



Hybrid CMS:

The Next Generation of the Headless CMS

Everything you wanted to know about hybrid, headless
and decoupled content management systems

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Hybrid CMS:

The Next Generation of the Headless CMS

Everything you wanted to know about hybrid, headless and decoupled content management systems

Content management systems (CMSs) have been in use for 20+ years, but only in the past several years has the term “headless CMS” become popular; and it has already begun to revolutionize the experience across digital channels and devices. A headless CMS will improve your company’s ability to deliver better digital experiences for your customers wherever they may be, quicker! However, today’s pureplay headless CMS lacks many of the core capabilities of a “traditional” CMS such as the ability to support workflow and collaboration, scale content management across multiple brands, countries and languages, ease of use for non-technical users and interoperability to enable a next generation digital experience (DX) ecosystem.



A hybrid CMS is the next generation of content management, combining all of the advantages of a headless CMS with those of a more traditional enterprise class CMS.

More specifically, a hybrid CMS with headless and “decoupled” capabilities will enable:

Agility

- Rapid deployment within your ecosystem with prebuilt interoperability and RESTful APIs.
- Future ready for any channel or device, enabling content to be pulled into SPAs, PWAs,, conversational platforms, digital signs or IoT devices.
- Faster updating of user experiences. Front-end delivery devices (“head”) can be added or modified without any modifications needed of the CMS (“body”).

Empowerment

- Ease of use. Empower non-IT users to more rapidly learn how to use advanced CMS capabilities without coding, including view AND edit of any channel’s experience.
- One source of content truth. Content is orchestrated globally using a hybrid CMS.
- Unified customer view. Modernize the technology stack to get a unified view of the customer to make product content more engaging, and B2B and B2C e-commerce experiences more relevant.

Scale

- Your CMS will grow with your needs including enabling new devices and channels. For example, a B2B manufacturer decides to provide content to additional resellers and/ or direct to consumers through any channel, device or application across the world.
- Support new business models as your company grows by simplifying technical complexity and reducing time to market.
- Enter new regions, countries, languages and other segments.



This eBook has been prepared for technical and non-technical audiences to answer the most common questions that arise when we hear the terms hybrid, headless and decoupled CMS:

- What is a headless CMS and Content-as-a-Service?
- How is it different than a traditional or decoupled CMS?
- What role does Content-as-a-Service play?
- Why is a hybrid CMS the next generation of a headless CMS?
- What are the business and technical benefits of a hybrid and headless CMS?
- What are key criteria to selecting a hybrid CMS vendor?

Origins of the Content Management System

A common definition of the term Content Management System (CMS) is:

“A CMS manages the creation and modification of digital content. It typically supports multiple users in a collaborative environment.” [Wikipedia]

The traditional CMS, first created in the early 1990s, was designed to manage the content of web pages; hence the term web content management. (WCMS) The CMS was a key component in the rapid proliferation of websites, which were a natural evolution of the World Wide Web created in 1989 by Tim Berners-Lee, a scientist working at [CERN](http://info.cern.ch/hypertext/WWW/TheProject.html).

In fact, on August 6, 1991, Berners-Lee had created the first website, which ironically provided information about the World Wide Web.

[\[http://info.cern.ch/hypertext/WWW/TheProject.html\]](http://info.cern.ch/hypertext/WWW/TheProject.html)

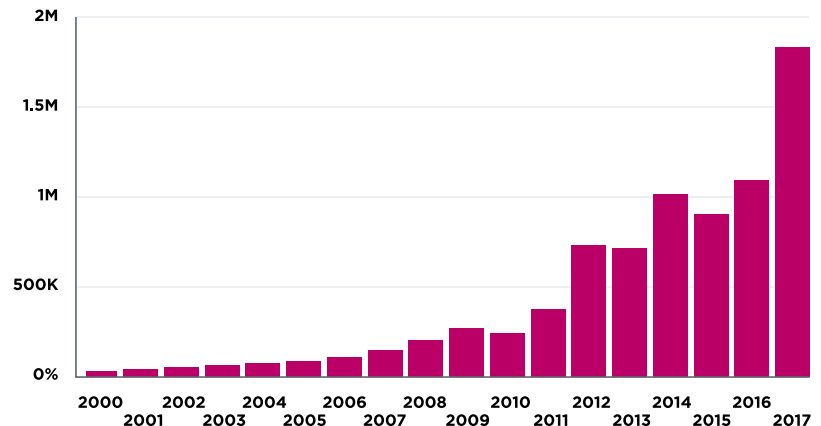
In less than 28 years, the number of websites has increased to over 1.5 billion:

1,690,079,624 to be exact as of the creation of this ebook. [\[source: internet live stats\]](#)

Note that only about 11% of websites are active. [\[source\]](#)

This extraordinary number includes websites from commercial and governmental entities, blogs, and other types of websites. What is the core component of these websites? . . . CONTENT. (e.g., text, graphics, audio, photos, video and interactive content) One of the main jobs of a CMS is to help developers, designers, editors, marketers and ecommerce managers to create and manage this content to drive engagement and revenue. There are many different types of CMSs, each with their own strengths and weaknesses. And with the increase of available channels and devices, the evolution of technology and the growing number of hypercompetitive markets, the role of CMSs in enabling (and simplifying) content-driven digital experiences at scale continues to increase in importance.

