



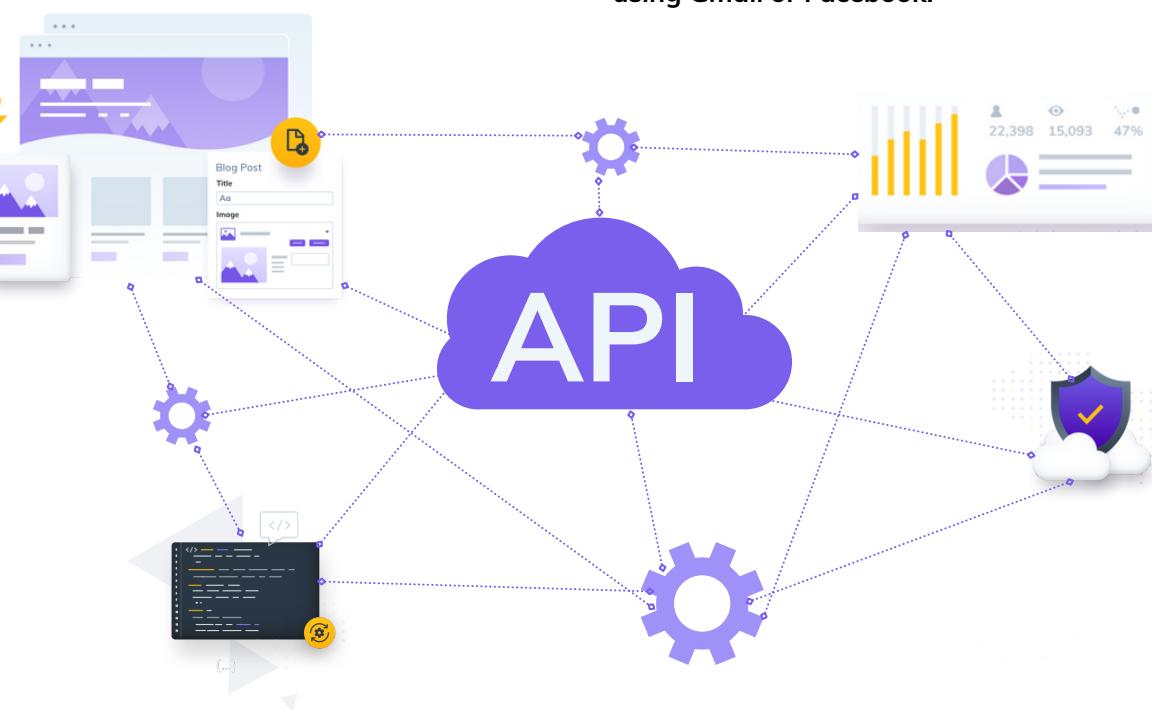
API-first CMS: Why & How

△ agility

What Are APIs Anyway?

An API is a set of functions that enables two applications to speak to each other. An application can access the data and features of another application without knowing how they are implemented.

