# Are Headless and Decoupled CMS the Future of the Content?

promotion require agility and flexibility of one's CMS. The choice of CMS isn't always obvious for those businesses

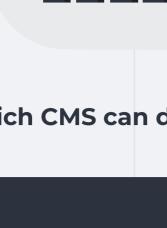
Income generation, sales leads, new customers, brand

that feel that they need to deliver their content to the audience that is as wide as possible. At the same time, the types of devices clients reach

businesses vary and change more and more with time. There

are smartphones, tablets, phablets, desktops, IoT devices... Businesses have to support all these types of client-to-server apps and each app requires personalized content that has to be managed. This is why Headless CMSs have appeared. In this blog post, we'll try to figure out the concepts of headless and decoupled CMS and discuss when it is a perfect fit for your

content, and when it is better to go with the traditional CMS. We should also state that the global content management software market is estimated



So, which CMS can deliver the experience we desire? Let's see.

to generate 123,500 million USD by 2026,

and the growth is well documented.

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What is a Headless CMS? To understand it, let's recollect one conventional thing. A traditional CMS is

## content from the presentation, we'll get a headless CMS.

web to mobile channels

through API calls.

**Architecture** 

From a technical point of view, it is a content-only back end data platform with editorial and management parameters having no concern about data presentation. Functioning as a content repository, the headless CMS delivers content for publication in a wide range of channels with the use of APIs. What is really appreciated is its ability to connect to any endpoint-from the

comprised of both the back end where content is created and stored and

the front end that displays this content on HTML pages. If we chop off the

What is a Decoupled CM5? Thus, in a headless CMS, your content is created and managed in the backend without a defined data presentation environment. A decoupled CMS is comprised of both the back end and the front end. However, these are managed separately and are not coupled like in a traditional CMS. In

other words, decoupled CMS is as front end independent as a headless one

but it is still equipped with ready-made front-end templates to deliver

content. Yet, the frontend and backend communicate with each other

### Back end Yes (content creation Yes (content creation and storage) and storage) No Front end

Platform independence

Free technology choise

Although the term "decoupled" and "headless" CMS are

sometimes used as synonyms, the core is not the same:

**Headless CMS** 

Yes (decoupled from the back end)

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**Decoupled CMS** 

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API	Yes (content available through API only, user interface anything)	<b>Yes</b> (API connects the back end with the front end)
Her	re is also the table to compare the of traditional and headless C	
	Traditional CMS	Headless CMS

Cross-platform support	$\otimes$			
Developers first approach	$\otimes$			
Plugin apocalypse		$\bigotimes$		
Localization				
Code Maintainability	$\otimes$			
JXSV				
en to Go Headless?				

2 Bearing in mind unique content as a search engine ranking factor, data from headless CMS can be retrieved and presented

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## The absence of front end means time- and costeffective redesigning of content as per business needs.

**Headless CMS are popular with developers** 

in any way to stand out and compose unique content.

who prefer to apply their favourite tools.

catalogue can adapt to the endpoint of the client's publication. Here, flexibility stands not only for reach out to a spectrum of various content channels but also for jumping on promising software development trends in

the future, even if they are not currently in your roadmap.

Furthermore, your product data from the online

Headless CMS would be an impossibility to have an

But here you can get on a decoupled bandwagon.

accurate preview of content until you publish it.

You may enhance your website or app architecture

agile and avoid excessive front-end expenses.

When to Use a Decoupled CMS? Both decoupled and flexible content delivery, headless CMS provide: future-proof functionality, cost-effective development,

Decoupled CMS does everything a headless CMS is capable of.

With a decoupled CMS, a marketer can launch a landing page

It's a win-win decision in some cases because a headless CMS

can alienate your marketer without technical experience who

needs to interact with your customers in real-time and keep

and increased security.

