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Didn't we forget
something?



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**Clients' needs and real
business problems.**



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Go hybrid to avoid the traps of true headless.

CMS Kickoff 2023 January 18, 2023



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The client.

Let me tell you a story of Mary.

I work in a small HR Marketing team, and I started to use a headless CMS for our career website.



Client's non-success story.

- Every website change was a pain.
- Every new job posting publishing was a pain.
- Job applicants faced constant errors with application forms.
- IT team didn't have time to maintain the site.



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**They switched to Kentico,
and they are happy now.**





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Is headless a dead end?





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Headless is just a feature!

**BTW, we've had this feature in
Kentico since 2010.**



LAVAZZA

E

BREMONT

WILLIAMS RACING
26

ISRAEL
LEAD BY BELIEVE

ponos

Acronis



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Where is the problem?



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**With a hammer,
everything looks like a nail.**





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**Doing headless just for the
sake of headless is BS!**



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**Solve clients' real business
problems and needs in the
best way.**



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**Focus on clients' digital
experience maturity and
their use cases.**



**Let the client pick whether to
go headless or not.**





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**How do we approach it
at Kentico?**



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**We are the best hybrid
solution so clients can solve
their real business problems.**

What is our approach?



Low-code / no-code



Hybrid headless



**Contextualized
content composition**

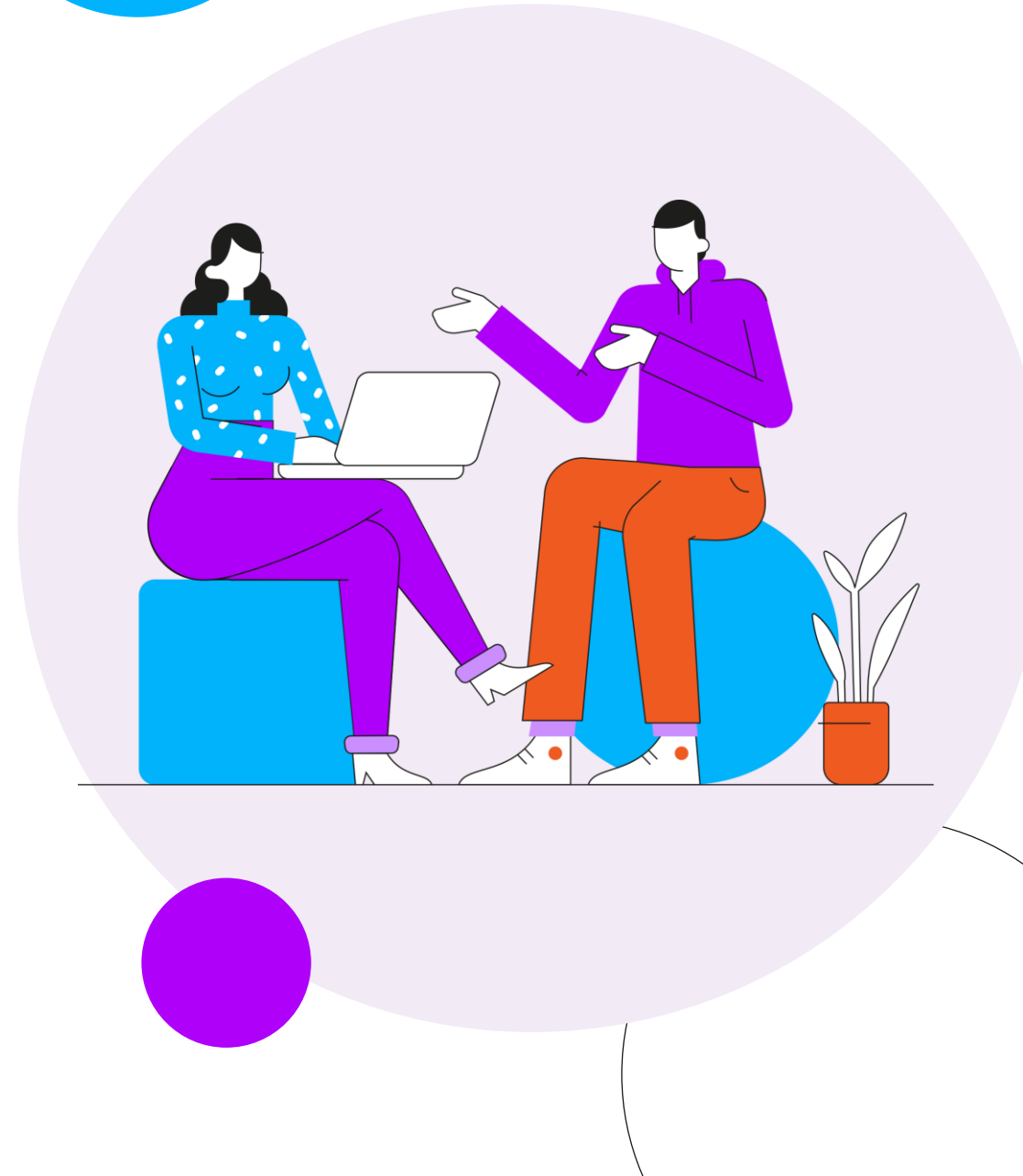


**SaaS, PaaS or
private data center**



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**Let's
summarize it.**



Summary.

Don't push all the technology trends just for the sake of them.

Headless is just a feature.

Focus on clients' real needs and digital experience maturity.

At Kentico, we solve business problems.



Q&A.

