



COMPOSABLE WITH SIMPLICITY:

# How Social Thinking Streamlined Their Digital Experience with Uniform CMS



**INDUSTRY:**  
Education



**HEADQUARTERS:**  
Campbell, CA

## EXECUTIVE SUMMARY

Social Thinking, a leader in social learning resources, recognized an opportunity to optimize their composable digital experience platform (DXP) architecture. While their existing dual-system approach—combining Contentful for content management with Uniform for orchestration—was functioning effectively, the organization identified potential for greater efficiency and cost optimization.

As their content needs evolved, Social Thinking discovered that Uniform had matured into a comprehensive CMS solution that could handle both content management and orchestration in a single platform. This realization presented an opportunity to simplify their architecture while reducing total cost of ownership (TCO). Leveraging Uniform's proprietary Siphon migration toolkit, what typically becomes a months-long migration project was completed in just three weeks.

**The result: a 55% reduction in authoring steps, simplified architecture with one less system to maintain, and positioning for future capabilities including AI-powered content creation and personalization—all while maintaining business continuity throughout the transition.**

## THE BUSINESS CHALLENGE:

# Optimizing for Efficiency and Growth

## The Evolution of Content Management Needs

Social Thinking's content team successfully managed thousands of educational resources, training materials, and support content across their digital properties. Their dual-system architecture had served them well, providing the composability and flexibility needed for their complex content requirements. However, as the organization grew and Uniform's capabilities expanded, an opportunity emerged to streamline operations:

### Multi-system coordination

Required 11 steps to publish new content

### Dual system maintenance

Meant managing two vendor relationships and training staff on multiple platforms

### Opportunity cost

Of maintaining separate systems when Uniform had evolved to handle both needs

### TCO considerations

With licensing, training, and maintenance across multiple platforms



## The Strategic Opportunity

The decision to consolidate wasn't driven by system failure but by strategic optimization. Social Thinking recognized that Uniform had evolved significantly since their initial implementation, now offering robust CMS capabilities that previously required a separate headless CMS. This "already in the box" functionality presented a compelling opportunity to simplify while maintaining—and even enhancing—capabilities.

## THE UNIFORM APPROACH:

# Process, People, Technology

1

### PROCESS FIRST:

#### Evolutionary, Not Revolutionary

Uniform's team worked with Social Thinking to enhance their already functional content workflow. The goal was optimization rather than overhaul: streamline the publishing process while preserving what worked well.

The optimized content authoring and publishing workflow reduced steps from 11 to 5.

This 55% reduction in process steps was achieved while maintaining all governance and quality controls that Social Thinking had established.

2

### PEOPLE SECOND:

#### Building on Existing Expertise

Understanding that Social Thinking's team was already proficient with Uniform, the migration focused on knowledge transfer rather than retraining:

- **Familiar interface:**  
Teams continued working in Uniform, just with expanded capabilities
- **Incremental learning:**  
New features introduced gradually through the phased approach
- **Preserved workflows:**  
Core content processes remained consistent, just simplified
- **Enhanced capabilities:**  
Teams gained access to Uniform's native content management features

3

### TECHNOLOGY THIRD:

#### Leveraging What's Already There

The technical migration capitalized on Uniform's expanded platform capabilities, essentially "unlocking" CMS features that had matured within the platform.





UNIFORM SIPHON:

# Transforming Migration from Project to Process

## Beyond Traditional Migration Tools

Uniform Siphon represents three years of R&D and over 90 successful enterprise migrations distilled into an intelligent migration framework. For Social Thinking, Siphon provided the confidence that their content could be migrated without disruption to their functioning operations:

- **High-fidelity mapping:** Preserved all content relationships and structures
- **Intelligent transformation:** Seamlessly converted Contentful models to Uniform's native structure
- **Continuous synchronization:** Enabled migration without content freezes
- **Built-in validation:** Automated testing ensured consistency



## The Technical Achievement

The Social Thinking migration demonstrated how modern tooling can make architectural simplification practical:

**3,795**

**Content entries** migrated seamlessly

**3,440**

**Digital assets** transferred and optimized

**200**

**Compositions** updated to leverage native Uniform features

**90%**

**Of pages** automatically migrated without manual intervention

**0**

**Downtime** during the entire migration process

### Rapid Execution

The 3-week timeline (4 days setup, 12 days execution) compared favorably to industry averages of 12-24 weeks, making the optimization decision even more compelling from an ROI perspective.



## THE PHASED EXECUTION:

# Risk-Managed Optimization

## Beyond Traditional Migration Tools

### Phase 1

#### Validation and Discovery (Week 1)

Starting with the homepage and five representative pages validated the approach and revealed that 90% of content would migrate automatically—confirming the architectural simplification opportunity.

