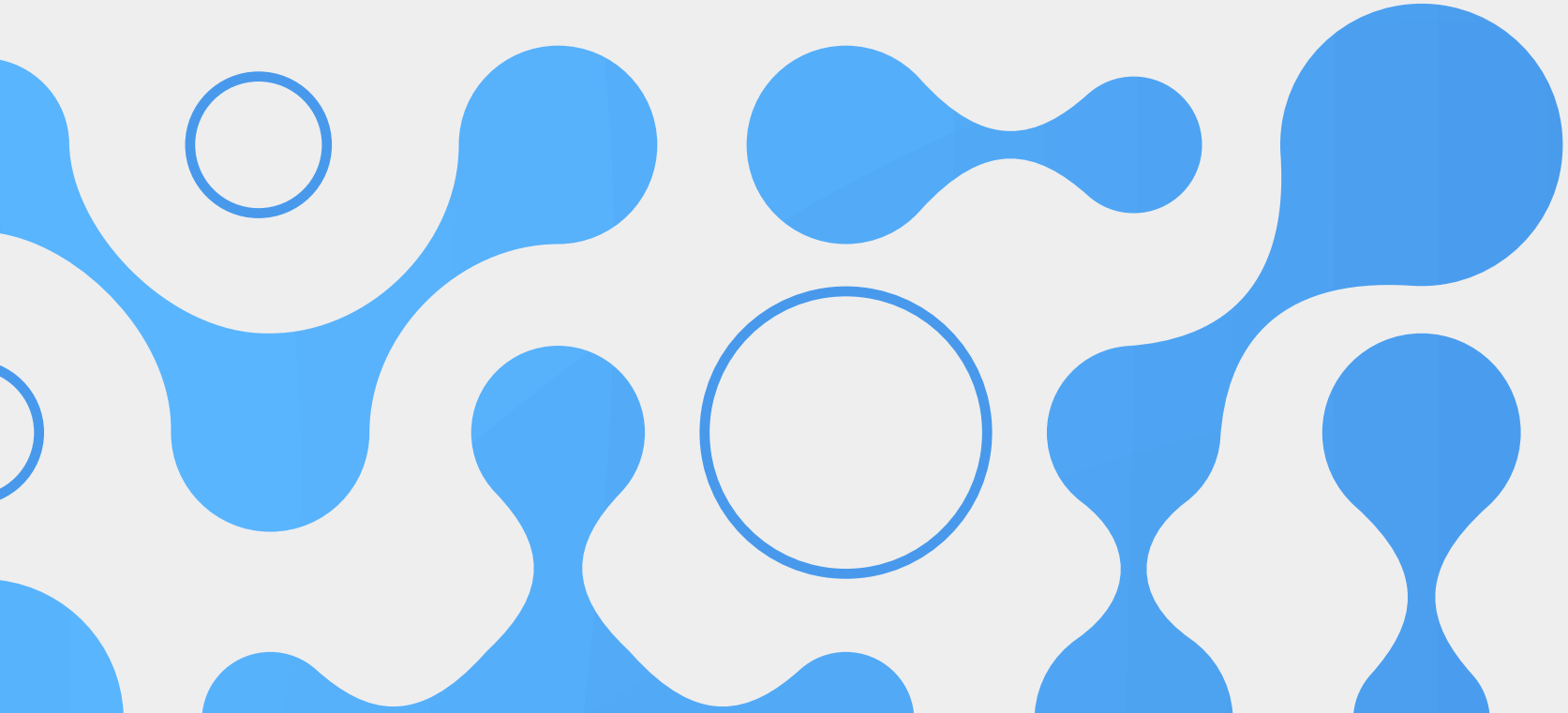
storyblok

Bridging creativity & code, Storyblok streamlines a smarter CMS

Storyblok's flexible headless content management system empowers retail businesses with a visual editor, API-first approach, and scalable, secure content management for seamless collaboration across platforms.



aws PARTNER

ABOUT THE PARTNER



Storyblok is a cloud-based, headless CMS that simplifies content management with flexible creation, powerful APIs, and strong security. Storyblok helps retail businesses ensure brand consistency, streamline omnichannel shopping experiences, and accelerate time-to-market by centralizing content management. With a built-in Digital Asset Manager, seamless localization, and easy integrations with eCommerce tools, Storyblok enables personalized customer journeys and scalable content strategies.