TOTAL NUMBER OF WEBSITES



DIGITAL EXPERIENCE COMPLEXITY INCREASES



Types of Content Management Systems: Traditional CMS, Headless CMS and Hybrid CMS

With almost 2 billion websites in existence and 100+ CMS vendors enabling these websites, it's important to clarify that the intent of this ebook is to focus on enterprise-class CMS needs. That is, mid-to-large companies that require scale, and meet one or more of the following criteria either today or in the near future:

- Addressing of complex technology and organizational needs (e.g., digital ecosystems requiring integration across many systems)
- A highly unique digital presence from a design, experience and/or operational perspective.
- Support for multiple channels beyond traditional websites. (e.g., mobile, mobile applications, tablets, digital signs, kiosks, social media, marketing automation systems, voice activated systems, smart watches, virtual reality devices)
- A presence in different countries and/or require support of multiple languages.
- Updating of website(s) and other digital channels on a regular basis.
- Collaboration across functions, countries and/or business units for creation and delivery of content.

Examples of enterprise-class CMSs include: e-Spirit, Sitecore, Adobe, and Acquia. [see [“2018 Gartner WCM Magic Quadrant: e-Spirit Named a Visionary”](#)]



What is the difference between backend versus frontend for a CMS?

Common representation of an enterprise-class CMS typically includes reference to a backend and a frontend. In a traditional, or “coupled” CMS, these two functions are part of the same vendor platform, intrinsically linked through custom code.

Backend Functionality:

STORAGE

A database is used to store content and digital assets. A digital asset management (DAM) system may be integrated with the CMS, and/or this may be part of the CMS.

CONTENT CREATION

An editor interface enables non-technical staff to create and edit content.

WORKFLOW AND COLLABORATION

Enterprise class CMSs enable large, multinational organizations to collaborate across business units, regions and functions for content creation, reviews, approvals and translations as needed.

DEVELOPER AND DESIGNER INTERFACE

Developers and designers have the capability to create and edit templates and modify digital experience designs.

BACKEND CODE

Developers create code and/or utilize vendor-provided templates that serve as the foundation of the backend applications functionality. For example, code that enable form submissions and interaction with databases and other applications.

ADMINISTRATION

Technical and non-technical staff use this area to manage the CMS application.

Frontend Functionality:

CONTENT DELIVERY AND PRESENTATION

This is where the entire experience created in the backend is delivered to the end user. Some parts of the site structure and style may also be created in the frontend either with or without backend interaction. (e.g., HTML, CSS)

INPUT COLLECTION

The frontend is responsible for collecting input from the end user, which dictate the user experience that is realized, either with or without communication with the backend.

FRONTEND CODE

Developers create code which sits in the front end to manage communication with backend systems, control the user interface for the end-customer, and enable execution of applications that do not require a direct interface with backend systems. For example, in the frontend HTML controls layout on a website, the design is controlled by CSS, and basic interaction would be enabled through JavaScript. Single page applications (SPA) and progressive web applications (PWA) are increasing the level of innovation available to developers in the frontend, as well as the richness of end users' experiences.

