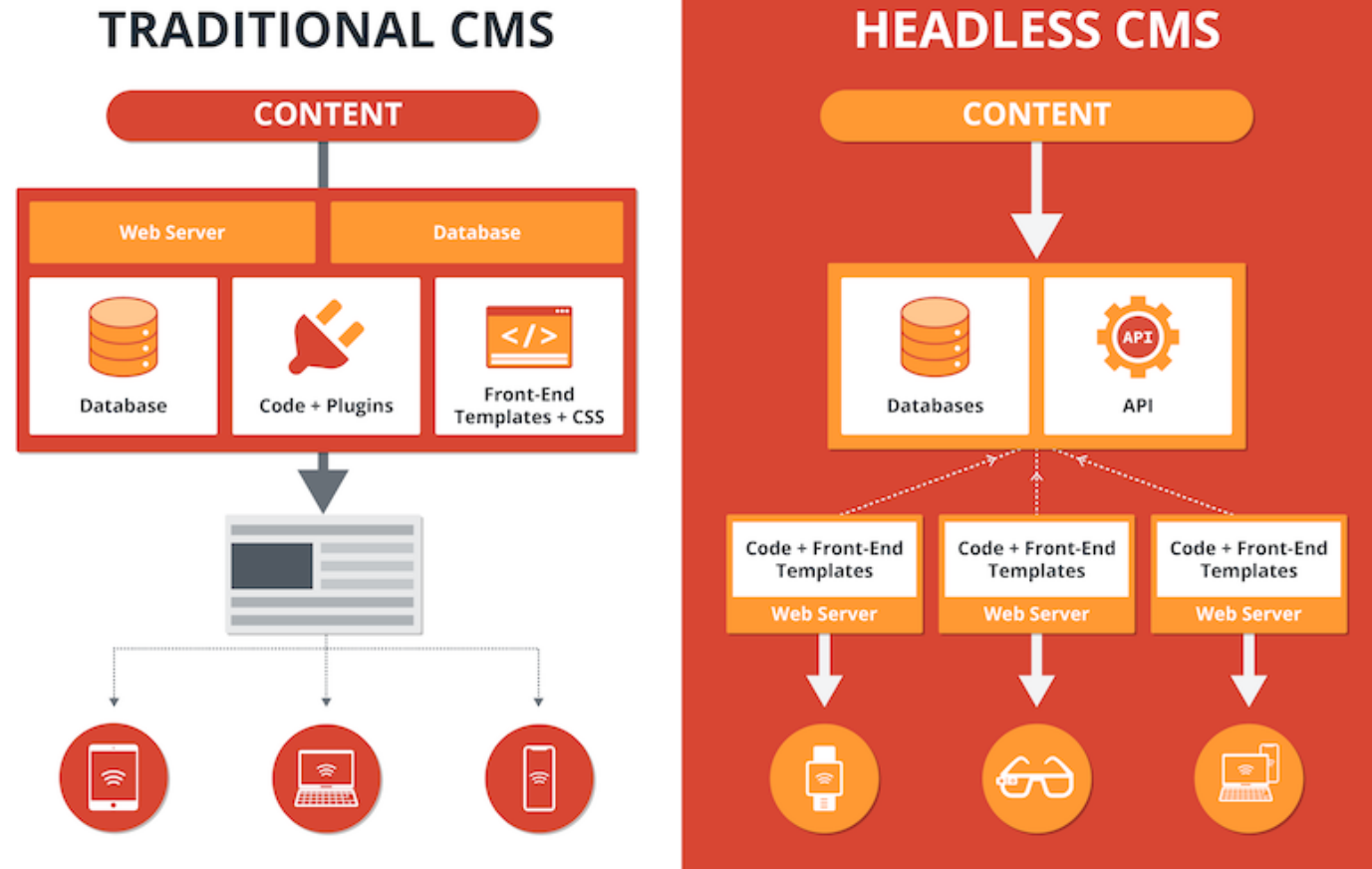




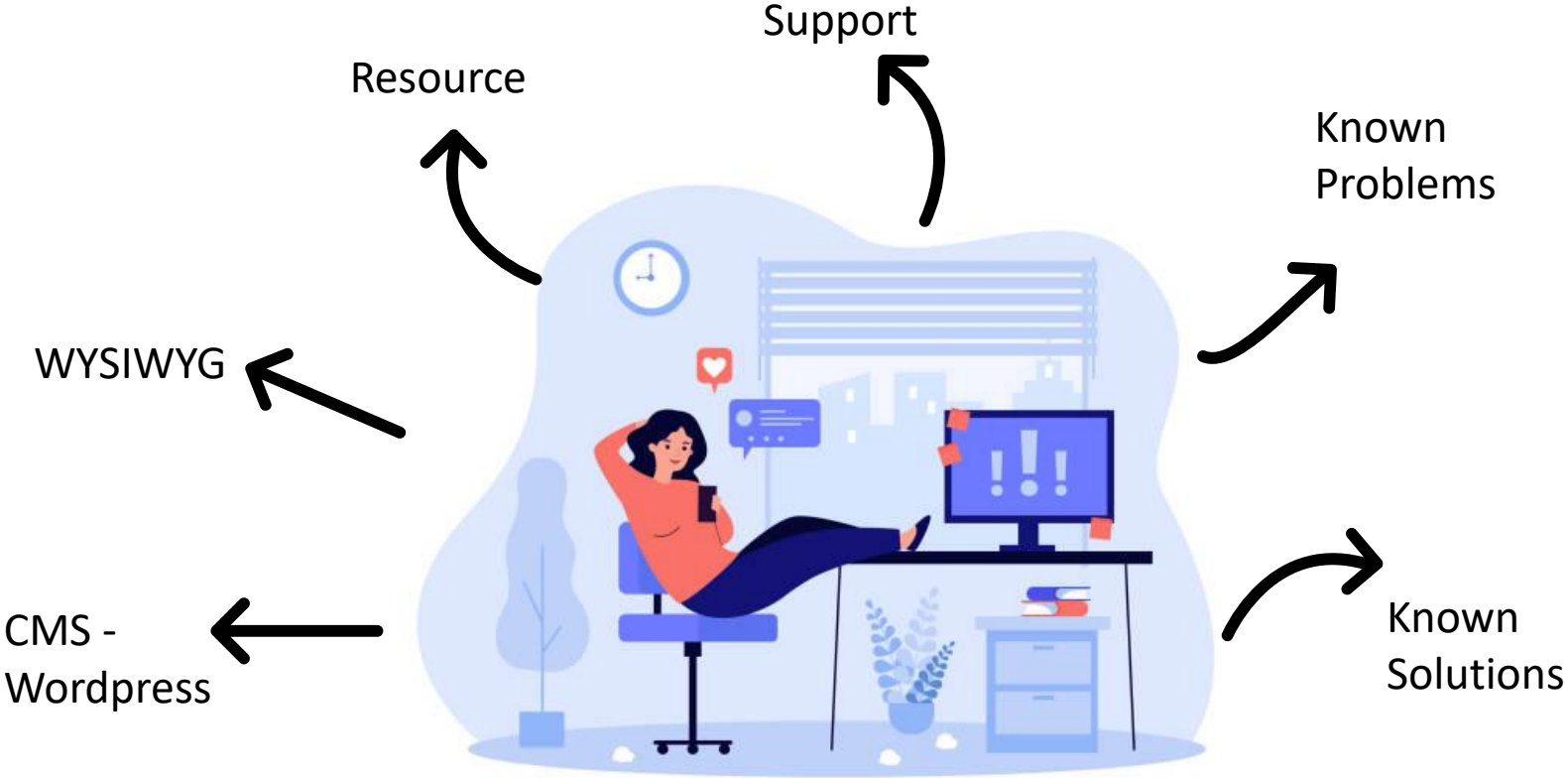
Brainstorming

Web Centric to Content First

Web Centric to Content First

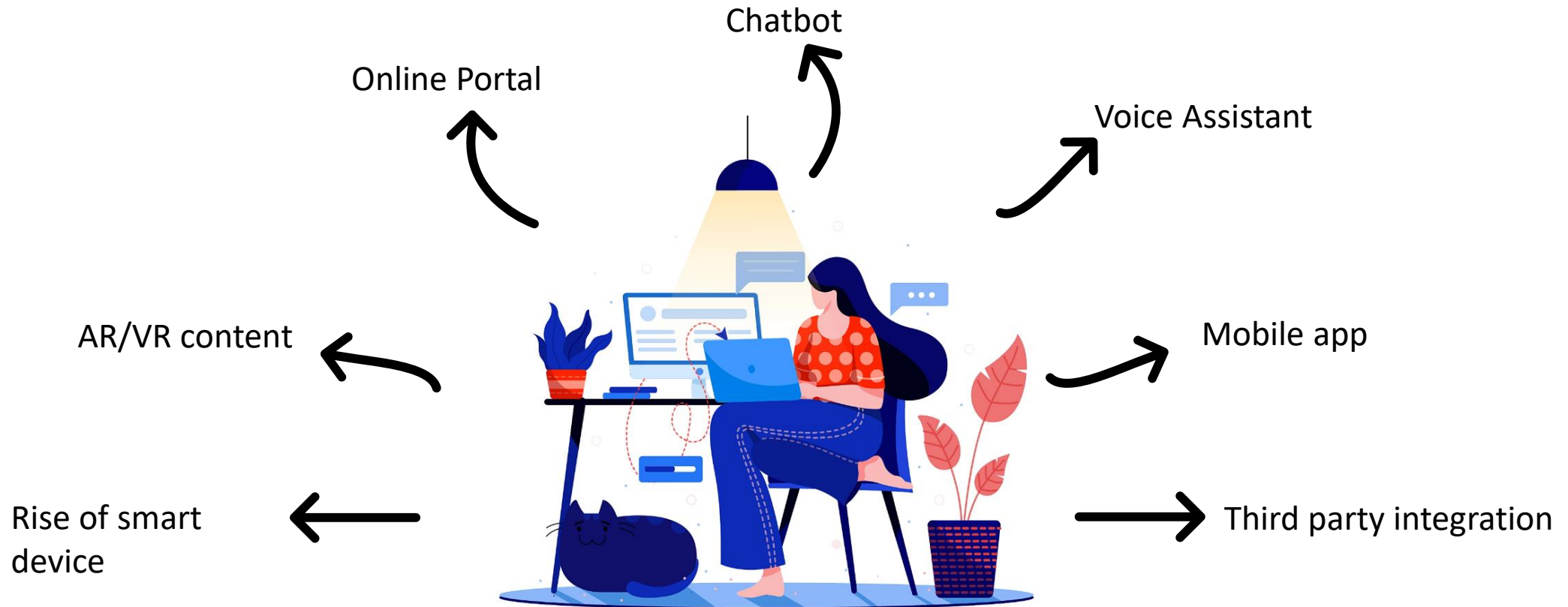