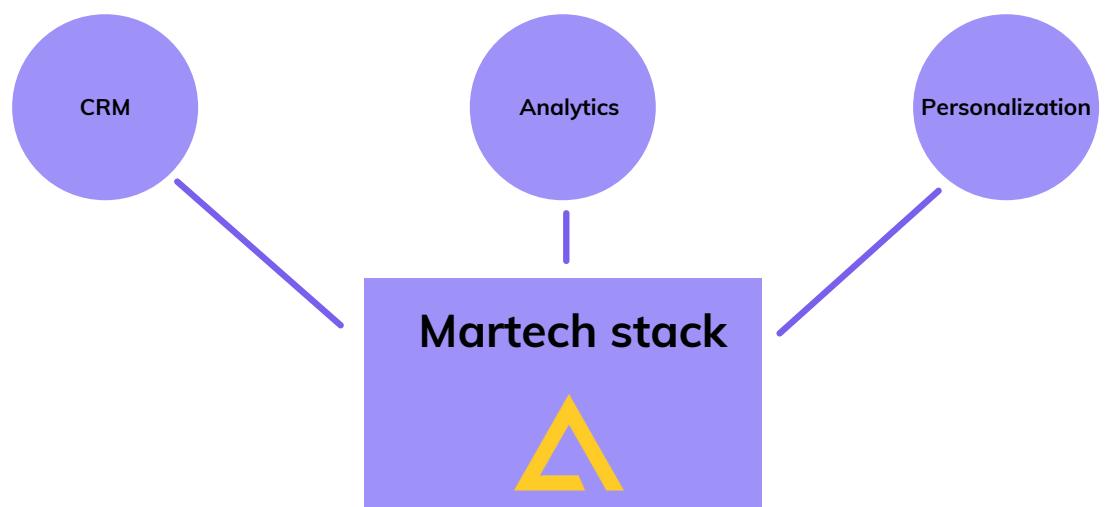
Without APIs, much of the software functionality that goes under the radar today wouldn't be possible as APIs enable customers to make a purchase from a third-party website using PayPal or login to a website using Gmail or Facebook.



What Is an API-first CMS?

An API-first CMS decouples the frontend presentation layer from the backend content repository, using APIs to facilitate content delivery. Unlike a traditional CMS that tightly couples these two interfaces together, an API-first CMS has more flexibility and options for distributing content.

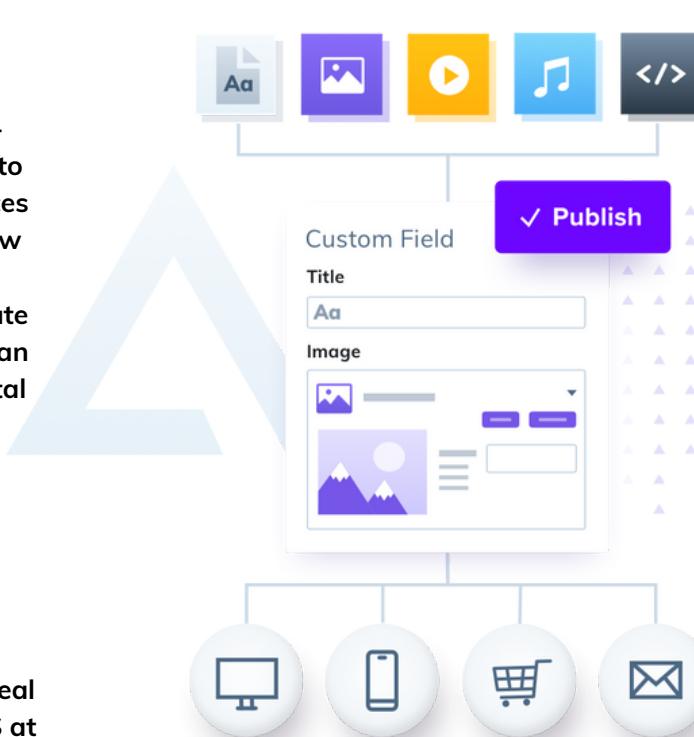
Rather than simply delivering content to a website or mobile device, an API-first CMS can deliver content to IoT devices like smartwatches and digital assistants, as well as jumbo screens and digital kiosks. These APIs also enable an API-first CMS to integrate with other crucial tools within the martech stack, including CRMs, personalization platforms, analytics software, and more.



Why Choose an API-first CMS?

Omnichannel Experiences

Customers today expect their digital experience to span multiple devices, just like how they browse the web. An API-first CMS enables businesses to create omnichannel experiences that do just that and also allow easier content repurposing. Marketers simply need to create content once, and then they can publish it across multiple digital channels simultaneously.



Increased Composability

An API-first CMS facilitates composability, enabling organizations to build their ideal software stacks with the CMS at the center. Unlike a monolithic suite that forces you to purchase the tools within the suite, even if you have no use for them, an API-first CMS allows you to choose the ideal tools for the tech stack and even swap out the ones that aren't a good fit.

