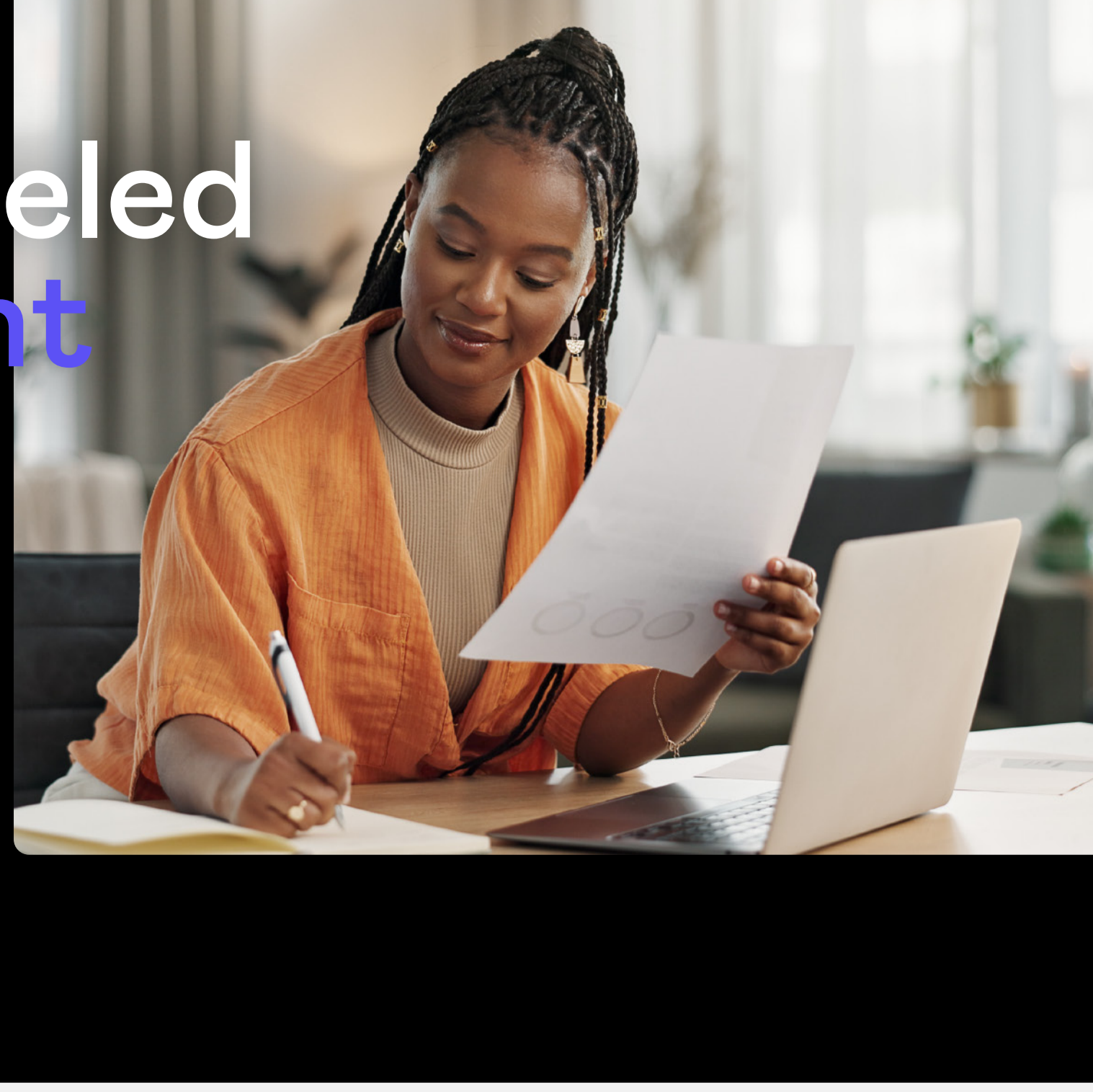


Achieve unparalleled return on content

Use content to drive results for your customers, your teams, and your business. Experience higher revenues, lower expenses, and faster time to market.



1 Return on investment

20% of companies allocate more than half of their IT budget to upgrades, being held by legacy systems.

Global IT spending is projected to increase by 2.4% in 2023.

In 2023, the software and IT services segments are expected to grow by 9.3% and 5.5%, respectively.

If 1/4 of the predicted global software spending for 2023 (\$85bn) was spent on upgrades, that would leave over \$200bn available for innovation.

As businesses invest heavily in upgrades to boost returns, the potential for gains becomes even more enticing. According to a TEI study by Forrester Consulting, customers of Kontent.ai have the opportunity to achieve significant savings on content management system.

Did you know?

The TEI study conducted by Forrester Consulting found that a composite organization (based on interviewed customers) saw a three-year 320% return on investment (ROI) with a payback period of less than 6 months.

320%

ROI

\$2.35M

NPV

<6 months

payback

By implementing Kontent.ai, a composite organization realized a net present value (NPV) of \$2.35 million over three years.

