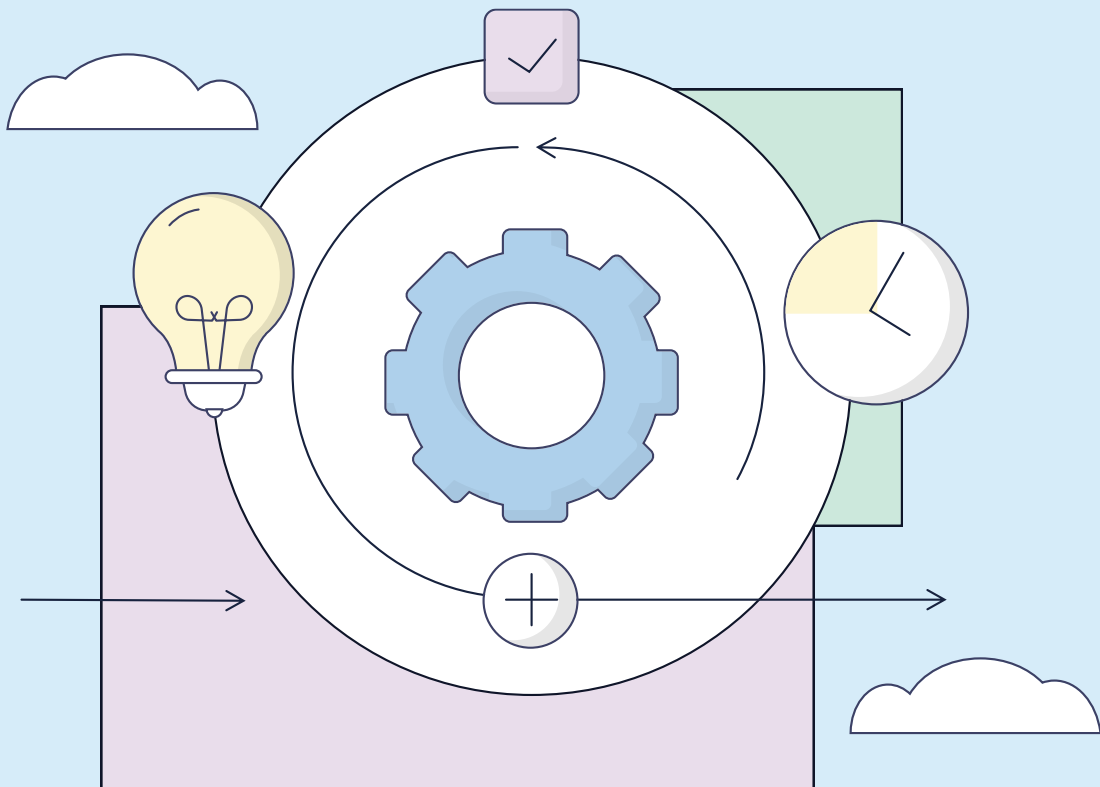


# Agile Project Delivery with Storyblok





# Table of Content

<b>INTRODUCTION</b>	<b>3</b>
<b>STORYBLOK'S IDENTITY</b>	<b>4</b>
Storyblok's Principles	
Values Propositions	
<b>DON'T JOIN THE DARK SIDE</b>	<b>5</b>
Signs of Dark Agile	
<b>WATERFALL VS. AGILE</b>	<b>6</b>
<b>FAKE AGILE</b>	<b>8</b>
<b>THE ROLE OF TECHNOLOGY</b>	<b>9</b>
Structure	
Processes	
People	
Technology	
<b>TRADITIONAL CMSs, HEADLESS CMS AND AGILE</b>	<b>11</b>
Traditional CMS	
Headless CMS	
Agile	
<b>WHAT IS AN AGILE CMS</b>	<b>15</b>
The Content Hub	
The Collaboration and Planning Tools	
The Content Service Flexibility	
The Agile Workflows	
<b>CONCLUSION</b>	<b>18</b>
<b>MORE THAN A HEADLESS CMS</b>	<b>19</b>
Sales Enablement Session	
Technical Enablement Session	
How We Help You Advertise	
How We Help You Sell	
Last, but not Least	
<b>REFERENCES</b>	<b>21</b>

# Introduction

Here is a (maybe not so) shocking fact: 93% of business units that had fully adopted an agile model before the current pandemic did better than business units that hadn't<sup>1</sup>.

In its short 20 years of existence, the agile approach has not only taken over the software development industry, but it also seeped into other industries with great results.

Even the FBI managed to bring back on track Sentinel, a case-management software system designed to revolutionize how the FBI gathers, stores, and links its data, by going agile<sup>5</sup>.

