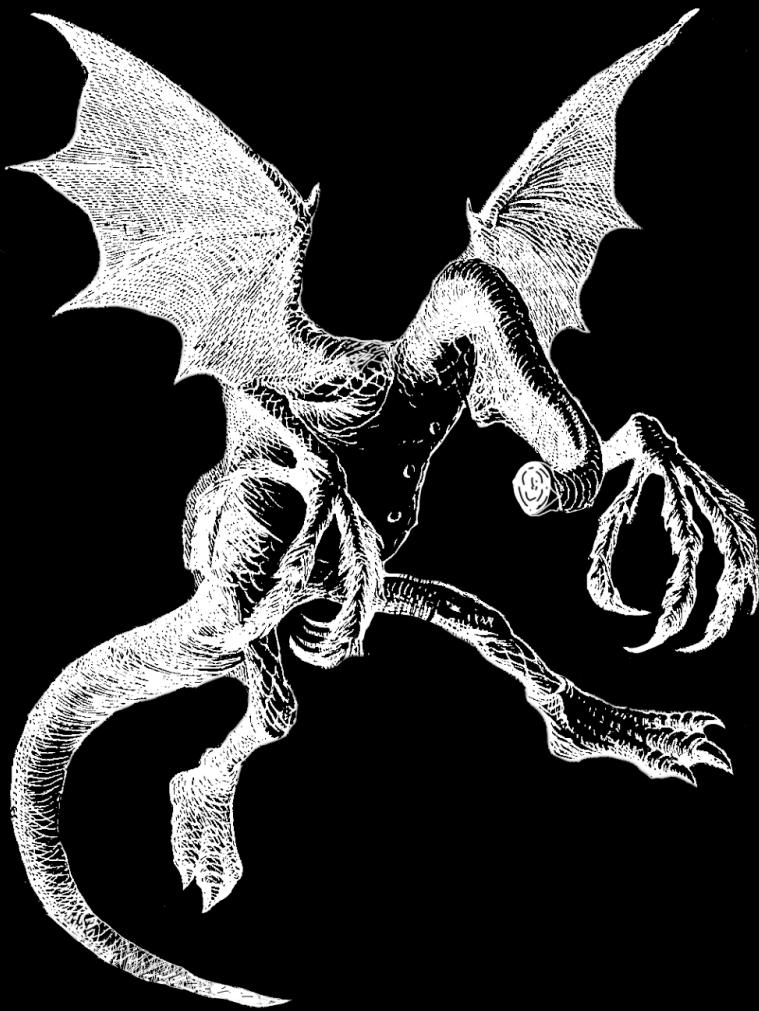


Slaying the Headless CMS Jabberwock

Bryan Soltis > Kentico Technical Enchanter

Brian McKeiver > BizStream Paladin

The Headless CMS Jabberwock



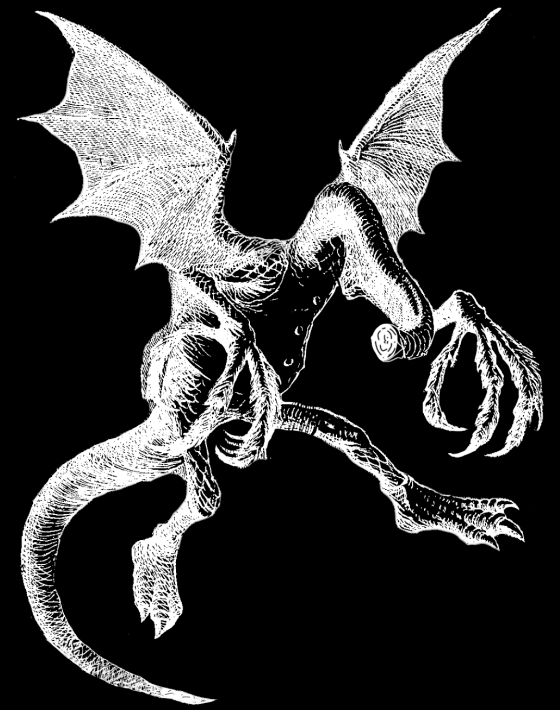
Origin

- ›Locked into technology
- ›Require full install / platform
- ›Multiple devices
- ›Limited Scalability / Flexibility*
- ›Licensing
- ›Learning curve for platform
- ›Upgrades



