

What Is a Hybrid CMS ?

What happens when a traditional CMS is not the right fit for you? That's when hybrid architecture comes into play to give you what other CMSs can't. A hybrid CMS distributes content, enabling you to manage, personalize, and analyze it. It supports marketers and content editors in creating a content infrastructure. Traditional CMSs are, by definition, design-centric. That means they're built to make it easy for editors to publish content on a website.

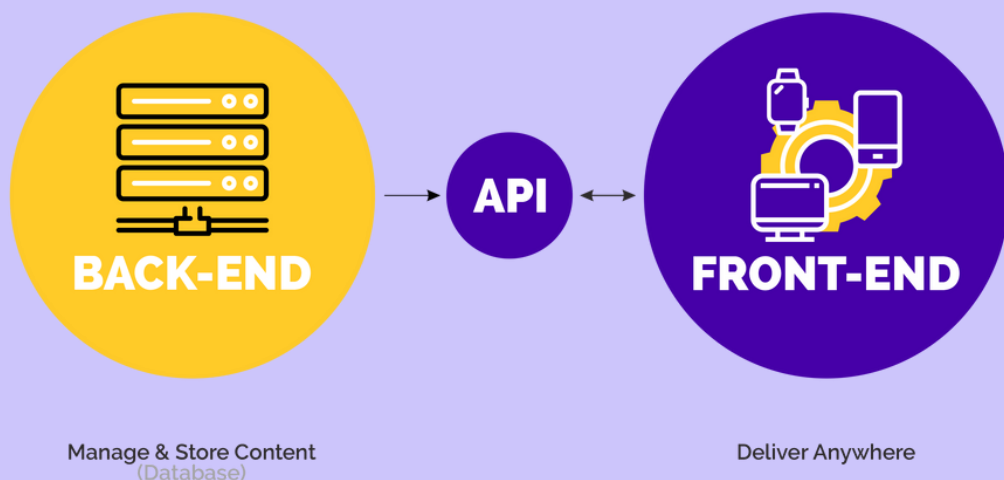
Traditional CMSs also emphasize the workflows and the content calendar over the development of the website, leaving that up to developers. This can lead to certain constraints when it comes to scaling and creating websites faster.

However, that doesn't mean that traditional CMSs are bad. On the contrary, they're incredibly robust and capable if you're still getting started or just don't have an omnichannel strategy in place.

Traditional CMSs like WordPress usually favor pre-built components, and templates developers and marketers can use to get their site up and running quickly. Still, legacy CMSs typically don't offer you as many chances to tweak things like their headless and hybrid counterparts. But what happens when a traditional CMS is not the right pick for you? That's when hybrid architecture comes into play to give you what other CMSs can't.

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HEADLESS CMS



First Things First: What Is a Headless CMS?

Before we go deep and start talking about hybrid CMS, let's talk about the other alternative to traditional CMSs, a headless CMS.

Headless CMSs are backend repositories that store both the content you've created and the APIs you use to render the content to the frontend.

In the headless architecture, the head, or the front, is separated from the backend. This allows you to integrate it with a best-of-breed tech stack.

The main caveat of headless CMSs is that they're not as marketer-friendly as the traditional ones.

Unlike a traditional CMS, a headless CMS uses the content-first approach, which focuses on content and the content architecture before considering design.

By placing content front and center, headless CMSs can deliver content to different audiences, channels, and devices using APIs. Despite its unfriendliness for non-technical issues, the headless architecture gives developers flexibility, which allows the creation of unparalleled user experiences and the ability to deliver content to every channel in a centralized way.

What Makes Hybrid Different From Headless

In a nutshell, a hybrid CMS combines both the headless, API-driven architecture with the design elements from a traditional CMS. While a hybrid CMS isn't as lean as its headless counterpart, it's much less bloated than a traditional one and targets marketers and content editors rather than IT professionals and developers.

A hybrid CMS distributes content from a central platform, enabling you to manage, personalize, and analyze content, all while supporting content editors in creating a cohesive content infrastructure and strategy that involves all your data, assets, and channels. A hybrid CMS also provides developers and marketers with the freedom to experiment and create new interfaces and touchpoints.

A hybrid solution gives you the speed and scalability you need to distribute content to different channels and distribute it to various marketing and sales pipelines. Similarly, a hybrid CMS gives you the ability to integrate with different third-party applications for a best-of-breed approach to improve customer targeting and personalization.

