

VERCEL AND CONTENTFUL

Deliver modern, performant personalization at scale



CUSTOMER BENEFITS

Where agility meets performance in the modern DXP era

Fast, dynamic, and personalized experiences are a core requirement for a compelling digital brand.

Fast, dynamic, and personalized experiences across every touchpoint are a core requirement for a compelling digital brand. Meeting these customer demands requires more than a CMS. It takes a modern Digital Experience Platform (DXP) paired with the performance infrastructure and developer tooling to match.

Together, Contentful and Vercel unlock the full potential of digital teams. Contentful serves as the content engine and orchestration layer of your composable DXP, bringing structure, reusability, and scalability to content across the organization. Vercel empowers frontend teams to build and deploy high-performance web applications at the edge, ensuring digital experiences load instantly and run smoothly, anywhere in the world.

This joint solution bridges the gap between content creation and delivery, giving enterprises the AI-native tools to design, build, and scale frictionless digital experiences that convert, retain, and delight customers.

Organizations choosing Contentful and Vercel to power their DXP will achieve:

- **Faster time to market:** Go from idea to prototype to production-ready application with unparalleled speed, with collaboration tooling to ensure a unified and streamlined approach to experience development.
- **Speed and agility:** Empower cross-functional teams to move faster with a unified platform for content and code, reducing bottlenecks and accelerating go-to-market timelines.
- **Composability by design:** Replace rigid legacy suites with an agile and future-proof architecture that adapts to changing customer needs and evolving business requirements. Incorporate new tooling and use cases with ease.
- **Faster frontends, smarter content:** Deliver lightning-fast, secure web performance via Vercel's edge infrastructure, while leveraging Contentful's structured content and AI features for personalized, dynamic experiences.
- **Scalability made simpler:** Whether launching localized campaigns or expanding globally, Contentful and Vercel support growth through enterprise-grade reliability, scalability, and security.
- **Real-time experimentation and optimization:** Test, iterate, and improve experiences continuously with A/B testing, preview environments, and analytics built into both platforms.
- **AI-native development workflow:** Rapidly prototype, deploy, and personalize through native AI connectors and tooling to achieve unparalleled content velocity.

KEY VALUE

The partner advantage

▲ Vercel







- Vercel is the leading developer cloud, enabling teams to build, preview, and ship web experiences and AI products with unparalleled speed and reliability.
- Vercel gives developers seamless workflows from development through deployment, with automatic previews and instant rollbacks.
- Vercel infrastructure is automatically provisioned from modern frameworks, including Next.js, which Vercel develops in-house.
- Vercel's globally distributed edge network ensures ultra-fast performance at scale, optimizing user experiences around the world while maintaining security by default.
- With built-in observability, analytics, and integrations, Vercel supports agile development and continuous optimization of customer websites.
- Vercel provides a complete AI toolkit to support the frontend development lifecycle, from rapid prototyping to generation of UI components from your preferred AI providers.

contentful

- Contentful is a powerful, intelligent DXP built for the modern enterprise. It centralizes content operations and enables organizations to design and deliver seamless, omnichannel experiences.
- As an API-first, cloud-native platform, Contentful integrates with any tech stack and serves as the backbone of composable architectures.
- AI-powered workflows and content intelligence tools enable teams to create, manage, and experiment at scale – boosting velocity and innovation.
- With the App Framework, teams can extend and customize the platform to suit evolving business needs and workflows.
- Contentful's create-once, reuse-everywhere model ensures brand consistency across websites, apps, marketplaces, and emerging channels.



Creating differentiated value for our customers

| Value | Marketers | Developers |
|---------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  Faster time to market | Empower to edit and publish without need for engineering  Collaboration features within both Vercel and Contentful. | Create templates for marketers to use  |
|  Faster frontends, smarter content | Have confidence that the infrastructure is optimized and taken care of, and that experiences will be delivered. | Vercel's managed infrastructure ensures performance is at its highest , with native analytics and observability to troubleshoot. Features like Instant Rollback also ensure a swift recovery from production incidents  |
|  Composable, and futureproof | Experimentation wishlist becomes a collaborative to-do list with engineering. Personalization, experiments are achievable and scalable. | Composable, API-first architecture for both Contentful and Vercel means that it is easy to add a third-party, specialized tool that suits the business need. |



“

With Vercel, Next.js, and Contentful we finally have that feeling of ‘it just works’. We’ve totally transformed our content authoring experience.”

Reuben Kabel

Senior Vice President of Engineering,
Hydrow

hydrow

Let’s talk!

Together, with Contentful’s partner network, we’re not merely delivering solutions; we’re pioneering the future of technology.

Work with a partner