

The Cost of Doing Nothing

**How Legacy Tech Dulls Your
Competitive Edge**



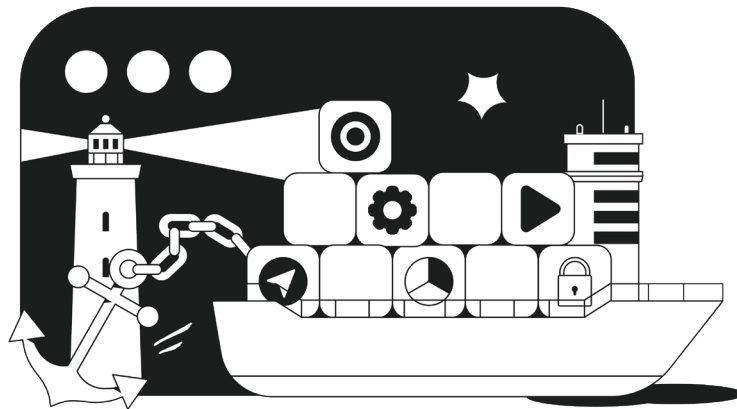
INTRODUCTION

“A Ship in Harbor Is Safe...”



Shipping content shouldn't be difficult. But for so many, it's a daily battle with their CMSs just to get things published. The issues come in all shapes and sizes: operational inefficiencies, overreliance on devs, security vulnerabilities, and even degraded customer experiences.

These may seem unrelated at first glance, but all the branches can be traced to one poisoned root: **inertia**.



The [State of CMS 2024](#) found that up to 75% of CMS users still rely on legacy systems despite reporting serious issues with them. It's a testament to how many people have made what they think is the “safe choice” – **sticking with their current problematic tech stacks**.

But deciding not to choose is still a choice. And like any other technology choice, it can have major consequences for both your team and your bottom line. So let's dispel the notion that resisting change is always the most budget-conscious choice. Let's pull back the curtain and uncover the real cost of doing nothing for legacy CMS users.

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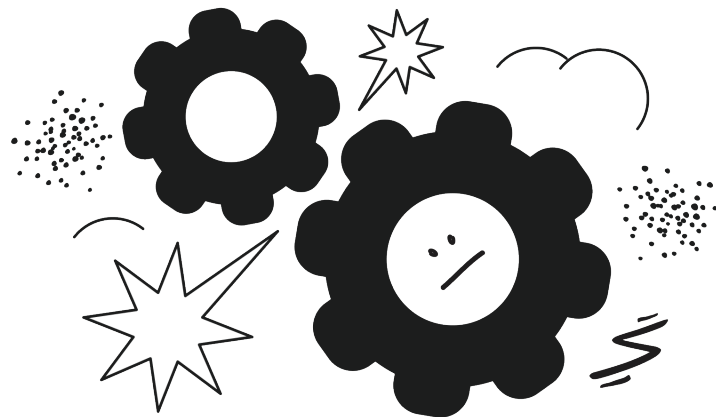


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PART 1:

Operational Inefficiencies: Slow And Steady Loses The Race

Your CMS is the core of your content operations. Just like a tree's success depends on the roots, your content's success starts with how you manage it. And if you're using a legacy CMS, you can boil it down to one word: slow.



Here's why:

- **YOUR BACKEND:** Legacy systems operate on tightly coupled architectures. This structure means when you make changes to the backend, it's guaranteed to impact the frontend. Teams are forced to move slowly and meticulously when making any changes, as one misstep could potentially impact the entire content ecosystem. The problem only gets worse as you scale in volume and complexity.
- **YOUR FRONTEND:** Your hands are tied without tech that can keep pace as you adopt new strategies. Important content launches can only be as fast as that complicated backend will allow. This can lead to a failure to capitalize on content opportunities – after all, what's the point of advertising a Black Friday sale if you don't get to launch the announcement until December?

What does it cost you?

- **SLOWER TIME-TO-MARKET:** IDF found that inefficiency costs companies anywhere from [20%-30% of their revenue each year](#). And research from the [State of CMS 2024](#) shows a huge amount of that happens in content ops: time-consuming processes were the third most common pain point for CMS users.

Unfortunately, it doesn't stop there. In Storyblok's [Total Economic Impact report](#), interviewees noted that publishing and editing content took an average of 2.5 days – plus an additional 4 hours for the content to go live. The price paid is steep: If you spend half your time going back and forth with your dev team just to launch a simple campaign update, by the time it goes live, the moment has passed. Your competitors have already captured the spotlight.

- **WORSE PERSONALIZATION:** Personalization is no longer a “nice-to-have” for consumers. The bar has been raised significantly: users expect consistent, hyper-relevant content they can access seamlessly across all devices. And that's the bare minimum.