### Phase 2

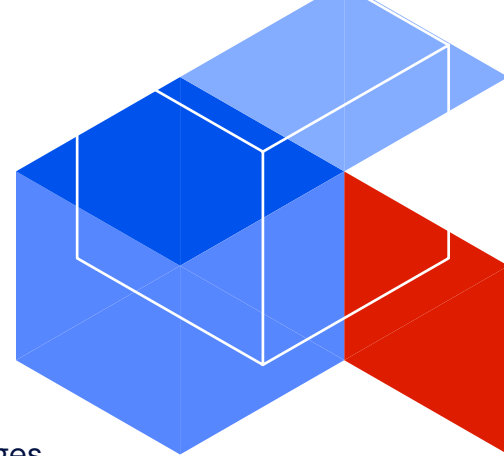
#### Scaled Migration (Week 2)

With patterns proven, the team proceeded with confidence to migrate all content while maintaining normal operations.

### Phase 3

#### Integration and Optimization (Week 3)

Final integration work ensured all webhooks, search indexing, and commerce connections functioned seamlessly in the simplified architecture.





## MEASURING SUCCESS:

# TCO and Beyond

## Immediate Value Realization

### Operational Efficiency

- 55% reduction in content publishing steps
- Single system for training and support
- Unified content governance

### Cost Optimization

- Elimination of Contentful licensing fees
- Reduced training and onboarding costs
- Simplified vendor management
- Lower technical maintenance overhead

### Architecture Simplification

- Single source of truth for all content
- Reduced integration complexity and reduced risk of an outage
- Simplified backup and disaster recovery



# Strategic Positioning for Growth

The architectural simplification didn't just optimize current operations—it unlocked capabilities that were already available within Uniform:



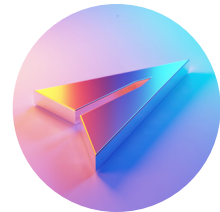
### AI-Powered Content:

Native AI agent capabilities of Uniform now unlocked across all content



### Localization Ready:

Uniform's native localization features now fully utilized



### Performance Optimization:

Faster build times for static site generation unlocked quicker time to feedback.



## LESSONS LEARNED:

# When Simplification Makes Sense

1

### Evaluate Platform Evolution

Uniform's expansion into full CMS capabilities created an opportunity that didn't exist at initial implementation. Regular platform capability reviews can reveal optimization opportunities.

2

### Consider Total Cost of Ownership

Uniform's expansion into full CMS capabilities created an opportunity that didn't exist at initial implementation. Regular platform capability reviews can reveal optimization opportunities.

3

### Validate Before Committing

The five-page MVP approach confirmed the viability of architectural simplification before full commitment.

4

### Leverage Existing Investments

By consolidating onto Uniform, Social Thinking maximized the value of their existing platform investment.

## THE UNIFORM ADVANTAGE:

# More Than Migration

This project succeeded because it wasn't just about moving content—it was about architectural optimization:

### Platform Maturity:

Uniform's evolution into a complete CMS made simplification possible

### Migration Expertise:

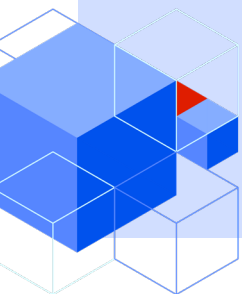
Siphon's proven track record reduced risk

### Continuous Operations:

Business never stopped during the transition

### Future-Ready:

Simplified architecture better positioned for future needs







## CONCLUSION:

# Strategic Simplification in Action

Social Thinking's migration to Uniform as their single content platform demonstrates how architectural simplification can drive both operational efficiency and strategic advantage. By recognizing that Uniform had evolved to meet all their content management needs, they transformed what could have been a complex dual-vendor relationship into a streamlined, efficient operation.

The project's success—only 16 days execution, 55% process improvement, significant TCO reduction—validates the decision to simplify. But perhaps more importantly, Social Thinking now operates on a unified platform that provides all the capabilities they need today while remaining flexible for tomorrow's requirements.

For organizations managing multiple content systems, Social Thinking's experience offers valuable insights: sometimes the best solution isn't adding more tools but fully utilizing the capabilities of platforms you already have. When those platforms have evolved to meet expanded needs, architectural simplification becomes not just possible but strategically advantageous.

**To learn more about how Uniform's comprehensive CMS capabilities and Siphon migration toolkit can optimize your content architecture, visit [uniform.dev](https://uniform.dev) or contact our team for a consultation.**

**BOOK DEMO**