We will go into more detail why using the agile approach very much equals a guaranteed success, at least when it comes to software development. Any agency worth its salt, already works agile using one of the many methodologies available.

But it's not only about the way you work, isn't it? It's also about the tools you use.

So, here is the million-dollar question: Does a traditional CMS allow you to truly work agile?

Our short answer is "no", but we are here to also offer a long answer. We believe that a headless CMS, like Storyblok, can empower you to fully embrace agile and its benefits.

The main objective of this eBook is to convince you of this fact and to add "agile working" to the list of the reasons why you should go headless.

To start with, here are a few things you should know about Storyblok.





---

# Storyblok's Identity

The main reason why the company was founded (2017): the founders were striving to find a CMS that would work for both developers and marketers while they were building digital experiences for their large-scale agency clients.

They built Storyblok as a solution to provide companies with a CMS that would actually give businesses a tool that would work for everyone on the team, while giving them a platform to build better digital experiences more efficiently.

## STORYBLOK'S PRINCIPLES

As mentioned above, developing Storyblok came from the need to find a CMS that was working for both developers and marketers. It was built in this mindset and it is reflected in the very intuitive and user-friendly UX/UI we offer.

Aside from that, our principles are deeply rooted in the agile manifesto<sup>7</sup>. We value simplicity over complexity, we craft with passion, we listen to our customers, we treat all our clients equally, and we practice a "deliver quickly, deliver often" approach.

It is also worth mentioning that, Storyblok was also founded on the principle that no matter the size of the business, Storyblok should be available to them. We have flexible, transparent, and predictable pricing that is not based on usage, as far as possible.

## VALUE PROPOSITIONS

Before we go into specific details about the benefits of Storyblok, take a look at our value propositions.

### **Best editing experience**

With Storyblok, content creators and marketers get the best editing experience on the headless CMS market, thanks to our unique Visual Editor with real-time in-context preview.

### **Secure and compliant data transfer**

At Storyblok we store data in ISO 27001 compliant data centers in the EU, we use https protocols, data encryption, two factor authentication, and backups.

### **Next-level content authoring**

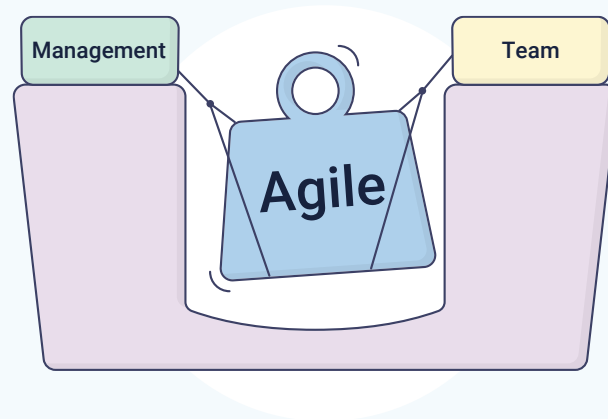
With Storyblok you can overcome the challenges of siloed content thanks to our internal asset manager, complex content model, intelligent and reusable content, versioning system, and customizable workflows.

### **Multi-layer component approach**

Our unique multi-layer component-based approach allows content creators to reuse their well-structured content. They can create and nest components without limits, fill them with content, and customize them as needed.

# Don't Join the Dark Side

As with any sword, agile can be double-edged. Specifically, there is a dark side to it. Reports about Agile adoption are continuously increasing. More and more companies claim that they are agile, but are they really agile or are they only using an agile framework and not an agile mindset?



It's more than that, there are even cases where not even the framework is used correctly. Here are a few signs when agile has gone dark.

## SIGNS OF DARK AGILE

As a disclaimer, since the vast majority of teams use Scrum, the signs are related to this specific framework.

- 1 Scrum master acts as a team lead. Scrum teams are meant to be self-organized.
- 2 The customer is never happy. The core of all agile frameworks is customer satisfaction
- 3 Sprint backlog never changes. The agile philosophy is all about accommodating changing requirements.
- 4 There is no documentation. A successful scrum team documents in a clear and concise way all insights from sprint planning, review and retro meetings.
- 5 The team is too big. An ideal scrum team has 5-11 team members, according to the Scrum Guide.
- 6 Work isn't defined and designed collaboratively.
- 7 The focus moves from solving problems to implementing features.
- 8 Risks stop being addressed up-front

---

# Waterfall vs. Agile

Let's have a look at why agile project management is the better option when it comes to software development.

