

CONNECT WITHOUT COMPROMISE™

MOVE AT THE SPEED OF YOUR IMAGINATION

At Contentstack, we strive for our customers to perform at MACH¹ speed. That means shrinking idea-to-revenue time by launching a composable content experience in minutes, not months.

MACH Speed means empowering your content experience teams to innovate and personalize content experiences, and your technical teams to launch them shortly after. It means having ready-to-go connectors easily accessible to you in a marketplace, allowing you to quickly craft an engaging digital experience. It means having use case-specific blueprints and implementation guides available for your organization's deployment team to ensure a smooth transition into a new architecture.

Transitioning from a single-vendor suite to a best-of-breed stack requires connective tissue between the various products to enable connectivity, ensure interoperability and harmonize customer support across the vendor ecosystem.

Contentstack created **Connect Without Compromise™** as an evolution of its industry-first multi-vendor support program called *Care Without Compromise™* to fill the void. Together, these programs are the connective tissue that's been missing for organizations that would like to quickly and practically adopt a composable digital experience architecture.

Now, marketing and IT can move at MACH speed, easily keeping up with the pace of their business and customers, and overcoming the technical and operational hurdles that adopting a composable approach introduces. Connect without Compromise™ brings together all the necessary elements to ensure a confident adoption:

¹MACH = Microservices, API-first, Cloud-native SaaS and Headless



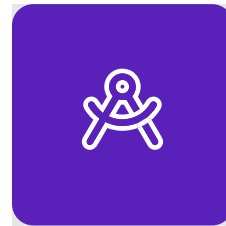
MARKETPLACE

Applications and integrations to make it your own in minutes



AUTOMATION HUB

Simple, no-code cross-stack business logic for data flows



BLUEPRINTS

Best practices and expert guides for composable experiences

MARKETPLACE

Applications and integrations to make it your own in minutes

Future-fit digital experience architectures require composable principles and microservices, API-first, cloud-native SaaS and headless (MACH) technology approach. Enterprise organizations that have successfully transformed their digital technology and practices are leapfrogging the competition with outstanding digital-first customer experiences.

Typically, marketplaces only offer code and installation guidelines, still requiring intensive integration effort from the in-house IT team that often takes weeks and puts the burden of security on the customer. With Contentstack Marketplace, integrations and extensions are pre-built and follow a no-code installation process.

The Contentstack Marketplace is a hub for partners and customers to contribute to the community, populated with integration apps, extension apps and Starters, including one-click integrations for vendors like Algolia, BigCommerce, Cloudinary and more. Contentstack Marketplace allows customers to leverage ready-to-go connectors to streamline workflows, accelerate processes and reduce the risk of human error and digital components being out of sync.

Additionally, developers can use Contentstack's new intuitive design framework (Venus) and its library of prefab components to quickly and easily build solutions in the native Contentstack user experience. This allows customers to accelerate their integration from months or weeks to days, or even minutes.

AUTOMATION HUB

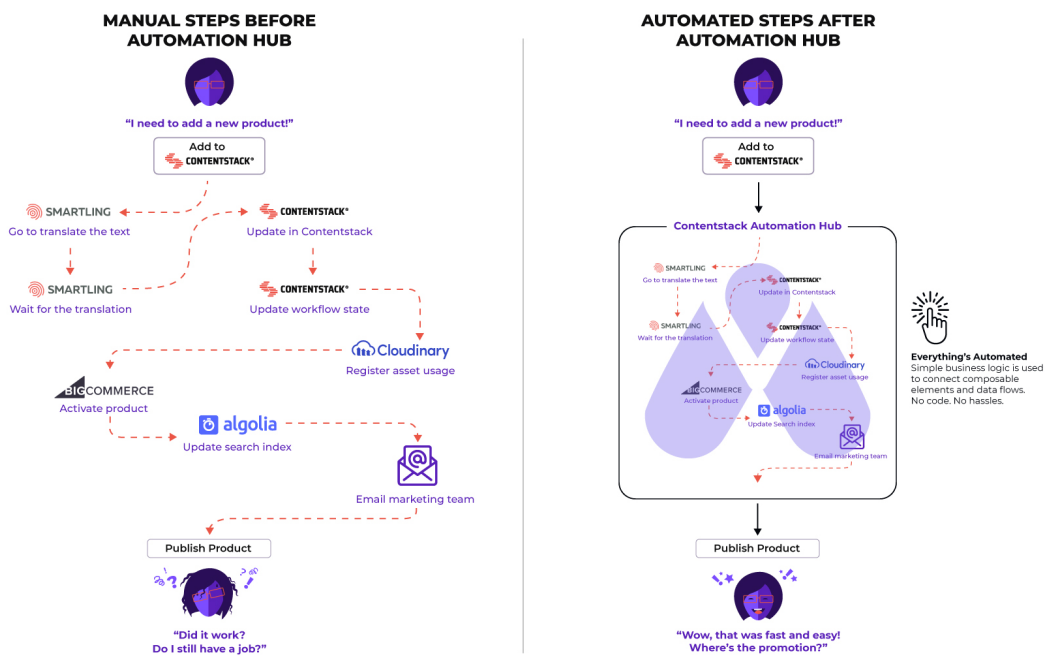
Simple, no code, cross-stack business logic

Contentstack's Automation Hub is the market's first-ever no-code hub that automates composable digital experience operations, making them easier for everyone.

Composable architectures are the path forward for enterprises to create digital experiences fast enough to respond to changing market demands and business opportunities. Gartner forecasts that by 2023, organizations that adopt an intelligent, composable approach will outpace their competition by 80 percent¹. However, moving away from legacy monolithic systems to a world full of composable choices can introduce technical complexity and operational hurdles.

Automation Hub addresses both with no-code, simple business logic designed to mask underlying technical complexities and simplify cross-stack inter-workings. Based on triggers and actions, business users can now automate processes in a no-code environment. Combined with a 1-click Marketplace, pre-built integrations, and the inherent extensibility of the Contentstack Content Experience Platform, Contentstack's Automation Hub makes launching composable content experiences accessible and simple for everyone.

As an example, when a fashion retailer launches a new collection, it must apply changes to its commerce catalog, search index, personalization rules, communication channels and even payment details across every single market where it is active — without even factoring in the necessary translation. Automation Hub makes this all happen automatically with simple no-code, trigger-action business logic.



¹<https://www.gartner.com/en/documents/3994550>

BLUEPRINTS

Best practices and expert guides for composable experiences

As the industry is moving toward MACH and composable solutions, expertise is needed to transition from monolithic suites to agile technology stacks.

While architecture implementation always lives with Catalysts and/or an organization's internal IT teams, Contentstack's Blueprints contribute technical knowledge based on specific use cases to make the journey to a composable architecture faster than ever.

Contentstack Blueprints provide best-practices and implementation guides for critical use cases that enterprises are looking to address. We have crafted certain Blueprints alongside some of our top integration partners, such as Constructor, Uniform, Smartling and Cloudinary to help ensure smooth and ongoing interoperability. Businesses of all sizes can now fully embrace composable architectures at any scale with confidence, choosing either a ready-made composable solution based on industry best practices or leveraging the foundation to easily customize to their unique business needs.



Contentstack® – Content Experience Platform (CXP) category leader – empowers marketers and developers to deliver composable digital experiences at the speed of their imagination. Companies such as Chase, Express, Holiday Inn, Icelandair, Mattel, McDonald's, Mitsubishi, Riot Games, Sephora and Shell trust Contentstack to power their most critical content experiences with uncompromising scale and dependability. Famous for its Care without Compromise™, Contentstack has achieved the industry's highest customer satisfaction rating. Contentstack is also a founder of the MACH Alliance, setting the industry agenda for open and composable technology that is Microservices-based, API-first, Cloud-native SaaS and Headless.

Learn more at www.contentstack.com.