



Are you getting the most out of your CMS?

Learn how to choose or maximize your platform. Make your CMS work for you.



Rangle.io

Rangle is a Lean Innovation and Digital Transformation consultancy that solves the most compelling digital challenges facing small and large companies today.

We partner with organizations to imagine, design, and develop customer-centric software experiences.

A modern office environment with large windows and people working at computers. The scene is brightly lit, and the office has a clean, professional look. Several people are seated at desks, focused on their work. The text is overlaid on the image, providing key statistics.

350+

INITIATIVES

275+

PASSIONATE PEOPLE

6+

YEARS OF INNOVATION

Speakers



Fernanda Sobreira

Marketing Manager
Rangle



Ditmar Haist

VP of Digital Innovation
Rangle



Rick Poulin

Director, Digital Innovation
Rangle

Agenda

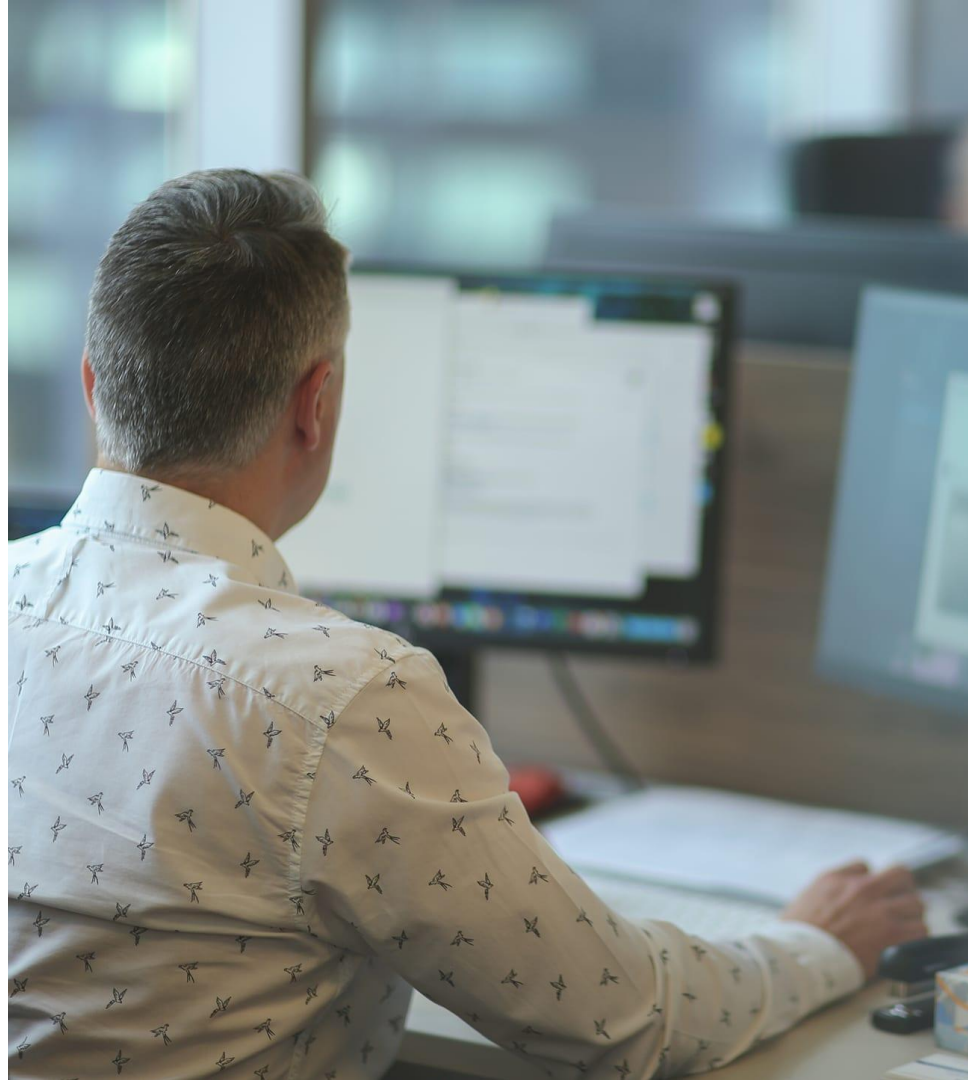
- 1. Architecture paradigms**
- 2. Benefits of a decoupled model**
- 3. Getting started with headless**
- 4. Q&A**

Which architecture is the right fit for your business?