Probably the most crucial difference is that waterfall project management is sequential, as opposed to agile, which is iterative and incremental. This flexibility allows changes in the requirements even if the initial planning is finished.

Another essential defining feature of agile is the importance of the customer. There is a close cooperation between the client and the team throughout the project.

And, equally important, all teams overlap work as much as possible when using an agile framework.

After observing the main differences between the two methodologies, we can see at least a few reasons why agile is better for software development<sup>8</sup>.

1

## Less technical debt

The technical debt or maintenance tasks accumulate quickly in a traditional project methodology, as the team focuses on new feature development to keep pace with the project timeline.

When working agile, any defects, feature changes or other maintenance tasks are added to the product backlog. The team reviews the backlog during each sprint planning session and gives them the chance to fix the defects at the same time as building the next features.

2

## Flexibility and adapting to change

A big part of the agile philosophy is about acknowledging the customer and their changing needs. Any change is added to the backlog and the team can work on it right away.

3

## High transparency

Agile frameworks enable and encourage teams to work collaboratively, and not sequentially. This translates to a high level of transparency and alignment.

All team members review and validate the user stories for each sprint.



4

#### Minimized risk

The traditional approach to software development leaves product testing and release to the end of the project. This guarantees a considerable amount of uncertainty and risk.

At the other end, using an agile framework dictates an almost daily feedback. The sprint workflow allows teams to test frequently and repair, ensuring added value with each release.

5

#### Higher quality

Leaving the testing at the end, in the traditional methodology, also means that if there are delays in the development phase, there might be little time left for testing.

In agile project management the features are spread out in sprints and are tested before each iteration, resulting in a fully tested, higher quality product.

6

#### Predictable delivery

Waterfall revolves around lengthy phases that makes it very hard to set a release date. With agile, each time-boxed iteration results in a working product with new features.

7

#### Stakeholder involvement

As stated, one of the main agile principles is focusing on the customer, who collaborates closely with the team throughout the project. The customers' change requirements dictate the changes in the backlog. In waterfall projects the stakeholders are engaged only in the first and last phase of the project.

8

#### User-focused testing

The close collaboration with the stakeholder also means that there is a clear understanding of the user requirements, and what is valuable for the customer.

9

#### Customer satisfaction

When using agile, the customer is able to see a working product at the end of each iteration and give feedback.

10

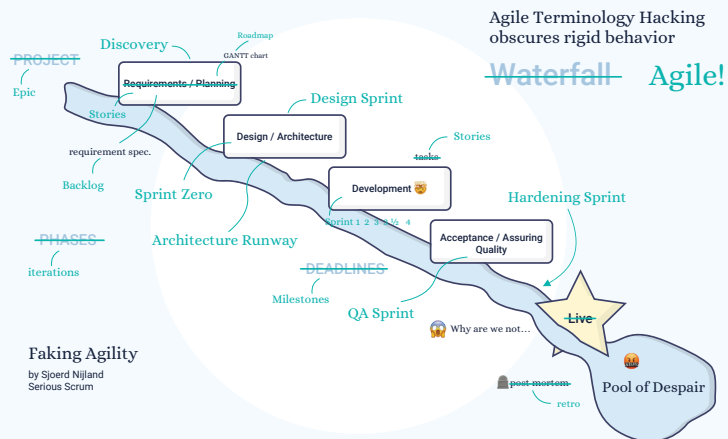
#### Project control and involvement

In agile frameworks the whole team reviews and decides what goes into each sprint. They all know what needs to be delivered and the daily standups ensure that everyone is aware of the project status. And retrospectives help them learn from prior sprints.

# Fake Agile

Yet another pitfall of working agile is dressing up the waterfall method into agile, resulting in a fake agile or Fauxgile, as I cringe worthily like to call it.

How does this happen? A big part of it was already mentioned, companies adopt frameworks, but not the mindset. In a nutshell, they change the names of the waterfall phases <sup>6</sup>.



The first question is, are you practicing agile or mini-waterfalls?

According to Mike Cohn, author of User Stories Applied for Agile Software Development, this is a quite common occurrence<sup>4</sup>.

“I’ve noticed something disturbing over the past two years. And it’s occurred uniformly with teams I’ve worked with all across the world. It’s the tendency to create an iterative waterfall process and then to call it agile.”

Mike Cohen

Specifically, the tendency is to transform user stories into mini-specification documents. It takes a whole sprint to figure out and document, so another sprint is devoted to designing the user interface for said story.

Programmers then receive a bunch of documents showing what the user story should look like and all the details about the story’s behaviour. Afterward, the best case scenario is that the programmers and testers start working at the same time, but in a lot of cases the two activities become separate stages. Rinse and repeat. Each story is a mini-project, it becomes an iterative waterfall.