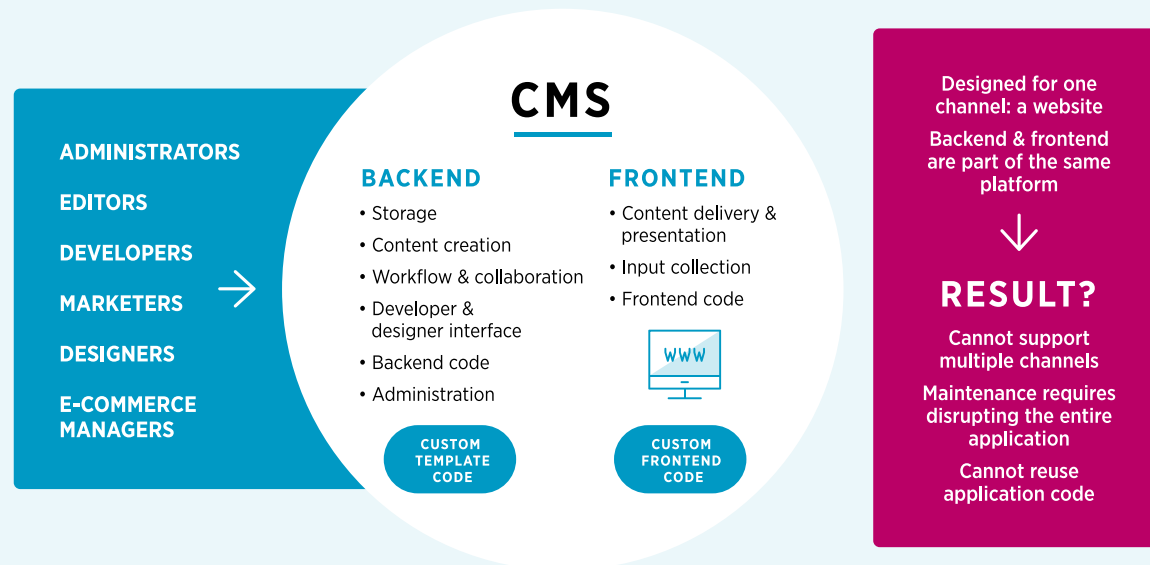
The Traditional CMS

As previously described, the first CMSs were developed to support one type of channel: websites. As a result, many of the industry's first vendor-driven CMSs were designed as monolithic applications in which the user interface and data access code are combined into a single program to form a single platform. [Wikipedia] More specifically, monolithic CMSs have been developed with the frontend and backend being designed into a single platform. At the simplest level, the front-end of the CMS accesses content from a database in the back-end, to be used within the layout (e.g., HTML and CSS) of one channel - the website.

All content is pushed to the website in a predefined manner from a layout and presentation perspective.

The greatest disadvantage of a monolithic CMS is its lack of modularity, resulting in difficulty for reuse of application code and regular maintenance without disrupting application usage, and most importantly, significant challenges in supporting new business opportunities such as new channels and front-end applications (e.g., single page applications or progressive web applications).

Traditional, Monolithic CMS: One Platform, One Channel



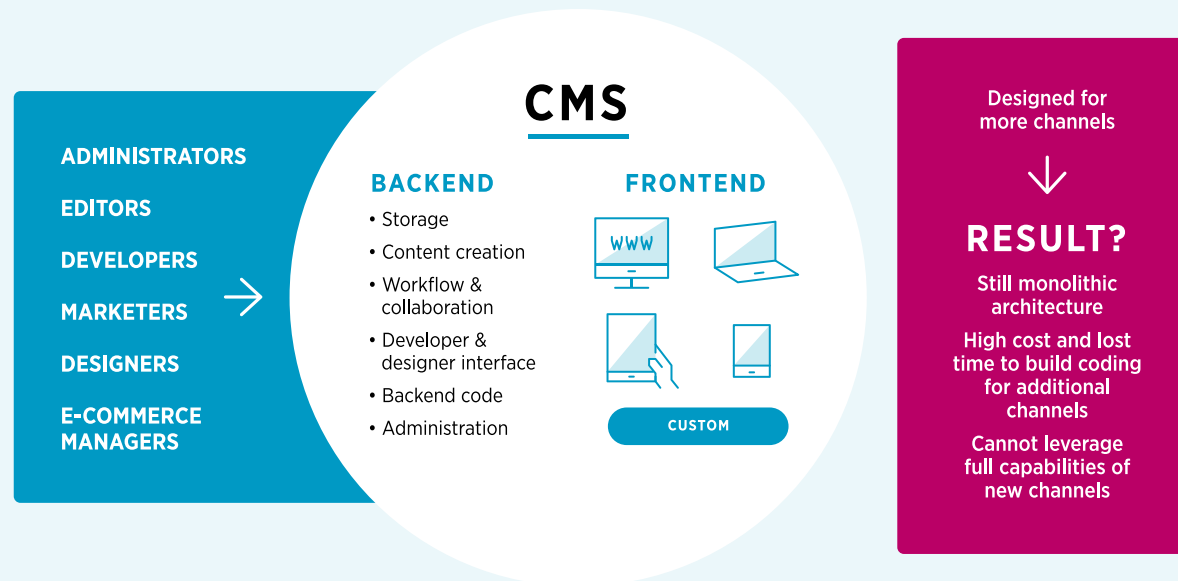
For example, as the number of web interfaces expanded beyond the personal computer (e.g., mobile applications, web-based applications), in addition to other types of channels, the monolithic CMS rapidly became cumbersome and detrimental to business growth. Owners of monolithic CMSs were forced to spend significant resources and valuable time to support these new channels demanded by their customers. Each new channel required new content delivery and presentation templates to be created by developers and designers as well as other related front end coding work. (refer to the below figure)

Two other disadvantages of traditional, monolithic CMSs, in addition to their inability to accommodate new channels and business models, included:

- **On-premises was the predominant model:** Inability to support go to market in a cloud or SaaS environment. (more below regarding this)
- **Designed mainly for developers,** thereby reducing the leverage of these systems by non-technical users. This also hindered companies' agility to respond to market demands.

