

# Fast-Track Your Business' Digital Transformation

How to get from idea to MVP (minimum viable product) with an enterprise content platform in weeks



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# The Challenges of Offline Brands in an Online World



# The Challenges of Offline Brands in an Online World

Brands that are used to how things work offline will be the first to struggle in establishing a presence online.

The most common example of brands that need to make a transition from offline to the online world occurs as retail brands make the transition from brick and mortar stores to eCommerce.

Physical store locations can be great for providing options for customers to use, but they can also come with some drawbacks. In the case of a natural disaster or some other occurrence that makes it difficult for consumers to go to a physical location, then having an online component can come in handy.

Retailers are used to concerning themselves with issues like overhead and inventory storage in their physical stores. While these can be issues that crop up from time to time in the digital space, the challenges are very different compared to what most brands typically have to handle.

For instance, you may have an eCommerce store in place, but can't do proper marketing around products, nor can you easily add new products that coordinate well with those sold in a physical location.

## Transitioning to Digital

Marketing for physical locations means focusing on specific characteristics of a particular area. This can include the density of the population and its demographics.

Identifying the most appropriate products to sell means that brands need to have perfect clarity on who their online audience is.

With digital stores, however, it requires a much more in-depth focus to understand the target customers better. eCommerce gives brands the ability to reach more than just the customers close to their physical locations. It also means more competition.

Brands need to identify more details about their target customer so that they can communicate their product offerings and position themselves to reach them.

Successful marketing for an eCommerce store requires brands to generate conversations around their products. This can be done through content and sharing it via multiple channels where their ideal customers can access it.

But a great online marketing plan requires more than just content.

Brands can publish content to multiple channels, but they need to do so effectively. The number of channels where consumers can interact with brands continues to grow by the day thanks to the increase in social media platforms and internet of things devices.

When consumers interact with a brand, they want all of these channels to be connected, giving them the same experience no matter where they choose to interact. These consumers are hoping for an omnichannel experience.

Organizations and brands making the transition into the digital landscape need the right tools to help them.

Modern marketers must create and position content for demanding audiences. They need to be able to create new experiences like campaign landing pages without it taking ages.

And that's just scratching the surface.

Consumers are also demanding content to be personalized to meet their needs.

How can brands keep up?

By using modern tools to help them innovate.



A person is seen from behind, sitting at a desk and working on a laptop. The person's right hand is pointing at the laptop screen. A smartphone is connected to the laptop via a cable. The entire image is covered with a semi-transparent green filter. The text "Why You Need Modern Tools to Innovate in a Modern World" is written in white, sans-serif font across the lower half of the image.

# Why You Need Modern Tools to Innovate in a Modern World

# Why You Need Modern Tools to Innovate in a Modern World

Simply put, you can't quickly and easily pivot your business in the modern world with old tools.

Customers want experiences across channels and devices, and, in times of crisis, you'll want to serve your customers online, which may include integrating with various systems both old and new.

Experiences that work across channels aren't something that customers simply want in today's digital environment. It's something they expect.

Businesses that aren't accustomed to navigating the digital landscape may confuse an omnichannel approach with a multichannel one.

With multichannel, companies are simply satisfied with having a presence on multiple channels. However, this approach doesn't allow for integration and seamless connection across multiple customer journey touchpoints.

Consumers are no longer excited by the fact that they can find their favorite brands on multiple platforms. No, they need to know that they can perform similar actions and get the same results no matter where they choose to interact. These experiences also need to be smooth and seamless, with no difficulties as consumers transition from one to the other.

Brands need to go beyond merely showing up on multiple channels. They need to cultivate an experience that appeals to their desired audience.

In creating an omnichannel strategy, brands need to be aware that their content should be able to adapt to different scenarios. Even though customers want the same high-quality experience across multiple channels, it doesn't mean that they want to see the same content each time.

Multiple content variations to account for various marketing channels, situations and audience demographics need to be created to embrace a true omnichannel strategy.

To facilitate such an experience, brands need to rely on a modern CMS platform to help manage this plethora of content.