Now that we briefly talked about the benefits of true agile, dark and fake agile, let’s talk about the journey to agile, focusing on the role of technology.

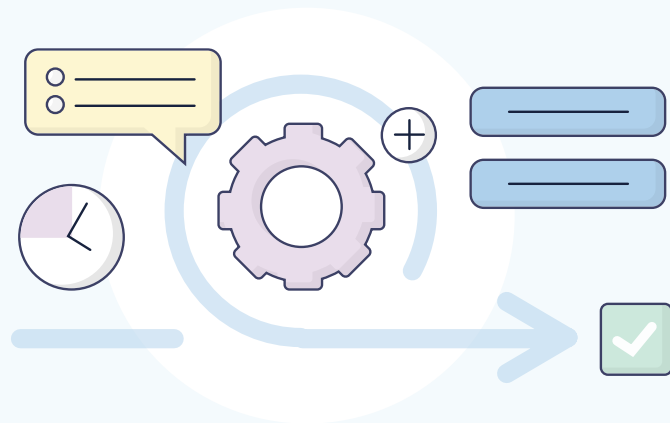


---

# The Role of Technology

Agile is not a destination, it's a journey. Agile at its core is iterative and any attempt at achieving a company-wide agile transformation needs to be iterative and to cover every facet of that organization<sup>3</sup>.

Let's succinctly go through them and focus on the role of technology.



## STRUCTURE

On the journey to agile, there are changes needed in the structure of the company. A mission-oriented approach is needed with regards to workforce size and location.

The reporting structure should be delayed and simplified. It is also recommended to limit HQ to the minimum necessary to run the business. Last but not least, streamline all decision making processes.

## PROCESSES

When it comes to processes the changes consist of freeing up the teams to work on, creating ways for different functions to collaborate, enabling planning and decision processes to be rapidly tested, and structuring performance management based on output.

## PEOPLE

A crucial part of the transformation process is the human component. Managers need to change focus from giving directions to providing a vision, inspiring, coaching and leading by example. HR should redirect all efforts into attracting AND retaining talent.

But, maybe most importantly, you need to provide a working environment in which the existing culture and mindsets can be challenged, and employees can form organic networks across the organization.

Siloed teams is always a sign of fake agile.

## TECHNOLOGY

Now, arriving at the part that interests as most: the technology. You need to ensure that you have the appropriate infrastructure and operations to support rapid changes. You also need to automate your testing and integration processes to enable fast and continuous delivery. It is also necessary to enable the design and evolution of architecture based on requirements.

And, of course, you need to ensure that your organization has access to tools that support an agile way of working. This part doesn't only refer to software that enables you to work in sprints (eg. Jira, Trello etc.), but to any tools that make your organization flexible and able to work iteratively and incrementally.

---

# Traditional CMSs, Headless CMS and Agile

We started this eBook with the statement that you can't be truly agile if you work with traditional, monolithic CMSs. To start sustaining this argument, we need to analyze the traditional CMS. If we take a look at the way they work, it's become painfully obvious that they tend to enforce a waterfall approach. The separate phases of development are dependent on one another.

Since Wordpress powers over 40% of all the websites on the internet, we can take it as a direct case study<sup>9</sup>.

## TRADITIONAL CMS

With a traditional CMS, like Wordpress, the project management style is dictated by its architecture and main approach.

Wordpress and other monolithic CMSs use a website-first approach. This means that it's near impossible for the different teams (developers, designers, marketers etc.) to work together.

The stages are clearly defined as separate phases, making it, indistinguishably, a waterfall approach. Not convinced? Let's take a look at a hypothetical Wordpress implementation.

1. Determining the direction of the website, also known as the planning phase
2. Creating a sitemap or content structure
3. Turn the structure into a wireframe and then mockups
4. Involve the developers to build the design and deploy it in a staging environment.
5. Testing the website and asking the client for feedback
6. Make changes/fix bug
7. Launch Website

Having such clear distinctions between phases, it is nearly impossible for teams to work collaboratively. Each of these steps need to be completed before you move on to the next one. At best, agencies can try to work in iterative waterfalls.

More than that, because traditional CMSs offer out-of-the-box solutions there is no point to involve the developers too early in the process, there is not much functionality they can add, there is not much room for solution finding.

There is also the late involvement of the client to be taken into consideration. Once again there is little space for accommodating any major changes that late in the process.

