

An Enterprise Navigator's Guide into making CMS decisions

How to choose a CMS that's right for your financial organization



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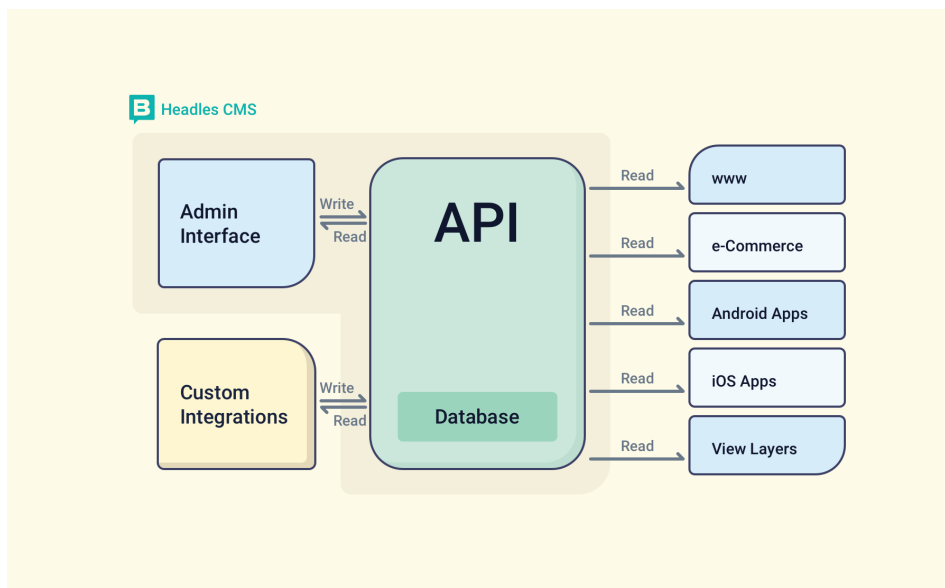
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Introduction

Traditional CMSs were once built for websites and remained very restrictive when it came to distribution per channel, meaning that users would need to resort to different CMSs for different channels. Yet, modern-day businesses are not built around a single delivery channel, and with the new age of modern commerce and communication, comes a need for an agile suite that delivers omnichannel experiences.

The CMS world has been around for over 20 years, dating back to the likes of traditional systems to the evolution of agile and headless CMS solutions.

Previous monolithic traditional systems (such as Adobe Experience Manager, WordPress, or Sitecore), are based on a monolithic architecture that effectively ties and handles the front-end and back-end. Users can create and edit their content that is then saved on the back-end, where the CMS then shows this through a displayable content layer.



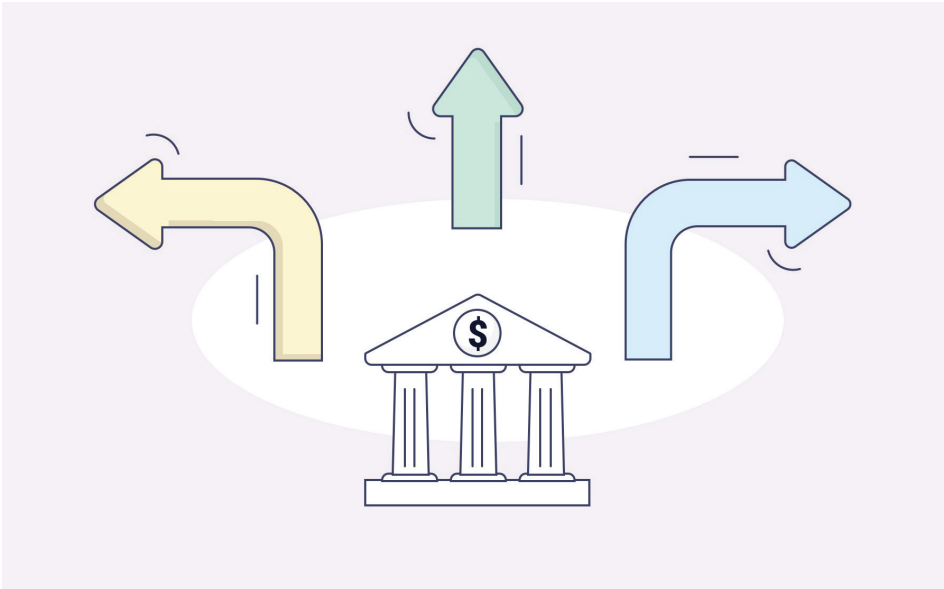
A headless system comes from the concept of cutting off the 'head' (the front-end) that displays the user interface and website, off the 'body' (the back-end) that serves as the content repository. Once the content is created, it can be displayed on any device, using any technology because of the separation between the front and back-end, with each piece of content being pulled to a digital touchpoint via APIs. This opens up new paths into the way we distribute content throughout different platforms and industries with omnichannel in mind, streamlining the content management process of accessibility and flexibility, and opening new frontiers in content distribution, digital experience (DXP)

“The agile CMS market is incredibly important. It’s how brands express their digital persona and drive commerce conversations. It’s how prospects and customers learn about and interact with new services, products, and other users from their device of choice.”