Which one to choose eventually?

of forms. So if you are planning for something that

headless CMS might be the right concept for you.

goes beyond current basic marketing websites,

The main advantage of it is that it gives your

content strategy the flexibility it might need

Experts of Headless CMS

Steve Eros, digital

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**Eros believes** 

the deployment of a

your company grows.

might be the option.

**Eros believes that:** 

transformation principal at

Lenati, highlights the following:

Headless CMS is a good idea in terms of growth. However, it could be

without any external technical assistance.

abreast of the latest trends.

complicated - you are giving up the simplicity in an exchange for a faster development cycle, or better experience on mobile out of the box. Good technology decisions look ahead. In 5 or 10 years, content is going to come in a bigger variety

Anyhow, Elinext is providing outsource software development of all types, and if you feel like you need a new CMS- whether a traditional, or headless one – contact us to get a free quote.

> advantages are operational. Headless CMS platforms offer business value by allowing marketers to manage, maintain and evolve content without the need for development support.

and service offerings," and pulling

them away reduces resources for

"headless CMS is about the size

and scale of the business or

marketing team."

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popular in the future. Some companies are already pushing the limits of content delivery by incorporating more IoT devices, augmented reality, virtual reality and more. A headless CMS built

website won't cut it as a modern digital experience for customers, and most traditional CMSs have been built for that exact purpose. Content presentation, therefore, isn't just a static webpage anymore, and the flexibility of front-end frameworks allows developers to use the best

core product development. At the same time, he admits that some businesses are "not there yet".

Focusing on fewer channels such as a website and app only favors the large communities and wide array of features that more traditional CMSs provide. Even so, it's possible to move towards a headless CMS on your main channels to allow your developers to better support particular

or personnel to support an omnichannel strategy.

The expert admits that some companies don't have the budget

upon powerful APIs will be more easily integrated with the newest technologies that come out, and companies will be poised for quickly taking advantage of new audience segments.

tools to offer seamless digital experiences for websites, mobile

Instead of the Conclusion There is no 100% right way and CMS for every use case.

apps, digital signs and more,"

"In the digital age, a monolithic

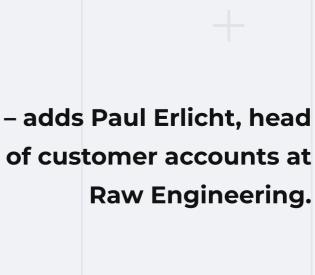
all about the concrete and exact functionality/feature needs, versatility requirements and the level of control your company needs to have against one's own CMS.

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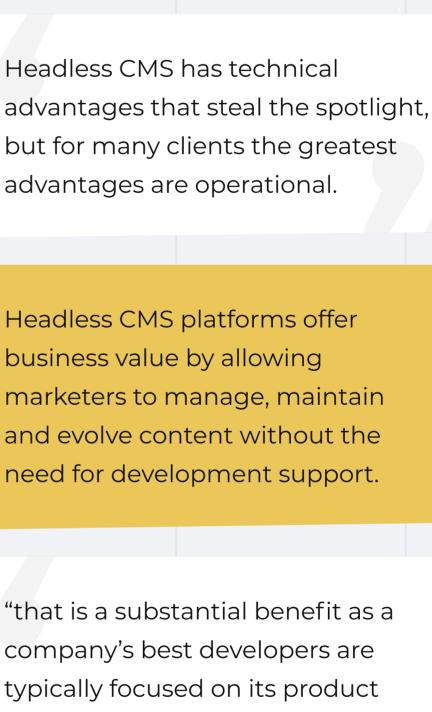
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web or mobile technologies, and later expand to additional channels as Justin Emond, CEO and co-founder of Third & Grove wrote, that to future-proof decisions, many organizations simply want to bet on bleeding-edge tech and are willing to make the investment to

enjoy longer-term efficiencies. Taking that risk in going headless Headless CMSs are ready to support technologies that will become



In the end, in a "headless CMS vs traditional CMS" debate, is



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