Five questions for Forrester Research on agile content management systems.

We asked Nick Barber, Forrester Research senior analyst and author of *The Forrester Wave™: Agile Content Management Systems (CMSes), Q1 2021,* five questions related to an agile CMS. His responses are succinct and illuminating.

1. What is "atomisation of content," and how can it drive more reuse, efficiency, and cost savings?

The atomisation of content means breaking down content into its smallest piece so that it can be reassembled into something new or different. Think of atomised content like a bin of building blocks. From that bin you could take different pieces and create whatever you want. Artificial intelligence (AI) plays a role here, too. AI is great at surfacing metadata and providing some of the content intelligence that makes assembly so much easier at scale.

2. What do companies typically need in terms of technologies in order to successfully assemble personalised experiences at scale in an agile way?

We see companies starting by centralising all of their "building blocks" into a content hub. That content hub is an enterprise-level repository that all systems can pull from. Often, this content hub takes the form of a digital asset management (DAM) system because DAM is uniquely positioned to manage assets at scale. The DAM then plugs into an agile content management system (agile CMS) which holds the content templates or content models. The content hub can then feed those content models and begin to deliver personalised content at scale.

Agile CMS Supports
Content Velocity

- Brands live in a world of hyper adoption…and hyper-abandon
- Millennials use more than 4 connected devices daily.
- Brands must be able to deliver contextually relevant content, in a customers' moment of need and in their preferred channel.

3. **How can companies best balance the need for practitioner tooling that is flexible and enables collaboration with the need to support developers with technical capabilities for building unique experiences?**

   A key element is having a platform that lets developers and practitioners do what they do best. Developers should get to focus on architecting experiences, writing code, and delivering products, among other things. Practitioners should be able to focus on building content that enriches digital experiences. It's important to have a platform where practitioners can self-serve. They shouldn't need to submit a ticket for a minor change. They should be able to make it themselves.

4. **What are some of the industries in which you're seeing companies benefit from an agile CMS approach?**

   Agile CMS is the technology that brands and businesses use to deliver their digital persona to the world. Any brand with a digital presence requires an agile CMS because it encourages practitioners to collaboratively and iteratively create content through workflow capabilities and a closely coupled DAM. This approach helps drive impactful and engaging experiences through the use of rich media and interactivity. In the retail space, the global pandemic forced brands to shift to a digital-first strategy and challenged their agility to manage experiences in the face of so many fast-moving changes. Agile CMS also focuses on omnichannel delivery, which is particularly important to retailers who might use the CMS to power channels beyond traditional sites and mobile apps. Companies in the manufacturing, financial services, media and entertainment, and travel and hospitality industries are also benefiting from agile CMS as a more efficient means to deliver the right content to the right channel, at the right stage of the customer journey.

5. **How do you see the vision for agile CMS further evolving, and what new value could be unlocked in the future?**

   We're going to continue to see software integrations be a key priority for these platforms. We know that organisations have lots of different technology platforms and without an integrated view and the ability to trade content and data back and forth, that hampers a brand's ability to be agile at scale. We're also going to see increasing importance placed on low-and-no-code capabilities that will unlock a new era for practitioners when it comes to creating and delivering differentiated experiences.

   To dive deeper, check out our on-demand webinar *Power a New Collaborative Era* with guest speaker Nick Barber of Forrester Research.

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