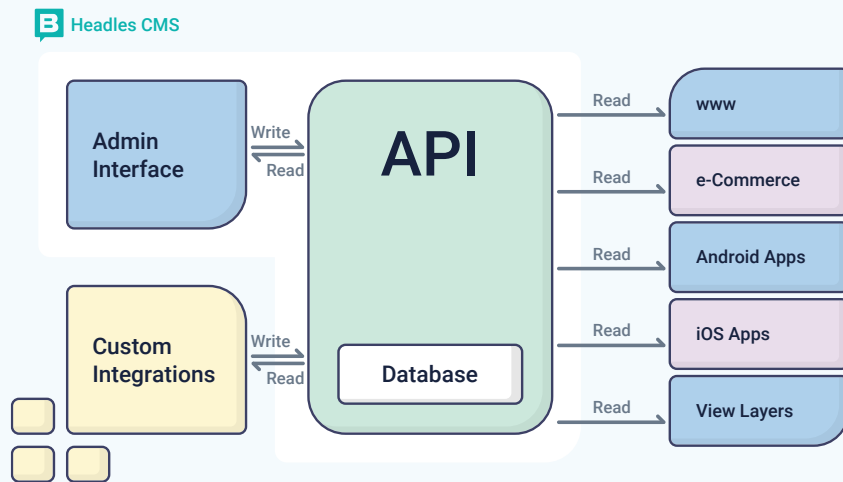
Let's not forget also about the issue of testing. You can't really start doing quality assurance until the website is deployed. By then there might not be enough time to test it properly, and, once again, budget and time constraints won't allow any major changes.

### HEADLESS CMS

With a headless CMS, like Storyblok, it's very easy to work agile. Here is why. For starters, headless CMSs use an API-first approach.

APIs enable applications to access data and interact with third-party services and systems.

An API-first CMS can help organizations leverage these third-party services and deliver content to various channels and customer interfaces, providing the foundation for a best-of-breed digital experience platform.



Using Storyblok you strategize your content, build the relationships between the content items, organize them and then feed the content via APIs to any digital channel.

Developers can work free of any proprietary development constraints and marketers and content creators can reuse the content items and combine them as they need, increasing the speed of time to market.

More than that, a headless CMS is the definition of flexibility, it provides freedom in the front-end technology choices and extendibility of the content management interface for developers and marketers alike. It becomes easy to work as a single team from the discovery phase and to release a functioning product with each iteration.



## AGILE

We talked a lot about what is and what isn't agile. Let's zoom in on some of the main features of agile and see how the traditional CMS and the headless CMS relate to them.

### Customer satisfaction

The first principle of the Agile Manifesto states that our highest priority is to satisfy the customer through early and continuous delivery of valuable software. From the start, the monolithic CMS fails this test. The client is involved in the last stages, when it's too late for major changes.

On the other hand, the headless CMS offers you the possibility to engage and involve your customer throughout the whole process, and to release a functional product with content at the end of each iteration.

Other aspects of customer satisfaction, when working with traditional CMSs, also include the lack of control over the plugin development, security issues and the problematic speed.

The headless CMS masters all of these factors with ease.

Yes, Storyblok does use [plugins/apps](#), but we take the safe route and offer 23 native plugins, three of which are integrations for external services. More than that, Storyblok was built with a robust plugins system to give our customers the power to extend Storyblok with custom apps or fields.

There are three different ways in which you can extend Storyblok: Custom Applications, Field-Type Plugins and Tool Plugins.

Yes, Storyblok is virtually a fortress. We use APIs to provide content that is read-only. Additionally, that API can be placed behind an application and a security layer.

The content is rendered client-side, reducing the impact of any possible DDoS (distributed denial-of-service attacks).

Yes, Storyblok, and any headless CMS for that matter, is the best solution to achieve page performance. Specifically how you use the features of JAMstack. JAMstack is a modern web development architecture based on three key components: JavaScript, APIs and Markup.

The differentiating factor between a JAMstack site and a website built on traditional website technologies is that JAMstack doesn't rely on a server, it is pre-built and serverless. Static files are generated and then sent out over a CDN (content distribution network). Server-like functionalities are handled by third-party services, connected via APIs.

### Simplicity

Yet another principle of the Agile Manifesto is simplicity. To be more precise, simplicity—the art of maximizing the amount of work not done—is essential.

In offering out-of-the-box solutions and trying to fulfill every single need in one package, WordPress, in comparison to Storyblok, is very slow, and becomes slower as you add plugins and functionalities.

More than that, WordPress powers dynamic sites which follow traditional web workflows, resulting in a clunky system requiring a continually running web server that makes it difficult to scale.

WordPress also is loading all plugins, even if not all of them are needed on the page.