[Learn more about Enterprise CMS Security >](#)

The Big Picture: Benefits of A Hybrid CMS

As we said, a hybrid architecture enables you to work in a familiar environment while giving developers the tools to edit and customize content across channels in a familiar environment.

Marketers who work for experience destinations or experience-based companies need to capture the attention of their customers and lead them through the sales funnel. Reaching and converting these potential customers requires speed and flexibility from marketers, and a hybrid CMS can truly help you.

With a hybrid, CMS, rather than creating content ten different times, one for each channel, a hybrid CMS allows you to create structured content and deliver it to any viewing environment.

Delivers Data-Driven Content

A hybrid CMS helps marketers deliver data-driven content that's efficient and saves the content team time and resources. It allows content teams to create the right kind of experience for the right audience every time.

Provides Content to Other Platforms (API)

Hybrid CMSs make content available to other platforms as well as in HTML. It could be RSS, ATOM, OData - whatever the format, it should be available, and a hybrid CMS makes that happen.

Enables Modern Integrations

Teams are using more tools than ever to do their jobs. With a hybrid CMS, you can provide a great experience and content delivery for your customers, but also integrate with tools like Salesforce, Slack, Marketing platforms, IFTT, Microsoft Flow, Logic Apps that benefit your content teams. These tools can all be brought into the full circle of your web properties, including things like eCommerce.

Scalable Growth

Your business is going to grow, so your CMS should grow with you. It should always be up-to-date, and a hybrid approach tends to lead you toward suitable architectures that provide a foundation for continual growth. With the ability to evolve and use new tools, new designs, and send your content to more places using more modern technologies.

A Hybrid CMS Empowers Both Editors & Developers

A hybrid CMS approach empowers your editors, and it allows developers to provide better experiences for your end-users. The net effect is that you can deliver more value with a Hybrid CMS than with either a Traditional or Headless CMS.

4 Reasons Why Marketers Love a Hybrid CMS Like Agility CMS

Agility CMS checks all the boxes for marketing teams. We are a cloud-based tool that offers powerful personalization tools and an extremely easy-to-use interface that helps not only companies but also brands by keeping the user experience consistent.

These are some reasons why marketers love a hybrid CMS like Agility.

Quick Set Up

Hybrid CMSs reduce the dependence on developers because they're usually ready as an out-of-the-box solution.

Ready To Integrate With Other Software

Marketers use a myriad of different platforms to get their job done. A hybrid CMS is the solution because it's easy to integrate with third-party platforms and complementary services.

Cloud-Based

Hybrid CMSs are usually cloud-based or cloud-ready. That means that every member of your team can make changes and edit content in real-time without stepping on each other's toes.

Enhanced Collaboration

Hybrid CMSs create a bridge between marketers and developers. Hybrid architecture makes it possible for both teams to work independently, but still remain in sync to create digital experiences that delight customers.



3 Types of Headless CMS

There are three types of headless CMS architectures. Below we outline the advantages of these types of architectures and why cloud multi-tenant is the best choice when choosing a headless architecture.

1 | On-Premise Headless CMS:

An install-based architecture is exactly how it sounds; you install the platform locally and host it in your own environment.

This means you need to manage everything end to end and often still pay for a maintenance package to your provider to cover the platform updates.

2 | Cloud Install Headless CMS:

A cloud install architecture is very similar to install based except your provider installs the platform in their cloud.

You normally pay your provider for hosting, management, and upgrades which can be extra or included, depending on your provider's terms and conditions.

Bear in mind that this can get extremely complicated because there can be different versions of your platform out there, especially if you are constantly making updates and fixes.

With this approach, you can quickly get behind in platform versioning if you are updating multiple sites.

3 | Cloud Multi-Tenant Headless CMS:

This means your CMS itself is fully managed and upgraded automatically for you.

We highly recommend this architecture because of its easy upgrades.



Why Should You Choose a Multi-Tenant Headless CMS?