## Using the Right CMS to Produce Experiences

Building the perfect digital experience for your brand requires the help of a capable content management system.

A modern CMS not only houses the content needed to reach multiple channels, but it also acts as the central hub for all of your digital experiences.

The traditional CMS platform of old was simply meant to store content in the backend and then deliver it to a website. A place for editorial content to be tweaked before being delivered to a web page.

The modern CMS, however, needs to facilitate the entire customer experience. It needs added functionality and integrations to become the customer-focused centrepiece of your digital transformation.

Success in digital business requires brands to take a more significant look at the bigger picture. Everything from content creation to personalization, content delivery and integrations for eCommerce and analytics combine to create the perfect digital platform.



## Home Depot's Struggle to Adapt



Struggling with digital transformation isn't something that only affects small businesses. US home improvement retailer Home Depot embarked on a digital transformation journey in 2017 with hopes of increasing revenues and expanding their digital footprint.

Unfortunately, they lagged behind expected results due to outdated technology. Despite vast hiring of IT and marketing professionals to help with the transformation, there were still many bumps in the road.

Areas such as personalization for their main website functioned well, but the development of mobile apps and other channels weren't happening at the required rate.

Home Depot was gradually able to correct their mistakes, but brands can't afford to wait years to see positive changes in their digital transformation journeys. They need a way to reduce the time taken to a period of months instead, especially when undertaking a quick pivot.

When large corporations such as this can struggle to coordinate digital transformations, then businesses that aren't accustomed must wonder how they can adapt.

The answer lies in the strategic approach from the top and then choosing the right digital platform to help.

That's why at Magnolia, we focus on minimizing complexity at every stage of the content journey, from idea, through development and creation, and on to production. We believe that is what good technology does—it takes the complex and makes it simpler.

## Putting the Users First

Getting products and content delivered faster means creating an improved customer experience. These experiences need to be smooth and memorable for the customer as they engage through the various touchpoints of the customer journey.

It is these experiences that transform a customer from a simple passer-by to a loyal customer and brand promoter.

But to successfully create a digital experience, brands can't rely on the legacy CMS platform that simply housed their content and worked for a web page. A real digital transformation requires the help of a more flexible and agile approach instead.

## Headless vs Traditional CMS

Legacy CMS platforms are outdated and no longer capable of providing everything that every member of an organization needs.

Developers will find themselves without the necessary integrations and scalability to combine with multiple content channels. Additionally, marketers will find themselves unable to manage the content for all of these channels effectively.

These traditional CMS platforms can cause issues in flexibility. Inability to integrate with new and more relevant channels can cause your business time and make it difficult to spread your content effectively, diminishing its value.

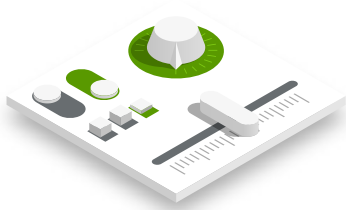
With a headless approach, these issues disappear. The headless CMS platform provides the backend infrastructure where content can be created, edited, updated and stored. It also offers the flexibility to connect to multiple frontends, including websites and smart devices, facilitating the omnichannel experience for customers.

Cross channel optimization becomes a reality as marketers are now equipped with the ability to deliver content to multiple channels. Still, with the marketer-friendly features, they grew accustomed to their legacy systems.

Now, they have access to content on all channels, with the ability to assemble it to fit the required experience or touchpoint. This content can also be reused across multiple channels.

# How Can A Modern CMS Change The Way You Do Business?

Staying current in this digital landscape requires that you change the way you do business. A successful digital transformation needs you to embrace the advantages you can get from a modern CMS.



## A Single Control Hub

Digital transformation requires the appropriate tech stack to solve all of your problems. Between analytics, content management, eCommerce and more, brands could have a slew of tools to do multiple jobs.

Having to switch between multiple pieces of software to achieve several different tasks is something that can be avoided with a modern, interoperable CMS. Brands are bombarded with data and user behavior from various touchpoints where they have customer interactions. Being able to collect all of this data while managing all other processes from one central location is crucial for success.



