Break your bad CMS habits. And scale for the future.

How a unified CMS speeds up content delivery across every channel.

1.82 seconds. That's the world record for the fastest pit stop, performed by Red Bull Racing at the 2019 Grand Prix race in Brazil. An incredible record, and one that likely won't be toppled any time soon.

Formula One cars whip past the pit crew at speeds topping out at 235 mph. But unlike NASCAR, Formula One pit stops allow more than six mechanics to change tires and get the race car back on the track. Instead of doing more than one job, each mechanic has a specific task. And from the moment the F1 car stops to the second it leaps back into the race, the crew works as a single unit—all in less than an average of three seconds.

Any longer and the pit crew could cost the driver the race.

Now think about your organization. IT teams and the marketing department working together as a unit to produce and deliver campaigns across multiple channels—trying to present a unified customer experience at scale. Trying to capture the customer's attention in three seconds or less.
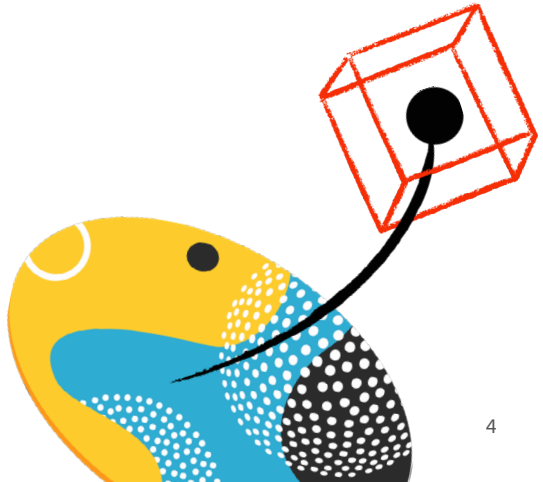
Managing multiple channels, content changes, and personalization that doesn't seem to scale can feel a lot like a hot, loud pit stop. And even when IT and marketing have a unified goal, if the back-end systems aren't connected and you're not using artificial intelligence (AI) to speed up the process, it's nearly impossible to get the campaign back onto the track in one piece.

Multiple content management system (CMS) platforms create chaos for IT and marketing teams, especially for global companies. Instead of one-time changes that update across every platform—mobile, website, intranet, digital signage, and more—campaigns are disjointed, customer experiences are filled with friction, and your team wastes more time and energy wrangling multiple platforms for a unified experience. Overall, it's difficult to get the customer journey across the finish line.

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A disjointed customer journey (and too much chaos for your pit crew).

It started innocently enough—the web team needed a CMS platform for the .com site, the partner team needed another platform for a partner-portal site, the mobile team needed something app-specific, and the blog team wanted to work with a headless CMS. Before you knew it was happening, your organization had five siloed CMS platforms and chaos ensued.

Different departments, teams, and regions now try to push content independently to their very specific touchpoints and engagements in the customer journey using different CMS solutions that aren't integrated and don't talk to one another. When one team makes an update to the public website, the content and messaging aren't reflected on the internal intranet or even the mobile app. Work is duplicated, lost, undiscoverable, or even forgotten, and your customer experiences a disjointed journey.

This scenario is all too common—as organizations grow, more teams are added and more channels are used to engage with leads, customers, partners, and even employees.

Among those channels is often a blog, and with that, a tremendous amount of blog posts. The Marketing Insider Group claims that posting at least two to four times per week yields the highest results.

Most businesses also include social media channels in their content strategy, capitalizing on the growing number of consumers that also use those channels. According to Statista, over 3.6 billion people used social media in 2021 (that number is expected to grow to 4.41 billion by 2025).

And email campaigns, a traditional part of nearly every marketing strategy, continue to convert. On average, for every $1 a marketer spends on email marketing, $42 is expected in return, according to the Data & Marketing Organization.

As you battle for more customers in a digital world, adding channels like a blog, social media, and email is the natural step in filling out your customer journey. But with more channels, your business faces pressure to achieve better customer engagement on each platform, launching more digital experiences—faster than ever—so you can reach more customers and markets.