To overcome these challenges and enable companies to be more responsive to market demands, the headless CMS has emerged.

Traditional, Monolithic CMS: One Platform, More Channels



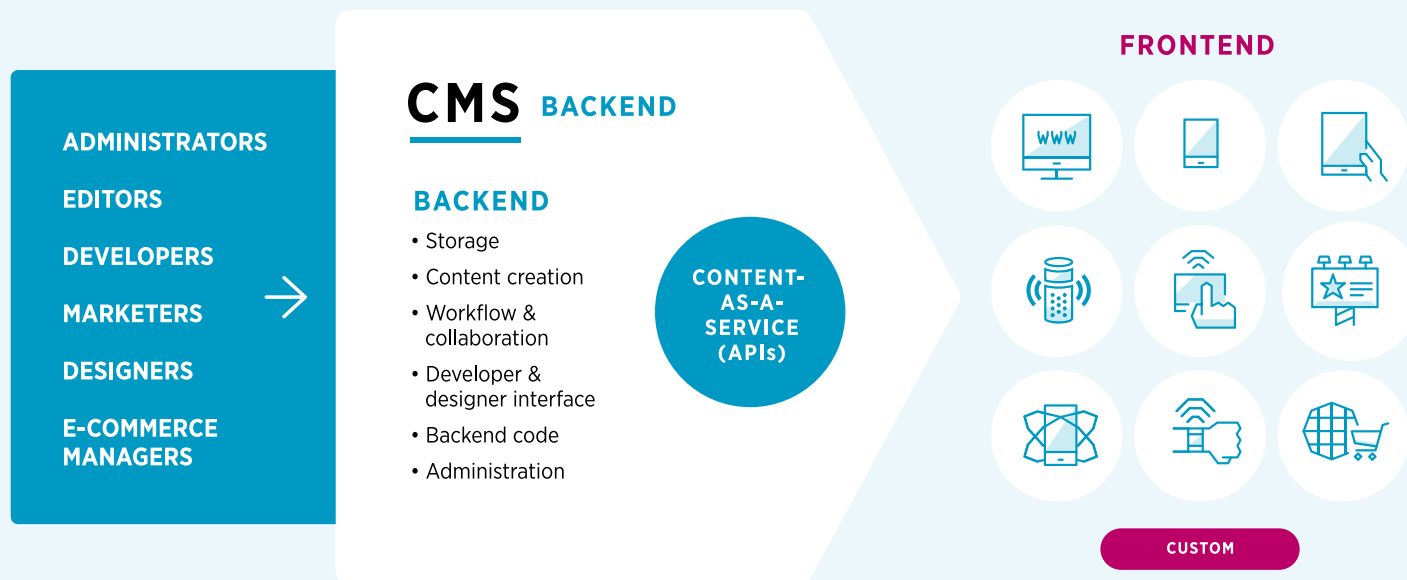
Headless CMS

What is a Headless CMS?

A headless CMS enables creation and management of content (i.e., the “body”), while giving responsibility of content presentation/layout to the delivery channels (i.e., the head). Content is no longer pushed out to a channel in a predefined manner. Content is pulled or requested from the CMS by any channel, by way of a RESTful API, enabling each individual channel to take advantage of their own unique presentation capabilities. A RESTful API is an application programming interface (API) that uses the internet protocol HTTP to request data for a data source - the CMS in this situation.

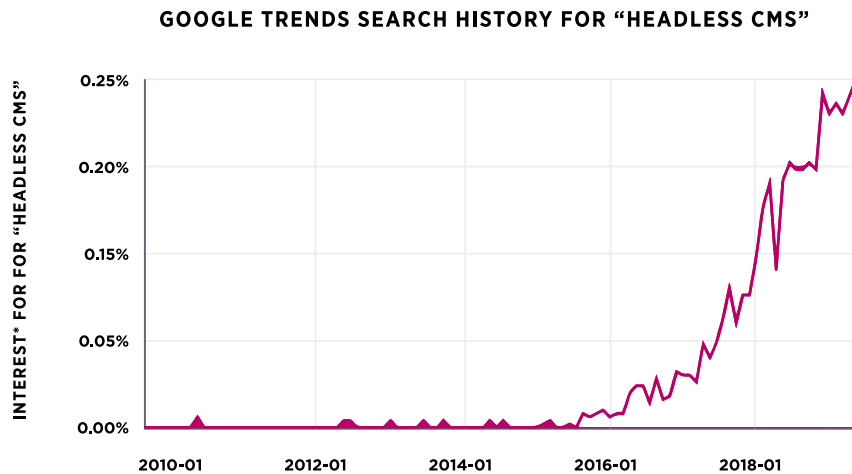
In a pure-play headless situation, the headless CMS doesn’t generate any front-end code, and provides content as a service, which is why headless CMS is sometimes referred to as “Content-as-a-Service” (CaaS). This process results in the best available digital experience for the end users of a particular device since front-end developers are able to continue developing new functionality for any channel independent of the core/backend CMS.