Agile CMS Moves The Market Beyond Headless – The Just-Released Forrester Wave™ Evaluation, Nick Barber, Forrester, 22 February 2021¹

The diversity of touchpoints nowadays is not limited to desktop and mobile devices but has rather seen growth in IoT, and other adaptive technologies such as voice-activated assistants, VR headsets, storefronts, and even refrigerator displays, and more. The number of devices estimated in 2018 to be used worldwide exceeded 20 billion Internet of Things (IoT), with forecasts suggesting digital entryways of 50 billion IoTs by 2030², with [Gartner](#)³ reporting that 63% of enterprises are likely to achieve financial payback within 3 years of their IoT projects. This thus further concretes the need to catch up with such multiple and innovative entryways into connecting with users through your content through the potential of a content management system. Modern-day financial organizations live across offering the same set of services through a multitude of channels for customers to interact with. A [study of 100 financial services](#)⁴ based across the United States and the United Kingdom found that a large proportion of retail banking institutions struggled to keep up with digital transformations that are expected from customers today, proofing the fact that the current banking experience is built on channels that are consequently built within silos and offer a fragmented customer experience rather than one that is fluid and continuous. Consequently from the same study, it was also found that beside customer expectations of a digitized modern banking experience towards improved efficiency and convenience at their disposal of various touchpoints, customers still desire a personalized experience, notably also physically in-bank. Furthermore, [an Accenture study](#)⁵ found that customers wanted better integrations and fluidity between physical and digital channels amongst financial institutions and its services, marking the appetite consumers have for a personalized and omnichannel banking experience.

The fact is that many traditional financial institutions and organizations have not made the move to a modern CMS from their traditional set up due to an already-existing strategy or current business models that restrict them from making the innovative move to be omnipresent, or simply, because such traditional financial organizations do not know such a solution exists.



Enterprises and financial institutions are faced at a crossroads: to take the road that is known or the one less-known. Whether you are looking to implement a new CMS, or migrate from an existing system, consider making or buying into a CMS, or while looking at the best there is to offer, this Navigator's Guide is written to support you along with your CMS decision-making for your financial organization- making the unknown *known*.

Chapter 1:

How is a CMS relevant to your financial business?

THE MODERNIZATION OF THE ONLINE BANKING EXPERIENCE

"The digital revolution is disrupting the relationship between banks and their clients, and new features continuously appear to enhance customer experience."

[Deloitte Digital: Digital Banking Benchmark - Improving the digital performance](#)⁶

Financial institutions are known for selling their products and services that are sold and are accessible through various channels such as in-store/bank, websites, or mobile or applications. While it is arguable that banking itself is 'present' in multiple formats and mediums, there is a lack of interconnectedness that links these channels. In fact, [a Deloitte study](#)⁶ forecasted that by 2021, 3 billion global users would have access to retail banking services through smartphones, smartwatches, PC, and tablets, bringing about the need for an omnichannel experience and strategy. Yet, this does not quite resolve all facts of going just digital, where [an Accenture study](#)⁵, as mentioned in our introduction, found that while customers do enjoy the convenience of an online banking experience, it was found that 50% of customers wanted to be able to switch between human and digital channels amongst financial services. Today's banking experience is individualistic and sporadic. The customer must access services or products per-device or per-channel or go entirely in-store/bank to access services or resolve issues. This interrupts the customer journey that results in a long and complicated process, proofed by the fact in 2020, that [customer experience](#)⁷ was stated as the biggest differentiator between brands.

When we look into the modernization of the online banking experience, taking a retrospective look back at 2021 is a clear shot into digital needs and expectations already being a priority amongst consumers and financial institutions. This points to [the fact that in mid-2020](#)⁸, it was reported that 25% of all banking application downloads were from digital banks, compared to just 1% in 2017. Yet, long before the COVID-19 pandemic itself, the digital future of banking and financial services was already evident in sight. Whether it is the shift of eCommerce, consumer behavior of constantly being on the go with devices, financial organizations must keep up and adapt to the tremendous speed and pace customers are moving at. More

importantly, catering to experience-centered users with high expectations and low loyalty retention rates make it evermore urgent for financial organizations to put customer digital and omnichannel experiences and journeys a priority.

“A new experience-centered generation, with higher expectations and lower royalty appears, pressuring banks to review their online services.”

[Deloitte Digital: Digital Banking Benchmark - Improving the digital performance](#)⁶

Consequently, a headless CMS can help optimize your financial organization's omnichannel experience in its ability to diversify your communication channels, offer a level of personalization to your customers, and thus an omnichannel experience. With [73% of customers](#)⁹ worldwide already present and purchasing through various digital channels, devices, and in-person, make it evermore the need and priority to adopt or adapt to the way your customer consumes and moves.

Taking on a content management system (CMS) is key to bringing your institution forwards to the next generation of digital consumption of your financial services for your customers, whilst balancing your in-store experience to match with your omnichannel strategy. While there are many options out there to choose from, whether you are looking for an all-in-one suite or a best-of-breed approach, or considering a make versus buy option, a Software as a Service (SaaS) in the realm of a headless CMS allows you to gain the best of both worlds.

DIGITAL EXPERIENCE MANAGEMENT & CUSTOMER JOURNEYS

“One technology which has seen increased demand both from new entrants and established banks is Cloud and Software as a Service (SaaS). It has low infrastructure costs, lets products be created and changed quickly, and offers resilience, scalability, and security.”

[World Economic Forum](#)¹⁰

The key to handling digital experiences is through a content management system (CMS) as a guiding hand in managing content and customer experience. While a CMS, more specifically, a headless CMS, requires a host of tools and strategies, the backbone and foundations will essentially always be your content management system, and the ecosystem in which you create out of the CMS and its distribution of content.

DIGITAL ECOSYSTEM MODEL THROUGH API-FIRST AND HEADLESS CLOUD-BASED SOLUTIONS

In optimizing your digital and omnichannel experiences, as well as customer journeys, comes to adopting a digital ecosystem model. According to the [World Economic Forum](#)¹⁰, *"While mobile brought banking into everyday lives, ecosystems integrate our everyday lives with banking. They bring many key elements of modern banking technology – such as cloud, explainable AI, and open APIs – together into one seamless user journey."*

At the heart of any content ecosystem comes the ability for your financial institution to easily create, manage and push content to a variety of different platforms, devices, and even audience types or markets, such as through A/B testing and localization, while being able to keep user data within a centralized location just like your CMS. With any CMS decision-making, make sure to adopt a CMS that can be easily integrated into your other tools or integrations of your choice, one that allows the flexibility and freedom of omnichannel publishing and personalization, to essentially create your digital ecosystem within your content management system and benefit towards your customer's journey.

