

## THE REPLATFORM DILEMMA

# The real cost of replacing your CMS every few years

Nobody puts “rebuild the whole site again” on the roadmap. It keeps happening anyway and the real bill never lands on the invoice.

### THE CYCLE

## Typically, every 3–5 years, you end up back at the same table

A replatform fixes what everyone can see. The thing that’s actually broke is still sitting underneath, so the wall shows up again, right on schedule.



### WHAT YOU ACTUALLY PAY

## The real cost sits below the waterline

Direct costs are easy to quote. The indirect ones accumulate long after the CMS go-live and they're the ones that keep coming back.

#### WHAT YOU SEE

License & subscription fees

Agency build cost

#### WATERLINE

#### WHAT YOU PAY

Content migration debt

Productivity losses

Integration rebuilds

Opportunity cost

**60–80%** of IT budgets go to keeping what you've already built running\*

\*Source: Deloitte & PwC, share of IT budget spent maintaining existing systems vs. innovation.

### THE FOUR HIDDEN COSTS

## Where the budget really goes



estimated

**3–12 mo**

#### Content migration debt

Audit, decide, reformat. Migration work extends well past the technical go-live date.



~ 1/3

#### Productivity losses

Teams re-learn the tools while developers lose roughly a third of their week to technical debt.

Source: Stripe, The Developer Coefficient



typical enterprise stack

**6+ systems**

#### Integration rebuilds

DAM, CRM, personalization, automation every connection gets rebuilt or replaced.



**70%**

#### Opportunity cost

Of digital transformations fall short of their goals. A new platform alone rarely fixes the root cause.

Source: Boston Consulting Group

### WHY IT KEEPS HAPPENING

## Same wall, new platform

**45% over budget**

what large IT projects run, on average

McKinsey & University of Oxford · 5,400+ projects

**56% less value**

delivered than was predicted at kickoff

McKinsey & University of Oxford

#### 01 You rebuilt on the same foundation

Move to another legacy CMS platform of the same class and the structural limits move with you.

#### 02 Stability was chosen over change

Locking down for compatibility quietly trades away the modern features the business needs.

#### 03 Complexity created dependency

Custom models and tight integrations mean nothing moves without the original system.

### BREAK THE CYCLE

## Separate content from presentation and stop migrating it

A composable CMS decouples the content model from the front end. Redesigns and new channels stop requiring a full platform migration.

#### THE REPLATFORM LOOP

#### Content tied to the platform

- Every redesign = full migration
- New channel = rebuild from scratch
- Content changes by marketers need to go through developer IT tickets

#### COMPOSABLE

#### Content outlives the front end

- Reskin the front end, keep the content
- Launch channels off one content model
- Marketers ship without dev tickets

#### OPEN GI

**up to a week → minutes**

Small site changes used to need a developer every time. Composable removed the bottleneck.

[Read case study.](#)

#### SCOTIABANK

**Multiple countries, 0 content re-migrations**

Front end rebuilt repeatedly, reusing the same content architecture every time.

[Read case study.](#)

### WHO YOU'D BE WORKING WITH

## Run the math. Then talk to people who've actually done this.

Agility started as an agency. We've run CMS selection, the build, the launch, and the 2 a.m. outage. Now we are a human support-first headless CMS for teams who are done replatforming every few years. Canadian-honest, properly small, a real partner.

[Try the ROI Calculator](#)

[Read the full article](#)

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