My Comfort



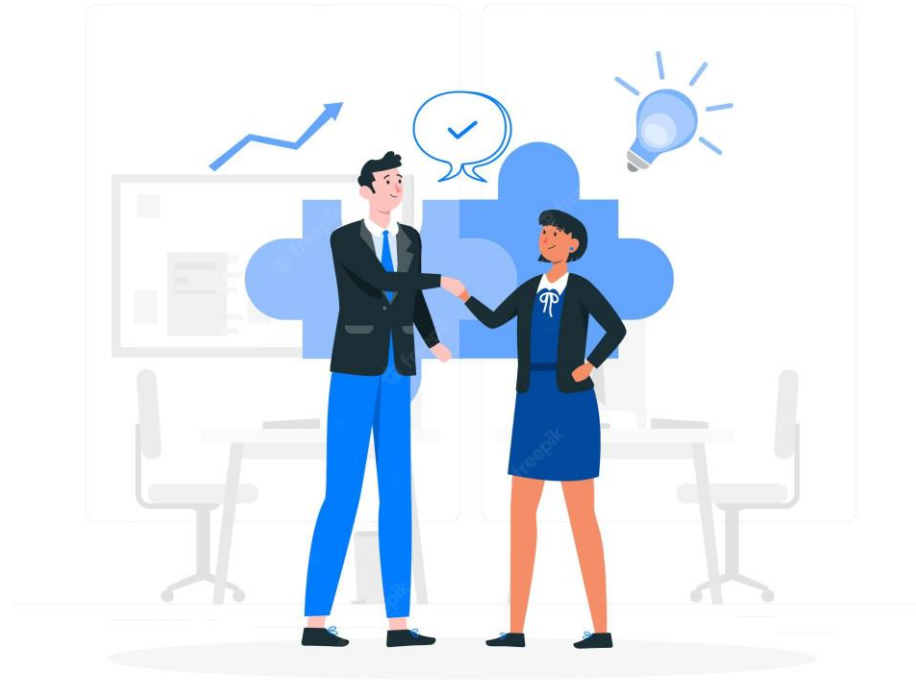
I have everything sorted and in control

Catching Up On Technologies Advancement



Worries Increase with change of device, content