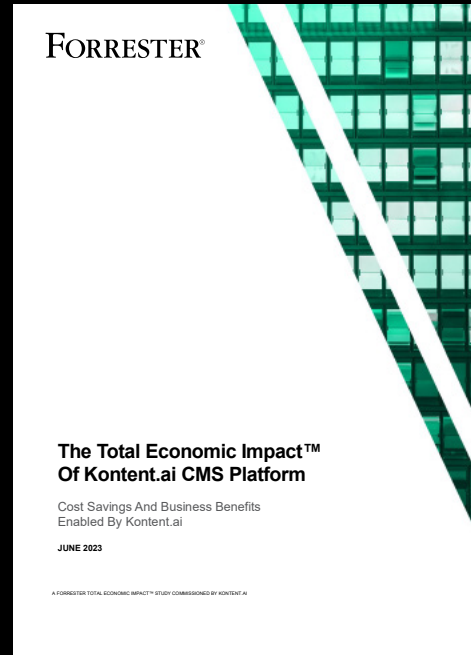


KONTENT.AI®

The Total Economic Impact™ of Kontent.ai CMS Platform

We commissioned Forrester Consulting to explore how Kontent.ai can financially benefit your organization. The result?



To evaluate the Total Economic Impact™ of Kontent.ai, Forrester conducted anonymous interviews with four representatives with experience utilizing the Kontent.ai headless CMS, aggregated their experiences and consolidated the findings into a single composite organization.

The verdict is out: Forrester found that a composite organization experienced benefits of \$3.09M over three years, and an ROI of 320%.

Key findings

320%

Return on investment (ROI)

<6 months

Payback period

90%

Reduction in deployment time
for new content

\$3.09M

Benefits present value

What Kontent.ai customers say



“By having Kontent.ai in place as a foundation and knowing it is robustly API driven, that really allows developers like myself to focus on how we can use that tool as part of a broader ecosystem rather than in siloes.”

— Product manager, pharmaceutical industry



“Our mobile team can now introduce their own models without being dependent on another team. We have released a new mobile application powered by Kontent.ai and are now introducing another web application that leverages the same data.”

— Director of marketing software development, manufacturing industry

Benefits of implementing Kontent.ai

- › Reduction of legacy solution costs
- › Increased efficiency in daily content operations
- › Reduction in deployment time for new content by 90%
- › Increased revenue due to enhanced content management

Get the full study to discover how Kontent.ai generated a **320% ROI** over three years.

Kontent.ai’s mission is to help the world’s leading organizations achieve an unparalleled return on their content. In the industry’s first AI-powered CMS, content teams plan, create, and optimize content and deliver it to any channel—quickly, securely, and flexibly. Kontent.ai is designed to support organizations with exacting governance requirements, often in highly regulated industries and with complex content supply chains.

Tight permissions control all operations; enterprise-grade security and privacy keep content safe. With a demonstrated ROI of 320%, Kontent.ai customers, including PPG, Elanco, Zurich Insurance, Cadbury, and Oxford University, benefit from a measurable step change in how their teams operate, increasing content velocity, mitigating risk, and maximizing yield. Kontent.ai is a Microsoft partner, MACH Alliance member, and recognized vendor by Gartner and Forrester. Learn more at: kontent.ai.