## Improved Decision-Making

With everything under one hub, it makes it easier for businesses to draw conclusions from their content and for marketers to adapt it to future campaigns. IT departments can also utilize the data to create better workflows for the rest of the organization.



## Increased Productivity

As silos between departments get eliminated, and communication improves, so does employee productivity and efficiency. The marketing department doesn't find themselves as reliant on the IT department to complete specific tasks, and the overall process gets sped up.



## Better Cost-Effectiveness

Legacy platforms can be expensive to maintain and require more upgrades and maintenance to cope with changes along the way. Digital transformation can be challenging for businesses, but it doesn't need to be impossible.

Over time, the architectural flexibility and options available with a modern CMS make it a more suitable choice.



## Increased Brand Loyalty

The goal of digital transformation is to provide more value for the customers. With a modern CMS, brands are finally able to deliver an actual omnichannel experience for their customers. This means that consumers are more likely to reciprocate this value by becoming loyal customers.

An omnichannel experience creates lasting relationships between brands and their customers. For brands to improve their offerings to make it easier for customers, they need to understand what key characteristics they're looking for in the CMS platform.



# 4 Things Magnolia Can Do From Day 1 To Fast-Track Your Digital Transformation

Magnolia is the open and flexible CMS that acts as a hub for all of your digital experiences. With the ability to optimize and tailor your entire digital workflow, it can help you to fast-track your digital transformation.

It is designed to solve problems such as:

- Existing platforms not being designed to address new channels, or new ways of modeling content and customer interactions;
- Scattered content, assets and data, and challenges to extract value from all that's available across the enterprise;
- Time-to-market issues with launching new customer experiences.



Here a few key features of Magnolia that can get you started from Day 1.

## 1. Install in Minutes

Magnolia includes a [command-line interface \(CLI\) tool](#) that makes setting up and installing the CMS a walk in the park.

The Magnolia CLI is an npm package that facilitates light development with Magnolia. By entering one command, all of your folders can be created automatically. A few more keystrokes and templates and



components can also be added.

This enables a single developer to download and set up the entire CMS within a matter of minutes. Using this light development approach, everyday tasks can be completed quickly, and the development process accelerated.

## 2. Develop an MVP (Minimum Viable Product) in a Few Weeks

One of the problems with traditional CMS platforms is the painstaking process of getting up to speed and making changes to a website quickly.

Thanks to low code and light development, these problems disappear with Magnolia.

**Light development and excellent headless support make it possible for teams to start work at the same time, and continue to work in parallel.**

Everyone from frontend developers to backend developers and even content authors can work on tasks without getting in each other's way - and without having to wait for the other teams.

Developers can create custom authoring user interfaces so that authors can start entering content right away.

REST endpoints can be created for frontend developers to work with templates using HTML, CSS and JS. This gives frontend developers the ability to build experiences on their own, while backend developers focus on more complex functions like customization and integration of other existing systems.

## 3. Connect Your Stack

Digital transformation requires you to use more tools than just your CMS. **With Magnolia's pre-built Connector Packs, your integrations into other core digital systems get accelerated.**

Magnolia has connector packs for the following areas:

- **Commerce:** Treat eCommerce content like it's native to your CMS with connectors for commercetools, Salesforce and Magento.
- **DAM:** Use a few lines of code to integrate an external DAM with

- connectors for Amazon Simple Storage Service (S3) and Bynder.
- **Marketing Automation:** Automate sales, marketing and customer service with connectors for Salesforce and Marketo.
  - **Analytics:** Dashboard and visualize data directly in Magnolia with connectors for Google Analytics, Adobe Analytics and Matomo.
  - **Optimization:** Ensure content quality for both search engines and users with connector for Siteimprove Intelligence Platform.

Connecting any of these external systems with Magnolia is a matter of minutes, as it just requires a few lines of configuration. If the packs don't have an out-of-the-box connection to your favorite system - no problem, you can still use Magnolia's unified integration framework as your starting point, and accelerate your integration.

### Light Integrations

Another unique technology from Magnolia that dramatically speeds up integrations is light integrations with Multisource.

Integration implementation used to be the bottleneck for content hubs. Rather than migrating entire departments and all of the content to a new central CMS, integrations and custom workflows were retrofitted to the CMS. But this approach was time-consuming until REST APIs came to the fore.

Magnolia takes this process a step further with Multisource, making content integrations fast and easy with little to no programming required. REST Client capabilities let you get content via REST endpoints but also push content or trigger processes.

## 4. Deploy Quickly, Anywhere

Magnolia's cloud capabilities allow you to deploy Magnolia wherever you want. On-prem, your own cloud, or on Magnolia's cloud.

With [Magnolia Cloud](#), the complete development, testing and delivery workflows are available out the box. **Continuous delivery allows for the acceleration of new feature releases and a streamlined deployment process including live-content testing.**

Cloud hosting provides the added advantage of more flexibly scaling up or down to meet demand, hassle-free upgrades, and generally a better return on investments, so modern IT departments consider cloud an important part of their IT strategy.

# Achieve Your Digital Transformation Goals With A Best-of-Breed CMS

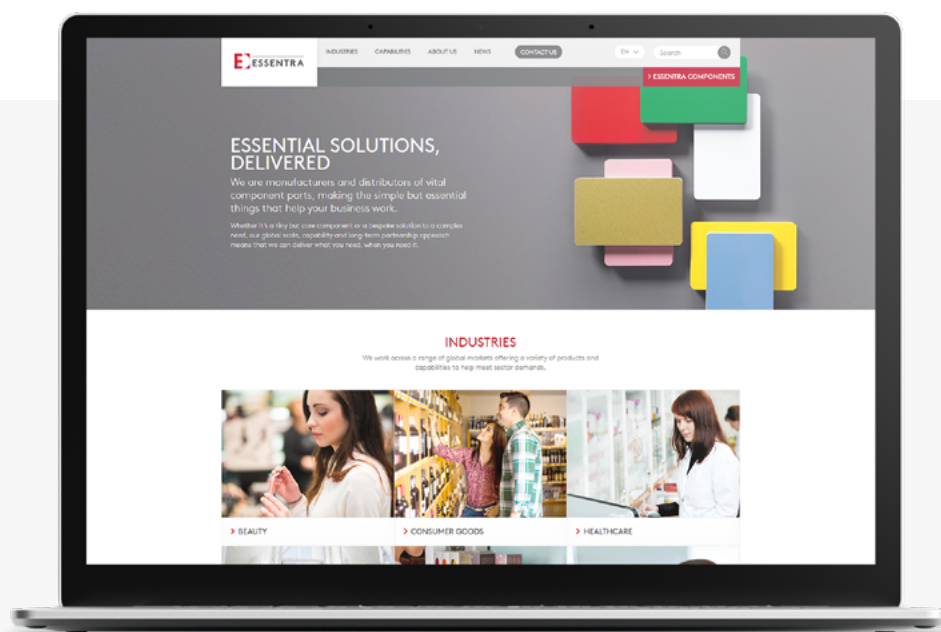
## Why do companies want to achieve digital transformation?

For most, it is a means of survival. Roughly [27% of companies](#) believe that to provide customers with the experiences they desire the only means is through conducting a digital transformation.

For over 65 years, Essentra's small but essential components and hassle-free end-to-end service have been making life easier for its customers.

Having acquired a number of companies over the last decade, Essentra needed to integrate these brands into its existing digital ecosystem. But with the monolithic software platform they were using, Essentra [couldn't quickly launch new digital capabilities.](#)

Essentra turned to Magnolia for a flexible, more modular system that allows the brand to adapt its web assets faster as the business evolves. With fewer restrictions imposed by a legacy system, Essentra enjoys greater freedom and flexibility to create and develop content unique to its brand.