2 Content production time

21%

of organizations

spend over half their team's time on upgrades

90%

reduction

of deployment time with the right CMS, such as Kontent.ai

50%

reduction

of daily content operations time with Kontent.ai



From the monolithic system to this system, it used to take us, like I said, almost a week to deploy, and now we can push a fix in a couple of minutes without any downtime.

CMS administrator in a retail organization, [Forrester's TEI study of Kontent.ai](#)

3 Headless CMS & ROI.

Headless CMSs are quickly becoming a favorite among developers and marketers alike. A significant number of businesses are actively considering the move to a headless content management system as it stands out as a solution that resonates with ROI-focused strategies. What are the key benefits of the headless approach and the latest stats on its adoption?

4 Headless adoption

80%

businesses

without a headless architecture plan to implement it within the next two years

77%

of organizations

employing a headless architecture affirm that it enhances agility and enables quicker storefront changes

According to The State of the Headless CMS Market 2023 report, headless CMSs are on the rise:

79%

of content professionals

have heard the term headless CMS before

72%

of content professionals

have had experience using a headless CMS

88%

of respondents

with prior experience using headless CMSs are satisfied with using them

5 Adopting MACH architecture

In the last 12 months, 85% of organizations have raised the level of MACH in their infrastructure.

More than half of the respondents (55%) of the MACH Global Research 2023 said they are moving to MACH infrastructure mainly to improve customer experience.

More than 85% of organizations believe that those which fail to innovate now will be left behind.

Among those who have significantly increased MACH adoption, 87% believe they are ahead of the competition.

In contrast, less than half of those where MACH has not increased also perceive themselves as being ahead of the competition.

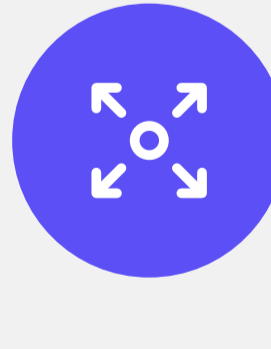
When defining their tech stack and future infrastructure, over 91% of decision-makers consider sustainability to be moderately or highly significant.

6 Advantages of a headless CMS

The State of the Headless CMS Market 2023 report found that the primary benefits of headless CMSs consist of:



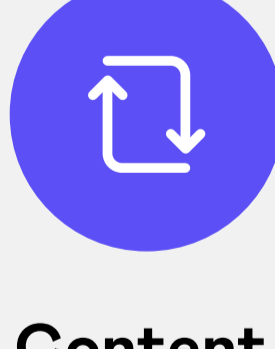
Flexibility in using any front-end framework



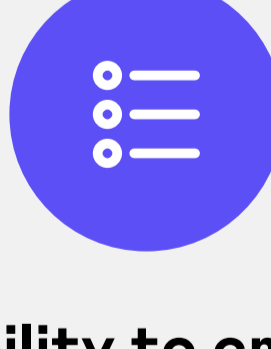
Delivering content to any channel or device



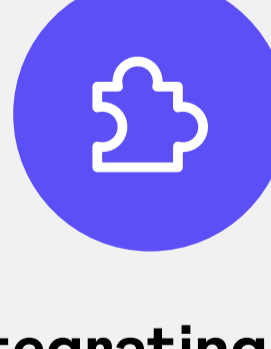
Using any programming language



Content reusability



Ability to create structured content



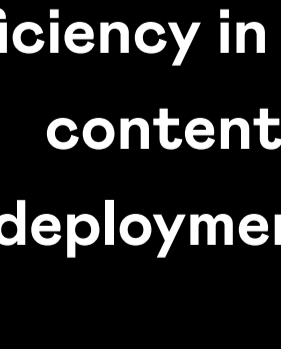
Integrating with any systems



Easy upgrades

7 Kontent.ai's benefits

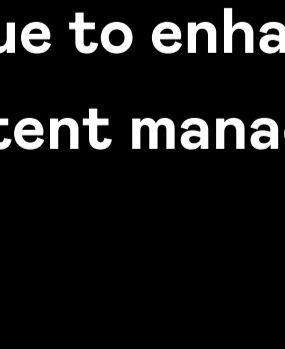
The TEI study conducted by Forrester Consulting revealed the following benefits of Kontent.ai:



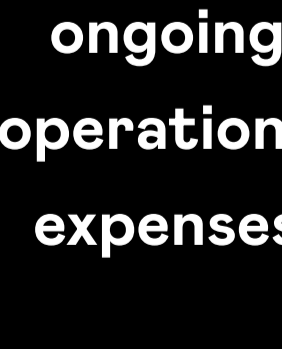
Improved efficiency in new content deployment



Increased efficiency in daily content operations



Increased revenue due to enhanced content management



Reduced ongoing operational expenses

Learn more about Kontent.ai

Intrigued to find out more about how Kontent.ai enables organizations to achieve unparalleled return on their content?

Visit our [website](#) and follow us on our social media channels to stay in the loop:

