AUTOMATION HUB

COMPOSABLE CONNECTIVITY MADE FASTER AND EASIER

Automation Hub provides simple, no-code, cross-stack business logic.

Composable digital experience tools are easy to adopt but a challenge to integrate in daily business processes — until now. With Contentstack Automation Hub, it's never been easier to connect your digital experience stack and make your business processes more efficient and your enterprise more agile.

Contentstack Automation Hub is designed so non-technical business users can get the most out of their MACH[1] stack. With a no-code interface, content and marketing teams can tailor their unique editorial and launch workflows across the marketing technology stack. No more jumping between multiple tools: Automations ensure that data, content and decisions flow to the right tool, at the right time and in the right order.

> Automation Hub harmonizes ongoing interoperability across the digital stack so content, data and decisions flow to the right tool at the right time.
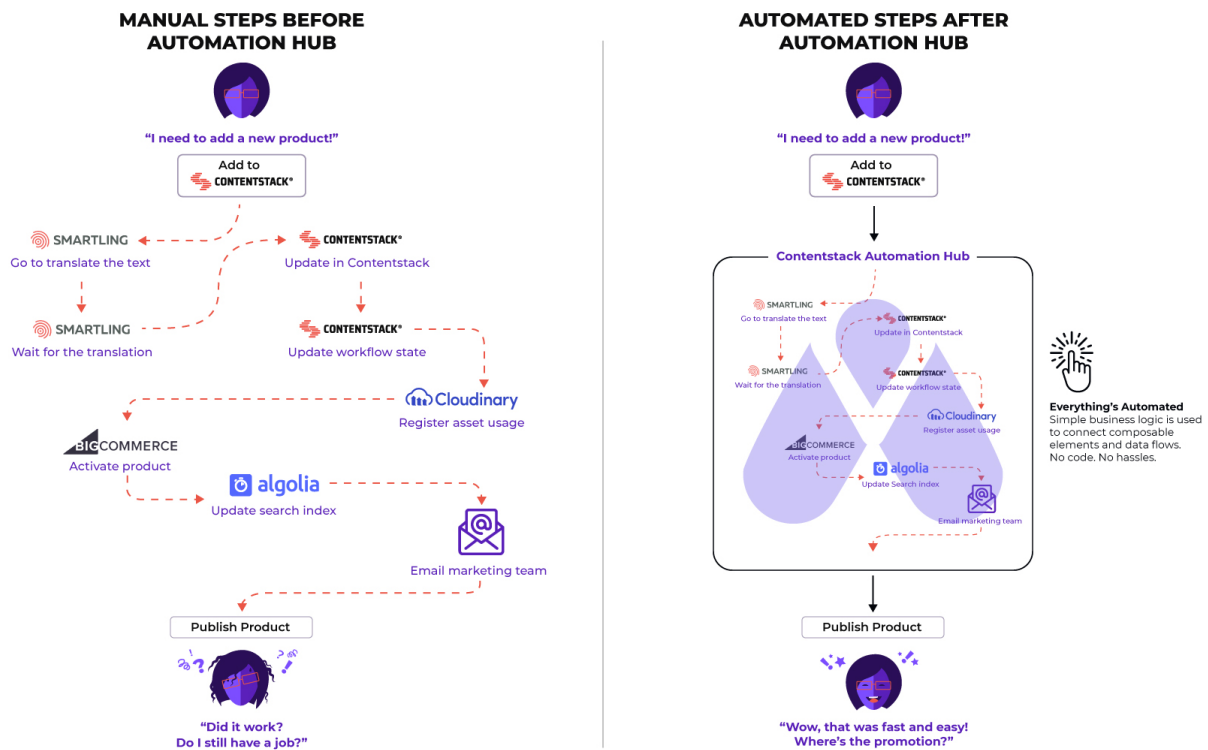
HERE'S WHAT IT MEANS FOR YOU:

Connect Without Compromise™ - Accelerate business implementation across a multi-vendor landscape. Get started faster with ready-made recipes from the Contentstack Marketplace, best-practices and expert guides for composable experiences and benefit from the only cross-vendor support program in the industry.

Accelerate Digital Operations - Automate the automatable with our comprehensive library of triggers and actions, within Contentstack and across your composable stack, speeding up processes every day and reducing risk for human error.

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

Greater Flexibility - Whether you want to change existing workflows or bring new tools into the mix, no-code API connectivity is now in the hands of business teams.

Maximum Security - OAuth support ensures highest security standards and makes the usage of automations available across the entire organization.

MANUAL STEPS BEFORE AUTOMATION HUB

"I need to add a new product!"

Add to CONTENTSTACK®

SMARTLING
Go to translate the text

CONTENTSTACK®
Update in Contentstack

SMARTLING
Wait for the translation

CONTENTSTACK®
Update workflow state

Cloudinary
Register asset usage

BIGCOMMERCE
Activate product

algolia
Update search index

Email marketing team

Publish Product

"Did it work?
Do I still have a job?"

AUTOMATED STEPS AFTER AUTOMATION HUB

"I need to add a new product!"

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Contentstack Automation Hub

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Everything's Automated
Simple business logic is used to connect composable elements and data flows. No code. No hassles.

Publish Product

"Wow, that was fast and easy!
Where's the promotion?"

CONTENTSTACK®

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.