Agility CMS is Cloud Multi-Tenant Headless CMS. Here are some reasons why we recommend a headless multi-tenant system:

- More options for building digital experiences: Developers can build the "head" anywhere, and you have unlimited options.
- Easier deployment: You don't have to deploy the CMS or manage every part of it
- Better support: A vendor only has to support one version and therefore, you can concentrate all your efforts, documentation, and time on just one solution.
- Simplified bug fixing: Oftentimes bugs are fixed even before you get the chance to report them because the entire user base is reporting on the same version.
- Cost-effectiveness: SaaS-based, so the cost is always spread out.
- More control: You don't need to manage ANY hardware or software; you just deploy your own code to your environment; this means more control without the hosting "black box" software method.

Why Do IT and Developers Need a Headless CMS?

A headless CMS also removes other restrictions such as the technology stack that developers must learn. Rather than needing to familiarize themselves with the stack for a new CMS, developers can focus on the existing frontend.

Headless CMSs can integrate with current technology stacks, making them easier to incorporate when compared to other types of CMSes. Content is treated as data in a headless CMS, so it reduces the need for page rendering.

For developers dealing with multiple channels, this is especially useful as it means that content only needs to be added once and can be sent to required channels through the CMS.

Here are some of the most important benefits of a headless CMS for developers:

- Allows developers to build digital platforms the way they want with the tools they know
- Simplifies and centralizes code
- Enables the use of the Jamstack architecture

Why Do Businesses and Marketers Need a Headless CMS?

Non-developers especially find headless CMS platforms to be useful.

Rather than requiring a developer to make sure that content is displayed appropriately across channels, marketers, editors, and less technical personnel can create and manage content independently.

That saves time and allows developers to focus on code, while the marketing and content team can focus on creating content pieces. Teams don't need to wait for each other to finish their tasks and can work simultaneously.

In its simplest form, a headless CMS is a content repository that can deliver content to any front-end or device via APIs. If you want to display your content on a web page, a native mobile app, or in some other digital format a headless CMS doesn't restrict you the way that a traditional CMS might.

Thus in a broader sense, a headless CMS facilitates an omnichannel experience:

- An omnichannel experience provides customers with an integrated and aligned approach to marketing, customer service, and sales.
- When a customer interacts with a brand through one digital medium such as via a mobile device, they want that same experience in another digital medium such as via a desktop, tablet, or another smart device.
- Headless CMSs provide the backend necessary for omnichannel content management. It provides the admin user interface where content is created, edited, and published and a RESTFUL API so that the content can be delivered where necessary, something that is crucial for the multi-touchpoint customer journeys of today.

[Learn More >](#)



Headless CMS: Go Content-first to Future-proof your Brand

Consumers are making use of more devices and channels than ever before, and brands have to meet them there to provide quality omnichannel experiences. Going headless, whether that's through a pure headless CMS or a decoupled CMS, is the simplest way to achieve that.

Adopting a content-first approach, which seeks to make your content the focal point of your digital presence, while your many front-ends and their frameworks can be evolved and expanded, is the most logical way to ensure that your brand and its content can meet consumers wherever they end up going. Whether that's smart speakers, digital signage, VR headsets, or something else exciting.

About Agility CMS: The only Headless CMS with Powerful Page Management Built-in

Agility CMS allows you to define 3 things that make working with website pages really easy for both content editors and developers:

- Page Management
- Module Definitions
- Digital Channels & Sitemaps

Developers set up the templates and definitions, while content editors determine on what pages they want to use those templates and definitions.

This part of the content architecture is fundamental to the success of any CMS solution that includes a website.

Essentially, Agility CMS is a Headless CMS that keeps your website pages organized and easy to manage for everyone on your team - developers, marketers, content editors, SEO teams, etc.



“We have been working with Agility for just over two years. The easy-to-use platform provides the flexibility we need to easily create and publish content to all of our websites. Their excellent customer service team and online support library are great resources for our team to learn and grow with the Agility CMS platform.”

ANDREA DI TOMAS
Graphic Arts Technician at the English
Montreal School Board

Headless CMS Use Cases:

Okay, so a headless or decoupled CMS can store content and delivery it anywhere via APIs, unlike a traditional CMS, which was built to send content to one or two specific types of the front end. But what does that actually look like in practice?

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%

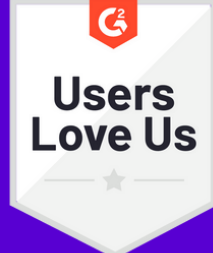
Conversion rate increased

20%

Online Revenue Increased

25%

Online engagement increased



AAgility 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.