The fundamentals in creating a seamless user and customer journey are with the help of a solution such as a headless CMS and through the aforementioned points mentioned above. Examples of modern financial solutions, such as Revolut, have been already paving the way into the new generation of banking and have grown its customer base rapidly over the years, [reporting in June 2021](#)¹¹ a total of 15.5 million users worldwide. Why? Offering a seamless user experience translates into why one of the primary reasons customers are making a move from traditional to alternative financial services because of Revolut's ability to entirely focus on its mobile and web application and offer an easy-to-use user experience through a clean UX/UI, instant customer service, AI and cybersecurity and omnichannel distribution.

THE FUTURE BELONGS TO HEADLESS TECHNOLOGIES

The future belongs to headless systems, as they give you the flexibility and freedom of choosing any modern technology that fits your needs without any maintenance needs from the business side. On top of that, due to a headless system's nature of the back and frontend being decoupled allows content to become a priority in portraying your organization's message in providing customized and user-friendly customer journeys, omnichannel experiences, and with a best-of-breed approach that enables you to cherry-pick the best assets and services possible that suitably fits with your needs, while optimizing for shorter loading times and increased performance and security.

More than that, a headless CMS also allows you to integrate any new technologies or integrations to your existing technology stack instantly, in comparison to a traditional solution that limits your choices through an all-in-one suite, forcing you to take what is given rather than select the best there is for your needs. This is why API-first solutions are seen by the [World Economic Forum](#)¹⁰ as the leading solution to the

future of digitized banking, amongst other new adoptions of new technologies that are compatible with headless CMSs omnichannel capabilities.

THE ADOPTION OF AI AND IOT CAPABILITIES

With an API-first CMS, the possibility of tapping into new device channels to your customers becomes a reality with IoT capabilities and AI. Such IoT offerings in a CMSs simultaneous publication of content to a wide variety of platforms and devices include anything from AR/VR headsets, smartwatches, digital mirrors/screens, voice-assistant appliances, and more. By eliminating multiple content silos that exist in a traditional setting, a headless CMS is key to a centralized content hub that allows your content to be managed and distributed at the touch of a button.

As with AI capabilities, using an API-first CMS into the era of intelligent content, allowing the adaptability and streamlining of your content that is fully automated and data-driven through machine learning and artificial intelligence rather than the need of micro-management of content that requires individual attention to each piece of content.

The usage of APIs is a powerful tool within a headless CMS to deliver your content to a wide breadth of devices and platforms while allowing you to manage your content easily and take advantage of additional tools and integrations to incorporate into your system towards AI and machine learning technologies.

OMNICHANNEL EXPERIENCES AS A PRIORITY

The benefits to omnichannel banking and experiences to your financial organization comes with the ability to integrate a spectrum of best of breed solutions to your CMS that allows you to be present throughout various channels while having the ability to switch between channels without the risk of fragmenting your organization's story and your customer's journey digitally and in-store/bank. Not only that, providing omnichannel experiences in turn benefits towards:

- **Lower support costs:** Providing omnichannel support in the form of chatbots and/or AI-assistants via messaging or social media messaging (Whatsapp, Facebook Messenger, etc.) can help to solve your customer's service queries, and at the same time, allow your advisors to focus towards more complex issues in-bank.
- **Providing a more personalized experience for customers:** Bringing a hybrid customer journey that fits with your customer's ever-changing and moving needs and habits means the ability to switch between a digital service such as a mobile application, to coming physically in-bank. The key is to offer an adaptive service and experience that moves with your customer as they move.
- **Customer experience satisfaction:** Hand-in-hand by offering a more personalized experience to your customers as they move results in improved customer loyalty and customer experience satisfaction in the long run.



Yet, such benefits come with a wary reminder when implementing omnichannel strategies to your financial institution - there must be the right capabilities to correctly store data and trace every interaction or touchpoint your customer has with your institution, to then best understand their habits and behaviors for insights, and improve upon offering the best personalized omnichannel experience to your customers. To support this, [a survey conducted by Banking Hub](#)¹² found that only 27% of banks in Europe have a unified record of customer interactions via any channel or touchpoint. The same study also found that only 24% of financial institutions have the technology and data capabilities required to enable and incorporate an omnichannel experience. When looking at omnichannel experiences, a study found that 88% of banks surveyed have a defined network strategy to expand their channel management framework for omnichannel distribution, while only 76% of that have a defined digital strategy in place, and 49% further only have a specific omnichannel strategy in place. This shows the lack of current omnichannel offerings amongst financial institutions. Yet, when an omnichannel strategy is indeed implemented that balances seamlessly between digital and human channels, [a McKinsey study](#)¹³ found through one European bank that when it implemented changes towards optimizing their omnichannel experience involving both digital and in-store/bank channels within a customer's journey, saw a consistent growth of as much as 20% over two to three years since its implementation.

A CMS, such as with headless, is your central entryway to distribute your services, support, and content across whichever channel, device, or platform your customers are on while optimizing your in-store/branch experience to fit and interconnect with your brand's messaging, and customer's needs.

Chapter 2:

Defining your CMS requirements

With that in mind, enterprises and financial organizations usually look towards using a requirement document to identify your technical needs, business goals, operational goals, deal-breakers, and so on. This is due to the number of resources and time that is invested in implementing a new CMS, and a requirement document which allows your organization to save time and avoid any sunk costs to know exactly what you are getting into.

THE CMS ESSENTIALS

One of the most important key factors when it comes to a requirement document is going through with the relevant teams (who will be present in managing the CMS such as developers, marketing, editors, project or IT managers) the following questions:

- **What are your technology needs?**
It is all about thinking beyond your current needs at the moment, and where your organization will be in the next five years, and what could be the needs then. Choosing a CMS is not an easy feat and is a long-term commitment - make sure to pick a CMS that will help you scale and fits with what you are looking for
- **What are your deal breakers?**
After having thought of your technology needs, investigate what can make or break your future implementation. Researching such potential deal breakers and breaking points can save time and money, in the long run, to prevent any roadblocks along the line
- **What are your business goals?**
Tell your vendor what you would like to achieve by a certain date, as well as metrics and KPIs to your plan to ensure the platform supports and achieves your goals
- **Do you understand your operational goals and desired business impact?**
While you may know you need a CMS, you may not know the why or which operational goals best fit with the CMS you are looking for (for example, personalization, multilingual capabilities, etc.) and how it fits with your desired business impact/objectives
- **Do you have a timeline for defining your requirements?**
Make sure to state the timeline for a response, decision, and implementation to your CMS - keeping in mind your deadlines to ensure a timely response with your timeline to launch

On top of that, some things to consider are the costs associated with bringing on an enterprise CMS as well as any hidden costs that can occur, ongoing requirements such as support or maintenance, technical support, security, as well as customizability of any potential add-ons, APIs, integrations, extensibility, and such you may be looking into. We will explore the following essentials:



1. GATHER YOUR TEAM AND RELEVANT STAKEHOLDERS

Gathering your team and relevant stakeholders who will participate in the making of the requirement document is vital to understand and assess the requirements while weighing the vendor's features that you will need. For this, finding your vendor's information is key to understanding how it correlates with the needs of your business and the relevant features and user stories that will fit with your team. Mapping such internal team structures and workflows will play a fundamental role in paving and documenting your business requirements, how they are relevant to what is offered with the CMS as well as who it concerns as part of your team, and ultimately the final decision-making. In the long run, this will ensure the clarification of best-of-breed tools that will be needed in addition to your CMS, pinpoint current and potential pain points and bottlenecks, and receive comprehensive feedback on the overall user experience of the CMS and whether it is the right fit for you.

The first set of key stakeholders to consider is the marketing and sales team (this can be made up of marketers, content creators, and editors, project managers, sales) who will be fundamentally part of working with the CMS itself, the content, and through that, the interaction between your organization and customers. For this, the relevant features such as content workflows, integrations with relevant MarTech and Customer Relationship Management (CRM) systems, and authoring/content editing tools will be important to support your marketing efforts.

This set of stakeholders are vital to your CMS decision-making process through providing feedback on the ease of use (as a marketer), editing and management experience, and the fluidity of its usage between the marketing and development teams.

The next set of stakeholders are part of your development team (including developers, editors, system administrators, etc.) who will know the inside-outs of your potential CMS and will mostly work with fitting the CMS to your existing workflows and infrastructure. Your development team is key to your CMS decision-making in providing feedback on areas such as efficiency, security, integrations, and risk.

While there are many contributing stakeholders towards using the CMS, ultimately the main stakeholders when it comes to choosing your CMS of choice comes down to primarily the marketing, development, and sales team to assess and decide the best CMS for your organization.

2. BUSINESS FUNCTIONALITY AND REQUIREMENTS

An essential part of the process is to consider the potential categories (as mentioned above) of specific key features or best-of-breed solutions that your business can integrate or that the CMS already has. Consider weighing each of these potential categories or features amongst your marketing, business, and development users with the CMS to see if they best fit your needs and expectations. Some categories include:

- Usability and user interface
- Implementation with your current architecture/infrastructure
- Scalability and architecture flexibility for integration (such as for eCommerce)
- Onboarding/Ease of use with the interface
- Marketing and SEO
- Release and pipeline along the line
- Security
- Support

We will explore further hard and soft requirements that come in making a CMS decision beyond the requirement document in the following chapter.

3. ENTERPRISE PRICING: THE REAL COSTS OF YOUR CMS

Content Management Systems vary tremendously in pricing, depending on the basis of services and support you may be getting. Yet, this is not always the case as the costs of an actual CMS itself depends upon a number of criterias. Based on these criterias, you may see that some CMSs list their pricing according to the number of users, or on the other hand, by features. This becomes a daunting task when having to compare between different vendors who may offer the same pricing, but is only the tip of the iceberg of what you may be getting into.

Essentially, these pricing points are called licensing fees that while gives you a head-first look into what you can work with with a CMS, again, only shows a portion of the total costs, or the tip of the iceberg as we mentioned.

Implementing a new CMS to your enterprise system is not an easy task, and becomes much more complex in itself through the purchasing process. The complexity of this can include different internal enterprise process changes, organizational changes, the hiring of new personnel and a large net of tasks to handle. More often than not, the majority of such costs in the complexity of things are not mentioned in CMS pricing lists, and clients end up paying more than they originally thought.

Such additional hidden costs can include:

1. **CMS License fees (ie. subscription fees that are recurring, and one-time perpetual license fees, or consumption-based pricing or feature-based pricings):**

It is important to find a plan that fits closely with your current needs. Some vendors may offer a wide range of services, while others offer only a few. Either way, the main objective is to consider your goals on scalability, and whether the options offered fit to help you in your future growth. Remember that the best systems offer a free trial, making it best to take advantage of that.

2. **CMS Implementation:**

Implementation costs can entirely depend on the size of your team and operations, and depending on your current situation, whether you want an in-house team to handle the implementation (through an already-experienced team or through hiring a new one), or instead, hire an external agency to handle the implementation. Both are catered to different needs and circumstances - for example, hiring an external agency can give you a peace of mind that the implementation will be done through experienced individuals, whereas training your own in-house team can potentially be a good fix, however experience in the long-run can translate to other cases and complex issues that could occur during the implementation. Alternatively, you can go through a third option that is through hiring external consultants to help support your existing in-house team. This option can be fruitful for situations where you want an in-house team for future plans and projects, however based on time constraints, an extra hand like hiring consultants can help smooth things over and build a steady foundation for your team.

3. **CMS Hosting:**

With a new CMS implementation, comes a new server - meaning, you must consider including these server/hosting costs into your budget planning. With that, there are different options to hosting such as dedicated servers, shared servers, managed servers, and VPS. Shared servers for example are known to be more affordable, whereas dedicated servers for example offer more flexibility and control to your CMS. With any option you will go with as an enterprise, it is best to consider this as a great portion to the entire enterprise costs you will entail.

4. CMS Maintenance:

A server needs to be maintained to make sure it best performs to its capabilities, and with that, comes a cost with a maintenance team who will be watching over your server. Maintenance in this case considers regular CMS updates and upkeep, server maintenance, security administration, audits and support, as well as backup solutions should there be a necessity. On the other hand, having a maintenance team upkeep these elements also comes with costs for time, manpower and talent.

5. Training:

A key factor when migrating or implementing a new CMS comes training. This means not only training your team with a new system, but also to learn the ins and outs of it, from testing, customization, learning the configuration and other helpful developmental and editing tools along the way.

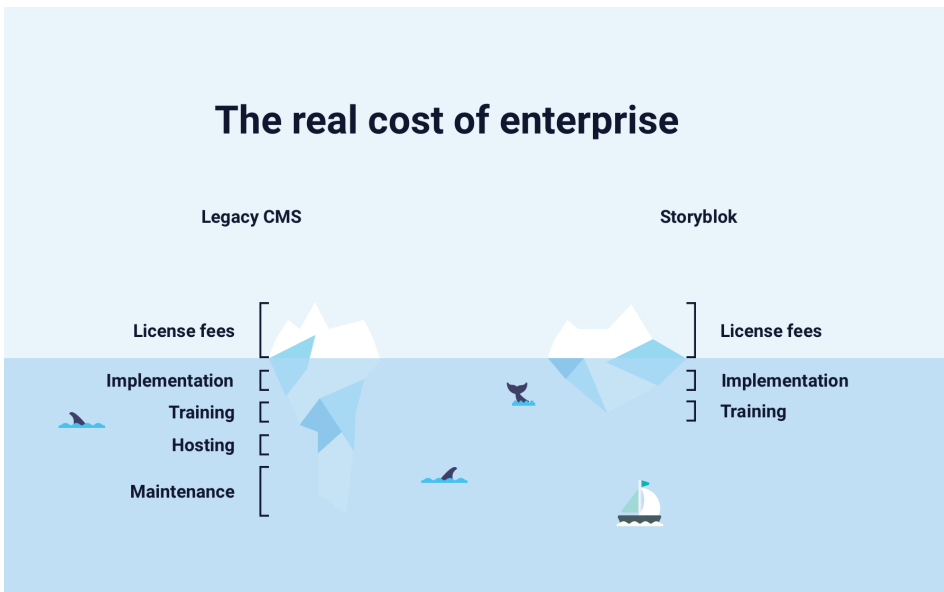
Like any decision-making process, these factors vary between vendors, and can also depend on your team's previous experience and whether extra help is needed and their learning curve, or the choice of system you decide on. With the previous points mentioned, you can see the complexity that comes with CMS costs. However, it does not need to be so complicated.

A reason behind such complexity roots to outdated infrastructure and architectures that currently, many content management systems use. Such older or 'traditional' or 'monolithic' systems usually come as an all-in-one buy package. In short, these traditional systems cluster all capabilities together (both frontend and backend) entirely on your developer's shoulders, leaving you with a papertrail of costs, various tasks to tackle and a system that lags as well as a lack of innovation from your team behind the prime performance and user experience you could potentially achieve and provide.

In taking on a SaaS solution approach, meaning that all the heavy lifting of back-end factors such as maintenance, updates, security, and so on are all issues to your CMS vendor. By leaving the back-end (the fact as well that headless CMSs are decoupled), leaves your organization's main primary responsibility focused on the front-end and content management, and thus, cutting any hidden costs you would normally incur with a regular enterprise All-in-One suite or a Make vs. Buy situation.

The SaaS approach can reduce any hidden costs since it is:

1. **Cloud-hosted:** Meaning that all costs associated normally with hardware and server upkeep are eliminated
2. **Maintenance:** As the backend will be handled by your SaaS CMS provider, any maintenance, updates, security care will be handled as well by your provider. This means giving your developers freedom to work on creating an overall better user experience, new features and integrations on your site, and customer-centric tasks with your marketing team for an optimized content experience



- 3. **Onboarding and training:** One of the great things when taking on a SaaS CMS solution is the freedom it allows for your developers to build their technology stack based on your needs and their own previous experience from a best-of-breed selection. The initial learning curve will be considerably less steep, as teams will only need to familiarize themselves with the CMS interface, and the rest is up to each individual's experience and needs

For further information regarding requirement documents or RFP templates, check out our template to see how Storyblok is a fit for your enterprise needs for your financial organization.

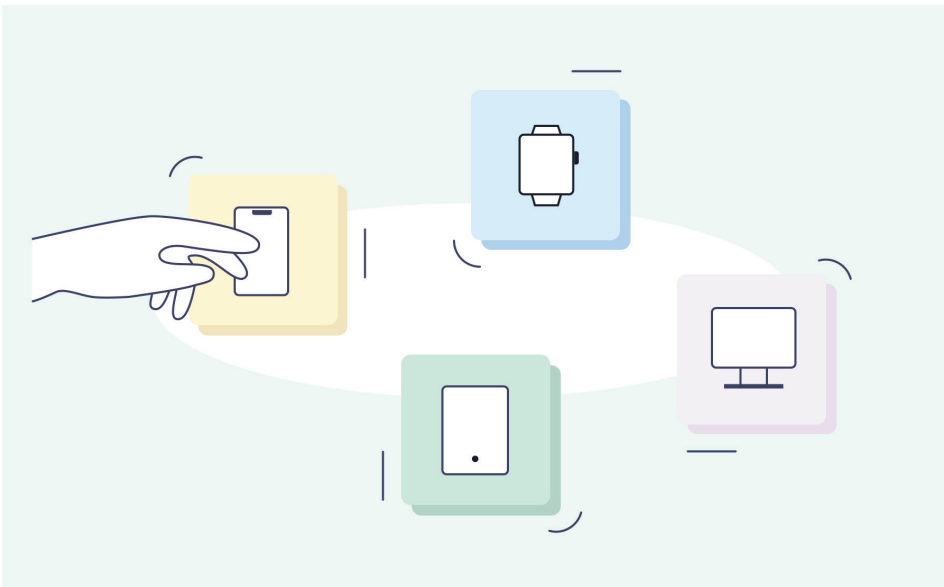
[Get RFP Template](#)