www.storyblok.com

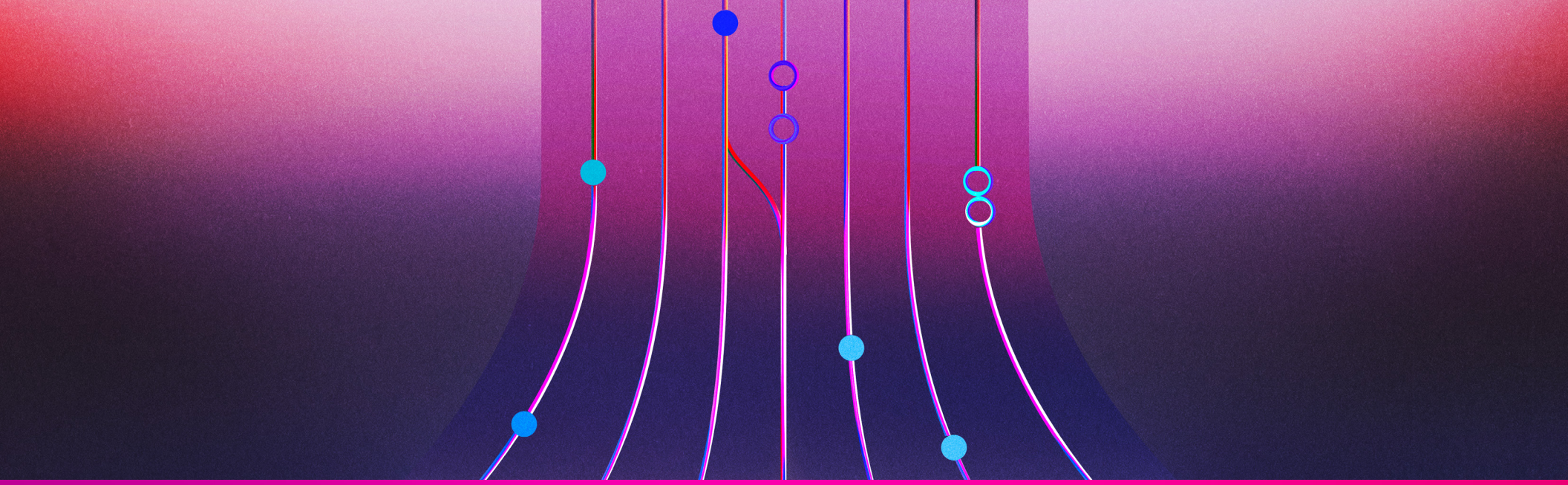
Explore solutions from Storyblok on the AWS Marketplace

AWS validated qualifications:

Competencies

- Retail ISV competency
- Advertising and marketing technology software competency

- 20+ AWS customer launches



SUCCESS STORIES

Marc O’Polo’s fashion-forward digital transformation

The fashion industry is constantly evolving—**Marc O’Polo** refused to be held back by outdated systems. Committed to delivering tailored customer experiences, they switched to Storyblok, enabling a seamless global localization push across 37 markets—faster than ever before.

2 days
first prototype

14 days
implementation

6 languages
40 countries

No
onboarding

CASE STUDY

Accelerating retail innovation: How NRF transformed content & scalability with Storyblok

The National Retail Federation (NRF), a key player in global retail, struggled with an outdated tech setup that hindered agility. Their system required constant maintenance, diverting developers from critical projects. Slow development cycles delayed marketing efforts and stifled creativity.

Security vulnerabilities raised concerns about data protection. Additionally, their rigid infrastructure limited innovation, preventing them from adapting to the fast-evolving retail landscape. NRF needed a more flexible, secure, and efficient solution to stay competitive.



CASE STUDY

The Storyblok difference:
Accelerating content creation, scalability, and innovation

With Storyblok, NRF accelerates content creation and delivery, empowering marketers to make instant updates without developers. Its secure, scalable infrastructure ensures growth and innovation without tech limitations, keeping NRF ahead in retail.

Faster content creation

Storyblok's Visual Editor reduced site development time by 60-70%, enabling seamless editing and publishing

Improved workflow

Workflow and Discussion tools eliminate bottlenecks, streamlining content creation and delivery

Robust security

ISO 27001 certification ensures top-tier security and stability for NRF's digital experiences

Flexible integrations

Integration rework reduced by 75%, allowing NRF to customize tech freely

TESTIMONIAL

"

Storyblok's headless architecture has been a pivotal shift for NRF, empowering our content teams and enabling us to deliver exceptional digital experiences to our members and the retail community at large. We are excited about the future as we continue to leverage Storyblok's capabilities to drive innovation and growth.