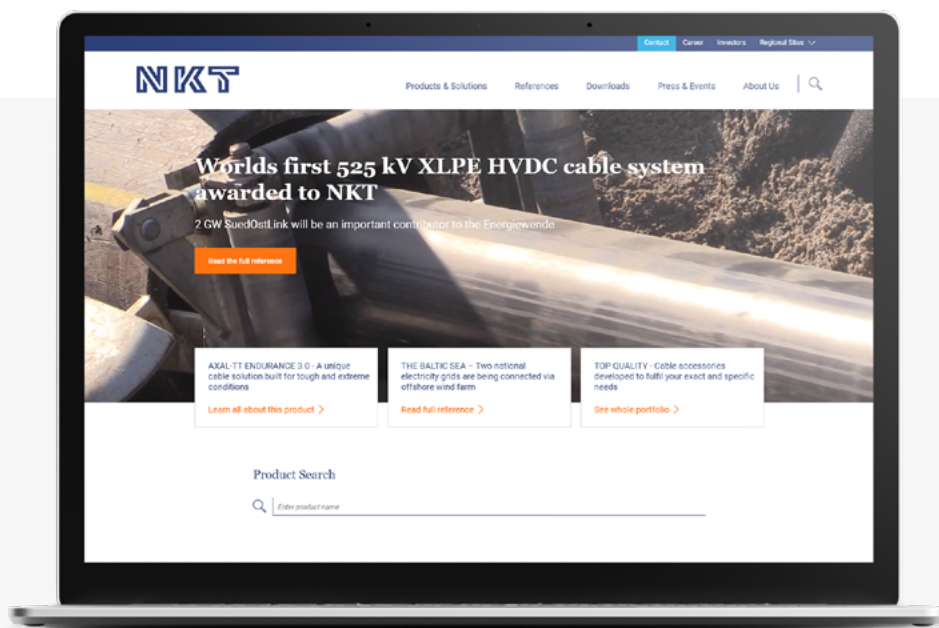
NKT, the globally renowned cable company for the energy industry, successfully repositioned online to provide a better and more differentiated B2B customer experience.

Magnolia was the solution of choice for the [relaunch of NKT's new and modern website with a headless approach](#), providing a fast time to value and the flexibility the company needed. Magnolia is the best-of-breed content management tool, which allows for easy integration and delivery of content to the frontend built with React.

Today, the over 100 year-old Danish brand stands for products and solutions based primarily on sustainability and impresses with a compelling, fast and high performing experience on the website.

Successfully undergoing a digital transformation can be a challenge for brands of all sizes. For those transitioning from the offline world, some unique challenges that need to be overcome first in adjusting to the omnichannel experience needs of the user.

But with modern tools, including a headless CMS that supports fast installation, rapid development, cloud deployment and excellent integrations, digital transformation can be turned into something that takes a few weeks rather than a few months or years.





Magnolia is a leading digital experience software company. We help brands outsmart their competition through better customer experiences and faster DX projects. Get full headless flexibility and seamless workflows across best-of-breed digital experience stacks. Global leaders such as New York Times, JetBlue, Avis and Atlassian all rely on Magnolia for maximum reliability, high speed project implementation and exceptional omnichannel experiences.

## Get in touch

[info@magnolia-cms.com](mailto:info@magnolia-cms.com)  
[www.magnolia-cms.com](http://www.magnolia-cms.com)

### Switzerland - Headquarters

Oslo-Strasse 2  
4142 Münchenstein (Basel)  
Switzerland

Office +41 61 228 90 00

### United States

311 W 43rd  
New York, NY 10036  
United States of America

Office (305) 267-3033

### Czech Republic

Chobot 1578  
767 01 Kroměříž  
Česká republika

Office +420 571 118 715

### Spain

Paseo de la Castellana 194  
28046 Madrid  
Spain

Office +34 662 63 43 36

### United Kingdom

16 Upper Woburn Place  
London WC1H 0AF  
United Kingdom

Office + 44 203 741 8083

### Singapore

7 Temasek Boulevard  
Suntec Tower One, Level 44-01  
038987 Singapore

Office +65 64 30 67 78

### Vietnam

Etown 1 Building  
Unit 7.10  
364 Cong Hoa Street  
Tan Binh District  
Ho Chi Minh City, Vietnam

Office +84 28-3810-6465

### China

上海市闵行区申长路998号龙湖虹桥条  
街E栋5F  
智筹工场 532室

Office +86 2133 280 628