Chapter 3:

Requirements as told by enterprises

When making CMS decisions and eventually, choosing the CMS that best fits your needs, the thought goes beyond just the idea of updating content to your site from a centralized content hub, but is at the heart and step forward to catalyze your business' future digital transformation. All in all, a CMS is key in creating the optimum customer experience for your audience and users, as well as drive innovation, collaboration, agile thinking, and ideation amongst your teams and organization.

Taking a look beyond the requirement document of what is already laid out in the previous chapter, we need to look into further requirements and 'asks' that your enterprise should consider when making your CMS decision, weighing the soft and hard requirements based on your specific needs. More specifically, these further requirements are the blueprints and map to your digital transformation.



HARD REQUIREMENTS TO CONSIDER WHEN MAKING CMS DECISIONS

1. Automation and optimizing of content editing/creation:

The all-saver that usually falls upon companies in the tiresome loop of copy-and-paste content is in understanding your content lifecycle, and the implementation of intelligent content as part of your strategy. Automation can happen with intelligent content as it considers data-driven content creation that allows the reuse of older content and properly delegated content production tasks. With the advancements of AI in addition which takes care of the automation

of said content, frees up time for content creators, editors, and marketers to focus on creating creative and unique pieces of content rather than repetitive content management.

2. Workflows and content authoring

Content production is a vital part of enterprise CMS usage that requires a strict organization of workflows and content authoring tools. Workflows help resolve any ambiguity, ensure governance and accountability amongst various stakeholders (such as between content authors, marketers, editors, designers and developers).

3. Integrations, roles, and users/collaboration

Hand-in-hand with workflows and content authoring, the use of workflows roles for each team member or team, coincide with the ability to select your best-of-breed integrations that best fit with each role, user, team and encourage collaboration. For marketers and content editors, this can be the best of MarTech there is to offer, developer-friendly integrations that can help streamline creativity and innovation towards new features and tools, as well as for sales with examples like CRM integrations.

4. Ease of implementation and scalability

As a financial organization, finding a CMS that ensures a clear start to building right away and the option to scale and innovate quickly are key to your success. Make sure to ask your developers to inspect the headless architecture of your CMS of choice to safeguard your route to easy implementation and scalability. As mentioned before, any good system will offer a free trial - make sure to take advantage of that with your stakeholders to test its abilities and limits based on your current and future needs.

5. Security

Headless CMSs are known to lower the risks of a DDoS attack and any other types of attacks in providing content that is through a read-only API or content separation. Consideration should be made into security certifications such as SOC2, and that your CMS' systems are enabled for accessibility monitoring, authentication, and authorizations for user roles.

6. On-premise vs. SaaS hosted

Self-hosted on-premise CMSs mean you will need to manage everything and in between configuring your web server, installing the CMS itself, constant upkeep and surveillance of the backup, security, performance, upgrades, and more.

A CMS hosted in the cloud as SaaS, such as through Amazon Web Services (AWS) or Microsoft Azure, ensures that you are offered the optimum security, performance, and availability of any updates that come your way. This is that while you look after your own application or site as a client, your CMS vendor looks after all things in the cloud, allowing you to access the benefits of working in the cloud, while staying safe and lowering operational costs you would have babysitting on-premise.

7. Marketing/SEO-fit

You should not have to sacrifice your site to slow-loading pages and poor site performance - make sure to look into an API-first CMS that allows you to A/B test with your audience, optimize your content and images, and provide SEO support to rank on Google search results accordingly.

8. Extensibility

A headless CMS's only job is not to just present the front-end presentation layer, but also to allow extensibility throughout the back-end via API to support external and internal applications that can help drive your digital experience and content strategy.

9. White-labeling

Ensure that your CMS allows you to whitelabel to use and overwrite with your own domain, styles, and configurations.

10. Automation into API

Apart from basic content delivery APIs, find a CMS that can help you integrate with other tools such as automation, personalization, CRM, etc. that will allow you to optimize your experience and in turn, also make the CMS more responsive to the way you want to work for your needs and goals.

11. SLAs

Enterprises should look for Service Level Agreements (SLAs) that offer a Yearly Uptime Percentage of at least 99.9% to provide you with peace of mind of guaranteed availability.

12. Locked-in/flexibility

CMSs can be prone to developer lock-ins and thus, reduces the autonomy of your marketing team and bottleneck scalability. A headless CMS allows you to give the right tools for autonomy to your marketers to create captivating omnichannel experiences without developers, and likewise consequently gives developers the flexibility to work on their own space that focuses on innovating and creating new technologies and integrations to help you grow and cultivate.

Make sure to look for a headless CMS that keeps both developers and marketers in mind.

13. Migration of content

If you are looking into migrating your content from a legacy CMS or existing platform, make sure to plan with your future vendor the migration process and strategy to mitigate any disruptions that can occur along the way.

SOFT REQUIREMENTS TO CONSIDER WHEN MAKING CMS DECISIONS

1. Scalability into mobile apps, IoT, AR & VR, wearables, etc.,

The way that audiences consume content online is continuously evolving - it is estimated that each person will be at least connected to 15 devices by 2030¹⁴,

making the need to scale and invest in various devices evermore needed. Whether that be from mobile and desktop devices, smart televisions, AR & VR experiences, wearable devices, and more.