For many organizations, a multiple CMS scenario can look like this:

- A separate CMS for the public-facing .com site
- A separate CMS for your intranet
- A separate CMS for partner sites
- A separate CMS for your mobile app or apps
- A separate CMS for customer portal or portals
- A separate CMS for digital signage

With every new channel and audience added, new CMS capabilities are needed to scale or meet increased demands. This often means adding a new CMS platform, and over time, organizations often realize they have a growing number of disparate CMSs.

Sometimes that means a headless CMS—a back-end content management system, typically considered a content repository without a front end or presentation layer. And sometimes that means a traditional or headful CMS—a platform that connects the front end and back end of a website together, the marriage of a content repository and content display platform.

Multiple CMS platforms quickly become a pileup.

As you strive for consistent, personalized, and branded experiences at every stage of the customer (and partner) journey, multiple CMSs fall short in big ways.

Updates are required across multiple platforms and channels.

Your team wastes precious time updating content across multiple platforms for multiple channels (and likely struggles to find a single owner for the final approved content). When content must be updated across the entire customer journey, multiple teams are making changes, uploading changes, and then checking to make sure those changes are implemented correctly—it's a huge time suck for the organization as a whole. Plus, when one channel is updated before another, a customer is likely to see inconsistent content as they travel through their journey. This creates a poor, disjointed customer experience.

You waste both time and budget on multiple CMS platforms.

It's inefficient and costly to manage multiple platforms, track performance across each system, and then staff those platforms with the right resources. If you're managing both headless and headful CMS platforms, you're not only developing for both

systems, you're also likely struggling to integrate each system to talk to the other systems and compile data insights that make sense.

It's difficult to scale content production and consistency as your business grows.

With more traffic to your site and mobile apps, more markets, and more use cases, multiple CMSs create obstacles for scaling. Everything must be managed and scaled separately (again, because they don't talk to one another). It's risky (think Black Friday sales, where content has to be updated immediately across mobile apps, website, in-store signage, and so on), slow (multiple teams doing the same updates to different systems), and costly (again, more resources dedicated to duplicate work across multiple systems).

**It's difficult for everyone involved, including IT and marketing.**

For IT, it's difficult to manage content in multiple systems. Too many systems can translate to higher developer costs and more inefficiencies. And for marketing, it's difficult to deliver an on-brand experience that's consistent across the entire customer journey. Duplicated workflows add time to each project and increase the chances of error.

A disjointed customer experience starts on the inside.

When IT and marketing work independently to deliver content across every channel in the customer journey, work is duplicated, resources are wasted, and the customer journey suffers with disconnected content.

Marketing challenges	Poor ability to deliver on-brand experiences across the customer journey.	Duplicate workflows leading to extensive time spent creating and delivering digital experiences.

Marketing site	Intranet	Ecommerce	SPA	Native mobile	Digital signage
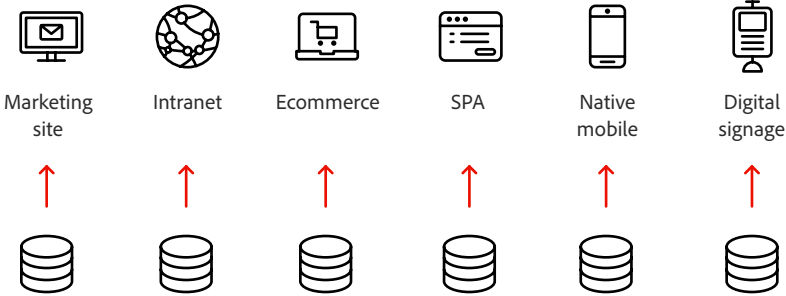
IT challenges	Content is stuck in different silos, making it hard to deliver modern web and app experiences across all channels.	Inefficiency and high developer costs from separate content systems.

Save time and deliver faster—and better—experiences with a single solution.

Imagine this: Your new role at the nation's largest credit card company involves updating the revolving campaign offers for new customers. In early spring, it's 50,000 points with a referral sign-up. In the fall, it's only 30,000 points, plus an extended period of 0 percent interest. But those offers aren't just live on your site. They're promoted and broadcasted at every stage in the customer's potential journey—on your mobile app, digital banner ads, in text messages, on your social media platforms, in emails, and even in digital in-store signage. And when it's time to make a quick update to the number of points new signers receive when they sign up, all it takes is one change.