Headless CMS: Separate Backend & Frontend



As [Wikipedia](#) indicates, “a headless content management system, or headless CMS, is a backend only content management system (CMS) built from the ground up as a content repository that makes content accessible via a RESTful API for display on any device.” Headless CMS can also be defined as only having the ability for creation, reading, updating and deleting (CRUD) of content, while downstream channels that pull content from the headless CMS are responsible for its presentation to end users.

As evident in the below Google Trends chart, the term “headless CMS” began its rise to popularity in 2015 to 2016.



*Interest over time: Number represents search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular. A score of 0 means there was not enough data for this term. [Source: Google Trends](#)



Why are headless CMS capabilities needed and how is it different versus a traditional CMS?

Why is headless CMS of such high interest to so many people in today's market? At a high level, a headless CMS enables support of any channels available today or in the future. (i.e., omnichannel content management) **Just as important**, developers, marketing and website managers and e-commerce managers will be able to create more interactive experiences for customers in shorter time and with less investment, reducing time to market and giving you a competitive edge. More in-depth reasons why a headless CMS is of such significant value include:

ENABLING CONTENT-DRIVEN DIGITAL EXPERIENCES ON ANY CHANNEL, TODAY OR IN THE FUTURE — CONTENT-AS-A-SERVICE

Most enterprise organizations are burdened with the traditional, monolithic CMSs that cannot support new channels. (e.g., mobile, mobile applications, tablets, digital signs, social channels, wearable devices, voice activated devices, Internet of Things (IoT) devices) A headless CMS, by nature of its backend design, is capable through APIs of providing access to content for any frontend/channel. And the same content can then be used across any and all channels.

FASTER UPDATING OF THE USER EXPERIENCE (UX)

Changing the user interface (UI) of a channel that is part of the frontend of a traditional, monolithic CMS is time consuming and costly; and even if possible, optimal use of a new channel in this traditional scenario is unlikely. With headless CMS, the UI can be changed without changing the underlying (headless) CMS implementation, thereby increasing digital experience agility.

LEVERAGING THE MOST INNOVATIVE UI FRAMEWORKS

Online Experience offers businesses the potential for competitive differentiation across digital channels. And the best way to enable optimization of this experience is to give front-end developers the opportunity to use the most advanced front-end tools. In a headless CMS architecture, these advanced tools can be easily leveraged in channel or device (frontend) with little to no impact on backend functionality. Two examples of this are the use of single page applications (SPA) or progressive web applications (PWA).

- In an SPA, a website or web application located on a single page is dynamically updated - i.e., regular full page loads from a server are no longer necessary, and only part of the site is dynamically updated to create more consistent and more engaging user experiences.
- PWAs are “web applications that load like regular web pages or websites but can offer the user functionality such as working offline, push notifications, and device hardware access traditionally available only to native applications. PWAs combine the flexibility of the web with the experience of a native application.” [Wikipedia]

OVERCOMING TECHNICAL OR SCALE LIMITATIONS AT THE FRONT-END

Front-end applications may have UX or technical limits. Headless CMS offers the opportunity to bypass these limits. These limits may be imposed by e-commerce applications or portals, and result in negative business consequences or higher costs.



The following table summarizes the key market drivers for a headless CMS, as well as related advantages of its deployment versus a traditional CMS:



In a headless CMS scenario, the frontend creates the layout and presentation layers.

This may be accomplished by interactive Javascript frameworks (e.g., Vue, React), static site generators (e.g., Jekyll, Hexo or Hugo), mobile applications (e.g., Mobify) or another CMS.

TIP: Ensure your headless CMS enables view AND edit of experiences in any frontend.