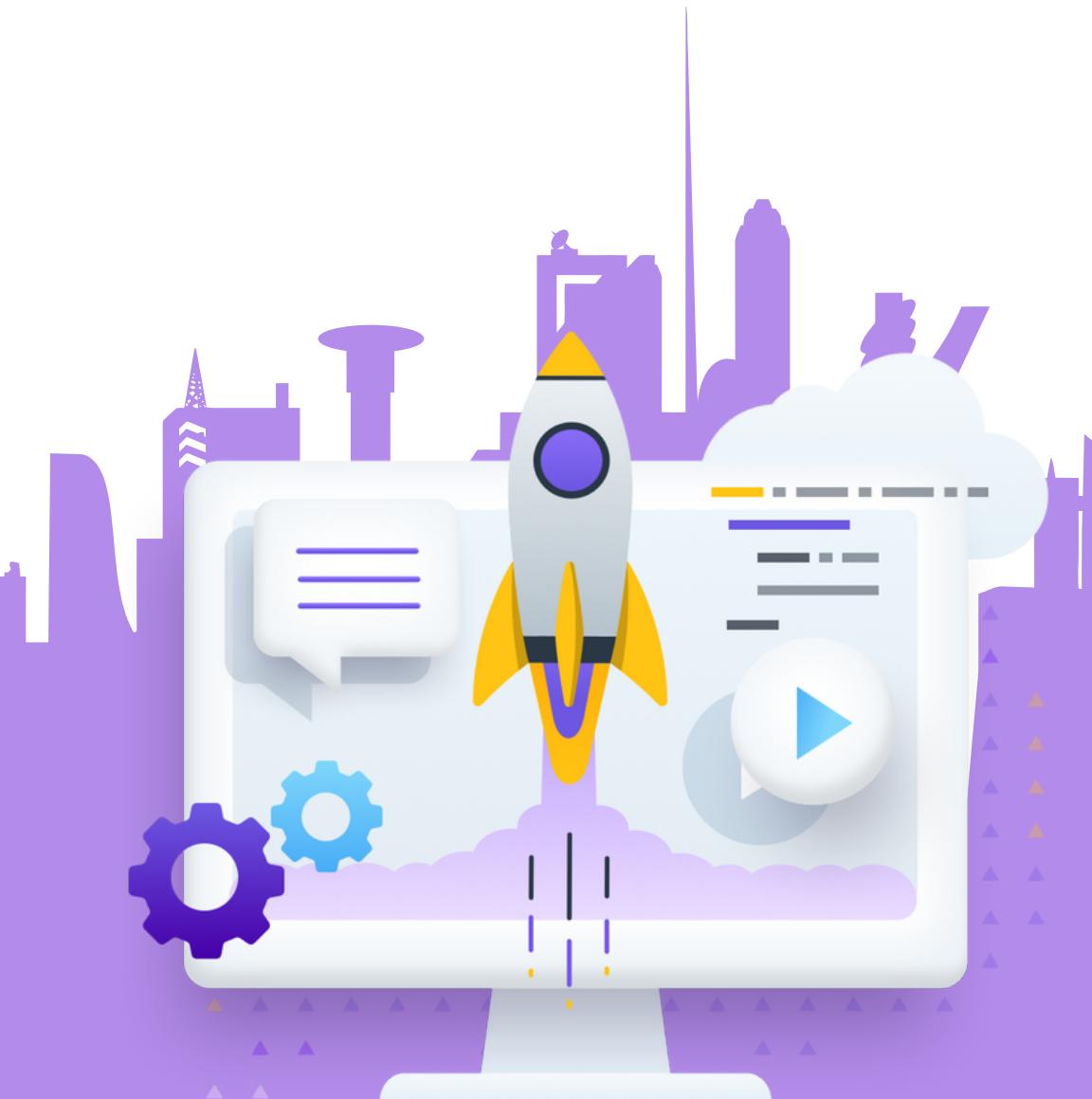
Developer Freedom

Modern developers have several frontend frameworks they can choose from. With an API-first CMS, they have the freedom to select the best framework for a particular project without being restricted by the templated systems of a traditional CMS.