With a unified content management system, instead of five teams duplicating work across every possible customer channel, the technology does what technology is supposed to do—it pushes a single change out to every platform so IT and marketing can focus on more strategic work—like finding the next social media platform that will take over the world, using AI and machine learning (ML) to better personalize the customer journey, and discovering incremental ways to make your pit crew (and race car) faster and more efficient.

This isn't a utopia. With a unified content management system, you too can experience:

- A personalized, always-up-to-date customer experience driven by configurable AI and ML—so you can deliver consistent, tailored content and messaging to every customer across every channel.

- A scalable, connected platform—capable of growing as you expand into new channels and increase traffic to existing channels to drive business growth.

- A single source of truth—one platform that reduces disparate CMS sprawl, housing all approved content and pushing that content out to each platform in real time.

- A unified platform and process that reduces duplicate work—instead, resources can be assigned to more important tasks for your organization.

A connected customer experience for every customer journey.

A connected customer journey, no matter where it starts, begins with a connected, unified CMS—a single source of truth for all approved content, housed and delivered across every platform and channel.

| Marketing site | Intranet | Ecommerce | SPA | Native mobile | Digital signage |
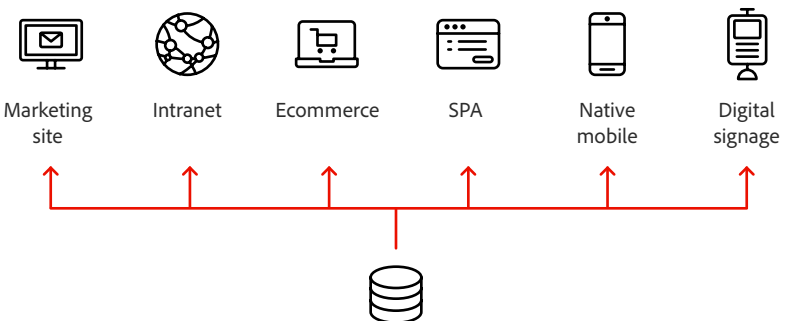
A unified platform takes first place.

For Pentair, a British-American water treatment company, unifying their digital messaging and brand experience for their global customer base started with updating their online presence.

Consolidating 35 websites was the first order of business—customers struggled to find the right information and often ran into difficult roadblocks as they searched for information on different sites. After selecting a unified CMS platform, the Pentair team was off to the races and ready to deliver a consistent, comprehensive, and personalized customer journey. With a single CMS, the team planned to build more engaging, solution-driven experiences for both existing and potential customers around the globe.

Not only has the team found what they were looking for—a platform that could consolidate and manage the work from the previous 35 sites—but they're now also gaining time and resources back after unifying their CMS platforms. Pentair is reducing the number of resources required for deployment and support, allowing them to dedicate resources to other projects in the company.

With the native integration of both content and commerce solutions, Pentair can now offer a truly omnichannel experience. The integration makes end-to-end engagement through multiple channels possible. And they're seeing the potential of future growth because the platform can scale seamlessly.

" This is a solution that allows us to keep it simple for the best possible experience for our customers without having to settle for one-size-fits-all."

Patrick Theimer
Vice President of Digital Customer, Pentair
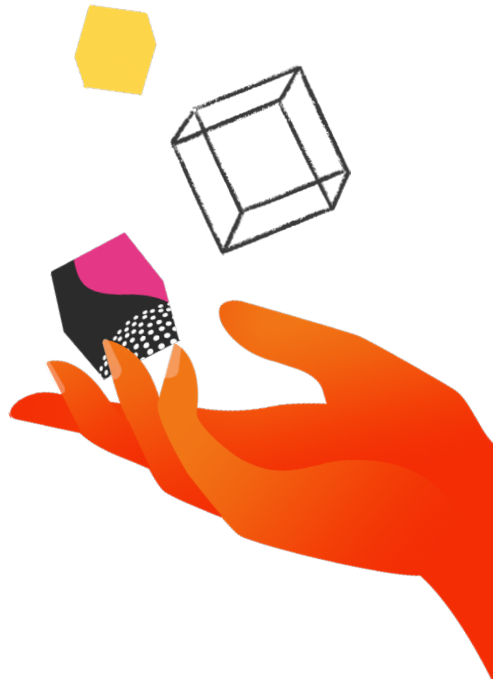
What to look for as you consolidate CMS platforms.