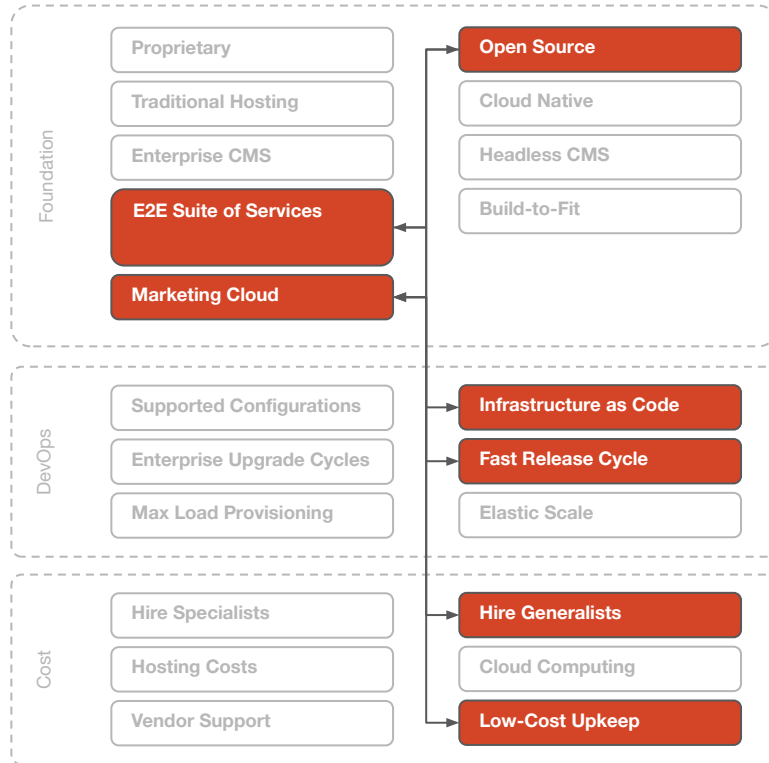
What Problem Are You Solving?

Identify current and future needs

- User experience
- Speed of innovation
- Agility to service changing user needs
- Cost / benefit
- Other



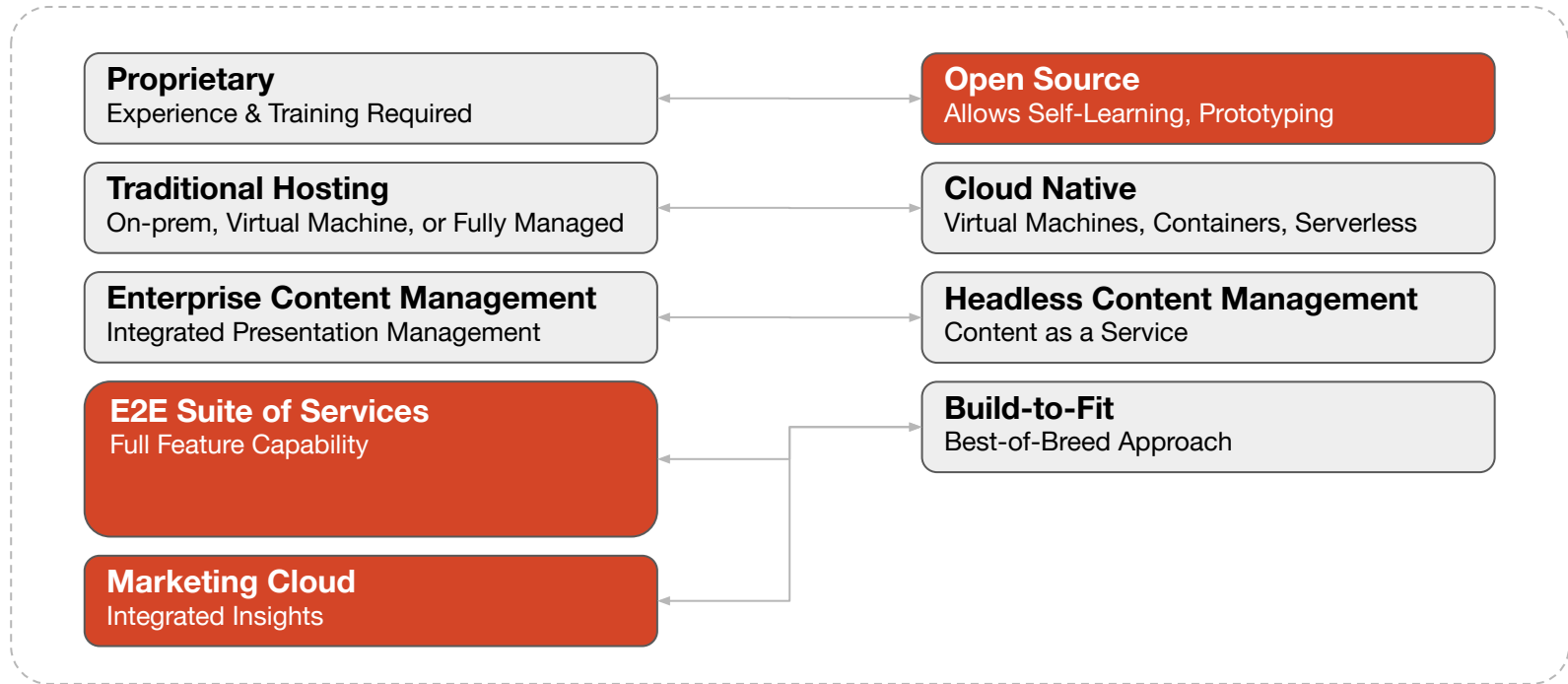
CMS Platforms : Critical Decision Factors