But legacy users are finding their tech unable to rise to the challenge. The [State of CMS 2024](#) showed that 30% of users report key personalization features as totally missing from their current CMS. That means these organizations need to cobble together their own personalization features, a time-intensive strategy that struggles against compatibility issues and vendor lock-in.

Creating innovative, personalized content with speed and at scale is fundamental if you want to keep up with those vying for your audience's attention – and it's a lot more difficult to compete when you have to work twice as hard to fulfill basic consumer standards.

CASE STUDY

TomTom supercharged their content operations by **50%** using Storyblok

READ THE FULL CASE STUDY 



- **COLLABORATION CHALLENGES:** Despite being rated the most essential feature for CMS users, only 9% of all users experienced no collaboration issues. **That's a whopping 91% who struggle to collaborate within their CMSs!** These struggles only make the content management process harder – and thus, even slower.

There are human costs, too. Your teams are faced with the complex, nearly impossible job of succeeding in the modern markets with a legacy CMS. Add to that legacy's inability to enable smooth collaboration, and you're looking at a burnt-out team without much to show for it. They – and you – deserve better.

- **PERFORMANCE DEGRADATION:** The simple truth is that old tech is slow. And the more you encumber it with workarounds for features it doesn't offer, or have your devs dig into the source code for solutions, the slower it will get.

People will lose interest in your site if it doesn't load fully within the first few seconds. That means you're losing customers to competitors before they even get the chance to know what you have to offer. All the money you invested in attracting that person can fly out the window in 3 short seconds. That's an awfully big price tag for any CMS, let alone one that also costs you in terms of burnt-out teams and sluggish strategies.

CASE STUDY

4x ↑ website speed for Lumion with Storyblok.

READ THE FULL CASE STUDY [↗](#)

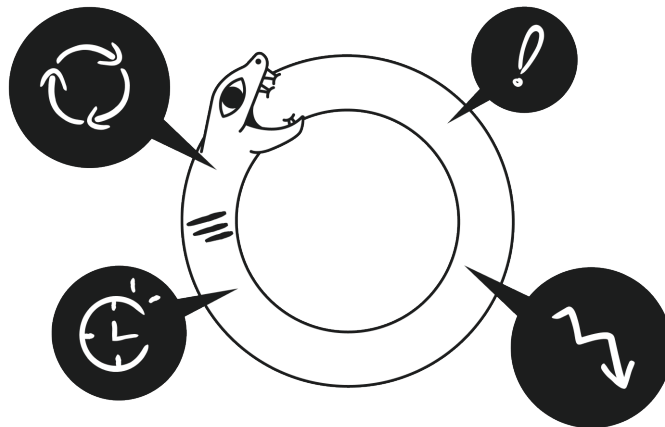


PART 2:

Developer Dependencies: The Legacy Ouroboros

The complex, intricate architecture of legacy CMS means that making simple content changes often requires a developer's help. When this happens once in a while, it's barely a bother. But when you're using a legacy system? It's a constant barrage, leading to an overdependence on your devs.

And it gets worse. Like the famed Ouroboros eating its tail, the problem is cyclical: each developer intervention only compounds the legacy issues that required it in the first place.



What does it cost you?

- **TECHNICAL DEBT:** We've covered the operational inefficiencies of having to cobble together a solution in a legacy CMS. But that struggle isn't a one-off. Bad roots can't grow strong trees. Outdated code, messy fixes, and last-minute patches just to update content add up to worse performance over time and a harder time migrating when you're finally sick of it all.
- **TIME, BANDWIDTH, BURNOUT:** Even the most efficient, skilled developers only have 24 hours in a day – and most of them would still like to sleep. As the system grows increasingly complex, the requests start to pile up. Suddenly, your devs are trying to find a spare hour between minor content updates to do their actual job.



WHY DEVS <3 STORYBLOK

REUSABLE BUILDING BLOCKS.

Storyblok's super-efficient interface features intuitive component reuse. Embrace the efficiency of modular management. Assemble with care (and joy).

YOUR TECH, YOUR WAY.

Storyblok is frontend agnostic, meaning you're free to work with any framework you want. Skip the wonky workarounds and build your CMS exactly how you want it.

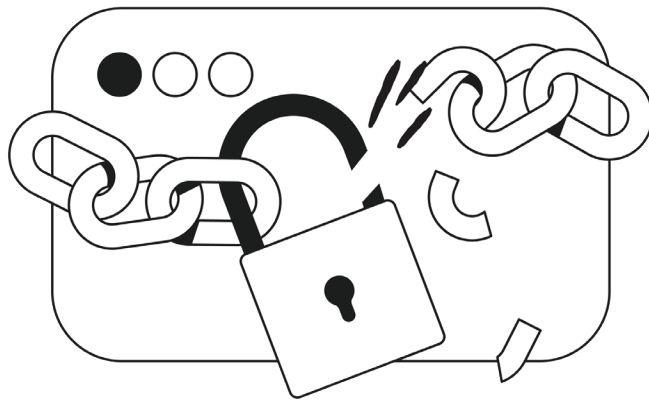
CREATE THE STACK YOU TRUST.