[Stats]

- ›Content / Delivery
- ›Activity tracking
- ›Design
- ›Cloud-based
- ›Minimal footprint
- ›API-driven
- ›Frequent release cycle



[Abilities]

+8 Scalable

+7 Flexible

+6 Lower maintenance

+6 Lower cost*

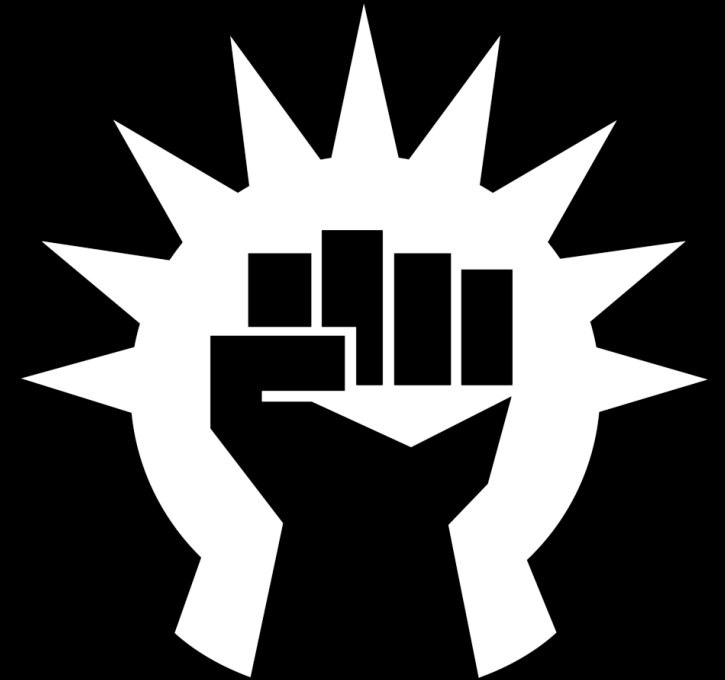
+10 Technology-agnostic

+8 Centralized content

+10 Faster production of content

[Weaknesses]

- 5 Requires more development
- 6 May be better suited for agencies
- 5 Reduced feature set
- 3 Separate management of content



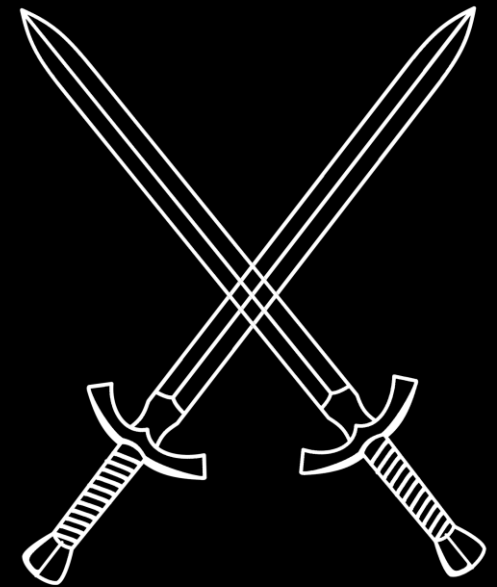
[How to Defeat]

- > Selecting the right project
 - > SPAs
 - > Microsites
 - > Blogs
 - > Mobile content
- > Planning the development
- > Defining the content
- > Getting started on entry early
- > Consuming the APIs



[Weapons]

- >Kentico Cloud
- >Prismatic
- >Contentful



[Seek Knowledge]

> What is a cloud-first headless CMS?

<https://kenticocloud.com/blog/what-is-headless-cms>

> Headless and decoupled CMS: the essential guide

<https://www.contentful.com/r/knowledgebase/headless-and-decoupled-cms/>

> What is a Headless CMS?

<https://css-tricks.com/what-is-a-headless-cms/>

> The Evolution of a Cloud-first Headless CMS (Infographic)

<https://kenticocloud.com/blog/headless-cms-infographi>



[Your Guides]

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