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Contentful Achieves AWS Retail Competency Status

December 4, 2019, Las Vegas, U.S.A — Contentful, a leading enterprise headless CMS provider, announced today, at the AWS re:Invent Global Partner Summit in Las Vegas, that it has achieved [Amazon Web Services \(AWS\) Retail Competency](#) status.

AWS Retail Competency Partners have demonstrated technical proficiency and proven customer success across numerous innovative solution areas in retail. Contentful received a designation in the Physical, Digital and Virtual Store category of the AWS Retail Competency, highlighting its proficiency with solutions that transform online or offline shopping experiences.

AWS Retail Competency Partners undergo rigorous validation by AWS to ensure alignment to AWS best practices for building some of the most secure, high-performing, resilient, and efficient cloud infrastructure for industry applications — to give customers an increased confidence when making decisions.

Achieving the AWS Retail Competency differentiates Contentful as an AWS Partner Network (APN) member that delivers highly specialized technical proficiency. To receive the AWS Competency designation, APN Partners must possess deep AWS expertise and deliver solutions seamlessly on AWS.

“Contentful is proud to achieve AWS Retail Competency status,” says Kevin Zellmer, VP of Partnerships at Contentful. “By leveraging the collective power of AWS and Contentful, retail organizations can now provide better experiences with reusable, adaptable content that runs on scalable infrastructure. Our retail customers see dramatic increases in the efficiency of their content management initiatives. We’re excited to be working with another market leader to give our joint customers a competitive advantage in the marketplace.”

Contentful recognizes that a retail organization's ability to deliver the right content, to the right customer, at the right time is vital to a better customer experience. As power shifts from retailers to consumers, retail brands can't compete without agile, enterprise-grade infrastructure that makes content scalable.

Contentful enables retail organizations to model content for modern business needs with a foundation flexible enough to adapt to future channels and requirements. Organizations can deliver relevant, localized, context-aware content with an extensible foundation. Contentful also empowers retail organizations to automate publishing and streamline approvals with workflows, and simplify architecture with a single source of content truth that integrates seamlessly into existing systems as well as new technologies.

Contentful's customers recognize that speed and scalability are vital to long-term success. "In today's competitive landscape, offering a personal and relevant digital experience is crucial," says Daniel Morabito, product owner of ecommerce at ALDO Group. "We needed a product that would scale with our ambitions."

About Contentful

Contentful, a leading enterprise headless CMS provider, offers a content layer that enables enterprises to deliver omnichannel digital experiences at greater speed and scale than with a traditional CMS. Contentful unifies content in a single hub, delivers it via APIs to any digital platform, and makes content immediately editable in an intuitive web app. Companies such as Spotify, Urban Outfitters, Red Bull, Jack in the Box, The British Museum, Xoom, Lenovo, Brandless and many others rely on Contentful to author, manage and deliver digital content to any channel. For more information, visit <https://www.contentful.com/>

About AWS

AWS enables scalable, flexible, and cost-effective solutions from startups to global enterprises. To support the seamless integration and deployment of these solutions, AWS established the AWS Competency Program to help customers identify Consulting and Technology APN Partners with deep industry experience and expertise.

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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