On the other hand, speed is one of the primary advantages of Storyblok. Since web pages don't need to be loaded from an application or web server and can instead be served as pre-built markup and assets over a CDN (CloudFront), this increases speed and web performance. The outcome is faster loading times and an improved user experience.

### Welcoming change

Another fundamental principle of the Agile Manifesto is welcoming change. Welcome changing requirements, even late in development. Agile processes harness change for the customer's competitive advantage.

As already established it is nearly impossible to create an environment, where changing requirements are accommodated, when working with a traditional CMS.

On the other hand, with Storyblok, and the incremental iteration process, clients have the chance to offer their feedback and change requirements at every step.

By its architecture the headless CMS is designed for scalability and flexibility.

Let's take it a step further and see what an agile CMS looks like. Because not all headless CMSs are agile CMS.

# What is an Agile CMS

According to the global research firm Forrester “With a nod to both developers and practitioners, agile CMS seeks to enable collaborative, iterative approaches to content and experiences that satisfy both sides of the house.”<sup>2</sup>

In other words, an agile CMS empowers content creators and website developers to bring digital experiences to market rapidly through a combination of publishing, workflow and collaboration tools.

By this definition, an agile CMS has to have the following features.

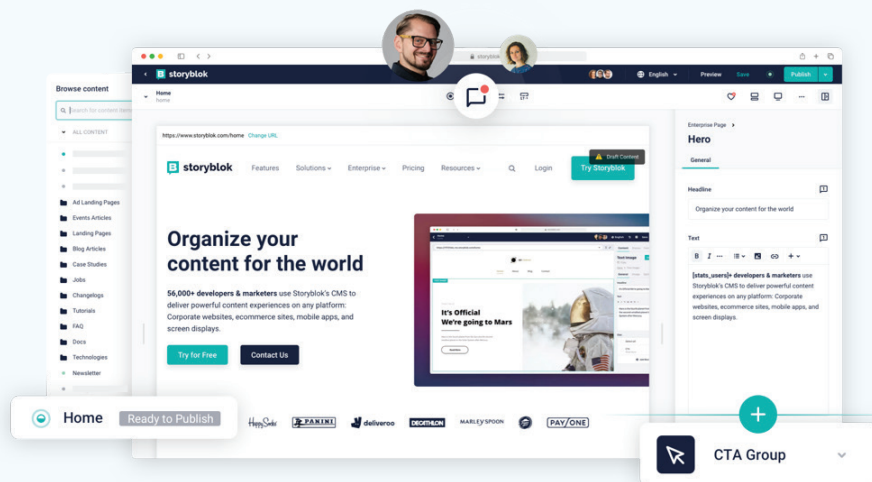
## THE CONTENT HUB

An agile CMS, essentially, needs to be a content hub where all team members can collaborate on putting forth efficient content operations. It is a back-end only content management system built as a content repository that makes content accessible via API (Application Programming Interface) to be displayed on any device and channel.

While it might seem developer-centric, Storyblok is far from it. Developers share the limelight equally with creatives. Storyblok is one of the easiest, most user-friendly tools for content editors, basically a magic wand for generating content and user journeys.

## Our one-of-a-kind Visual Editor

Storyblok is the only headless CMS who offers their users a visual editor with real-time in context preview. This feature empowers content creators and marketers to create omnichannel experiences without coding. They will be able to edit their content with an in context preview, including the possibility to click on Components in their website.



### Our highly customizable RTE

When it comes to content creation, Storyblok, once again, hits it out of the park. As one of the most powerful RTEs (Richtext editor) on the market, it saves the content in a structured JSON format and you can customize the sticky toolbar for each field type and user individually. More than that, users can insert blocks and components inline, thus extending the functionality of the editor to render custom elements. This feature can also be customized by restricting the type of components they can add.

There is also another very helpful feature of importing previously written content from Markdown.

Having a highly customizable toolbar will help you simplify the interface for content editors by not overwhelming them with unnecessary options.

### Our unparalleled content model

As you know by now, one of the main benefits of a headless CMS is overcoming the challenges of siloed content that is managed manually, and making fast changes that are implemented across all channels.

There are two different components you can create in Storyblok: Content-type and Blok. These enable you to create templates for your stories, like Blog Post, Product-page or FAQ entry, with the added value of being able to reuse these templates.

Additionally, you can whitelist only certain components per template to ensure the editor is following the desired style guide set out in the project's design.

Bloks have unlimited nestability and are reusable. Each of the two components has a schema, basically a defined set of fields.