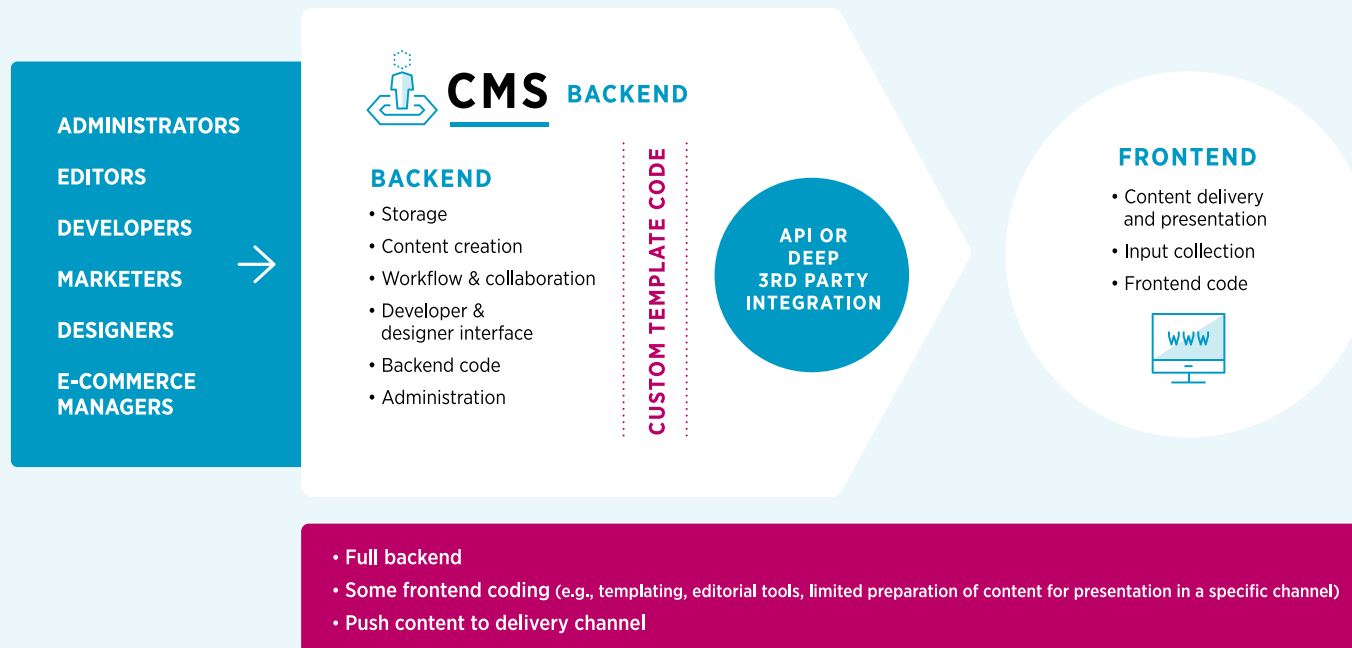
MARKET DRIVERS FOR HEADLESS CMS	HEADLESS CMS ADVANTAGES
Channel Explosion: Buyers want to stay connected across multiple devices, and each device enables a unique digital experience for end users, and a new way to drive revenue.	<p>Omnichannel Management: One headless CMS can provide content for display and use on any number and type of channels.</p> <p>Innovation: The headless CMS can focus on productive creation of great content, while developers at the delivery channel layer can focus on creating the best presentation and experience for that particular device. New channels and devices have unique needs, and addressing these needs at the channel level will optimize the experience offered thru that device. A traditional CMS may not be able to meet the unique needs of a new device, thereby reducing the ability to get the best experience possible on that device.</p>
Competitive forces are increasing	<p>Agility, faster time to market:</p> <p>Companies can adapt to any new channels or delivery technologies now or in the future without having to change the CMS/back-end.</p>
Organizational complexity is increasing	<p>Reduce digital complexity:</p> <p>Multiple content authors across different functions in an organization can use the same CMS for creation and delivery of content to any channel. Content is centralized within a headless CMS.</p>
Technical complexity is increasing	<p>Reduce digital complexity:</p> <ul style="list-style-type: none"> • Developers can refresh the presentation layer (i.e., front-end) without developing an entirely new CMS. • Headless CMS facilitates the use of a microservices architecture as well as easier integration within an expanding digital technology ecosystem. • Reliance on CMS vendors for complex technical modifications.



What is a decoupled CMS versus a headless CMS?

A decoupled CMS provides the full backend capabilities of a traditional CMS, with limited frontend capabilities or presentation intelligence. (e.g., coding and templates for presentation) Content in a decoupled configuration is pushed into the channels.

Decoupled CMS: Proactive Push of Content from Backend with Limited Presentation Intelligence



A Headless CMS is Great, But a Hybrid CMS is Better

PURE-PLAY HEADLESS CMS SOLUTIONS OFFER SIGNIFICANT ADVANTAGES OVER THE TRADITIONAL CMS, BUT COME WITH THEIR OWN DISADVANTAGES

- Inability to support enterprise-class needs
- Lack of personalization capabilities
- Inability to support deep integration into channels when needed
- Lack of preview AND edit capabilities into digital devices for better omnichannel management.
- Relatively poor ease of use capabilities for managing content across multiple brands, business units, countries, languages, etc. For example, few pure-play headless CMSs enable ease of use by non-technical users.

Companies looking to optimize their end users' digital experience, while doing so as quickly and cost effectively as possible, need to leverage the combined strengths of headless as well as traditional content management solutions — A Hybrid CMS.



A hybrid CMS, in addition to offering all of the features of a pure-play headless CMS, provide the following:

(**TIP:** Refer to these capabilities as you select your next hybrid or headless CMS vendor.)