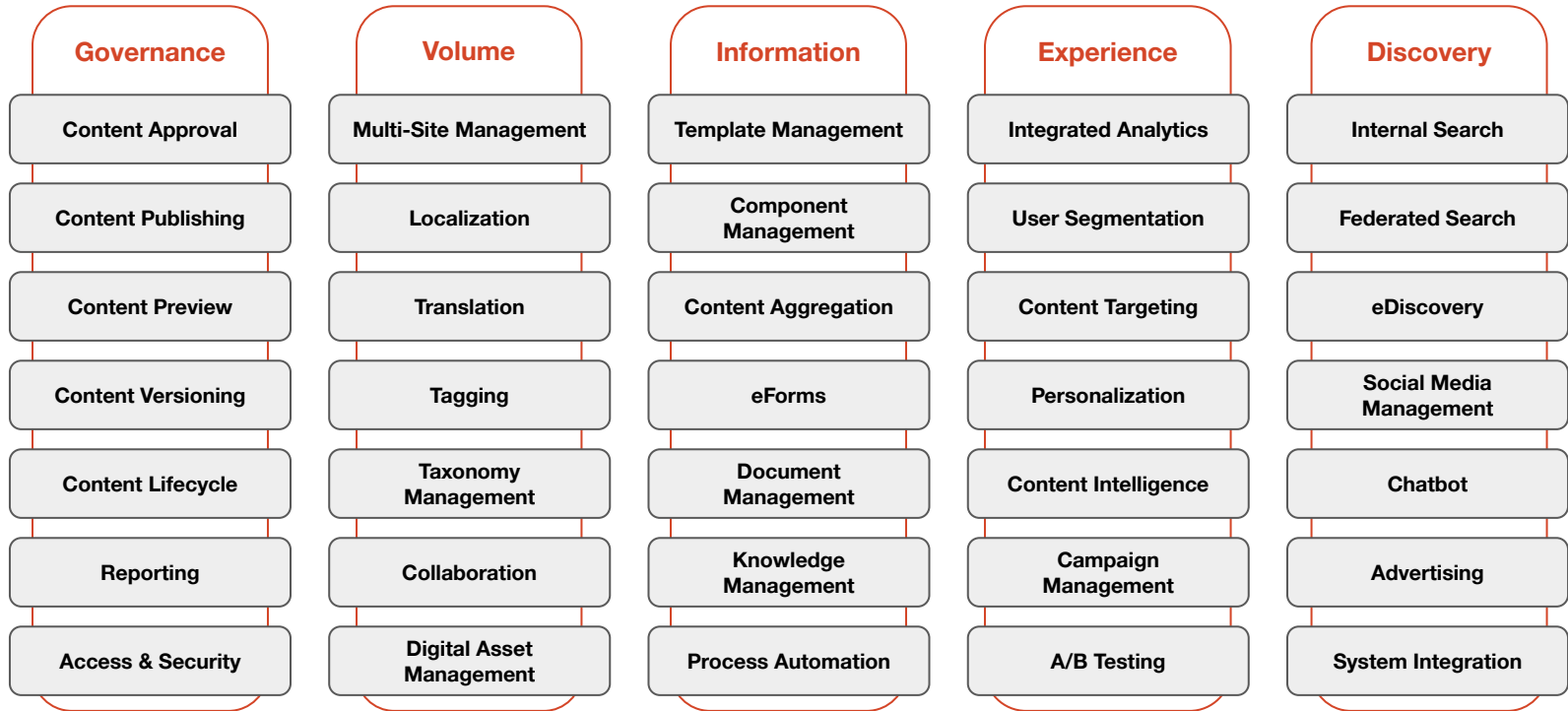
All options have pros & cons

- What problem are you solving?
- How will you support it in the future?
- What skills are available within your team?
- How do your teams operate?

