

Contentful named Contender in the Forrester Wave™ for Web Content Management Systems

Contentful ranked among 15 of the most significant Web CMS providers in independent research firm's evaluation

SAN FRANCISCO and BERLIN – November 15, 2018 – [Contentful](#), the leading content infrastructure for digital teams, today announced that Forrester Research named Contentful as a Contender in The Forrester Wave™: Web Content Management Systems, Q4 2018.

The Forrester Wave™ is a data-driven evaluation of software, hardware and services markets, used to inform buying decisions. For this report, Forrester performed a 26-criteria evaluation to identify the most significant providers to research, analyze and evaluate, with Web CMS vendors being scored on current offering, strategy and market presence.

In its inaugural appearance, Contentful was recognized with the highest possible scores in “Cloud Strategy,” “API Management,” “Deployment and Configuration,” and “Developer Program” criteria. This indicates that the company's new approach to modernizing how content flows to digital products such as websites, apps and devices is having a large impact on the market, especially when compared to the incumbents. According to the report, "Contentful's API-first and cloud-native approach excels," and its “strategic strength is the flexibility to support any front-end and granularity of the API documentation, which is a game changer for developers."

“We believe our positioning in this report as a Contender, bordering on Strong Performer, highlights the flexibility and agility of Contentful's modern cloud platform,” said Sascha Konietzke, CEO and Co-Founder of Contentful. “Unlike traditional content management systems (CMS), our content infrastructure caters to cross-functional teams that are building digital products on modular, cloud-based tech stacks. This is ultimately what allows Contentful customers to realize results fast – avoiding endless implementations, deep customization requirements and enormous consulting fees.”

Content infrastructure is disrupting the legacy CMS market by offering a new way to power content in any digital product, including digital displays and conversational interfaces. It is built to integrate with modern software stacks and software delivery pipelines, making it a seamless solution for global brands and large-scale businesses. It frees up teams and resources to build digital products faster, to iterate swiftly, and to use Contentful as a content hub that enables organization-wide digital transformation.

To help organizations capitalize on the benefits of agile content delivery, Contentful recently joined forces with Optimizely, Atlassian, AWS and more on the [Digital Experience Stack \(DXS\)](#). This partnership provides a way for companies to easily integrate with other API-driven cloud technologies to deliver both digital products and the engaging experiences that customers expect. The Wave Report also notes the "Digital Experience Stack could prove an interesting alternative to typical solution bundles."

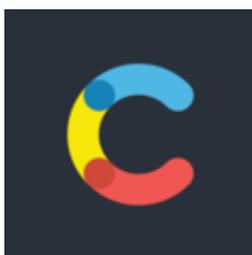
Additional Information

- Read the [Wave Report for Web CMS](#)

ABOUT CONTENTFUL

Contentful provides the essential content infrastructure for your projects, making content accessible via APIs and editable in a CMS-like web app. Companies such as Spotify, Urban Outfitters, Red Bull, Jack in the Box, The British Museum, Xoom, Lenovo and many others rely on Contentful to author, manage and deliver digital content to any device and multiple platforms. For more information, visit <https://www.contentful.com/>

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