2. Omnichannel

With one CMS, endless channel possibilities can be tapped into. With the front-end separate from the back-end, this allows the flexibility of content delivery for marketers and content editors to innovate, with the fact pointing to marketers who used three or more channels in any one campaign, earned a [287% higher purchase rate](#)¹⁵ compared to those using a one-channel campaign.

Customers are looking for storytelling and brand experiences that move with them seamlessly across different platforms and devices. For enterprises, tying in with the previous point on scalability means offering a host of content that is available across different formats, contexts, and channels - adaptable omnichannel content that a headless CMS can orchestrate and manage.

3. Localization

The consumer world is becoming increasingly more international, and your audience will not solely speak just one language. Make sure to speak your audience's language with the help of localization, and find a headless CMS that can organize your content under one tree, adapt and integrate to the different markets, regions, and languages that you need.

4. Digital Experiences (DXP)

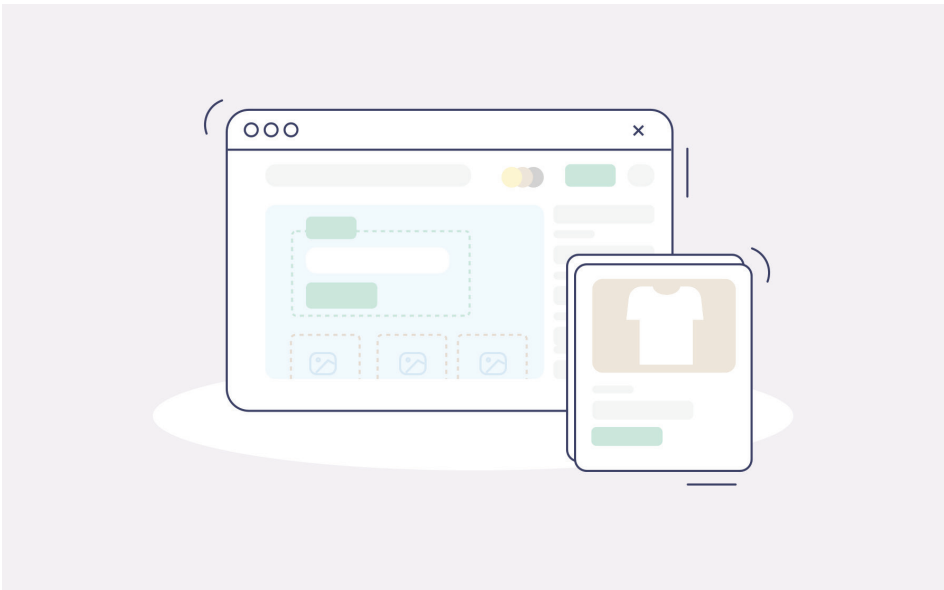
A headless CMS is at the heart of creating genuine digital experiences (DXP), wherewith the help of a best-of-breed approach, allows you to select prime products for your organization to create an optimized digital experience for your consumers. [80% of companies](#)¹⁶ that prioritize their customer's digital experience report revenue increases, making it a fact that adopting a headless CMS, allows the opportunity to double as a perfect digital experience platform.

5. Personalization

Audiences are looking for personalized consumer and user experiences that recognize their interests and needs, with at least [90% of customers](#)¹⁷ willing to share their data with brands in order to gain a level of personalization along their customer journey, as long as that data is respectfully used towards channel-relevant content at the right time and place. On top of that, [79% of retailers](#)¹⁸ are investing in a level of personalization and personalized content or tools, concreting the importance of adopting a personalization strategy in your company's horizons, and how a headless CMS can aid you in that strategy.

Chapter 4:

Storyblok for your enterprise CMS



A CMS is vital to the foundational frameworks of your content strategy, communicational presence to users, and how content itself is organized within your financial organization. Beyond content-wise in creating an ideal content experience for your users, goes beyond internally within your organization in orchestrating an environment for your marketers, developers, content creators, and project managers that with the help of a CMS, allows them to deliver unique experiences and engaging experiences for your users.

If you are looking to make the move to an enterprise-grade CMS, look no further than Storyblok's headless CMS.

To learn more about Storyblok's enterprise offering for your financial organization, please visit us here:

[Learn more](#)

Whatever you are looking for, Storyblok is compatible in building and delivering your next content experience on any platform:

A POWERFUL VISUAL EDITOR

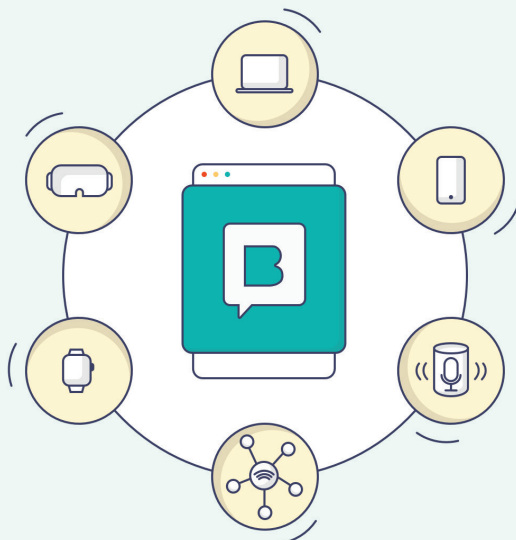
Let your users edit your websites, apps, and other content experiences as they browse with our powerful visual editor - allowing you to get a preview of any changes you make to your site before they go live and championing:

- **Collaboration** with an easy-to-use and self-explaining interface to boost your team's productivity
- **Visual or Form view**: With two editor modes that can be toggled in each content entry, or on a folder level, allows you to fit your content to your management needs and style
- **Responsive Preview**: Want to preview your content on various device views? You can choose from 3 different responsive content preview modes, from desktop, tablet, and mobile.