Future-proof Architecture

Technology continues to change at a speed we've never seen before. However, an API-first CMS provides a future-proof architecture that enables businesses to adapt no matter what the future has in store. APIs make it possible to connect to emerging customer channels like AR and VR that are still in the early stages and additional software tools, even if they haven't been launched yet.

See an API-first CMS in action >



How to Choose an API-first CMS

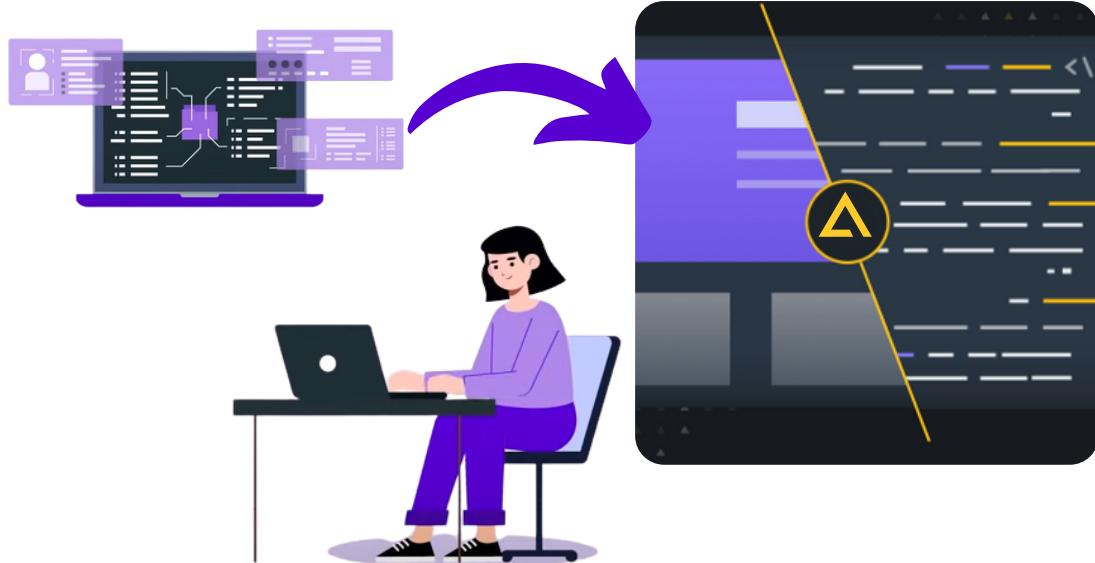
Like a headless CMS, there are a few characteristics you need to consider before opting for an API-first CMS. Given the technical nature of APIs, many API-first platforms were built for developers. So here's what to look for if you want the best one for your business users too:

Marketer Friendliness

Some API-first CMS platforms are really API-only and lack the user interface marketers are accustomed to with traditional CMS platforms. As a result, they might not have the required workflow settings to facilitate easy collaboration and content approvals. The API-first CMS you choose should enable marketers and team members from other departments to collaborate easily while creating and publishing content.

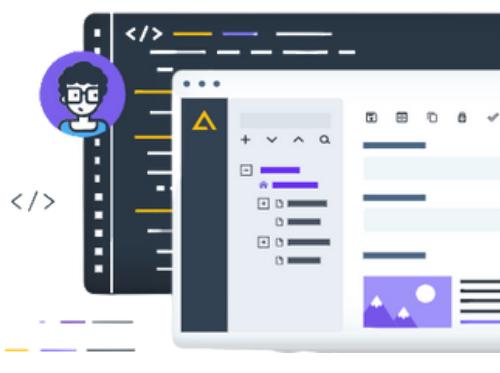
WYSIWYG Previews

An API-first CMS enables content to be delivered to various channels, but that content still needs to be edited. An API-first CMS should have content previews for multiple channels so that the marketing team can know what content will look like before it gets published to a mobile app or digital sign. They also need WYSIWYG interfaces to provide user-friendly editing for any situation.