In conclusion, your content team can make fast changes that are implemented across all channels, minimizing the impact of redesigns and product changes.

To summarize, you would increase reusability, flexibility and experimentation for practitioners while allowing technical professionals to build and deploy in short iterative bursts.

## THE COLLABORATION AND PLANNING TOOLS

An agile CMS also has to offer intuitive workflows and built-in best practices, standards, and smart use of AI.

With Storyblok, you can take a strategic approach to managing and publishing content. Features like integration with Optimizely for analytics, custom workflows (more on that later), versioning, custom user permissions and approval processes will help you plan, test, re-edit, schedule and publish your content.

This translates to more efficient and frictionless content operations.



Storyblok also offers an internal asset management system and the option of integration with external services. In the internal system users can create a folder tree, and can sort and execute bulk actions. The external integration is done via app and it connects Cloudinary to Storyblok providing fast and easy image manipulation.

Additionally, you also have the ability to automatically optimize images by adding parameters to the requested URL.

### THE CONTENT SERVICE FLEXIBILITY

One of the main distinguished characteristics of a headless CMS is the ability to offer omnichannel deployment. But when we say content service flexibility, we also think about the reusability of the content and supporting all deployment options.

Storyblok was built for the era of IoT. Through its decoupled nature it is the definition of flexibility. As opposed to multichannel strategies offered by monolithic CMSs, omnichannel offers an integration and ability to bring together the different channels with a unique storyline, goal, and strategy, to provide one unique and connected experience both digitally and physically. Omnichannel strategies ensure that customers benefit from the same personalized experience and message through each channel and device.

More than that, with Storyblok you have the possibility to automate a portion of your content creation process through using [Intelligent Content](#), moving towards data-driven, automated content creation.

### THE AGILE WORKFLOWS

After all the channels are up and running, the same agile, reiterative, approach is applied to content delivery. Siloed content which is prone to errors and difficult to manage, becomes a thing of the past. Equipped with reusable content modules and agile workflows, there is room for mistakes, repairs, and most importantly, changes, before the content reaches the users.

This also translates to increased productivity, quicker time-to-market, less overhead, and control over the branding message.

Storyblok offers two types of workflows. Basic workflows with four stages, undefined, drafting, reviewing, and ready to publish, and custom workflows. Within the custom workflows you can define your own stages using the following six properties: name, color, default stage, publishing rights, next available stages, user(s)/role(s) who can change a stage to the next available stage. Additionally, you also have the ability to add comments. The approval process is done according to defined roles and via email notifications or dashboard notifications.

---

## Conclusions

It bears repeating that Agile is a journey and not a destination. We learned that it's not enough to merely adopt an agile framework, you also have to assimilate the mindset and philosophy behind agile. Otherwise, you are practicing either dark agile, or fake agile.

To truly experience the benefits of agile, there is a need for change in all areas of your organization, and choosing the right technology is a part of that.

Join our Partner Program to be a part of a central creation hub amongst like-minded creators and accelerators.

**Become a Partner**

This is why we believe that Storyblok plays a crucial role in keeping your competitive edge as a digital agency. Whether your clients know it or not, the digital experiences you help them deliver need to be built in an agile, language-agnostic way and they need to be omnichannel ready, in order to be cost-effective and stand the test of time and competition.

---

# More than a Headless CMS

Storyblok has designed and designated a Partner Program to help you find the right customers. After becoming a partner, Our Partner Success Managers can set up for you two types of enablement sessions - sales and technical - both for free. We are also planning to offer in the near future a project enablement session.

## SALES ENABLEMENT SESSION

The sales enablement session is designed for and dedicated to your sales representatives, account managers, and project managers. Specifically, for anyone in your team who is client-facing.

The subject being sales, we will of course present and explain our pricing plan which is transparent and not, as far as possible, based on usage.

We will also go through two ways in which we can help you generate leads: our [case studies page](#) (by uploading an extended case study) and our [partner listing page](#). We often use the case studies for social media campaigns and blog articles.

On the partner listing page, with the help of a simple, yet effective, filtering system, clients can narrow down their search and find an agency that best fits their needs. A lot of our existing partners have landed clients through this page.

“In my opinion, one of the most advantageous benefits of our Program is our Partner Listing page. Very often partners tell me that they were found by new clients thanks to this tool. It’s very satisfying to see how we can both grow together thanks to this page: it’s a win-win resource.”

Francesca Montisci  
Partner Success Manager

Lastly, we present to you one of the valuable benefits of being a partner: the [Partner Portal and Learning Center](#), where you have access to white label sales enablement materials, tutorials, and other self-education resources.