channel, need to scale, change workflows, integrations etc etc

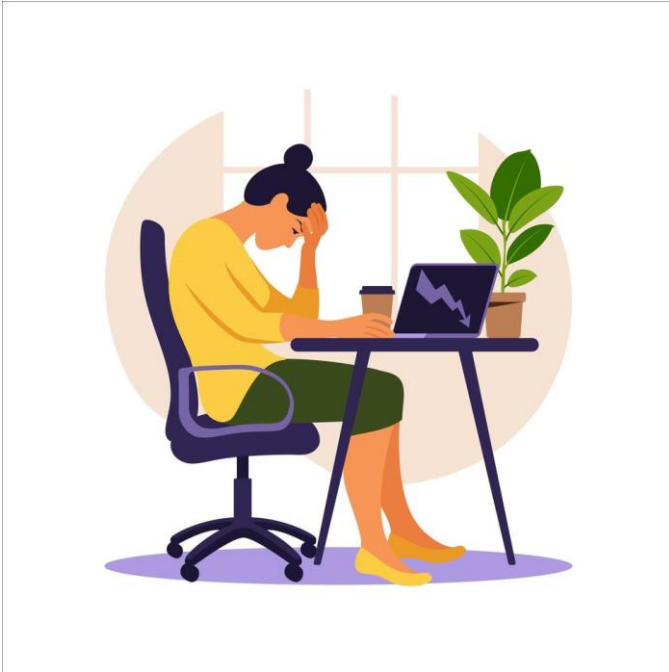
Headless CMS - Support



I have content, I have the "Tool" ..what can go wrong !!!!



Implementation



Think content first, presentation second

Design content model for reuse

Re-think WYSIWYG addiction

Rethink Navigation

Empower marketers

Use APIs

Switch back ?