Add new programs as you go without fear of derailing the entire system. No more burning money on features you don't use or settling for a sub-par system.

PART 3:

Security Vulnerabilities: Building Your Fortress

Your CMS can't be a house with a single lock on the front door. There's too much at stake: lost business, ransomware attacks, damaged reputation,... How can you focus on revolutionary content when all of that lurks in the shadows? Your CMS needs to be an unassailable fortress – otherwise, you'll pay a slew of security-related costs.



What does it cost you?

- **BREACHES:** According to [Security Magazine](#), 32% of the world's largest enterprise companies suffer a CMS security breach every week. Their cost is astronomical: Forrester Research reports that mitigation costs can exceed [\\$3 million per incident](#) – and that's a conservative estimate.
- **VOLUME PROBLEMS:** Increasing your content volume, user base, and technological offerings increases your opportunity for profit. But it also makes you a bigger target. And because legacy systems are all-in-one, any threat to one part is a threat to everything you've built. A single un-updated plugin could bring the whole operation crashing down.
- **SCALING OPPORTUNITIES:** When growth comes at the expense of security, you might hesitate to take the risks that define success. Expanding into new locations and markets requires the security of a headless CMS – not a rigid monolithic system that requires constant maintenance to achieve the bare minimum.



Learn more about Storyblok's enterprise security measures, including our freshly renewed [ISO 27001 certification](#).

PART 4:

Damaged Customer Experiences: The Most Brutal Cost of All

If you think you're paying a bundle for a sub-par status quo, take a look at your customers. Old tech hinders innovation, stifles expansion, and delivers a digital experience that is forgettable at best and frustrating at worst – all of which will impact your bottom line.



What does it cost you?

- **CUSTOMER EXPERIENCE:** Poor content management leads to poor experiences. Whether it's a slow-loading homepage or a sluggish point of sale at the crucial purchasing moment, a clunky CMS is guaranteed to drive audiences to the exit. That means your technology is leaving money on the table and letting customers down.
- **COMPETITIVE DISADVANTAGE** The [State of CMS 2024](#) found that an impressive 25% of people are already using a headless CMS. As the flaws of legacy CMS become clear, more and more people will be heading towards headless. And if you're not first, you're last.
- **FUTURE-PROOFING YOUR BUSINESS:** User needs change. A headless CMS will allow you to change your tech with top agility to meet those demands. Thanks to the ultra-flexible API-based connections, you can hook up any program you want, so nothing will ever be off-limits.

CASE STUDY

12.5% ↑

Sitewide CVR for Green Paper Products with Storyblok



[READ THE FULL CASE STUDY](#)

CASE STUDY

98% ↑

Overall conversion rate for Protyre with Storyblok



[READ THE FULL CASE STUDY](#)

Implementing Storyblok CMS results in

- Increased frequency of updates
- Heightened levels of collaboration between teams
- Increased operational efficiencies
- A single source management of content
- A faster time to market
- Better customer experiences

Conclusion: “...But That Is Not What Ships Are For”

Digital businesses rest on shifting sands. In an ever-evolving landscape where new tech is rolled out by the hour and customer demands continue to rise, the impulse to choose the so-called “safe” option – to resist change – can feel like the smartest move.

But in reality, it’s not the smartest move. It’s not even the safest. Sticking with legacy tech that you’ve long outgrown robs you of opportunities you’ve worked hard for. Even worse, it saddles you with costs that only increase exponentially as your problems do.

John A. Shedd wrote, *“A ship in harbor is safe, but that is not what ships are for”*. In the world of CMS, those with legacy systems have moored their ships in a rapidly draining harbor. By the time that boat hits dry ground, it may be too late to sail again.

Change isn’t always easy. Neither is inertia. But only one will enable you to make real, meaningful changes to your content experiences and by extension your bottom line. And the other will, slowly but surely, sink your ship.

So maybe the question isn’t “How much could you gain with headless?”

Maybe it’s “How much are you losing without it?”

About Storyblok

Storyblok is the headless CMS for marketers and developers who want to make bigger, faster market impact.

Developers thrive with the freedom to build better, faster, more flexible content experiences using their chosen tech stack. Marketers move with agility and independence, effortlessly editing, personalizing, and publishing content across every channel.

And customers? The seamless content experiences keep them engaged, delighted, and coming back for more.

Get Joyful.



**See how Storyblok can revolutionize
your content at storyblok.com.**



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