Checklist

How a Headless or Hybrid CMS Helps You Stand Out Among Competitors

While traditional content management systems (CMSs) are able to deliver compelling digital experiences, organizations looking to stand out among their competitors need to publish and reuse content beyond just a website or an app — across multiple channels and to various devices. CMSs with headless and hybrid architectures are helping innovative companies execute on their vision. **To learn which capabilities are likely to give your organization a competitive edge, review this checklist.**

Ask yourself:

	Yes	No
Does your organization need to push up-to-the-minute content and data updates to dozens or even hundreds of devices or digital signs from a central system?	○	○
Do you want to give your audience the ability to browse video content and stream programs through your website as well as apps like Roku, Apple TV, and Fire TV?	○	○
Do you need to deliver specific information stored in your CMS through chat-based or conversational interfaces?	○	○
Do you want to streamline the development process so your creators can produce higher quality, interactive, and personalized content that can be shared far beyond your website — across all relevant channels?	○	○
Do your developers need to be able to choose the specific tools they use to create and deliver exciting digital experiences across various apps, devices, and platforms?	○	○
Does your business need to deliver updated content, like scores, standings, and stats through both your website and mobile apps?	○	○

If you checked "yes" for any of these, you should take a closer look at how headless and hybrid CMSs can enable you to deliver rich digital experiences in efficient ways.

Achieving Success with Headless and Hybrid CMSs

How organizations have moved beyond traditional content management systems to deliver exceptional digital experiences.

See How Modern Brands Are Delivering Rich Digital Experiences

Learn how several different organizations are using headless and hybrid Drupal to deliver powerful and effective customer experiences on websites, apps, and many other digital channels.

Read the e-book