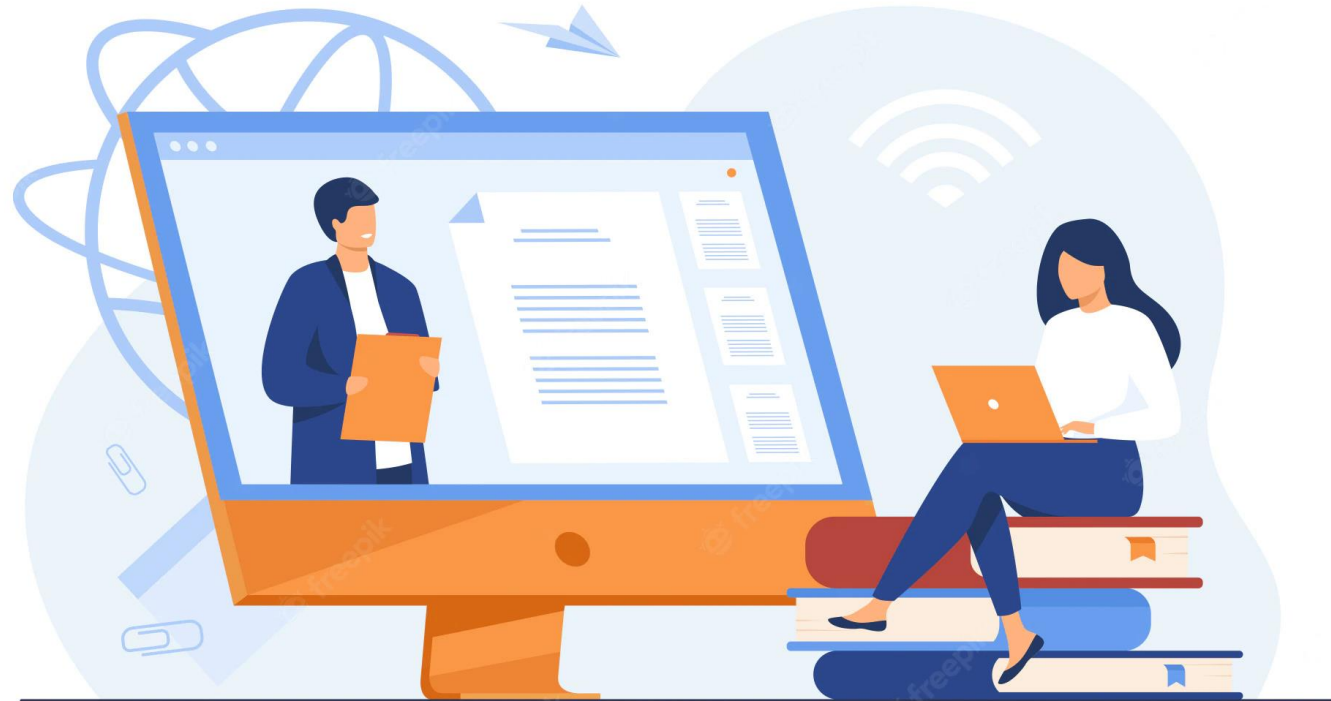
Let's Remember



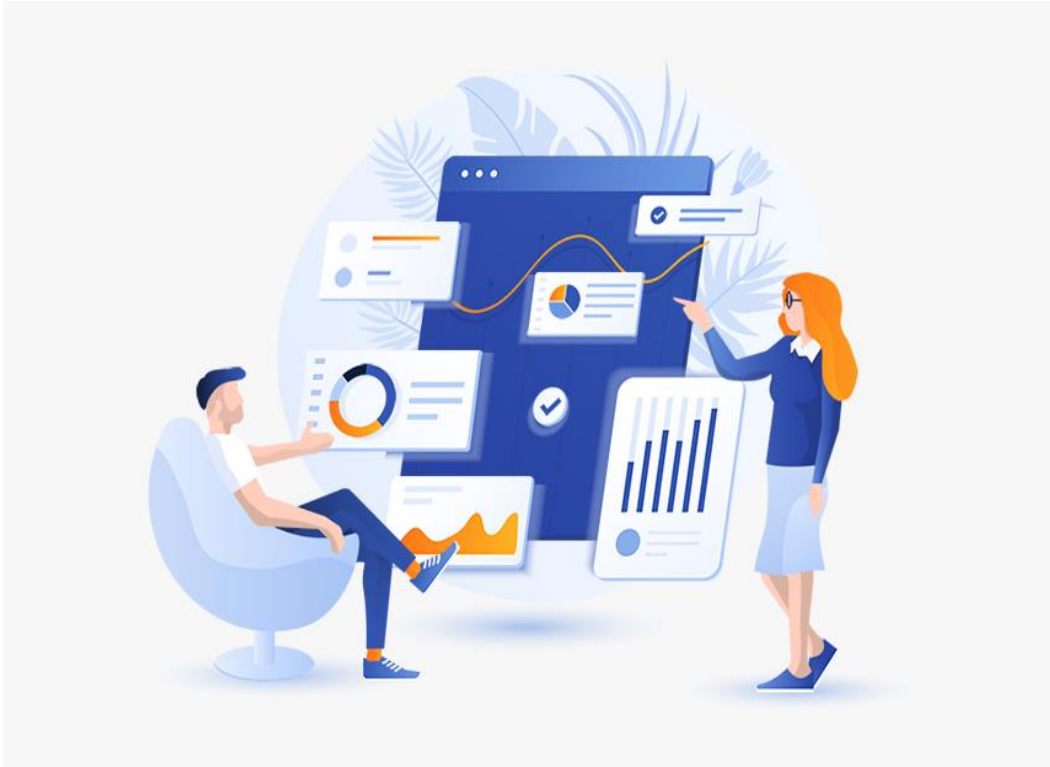
- I wanted to scale quickly
- Create personalized, interactive digital experience
- Empower teams to work independently
- Integrate with third parties with ease
- Rise of smart devices

Let's take the "First Step"

Change Mindset – Learning



Content-First / Presentation Later



Define content strategy

