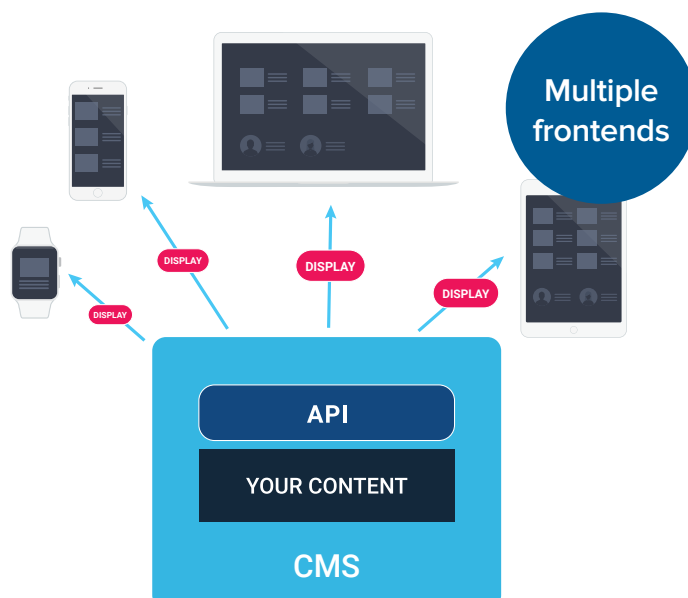
With a traditional CMS, content is loaded into the CMS "backend" but is locked to one defined "frontend" presentation, typically a website.

However with a Headless CMS, content is not locked to a single frontend presentation channel. Meaning, content that is loaded into the CMS can be displayed harmoniously on multiple frontends or applications at the same time through the use of APIs. This fundamentally changes how organisations and marketers engage with their audiences and better reflects the rapid innovations in progressive web technologies.

TRADITIONAL CMS



HEADLESS CMS



What can a Headless CMS do for you?

SilverStripe's Headless CMS provides greater opportunities for content and marketing teams to delight audiences.



True design flexibility

The freedom to build on the frontend with any tool, like React, Angular or Bootstrap, letting you achieve the most demanding frontend designs and interactions.



Enhanced performance

Websites and applications are faster to build and run through the use of APIs, advanced caching and static content. Load every page in milliseconds, not seconds.



Personalisation

Pass data through segmentation and personalisation tools to help you deliver personalised digital experiences to your audiences. Communicating with your audience in their context, creates stronger relationships.



Publish to multiple frontends

Push content and data to multiple frontends from one place. One CMS that can display content anywhere and everywhere you want for targeted engagement to a larger addressable market.



Content and data fluidity

Access information quicker with less friction for customers through content delivery APIs. For incredible digital experiences, deliver information rich experiences to your audiences from any data source.



No vendor lock in

Easily change a vendor or integration if you're not satisfied with their service. Future proof your website through best of breed tools that will keep your content teams productive and current.

Headless for Marketing teams

With a Headless SilverStripe CMS and the right content strategy, marketing teams can create one set of content and then have it distributed across all channels: the web, mobile, print, Internet of Things (IoT) devices... you name it, a Headless CMS can handle it. This is true omnichannel marketing but with greater vendor flexibility and content reach.

This approach to distributing content means less cognitive load for marketing and content teams. No more switching between platforms to publish the same content to multiple channels.



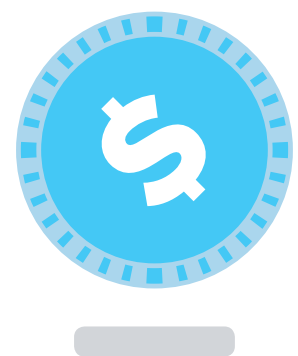
The value of a Headless CMS

Financial institutions

➤ Aggregating content

Digital marketing and content teams at banks rely heavily on market data that can require a high level of human interaction to review and distribute. Content teams can use a Headless CMS to:

- View and route market data into customer mobile applications
- Present content specific to a region to in-branch displays across the country
- Send banking loan rates to financial services comparison websites
- Make updates to contracts and clauses across web and mobile apps
- Personalise customer experiences across mobile apps and desktop interfaces
- Display content from the marketing website to specific ATMs



➤ Organisational impact

A Headless CMS and robust API layer lets banks take control of their content and data, helping to track and report on content in real time while reducing the time required to serve content across all customer touch points.

Universities and Polytechnics

➤ Multichannel publishing

Content teams can struggle to maintain content for multiple platforms and as a result neglect certain channels. Adoption of a Headless CMS solution allows the content team to publish content to:

- Their external marketing website
- Their internal web portal for existing students
- On-campus display screens
- Lecturer scheduling and calendar apps
- Student time management apps
- 3rd party websites



➤ Organisational impact

Using a Headless CMS, the content teams have one source of truth for content and can publish marketing and course related content once, that is then published to multiple channels.

eCommerce retailer

➤ Automated content workflows

Marketing teams need to be highly reactive to events and trends and can't rely heavily on technical teams to implement solutions. A Headless approach helps sales and marketing teams with dynamic content to quickly publish and update listings to keep up with trends and events using:

- Internal messaging apps to trigger deployments at any time by typing a simple command line in a dedicated channel
- Static web pages that favour dynamic content and load in milliseconds
- Webhooks that notify the marketing team in Slack when certain interactions are made on the site



➤ Organisational impact

API driven tooling helps eCommerce marketing teams reach audiences in lightning speed and publish content from within the workflow tools they know and use frequently.

SilverStripe's Headless CMS solution

SilverStripe delivers API driven solutions to public and private sector marketing teams. With the recent release of SilverStripe 4, we're seeing more innovative Headless CMS solutions being developed by our open source community who see the value in structured, flexible content and data for projects and marketing teams.

Going Headless for you next project requires an iterative approach to the design and development of your website.

Talk to the experts at SilverStripe to learn more about Headless CMS and how you can elevate your content as a service.