AI-DRIVEN PERSONALIZATION (ARTIFICIAL INTELLIGENCE)

End users and buyers are overwhelmed with digital content and on-line choices to get their information and to make transactions. One of the greatest opportunities for companies to engage their audience and differentiate their products or services is to customize the digital experience. The best CMS vendors have included the ability to personalize content and related digital experiences into their solution, using machine learning and AI, including tapping into internal, external and behavioral data to create personalized experiences on the web, mobile devices or any channel at the micro-segment or even individual level.

BACK-END EXTENSIBILITY FOR EASE OF INTEGRATION

Extensive, stable and comprehensive APIs which provide the foundation to “play nice with others”, be it the latest and greatest marketing software applications or legacy IT solutions.

- **Business level enablement:** API level interoperability alone is not enough: A CMS needs to enable business users to interact with and benefit from third-party tools through seamless integration. That is, interoperability from a business user perspective with minimal to no IT involvement for example.
- **Microservices-based architecture (e.g., Content as a Service):** This architecture must support scaling and extension when needed, forming the building blocks of an agile digital marketing technology ecosystem. ([read more](#))

CLOUD AND SAAS SCALABILITY

The advent of cloud and SaaS models have enabled lower cost models through subscription fees and less capital costs, more rapid set-up and deployment, greater accessibility by developers and applications users, easier application of software upgrades, greater software ecosystem integrations and increased scalability. (see “[CMS in the Cloud: Advantages and Starting Tips](#)”)

AUTOMATED CONTENT CREATION

Tapping into the power of artificial intelligence and machine learning to ease the process and increase scalability for creating and delivering content across multiple business, channels and countries. (e.g., [Natural Language Generation](#))

PREVIEW AND EDITORIAL CAPABILITIES

A significant advantage of a traditional, coupled CMS is the ability to view content in the final layout form as experienced by the “end customer”, and then modify that content using WYSIWYG. For example, how a website will ultimately look once content is compiled into the layout and presentation design. Enabling multiple front-end channels to extract content from a headless CMS is only the first step of a headless CMS. Preview and editorial capabilities enable marketers to view the final layout/experience, and modify the CMS-driven content that is being used in context. More simply, exposing editorial features from the headless CMS into the final experience or layout in any channel. This will enable marketers and editors to more rapidly create a better experience for their own users on any channel.

DECOUPLED CMS AND HEADLESS CMS OPTIONAL

Only the most innovative CMS vendors are offering their enterprise-class customers deployment options, with the ability to deploy the CMS as: a combined front-end and back-end platform; a stand-alone back-end solution to enable breakthrough, content-driven experiences on any channel (headless CMS); or a hybrid of these two where some channels or devices are deeply integrated with the CMS while others can pull content from the headless CMS as needed.

CAPABILITY TO ACCOMMODATE A DECOUPLED CMS CONFIGURATION

The full capabilities of a channel or device may not be realized without deeper integration between the CMS and the channel. (e.g., artificial intelligence provided as part of a commerce platform) It is exactly in these types of instances that a decoupled CMS solution shines, enabling this deeper level of integration with a front-end versus acting in a purely headless manner.

EASE OF USE

There are many potential users of a CMS, such as developers, administrators, marketers and/or e-commerce managers. A next generation CMS will enable these users with rapid and easy installation; start-up and adoption of its capabilities, such as through an intuitive user interface and ease of accessibility from multiple devices; as well as easy maintenance. Ease-of-use features are also included in other areas already covered in this list.

OFFER THE OPTION OF A DIGITAL EXPERIENCE PLATFORM (DXP)

A DXP is a core set of software technologies that orchestrates the creation, delivery and optimization of personalized, content-rich digital experiences anytime, anywhere to delight customers, compel them to action, and enable a company to outperform its competition. (see "[What Is a Digital Experience Platform and Why Should You Care?](#)")





Hybrid CMS + B2B & B2C Commerce Platforms: A Match Made in Heaven

One use case for a hybrid CMS is powering content-driven commerce experiences that are more immersive and engaging than today's online commerce situations, both in B2B and B2C scenarios. These more inspiring experiences have proven to increase commerce engagement by 200%+, leading to increased ARPU (average revenue per user) and overall revenue. ([read more](#)).

Companies like Salesforce.com, SAP and IBM have created highly efficient commerce platforms for managing online transactions with very basic content management; however, they lack the capabilities of an enterprise-class hybrid CMS (with headless capabilities) which enables commerce and marketing managers to achieve:

Content-driven experiences

Add dynamic content and manage multiple campaigns at once on category and product pages in the commerce environment, with no coding required. (e.g., interactive images and videos, user-generated content, etc.)