Focus on “What you want to say”

[Content Model](#)

Content Reuse

APIs



Easy Integration

Support

Resource

Known Problems

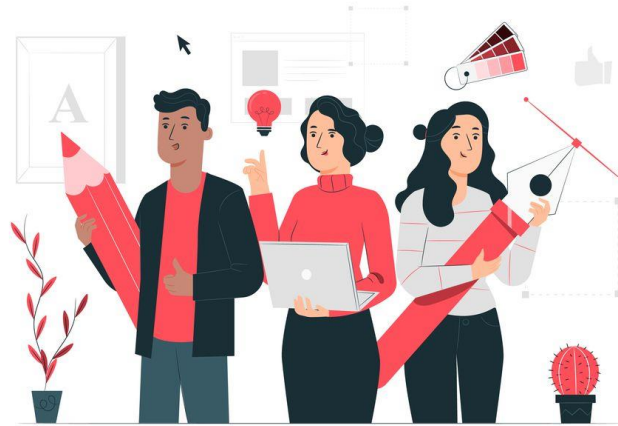
Known Solution

Ok! So what's next?

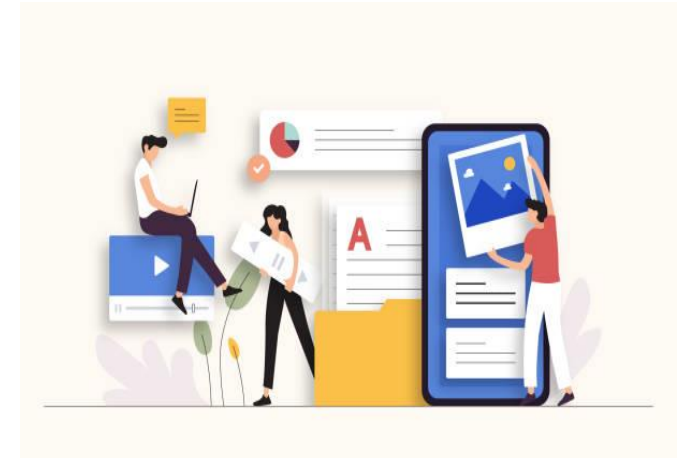
Talk Around



Create, Re-create



Re-Arrange



Question the content



Launch Your First Content Project

Ask Support



Discussion



Content Modelling