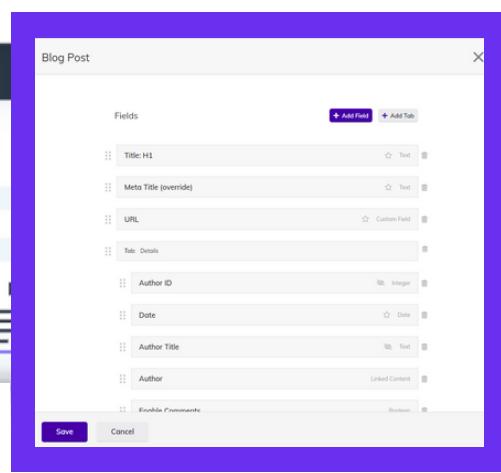
Freedom From IT

Marketers can't afford to consult their developers whenever they need a change made to a piece of content or other simple edits. The fast-paced nature of today's digital landscape and the speed that marketing campaigns require simply don't allow marketers to get bogged down with such tasks. An API-first CMS should provide freedom from developers and enable their less technical counterparts to get things done independently.



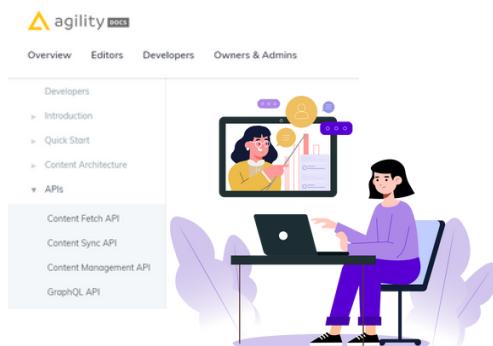
Content Modeling

Content editors need to be able to define how content fields are set up in their CMS and how different content types relate to each other. An API-first CMS that facilitates this much-needed content modeling and page management are crucial to ensuring that each piece of content serves a purpose, maps to the correct audience, and more.



Training & Resources

Companies moving to an API-first CMS from a traditional or legacy platform might be unsure about what to expect and whether or not everyone within their organization can benefit, particularly at the enterprise level where many companies are moving suite platforms. These businesses should ensure that the API-first CMS they consider has adequate training and resources available to quickly get everyone up to speed.



Pre-built Integrations

An API-first CMS can simplify things for developers, enabling them to connect disparate tools together. However, if that CMS also has pre-built integrations with leading tools, it makes the developer experience much better.



Agility CMS: The Best Content-first and API-first CMS

A CMS is meant to manage content, but some API-based CMS platforms forget that. With Agility CMS, marketers and content editors don't have to worry about bugging their developer team to get simple things done.

Agility CMS provides a SaaS API-driven CMS that can handle all of your content needs. Developers can embrace fast and flexible development that allows them to use their preferred frameworks without losing productivity. Business users can benefit from Agility CMS's flexibility and easy integration, and a content-first mindset that facilitates omnichannel experiences.



Headless CMS Use Cases:

Visit Orlando

Visit Orlando, the official tourism association for Orlando, Florida - home to Disney World and one of the most visited tourist destinations in the US - wanted to increase their engagement, conversion rate metrics, and ticket sales.

To achieve this goal they wanted to manage their content across various channels and personalize marketing campaigns for a targeted audience.

Visit Orlando was severely hampered by an inefficient ticket management system and process and needed to revamp its entire digital strategy and bring everything under one umbrella.

Through Agility's Headless CMS they now have a multi-site, multi-channel content management system and a new ticket sales and POS solution. Their team is now able to focus on adding new properties onto the platform, both as new website instances or as digital channels.

"In December, my team had taken a 4-day weekend for Thanksgiving for the first time in many years, thanks to Agility CMS!"

- Shawn Hart, Director of Web Development & Enterprise Applications Visit Orlando



VisitOrlando.

Visit Orlando: 20% increase in revenue with agile Headless Commerce

Agility helped Visit Orlando reduce manual processes and increase revenue by 20%.