## TECHNICAL ENABLEMENT SESSION

The technical enablement session is the most beloved by our partners, mainly because we are very very thorough. This session is dedicated to your development team and before we schedule it we send you a form to find out more about you, your preferred technologies, and your specific expectations with regards to the session. The session itself is presented by our Developer Relations Team. They are fully prepared to talk shop to your own team, present a full or short demo, depending

on your request, of Storyblok, and present best practices and workarounds. They really have a knack of presenting the “hidden gems” of Storyblok, the ones that only a developer team would know to appreciate.

Simply put, they will show you how to use Storyblok at its maximum potential.

You will have the chance to ask any questions you might have, and, since this session is just for your agency, you can also ask and present specific issues you are facing in current projects.

“I think the best thing about our support is that a Storyblok partner has options: there are a lot of documents and self-paced courses inside the Partner Portal but also we provide live tailored onboarding sessions that help the dev team and the sales and marketing teams of the partner to use Storyblok and our resources to the maximum: be it a product demo, pricing model, licensing, free developer spaces or co-marketing.”

**Elena Granina**  
Partner Success Manager

## HOW WE HELP YOU ADVERTISE

We already have experience with different types of co-marketing activities and we are ready to team up with you as well. We organize and take part in webinars and conferences on certain topics, like eCommerce, digitalization, SEO etc. This is a great opportunity for both of us to grow and generate leads.

We are also open to listen to your ideas, events or campaigns.

## HOW WE HELP YOU SELL

We can help you with passive and active co-selling. For the former, you have access to our Partner Portal where you will find a lot of well-documented, well-written, regularly updated, white-label sales enablement materials (eg. Battlecards).

We can also help you actively co-sell by taking part in your meetings with the client, presenting a demo with a technical or an editorial focus, answering price related questions, and generally helping you land the client.

## LAST, BUT NOT LEAST

All our partners benefit from the [revenue share program](#) and the freedom to experiment with Storyblok with free unlimited development spaces and users - no strings attached!

We don't forget about you after you are onboarded. We will have regular follow-up calls, and you can contact your Partner Success Manager at any point for questions you may have.

---

# References

- 1 Apptio. (n.d.). 9 Agile Statistics That Actually Empower Teams. Apptio. Retrieved January 5, 2022, from <https://www.apptio.com/blog/agile-statistics/>
- 2 Barber, N. (2021, February 22). Agile CMS Moves The Market Beyond Headless – The Just-Released Forrester Wave™ Evaluation. Forrester. Retrieved January 6, 2022, from <https://www.forrester.com/blogs/agile-cms-moves-the-market-beyond-headless-forrester-just-released-wave-evaluation/>
- 3 Brosseau, D., Ebrahim, S., Handscomb, C., & Thaker, S. (2019, May 10). The journey to an agile organization. McKinsey. Retrieved January 5, 2022, from <https://www.mckinsey.com/business-functions/people-and-organizational-performance/our-insights/the-journey-to-an-agile-organization>
- 4 Cohn, M. (2015, August 25). An Iterative Waterfall Isn't Agile. Mountain Goat Software. Retrieved January 5, 2022, from <https://www.mountaingoatsoftware.com/blog/an-iterative-waterfall-isnt-agile>
- 5 Fulgham, C., Johnson, J., Crandall, M., Jackson, L., & Burrows, N. (2011, November 11). The FBI get sigle. Research Gate. Retrieved January 5, 2022, from [https://www.researchgate.net/publication/224259501\\_The\\_FBI\\_gets\\_agile](https://www.researchgate.net/publication/224259501_The_FBI_gets_agile)
- 6 Nijland, S. (2021, November 6). Help! I'm trapped in an Agile Terminology Charade! | by Sjoerd Nijland | Serious Scrum. Medium. Retrieved January 5, 2022, from <https://medium.com/serious-scrum/the-unmistakable-signs-you-are-participating-in-fake-agile-theater-a7d1bd6a5dbc>
- 7 Principles behind the Agile Manifesto. (n.d.). Manifesto for Agile Software Development. Retrieved January 6, 2022, from <https://agilemanifesto.org/iso/en/principles.html>
- 8 10 Reasons to Use Agile Software Development. (n.d.). QualityLogic. Retrieved January 5, 2022, from <https://www.qualitylogic.com/2019/07/18/10-reasons-to-use-agile-software-development/>
- 9 Usage Statistics and Market Share of WordPress, January 2022. (n.d.). W3Techs. Retrieved January 5, 2022, from <https://w3techs.com/technologies/details/cm-wordpress>



[storyblok.com/partners](https://storyblok.com/partners)