

Hippo Launches CMS 10.2

A Hybrid Content Platform for a Harmonious Cross-Channel Experience and the Best Customer Journey



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Summary **With this release, Hippo combines Content as a Service use cases and traditional digital experience management as part of a hybrid, integrated cross-channel strategy. It provides advanced personalisation features and true content interoperability across all channels, applications and devices.**

Details Web Content Manager vendor Hippo has launched the 10.2 version of its platform. With this release, Hippo combines [Content as a Service use cases](#) and traditional digital experience management as part of a hybrid, integrated cross-channel strategy. It provides advanced personalisation features and true content interoperability across all channels, applications and devices. With version 10.2, Hippo enforces their position in full cross-channel content delivery and performance insights, being the preferred platform for businesses to optimize their entire customer journey from begin to end. This new release also makes it easier for application developers and web developers to reuse content from traditional web channels for mobile apps, web applications based on MVC JavaScript frameworks such as AngularJS or Backbone.js, wearables and [Internet of Things](#) (IoT) devices.

The new automated Content REST API makes it very easy to consume content from the CMS via REST. *"Hippo always had REST APIs. The main difference is, that in previous versions, a java developer would have to implement the domain specific REST service classes for a tailored REST API on top of Hippo CMS, rather than one being there automatically out-of-the-box. The CMS is now architected to run both use cases side by side, allowing developers to much more quickly experiment with apps and Internet of Things"* said Arjé Cahn, CTO of Hippo.

Providing this new agility to app and web developers will improve the overall business agility and innovation flexibility. *"The new automatic Content REST API makes it faster and easier to integrate content in the CMS with apps and single page web modules. Providing an app-like user experience on web now requires less API work"* Peter Broekroelofs, CTO of Service2Media, added.

By 2018, 50% of enterprises will be managing their content using a hybrid content architecture, the recent Gartner report "Cool Vendors in Content

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Management 2015” states. The hybrid content architecture of version 10.2 provides both headless CMS capabilities AND a state-of-the-art delivery tier and brings the best of both worlds combined in one system to an organization.

Key benefits of Hippo 10.2 include:

- * Frontend-developers gain the agility to develop web and mobile applications in their preferred framework, such as AngularJS, and can tap into the content repository with REST calls.
- * Marketers have full control over those digital channels that require business agility and can manage layout, functionality and personalization for websites, mobile sites, microsites without the need to involve IT
- * Content editors can work from one central system, one editorial process and serve both marketing-run and application-driven channels independently
- * The overall organization ensures future readiness and channel consistency for their digital customers experience whilst minimizing the content and marketing overhead.

On the 10th of March, Hippo’s Director of Product Marketing Sonja Kotrotsos, will host a webinar around this release. In this webinar Sonja explains why she believes it is essential to have one central platform from which you can deliver content and gain insights across all your channels and why Hippo CMS 10.2 just made that part of your life a little easier.

Read more and sign up here.

Relevant links



[Hippo Website](#)



[Service2Media Website](#)

Images



About Hippo CMS

Hippo is on a mission to make the digital experience more personable for every visitor. We’re redefining the CMS space by engineering the world’s

most advanced content performance platform, designed to help businesses understand their visitors – whether they are known or anonymous – and deliver the content they value in any context and on any device. Together with its global network of Certified Partners, Hippo serves a rapidly growing number of enterprise clients around the world including Condé Nast, Bell Aliant, Autodesk, Couchbase, the Dutch Foreign Office, Mailchimp, Randstad, Veikkaus, the University of Maryland, NHS, 1&1 Internet, Bugaboo and Weleda.

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