–Jason Hoolsema, CIO, National Retail Federation (NRF)



Innovate with AWS

Power your enterprise with scalable, secure, cutting-edge solutions:

- Limitless capabilities to build and scale globally
- Secure, extensive, and reliable cloud platform
- Flexibility to innovate
- With >200 additional offerings, AWS provides an onramp to easily and flexibly adding new services

For more information on AWS solutions



Future-proof your business

Disrupt or be disrupted. Startups are leaders in new technologies and help enterprises invest in the right ones for long-term success in a rapidly evolving world.



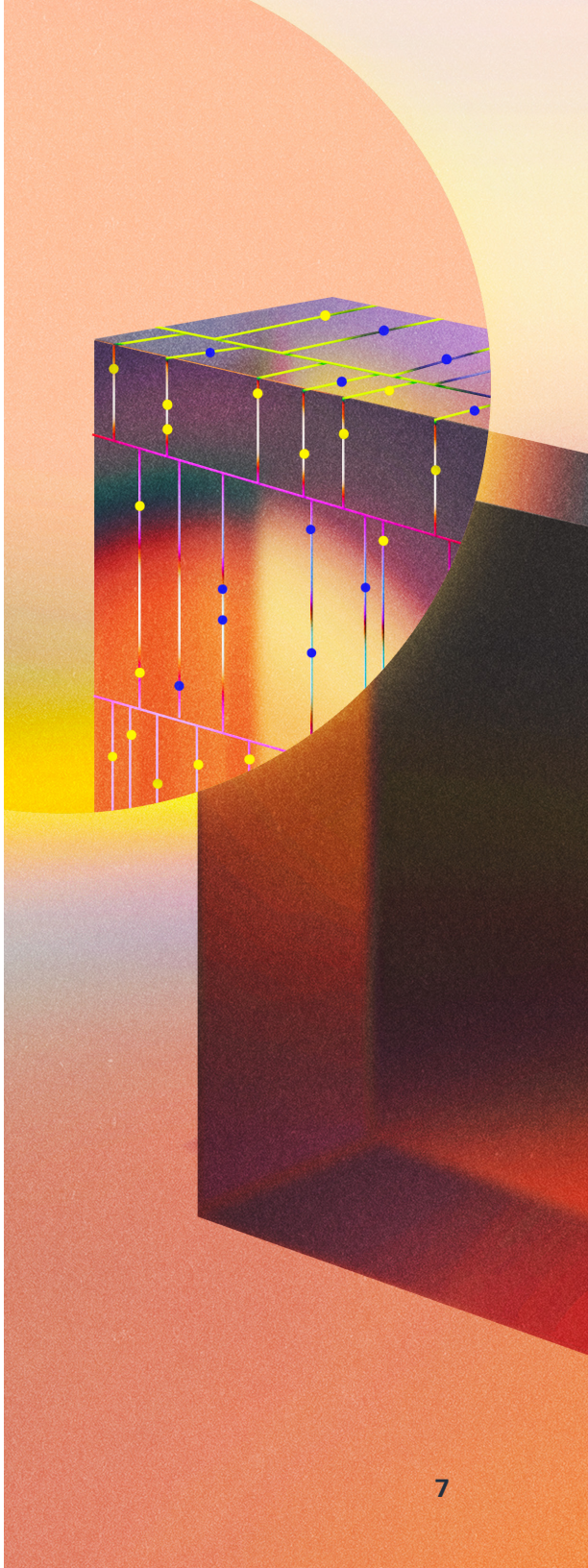
Accelerate time to market

Execute, test, and optimize rapidly. Launch solutions with short development cycles in an agile, low-risk, and cost-effective way by working with startups.



Deploy cutting-edge solutions

Fuel innovation through cloud-native applications. Solve complex business problems at scale with unique and powerful applications from AWS Startup Partners.





"

Storyblok is more than just a CMS for us. We've finished projects on time and within budget. I would recommend Storyblok not only to development teams. Project managers and business users can benefit with Storyblok as an easily maintainable CMS.

–Maria Künzner
Technical Project Manager,
Marc O'Polo

storyblok

storyblok.com

aws PARTNER

© 2017-2025 Storyblock GmbH. All rights reserved.