As you consolidate your CMS platforms, consider the following best practices for a single solution:

**Your CMS solution should offer a connected experience.**

A unified CMS will support any channel with reusable content. A single change translates to all channels, updating simultaneously in real time. Plus, with flexible headless and headful delivery combined, there's no need for separate systems. Everything passes through a single source of truth. And with standard APIs, integrations support whatever output you need—no matter the channel or the content presentation type.

Your CMS solution should prioritize personalization and dynamic experiences.

Efforts to improve the customer experience should rely on insights from AI and ML. With a unified CMS, you can increase efficiency and reduce costs by tailoring content the right way across each channel. Early stage offers are presented the first time a lead hits your site, followed by mid-funnel offers after the lead fills out a form or requests more information. A unified CMS can help you serve up the most relevant content, enhancing personalization and improving the customer experience. And if you sell online, integrating your CMS with your commerce platform allows you to update product-related content quickly and efficiently.

Your CMS solution should help you scale.

As you grow, your CMS should scale with you. It should help you meet traffic and new channel demands. Instead of managing content and display needs or requirements across different solutions, predict and meet the needs of each channel from a single solution. Image sizes, character count, and display specifications, all managed from one source for consistency and efficiency. Now, everyone can do their job—marketing can focus on branding and personalization, and IT can save time and resources to address other tech stack needs—without worrying about extra resourcing, scaling, and duplicate work. The entire organization can focus on more strategic activities.
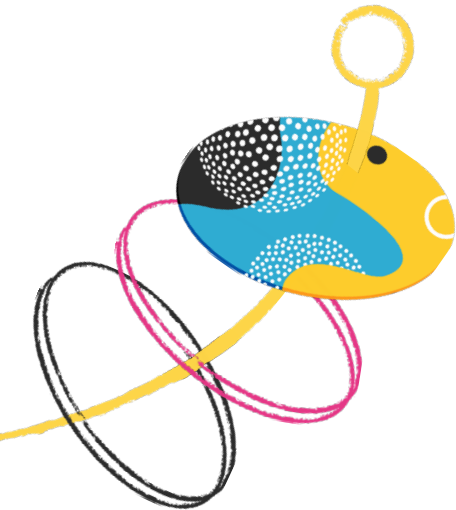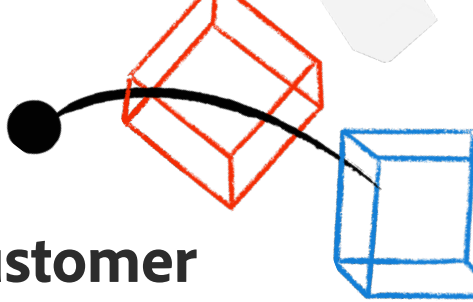
A connected customer experience starts with a connected CMS.

Start the connected customer experience at the beginning—consolidate your multi-CMS platform experience for a single source of truth and get faster time to value. With a connected CMS, you can:

- Produce content faster.
- Update content in real time across every channel.
- Scale with your company's growth.
- Personalize the customer journey.
- Reduce duplicate work and extra resources.
- Deliver a consistent, branded experience.

By consolidating your CMS platforms, you'll find new ways to save your team time—allowing them to work on truly strategic projects. You'll also deliver better experiences for your customers, personalizing content at the right moment, wherever their journey takes them.

Adobe can help you get across the finish line.

Adobe Experience Manager Sites is a cloud-native, hybrid CMS that provides marketers and IT teams out-of-the-box capabilities to quickly create content and deliver beautiful, connected, customer-focused experiences across every content channel. With rich APIs and Adobe Sensei AI technology, our digital foundation is extensible, and it automatically adapts experiences for different channels and screens based on customer and content performance data.

Learn how we can help you start delivering a connected customer experience, right from the start.

Get details

Sources

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4   "Number of Social Network Users Worldwide from 2017 to 2025," Statista, 2021.

5   Personal interview with Karthik Muralidharan, senior product marketing manager at Adobe, August 16, 2021.