Scale

Create and manage a corporate website presence coupled with commerce at a global level and across channels. (i.e., support of multiple brands, sites, countries and languages; workflow and collaboration across global, local and business unit teams as well as managing collaboration with resellers and distributors in B2B environments)

A connected buyer's journey

Deliver an immersive and connected buyer's journey across any channels and devices; for example, mobile Internet, SPAs, PWAs, conversational platforms, digital signs.

TIP: Ensure the hybrid and headless CMS you select allows anyone in your company, or even select external teams, to tap into the power of your CMS for content creation and management. (e.g., store managers creating content on digital signs, famous chef's writing recipes for your product pages, or technology experts contributing content to your B2B product pages.)

Hybrid CMS in Action

TSI Holdings

TSI Holdings, Japan's largest online retailer, created two dynamic e-commerce sites for its HUMAN WOMAN and Margaret Howell brands using the FirstSpirit hybrid (headless+) CMS and Salesforce Commerce Cloud. Its new experience-driven commerce engine helped the company capitalize on existing e-commerce investments, lower overall operational costs, and accelerate time-to-market for individual brands.

Using this content + commerce approach with deep integration of the CMS into their commerce platform, TSI now delivers omnichannel digital experiences to maintain their leadership within the Japanese fashion marketplace while realizing compelling productivity increases: **content editors now create content 2.5x faster and update site content 1.5x faster for increased time to market** thanks to consolidated workflows and overall ease of use.

[Read More](#)

Just as important is the headless CMS capability of FirstSpirit which will enable future leverage of content by any other devices such as mobile applications, digital signs etc.





GROHE

GROHE is the world's leading provider of sanitary fittings and a global brand dedicated to providing innovative water products with nearly €1.5 billion in sales and more than 6,000 employees worldwide. GROHE created one unified digital presence for all constituents—including customers, wholesalers, retailers, dealers, sales agencies, and so on.

The company uses the FirstSpirit modernized hybrid (headless+) CMS and SAP Commerce Cloud for its digital experience platform which manages its massive e-commerce presence of 60+ Intranet, Corporate and Country websites in 80 countries and languages. The modernized hybrid and headless CMS solution makes product content more engaging, and e-commerce experiences more relevant across multiple channels used today—the website, mobile apps, and social and display ads—and any new channel that arises in the future.

[Read More](#)

“

We realized we needed to modernize our technology stack to get a unified view of the customer so we could make product content more engaging, and e-commerce experiences more relevant.

— Carlos Carvalho, Global Head of Websites, Grohe

”

Iconic American Retailer

This outdoor retailer has \$1.6 Billion in sales and over 5000 employees. While the retailer excelled in merchandising its products over the web for thousands of SKUs, it lagged in its capabilities to market them with promotional text, shoppable videos, etc.

By adopting the FirstSpirit hybrid (headless+) CMS and integrating it into its IBM Websphere Commerce system, the company extended product catalog functionality with rich content management capabilities that are both managed from one simple and intuitive user interface. The integration between the headless CMS and commerce system also helps the company better leverage its IT investments, enhance its promotional capabilities, and accommodate shifting consumer trends more rapidly **(while saving 675 hours of IT staff time annually on the homepage alone)** for greater time to value.

[Read More](#)



Conclusion

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Hybrid CMS: The Next Generation of Headless CMS

An enterprise-class hybrid CMS, including headless and decoupled capabilities, offers significant opportunity for companies to bring more inspiring, content-driven experiences to their B2B and B2C customers. No longer must developers, marketers and other digital experience professionals be beholden to the monolithic, traditional CMS or pure-play headless CMSs which lack scalability and/or ease of use for non-technical teams. The result is the ability to create and deliver the ideal connected digital experience for each individual customer in the right context and at the right time and place to drive engagement and revenue.

[Click here](#) to learn more about the next generation hybrid CMS with headless and personalization capabilities, or to see a demo of e-Spirit's hybrid (headless+) CMS in action. Or sign up for the [e-Spirit Newsletter](#) to stay up to date on future developments in the hybrid and headless CMS space.

About e-Spirit

e-Spirit's FirstSpirit Digital Experience Platform, offered through a SaaS or on-premises model, helps businesses engage customers and increase revenue with personalized, content-rich digital experiences anytime, anywhere. Savvy digital marketers across all industry sectors rely on the FirstSpirit platform—which includes a hybrid (headless+) CMS, AI-driven personalization and omnichannel marketing capabilities—for individualized and synchronized content delivery across all channels to differentiate their companies and compel their users to action. We call this the Digital Experience Edge.

e-Spirit, founded in 1999, is part of the adesso Group and has offices in 16 locations in the US, Germany, Great Britain, the Netherlands, Switzerland, Austria and Asia Pacific. Customers include international brands and corporations such as L'Oréal, Lancôme, Commerzbank, BASF, Bosch, Grohe, Belk, Urban Decay, Olympus, Santander Bank, Carter's, Reitmans, Blum, and many others.

For more information, go to www.e-Spirit.com