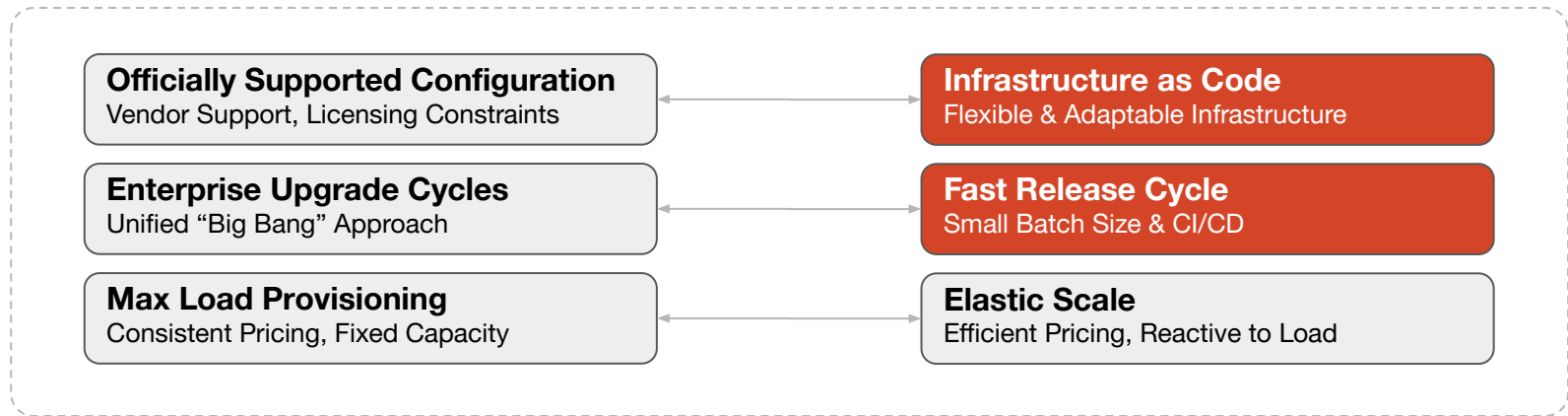
CMS Platforms : Foundation



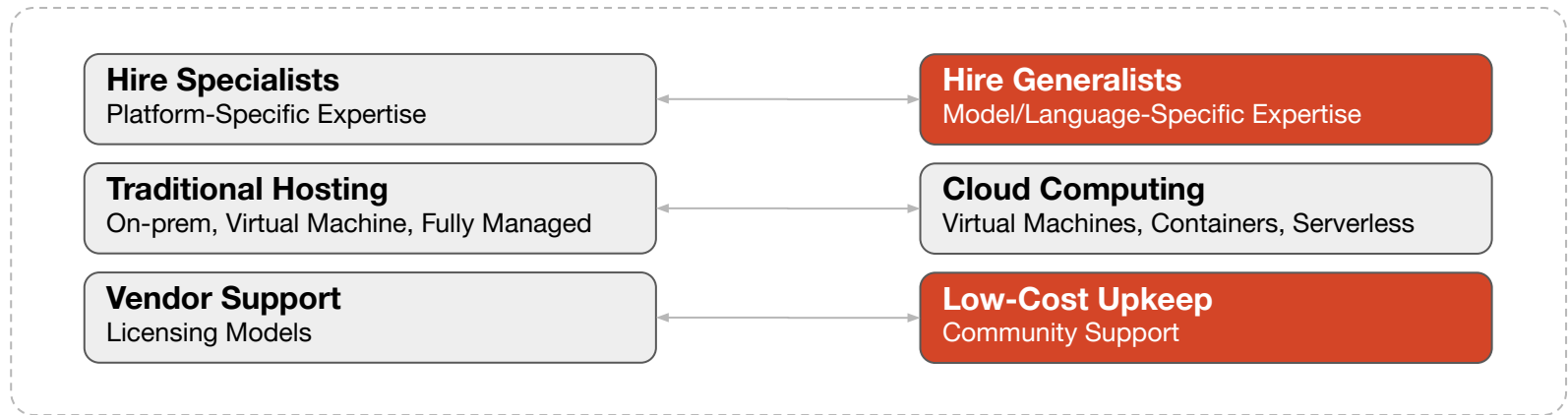
Enterprise CMS Capability Model



CMS Platforms : DevOps



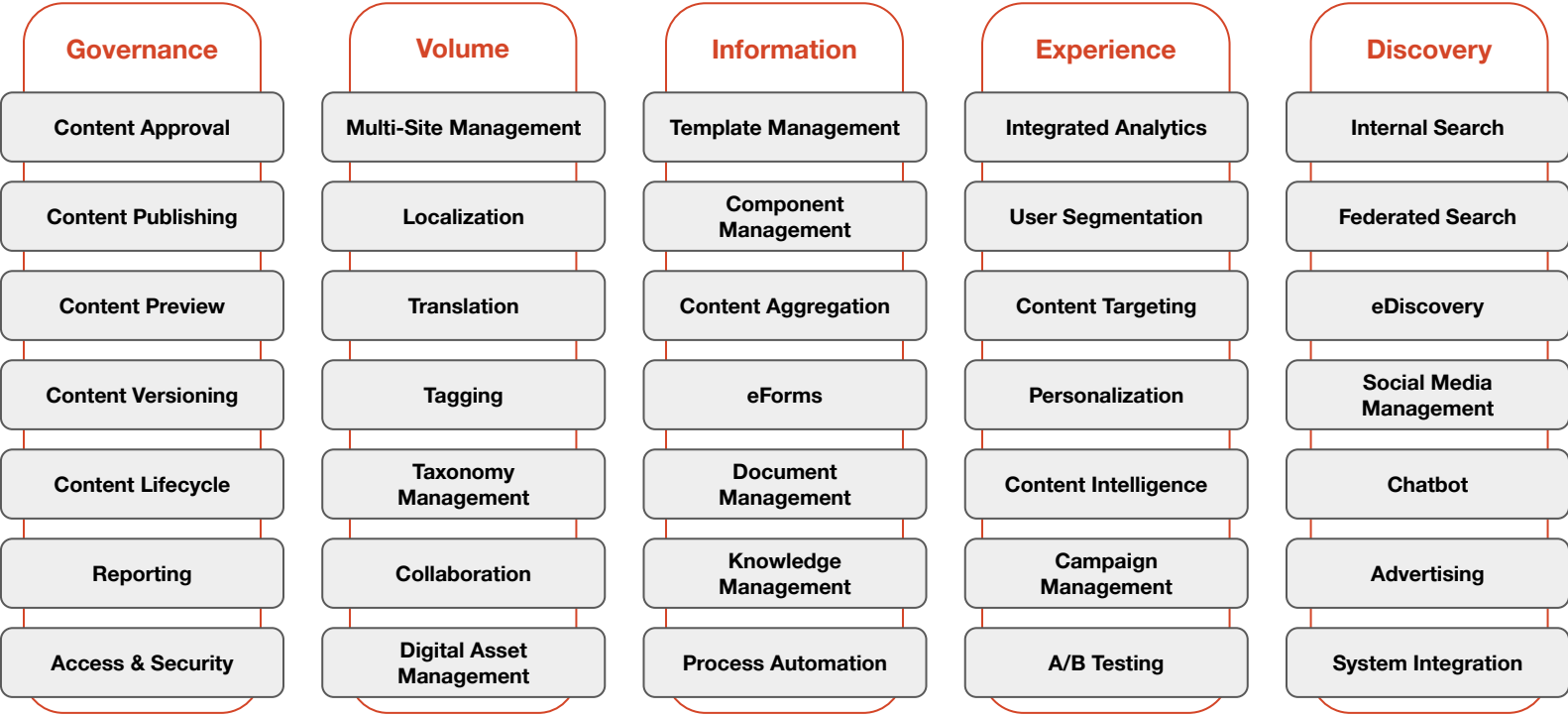
CMS Platforms : Cost



Benefits of a decoupled model

