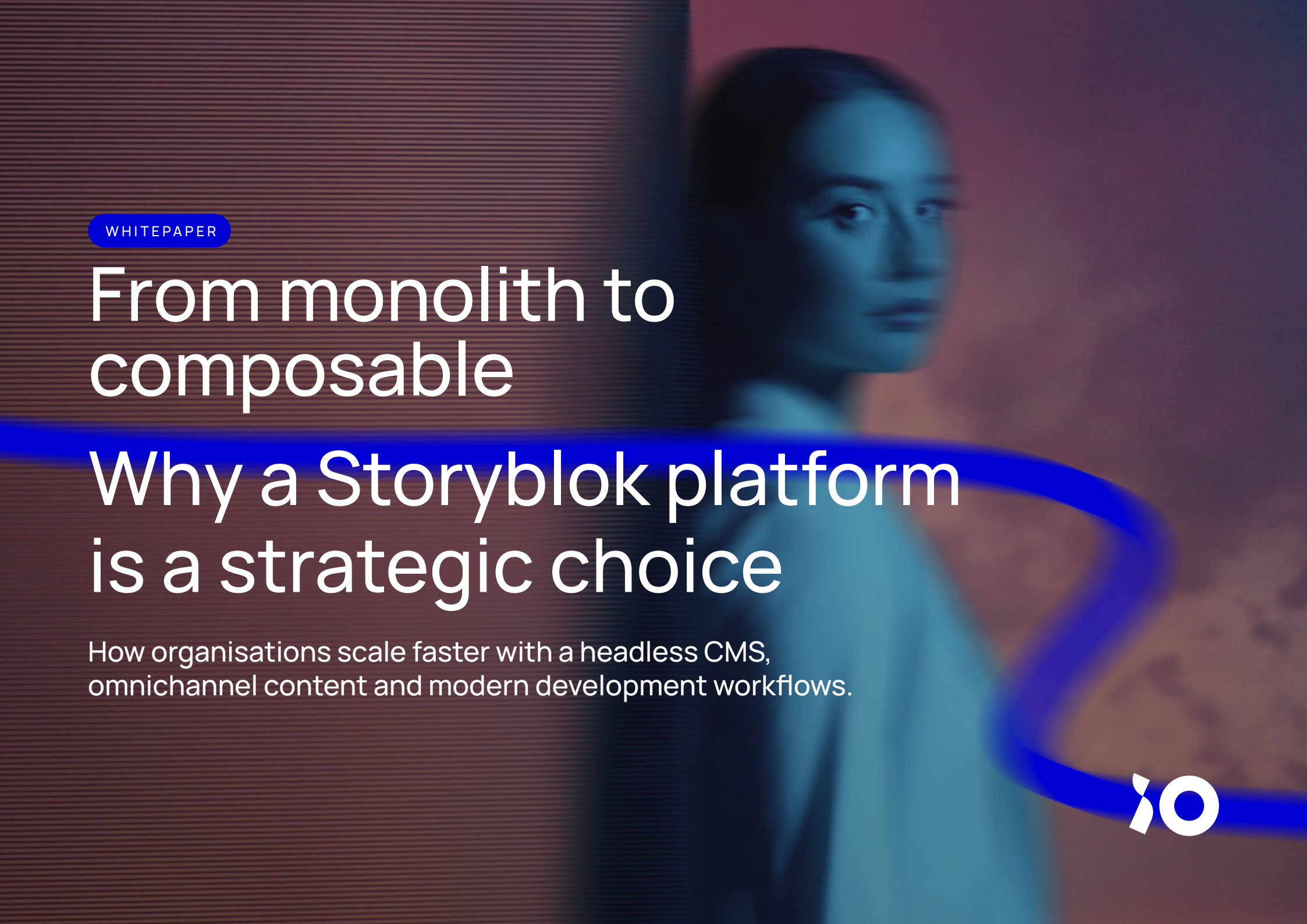

WHITEPAPER
From monolith to composable
Why a Storyblok platform is a strategic choice
How organisations scale faster with a headless CMS, omnichannel content and modern development workflows.

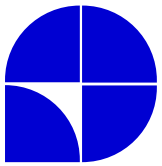
Introduction

The bar for digital experiences has never been higher. Customers now expect a seamless experience across all channels, whether that's a website on their laptop, an app on their phone, a kiosk in a shop or a voice interface in their living room. At the same time, organisations need to respond faster to market changes and make content available in dozens of variations — all while under pressure to deliver more with fewer resources.

Those that hold on to monolithic content platforms — the 'all-in-one' suites of ten years ago — are losing ground. This is not because the technology is poor, but because the architecture no longer fits the way digital experiences are created and delivered today. These platforms are too slow, too rigid and too expensive to maintain.

Therefore, choosing a composable platform like Storyblok is not merely a technical decision. It is a strategic decision that affects how quickly you can enter new markets, how well you can meet your customers' needs, and how agile your organisation is when the digital landscape changes once again.

In this whitepaper, iO explains why composable content has become the standard for ambitious enterprises, why Storyblok occupies a unique position within this landscape and how, as a strategic Storyblok partner in the Benelux region, iO helps organisations achieve lasting digital impact.



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Chapter 1:
The new reality of digital platforms and the role of Storyblok

The digital landscape of 2026 has been shaped by four powerful developments which, together, have fundamentally raised the bar for content platforms.

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1.1 Composable architecture and the MACH principles

Composable architecture is an approach to assembling a digital environment from separate, specialised systems that communicate with one another via APIs. The industry has codified this approach in the MACH principles: Microservices (small, independently deployable services); API-first (everything is accessible via a standardised interface); Cloud-native SaaS (scalable and maintenance-free); and Headless (the presentation layer is fully decoupled from content management).

