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STARTUP DEVELOPS MULTI-PLATFORM CONTENT MANAGEMENT SYSTEM



WORK & LIFESTYLE

Contentful's management system makes it easy for companies to adapt content across all digital platforms

Spotted: Contentful's cloud-based content management system is aiming to disrupt how companies deliver digital content. The system allows companies to publish across all types of devices and channels — something traditional content management systems cannot do, according to the company.

The system uses four different delivery systems (known as APIs). That means businesses can quickly access, manage and deliver digital content to any user around the globe. The service also provides storage and security for clients' digital content.

Contentful raised \$33.5 million in Series D equity funding in December 2018 and has raised a total of \$78.3 million. It was recently listed by CB Insights and The New York Times as one of fifty future unicorns — startups that grow to be worth over a billion dollars. Contentful is already being used by several major companies, including Spotify and wework.

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Email: @contentful

Website: www.contentful.com

Contact: www.contentful.com/contact

Takeaway:

The explosion of different digital platforms and devices has made content management increasingly difficult for companies. In a recent industry report, over 60 percent of respondents said it was difficult to share information with clients or even colleagues using their existing content management system. Contentful is providing a new, more adaptable method to access and share digital information. Springwise has recently spotted other innovations tackling similar issues, including a startup that helps optimise video content for any platform.