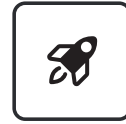


SLALOM AND CONTENTFUL

Helping enterprise clients reimagine the customer experience with ease.



CUSTOMER BENEFITS

Bigger, faster, better experiences start here.

At the heart of every great experience lies a human-centered solution to the enterprise challenge: navigating a sea of constant change. For every enterprise, this looks different. But every time, success is dependent upon having the right technology, partners, and processes in place to deliver highly personalized omnichannel experiences that exceed customer expectations.

However, without the right strategy, even the best intentions of any digital transformation can fall short.

Together, Slalom and Contentful are helping enterprises and complex organizations move from monolith to composable through streamlined marketing and commerce website redesigns, platform migrations, and custom application builds in order to centralize, streamline, and maximize their IT investment. Ultimately, we're placing control back in the hands of the marketing and commerce teams, allowing them to create and adjust content-driven customer experiences easily, freeing up developers to focus on building critical innovations for your business, rather than being stuck in the endless marketing production loop.

Contentful brings the building blocks of content together so you can create once and reuse it everywhere, across all digital experiences. With Slalom's unwavering, human-centered approach to digital strategy, enterprise clients are reaping the benefits of composable web solutions that improve content flexibility, speed, and control for bigger, better, faster experiences.

Organizations that choose Contentful and Slalom to power their digital transformations will:



Empower marketing and commerce teams to make content changes in minutes without reliance on IT to improve, localize, and personalize customer experiences across channels.



Centralize IT and streamline spend by moving from legacy to composable architecture.



Increase flexibility and control over customer experiences by partnering with composable web builders on customer and larger transactional applications. matter the channel.

KEY VALUE

The partner advantage

slalom

- Slalom is a next-generation professional services company creating value at the intersection of business, technology, and humanity.
- In 40 markets around the world, Slalom's teams have autonomy to move fast and do what's right. They are backed by regional innovation hubs, a global culture of collaboration, and partnerships with the world's top technology providers.
- Slalom's teams harness the best of technology to solve your biggest challenges, tailoring services to meet your individual needs, including composable web solutions, Salesforce Experience Cloud + Contentful, and custom application builds.
- Slalom partners with you to build effective digital experiences at the speed business demands, engineering product, platform, and data solutions to deliver holistic projects that scale.

contentful

- Contentful is agile to scale with your content needs whenever and however you want it to.
- The API-first platform is built to integrate into your existing tech stack or serve as a solid foundation when building out a tech stack that fits your unique needs.
- Build and extend the Contentful platform with our App Framework to customize your solution to meet your business needs.
- Built-in AI features are designed to support collaboration and autonomous work, ensuring consistently efficient time-to-market for any and all content types.
- AI-powered personalization lets you leverage user data in real time to deliver highly personalized experiences seamlessly across channels.
- Increase speed to market by deploying and updating new experiences in minutes instead of months.
- Create content once and reuse it everywhere to drive brand and messaging consistency across all devices, channels, and markets.

Creating differentiated value for our customers

Jersey Mike's Subs

Jersey Mike's needed to overhaul their website to bring their personalized, community-oriented, in-store experiences to life across digital channels. **Partnering with Contentful and Slalom, Jersey Mike's moved to a composable tech stack and equipped its marketing teams with the tools they need to unify, store, organize, and deliver content quickly, without reliance on IT.** This enables the organization to collaborate across geographies and teams in a more productive and efficient way while continuing to deliver top-notch digital experiences that create customer loyalty. What's more, adopting a composable approach positions Jersey Mike's well for future investments in AI and personalization.



“

When we started this journey on building this brand new website, we tried to find like-minded organizations, and I think Slalom kind of fit in there.”

John Hopper

Director of Consumer Technology, Jersey Mike's



Partner with Slalom and Contentful

Together, Contentful and Slalom are elevating your digital strategy to unprecedented heights.

Partner with us