10%

Conversion rate increased

20%

Online Revenue Increased

25%

Online engagement increased



Leader

WINTER

2022



High Performer

Enterprise

WINTER 2022



High Performer

Asia

WINTER 2022



Users Love Us

Agility

Agility CMS is a Content Management System (CMS) with built-in Hybrid components for better Editor Experience.

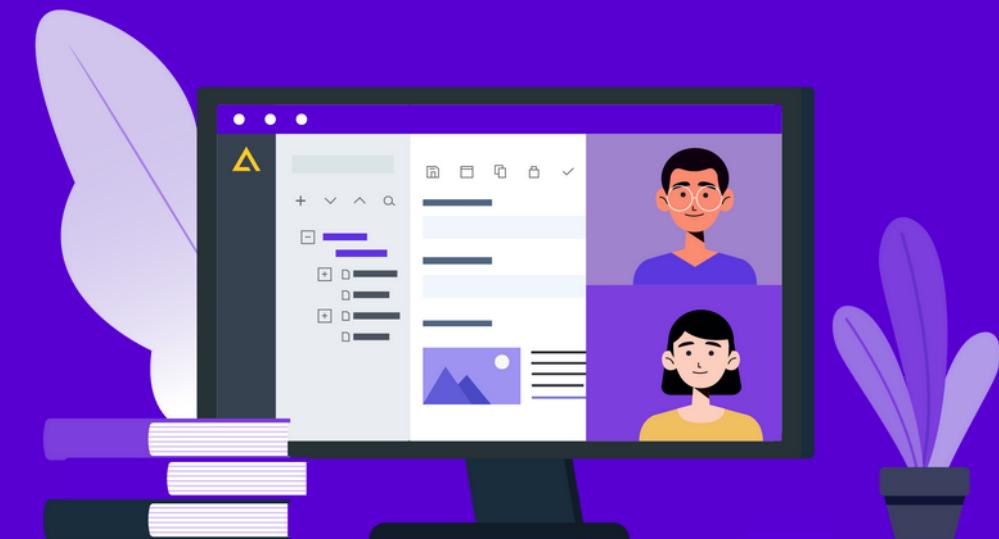
The platform adopts all the aspect of Headless CMS that makes an omnichannel approach easy, with the understanding that Page Management is of utmost importance in any website project.

Agility is proprietary CMS with full Support and Security that gives creative freedom to both Developers and Marketers and eliminates friction between the teams.

Developers have full freedom to use any coding language and any framework and code and define custom Page Templates and Module Definitions.

These pre-defined custom Modules and Page Templates are available to the Marketing Teams to effortlessly create a variety of pages to meet their fast-changing needs and market requirements. Agility CMS believes in Content First Approach and heavily invests in helping clients to build future-proof Content Architecture.

[Book a Demo >](#)



Agility CMS Differentiators

- It is a modern Enterprise-grade Composable DXP with flexible Headless approach in its heart.
- Unlike many other Headless CMS, Agility CMS also offers tools for Enterprise teams to effortlessly manage content delivery to websites and apps like Page Management, Sitemaps, Content Modelling.
- With Page Management built-in, developers don't have to build an entirely new way to manage pages and routing. At the same time, marketers can easily edit content across a variety of channels without any coding experience.
- Agility CMS provides enterprise-level security and support, it is SOC2 compliant.
- Agility CMS is Jamstack friendly and allows to start quickly with your favorite frameworks and deploy with a few clicks.

Details

-  **License Model:** Agility CMS is a multi-tenant SaaS platform, and hosted on Microsoft Azure Cloud
-  **Price:** Starts with FREE Developer Edition. Paid plans have extensive TRIAL. [Learn more.](#)
-  **Key Components:** Page Management, Content Relationships, Content Modelling, POS, Search, User Generated Content, Personalization, Digital Asset Management. Unlimited content models, Locales, API calls,
-  **Upgrades:** Automatic, monthly platform updates.

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