Why adopt a headless approach?

Enterprise CMS Capability Model



80% of companies believe they deliver a superior customer experience.

According to customer perception, only 8% achieve this goal.

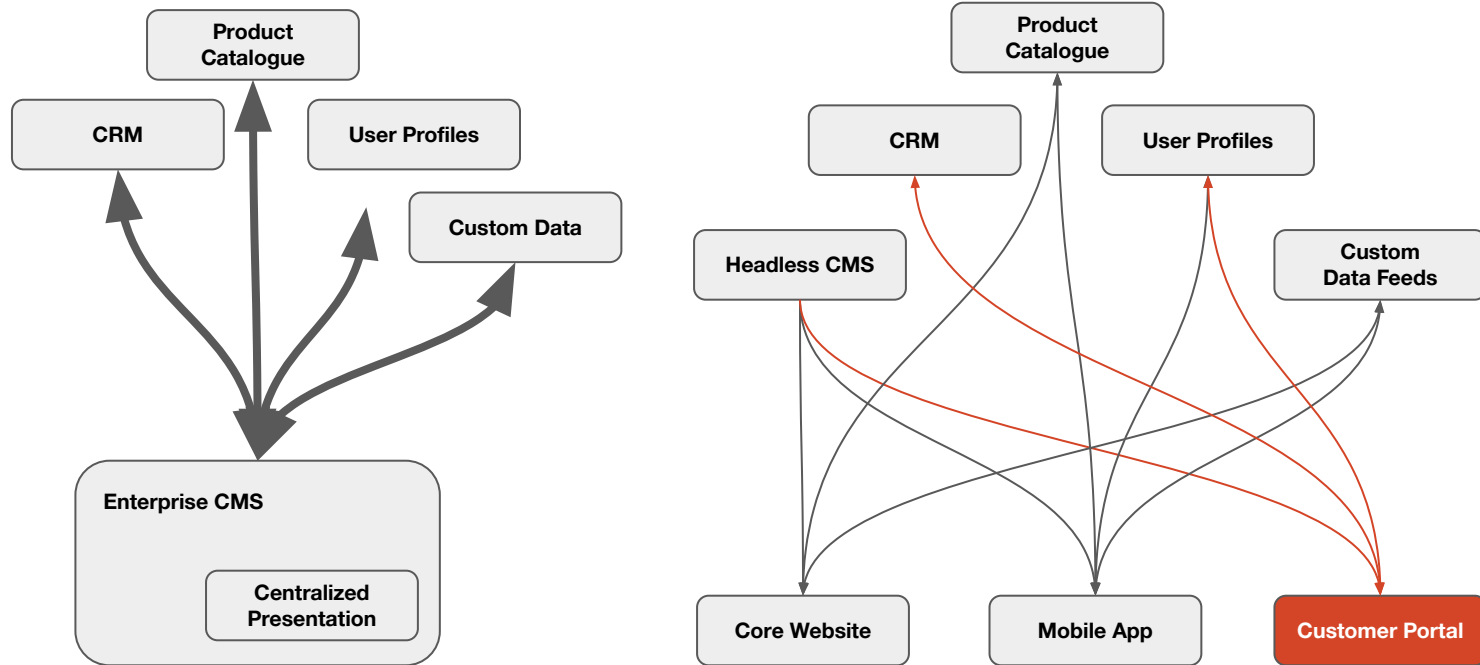
Closing the Delivery Gap, Bain & Company

Focus on the User Experience



Customer needs are constantly evolving. At Rangle, we believe in a Lean-Agile delivery mechanism, enabling organizations to deliver business value quickly, then shift and iterate based on feedback from your customers.