[See our Visual Editor live here](#)

CREATE OMNICHANNEL EXPERIENCES

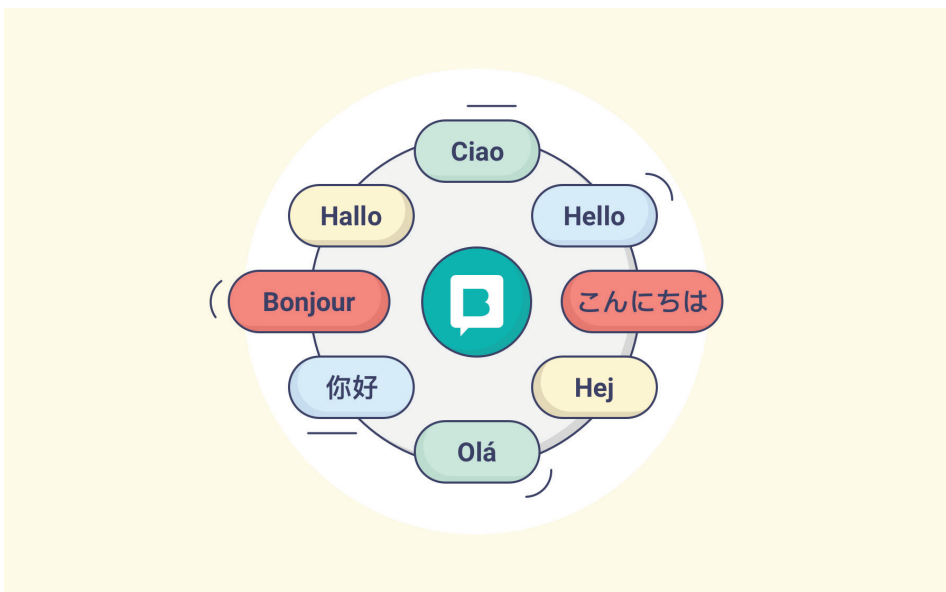
Create once and publish everywhere - Storyblok's API-first experience brings out the best capabilities for omnichannel publishing. Beat your competition to new channels and devices as your audience grows. Changes are made once and appear everywhere and anywhere you can imagine, from websites, mobile, IoT, AR/VR, and beyond.



Build the next generation of omnichannel experiences - from static landing pages, corporate websites, eCommerce storefronts, and more manage your content easily while building high-performing digital experiences for your audience.

GO GLOBAL AT THE TOUCH OF A BUTTON

At the touch of a button, Storyblok helps you to define your content localization strategy, no matter what language or market that may be, with our very own localization app, our language-compatible interface (to support your international team working together), and with third-party localization, integrations to speak your audience's language.



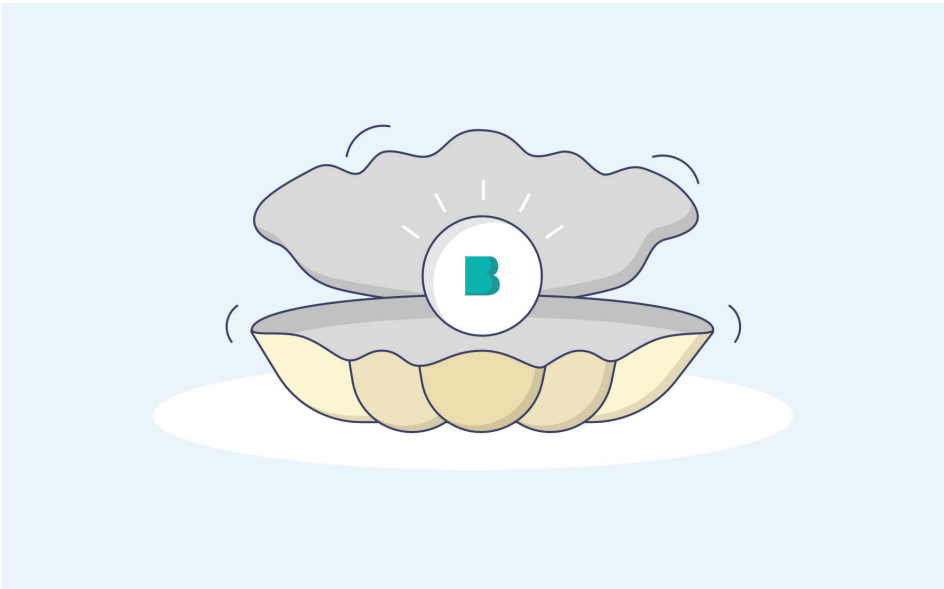
PAGE PERFORMANCE BY DEFAULT

Optimized for speed by default - developers are able to focus on bringing the best of their knowledge with existing technology stacks, rather than having to learn a new system and coding language. Storyblok is a flexible system, making it easier to optimize pages amongst Google Search Results from SEO, page speed, and caching. With an API-first approach, you can guarantee to reach higher amongst search results with our metadata plugin and easily customize your assets and pages.

On top of that, A/B test with your audiences with different formats and campaigns to find your true fit, optimize and cache your content and images for fast and high-quality content that won't interfere with your digital experience, no matter what platform or device your customers are viewing your content on

A headless CMS is a perfect and valuable asset for enterprises and financial organizations looking to test and examine the new frontiers of their content distribution while replacing their previous traditional system. The world is your oyster with a headless CMS.

Storyblok is a one-of-a-kind headless system, allowing you the flexibility and liberty to orchestrate, manage, and distribute your content all in one centralized place. Its capabilities extend beyond the scope of just content management, but towards omnichannel marketing, a flexibility of use between developers and marketers alike, that allows collaboration and a streamlined workflow ecosystem to deliver your best content and digital experience to your audience.



Curious if a headless system is a right choice for your financial organization? [Talk to one of our specialists](#) who can help you decide if you can benefit from one.

Endnotes

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Your Headless CMS

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