Smaller Packages, Greater Flexibility



Benefits of a Decoupled Architecture



Iterate Faster



Develop in Parallel



Build to Suit



Replace as Needed



Reduce Operational Cost



Avoid Vendor Lock-In



Attract Top Talent



Less Developer Training

Complementary Options



No CMS

Centralize content into a single file for management and localization, but let your developers manage and update small content volume



Static Rendering

Frameworks like Gatsby can be used to generate static sites when content changes



JAMstack

Enhance static rendering with JavaScript, APIs and Markup to get an ultrafast dynamic experience



Headless architecture poses different challenges

- Shifts code complexity for architecture complexity
- Creates disparate authoring interfaces (where to go for what)
- Scaling for enterprise content volume imposes additional constraints
- Success requires cross-functional teams, bridge Marketing & IT
- Requires architectural strategy & regular re-evaluation
- Define a domain model: guard against duplication of code & content

Getting started with headless

ContentOps : A Prerequisite for Any Platform

Content Inventory

What content do you have?
How are you producing new content?

Governance Model

What user roles, access controls, and retention policies are needed?

Content Architecture

How will you structure content to maximize maintainability and reuse?

Author Training

How will you onboard new authors and facilitate change management?

Analytics & Reporting

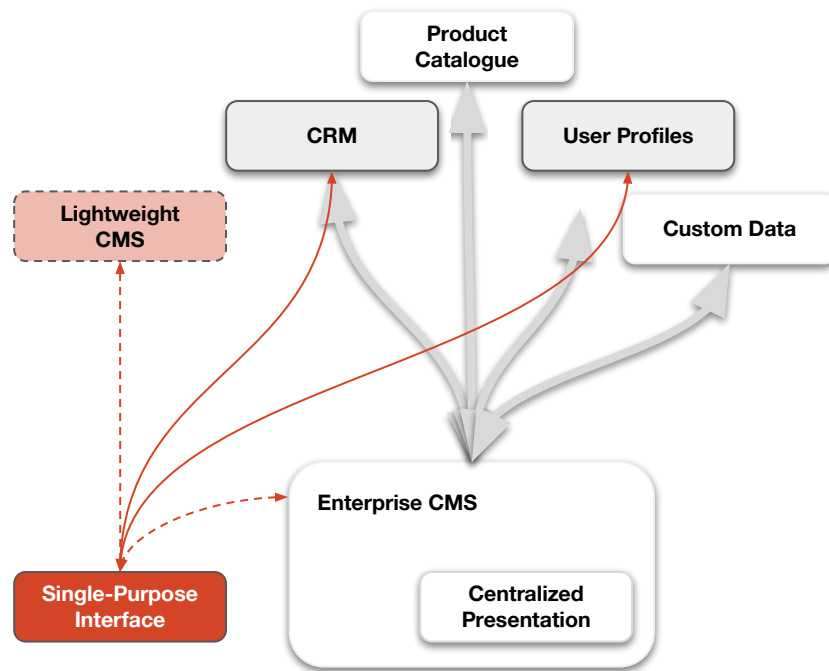
What content is resonating with your customers? How are you testing new content?

Design Language

How will multiple digital properties share a common look, patterns, and voice?

Headless CMS Roadmap

- Choose one new use case to build in parallel
- Work backwards from the customer experience
- Re-evaluate your content authoring needs for new scenarios OR rethink your content structure
- Build/replace incrementally
- Leverage free-tier cloud to build the POC
- Plan for a Design System to keep a unified user experience



Q&A

Recommended Resources:

Choose a CMS platform that supports your organizational goals:

<https://rangle.io/blog/cms-platform-to-support-your-goals/>

Cloud Native Architecture for Enterprise:

<https://rangle.io/blog/cloud-native-architecture-for-enterprise/>

Thank you!

Fernanda Sobreira

fernanda.sobreira@rangle.io

Ditmar Haist

ditmar.haist@rangle.io

Rick Poulin

rick.poulin@rangle.io

Get in touch with Rangle

info@rangle.io

<http://rangle.io>