Gartner introduced the concept of the composable business as an organisation that can quickly and flexibly recombine its digital capabilities like building blocks, without accruing technical debt. For content platforms, this means no longer having one monolithic system that does everything (and therefore excels at nothing), but rather a targeted selection of best-of-breed solutions, each of which excels in its own domain.

Platforms such as Sanity and Contentstack are all moving in this direction. What sets Storyblok apart is its combination of a fully headless architecture with a visual editing experience that enables non-technical users to work independently without compromising the flexibility of the underlying API structure.



Insight: Over 60% of enterprise digital teams have switched, or are planning to switch, from monolithic CMS platforms to API-first architectures (source: Forrester, 2025). The question is no longer whether to switch, but when and with whom.

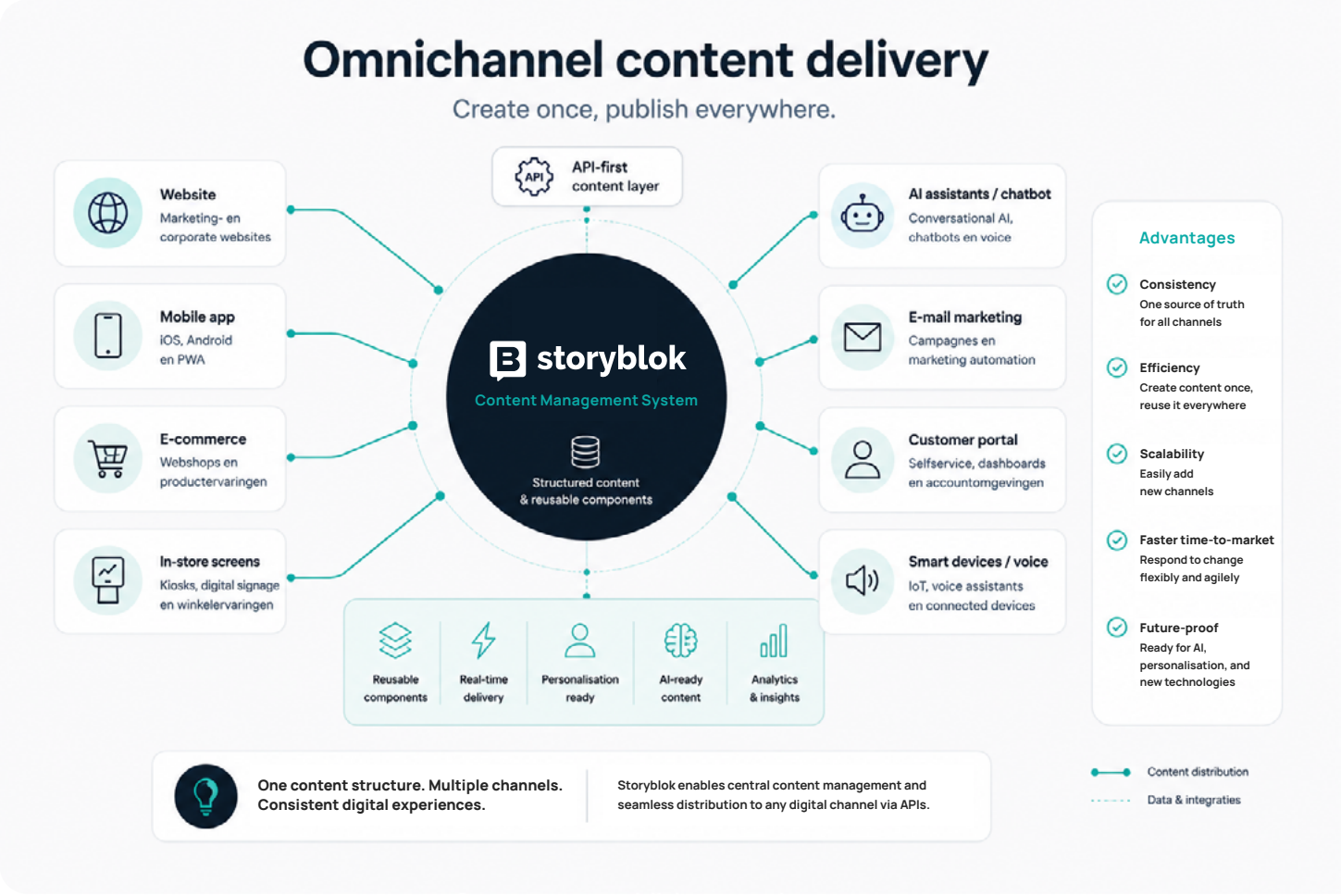
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1.2 Omnichannel content delivery

Content is created once and delivered in ten places: that is the essence of content as a service (CaaS). It means a product description appearing on the webshop, in the mobile app, on a digital screen in the store, via a chatbot and in AI-generated responses, all without the content editor having to enter it five times.

This model requires a content platform that manages content as structured data, independent of presentation. Headless CMS platforms are designed precisely for this purpose. Over 70% of organisations with an omnichannel strategy use a headless CMS to publish content across five or more digital touchpoints (source: Storyblok State of CMS, 2025).

Storyblok's component-based content model is particularly powerful in this respect: a 'hero section', 'product card' or 'testimonial block' is defined once and can be deployed everywhere. This is the technical foundation for consistent omnichannel delivery without editorial duplication.



© iO



1.3 AI-driven personalisation

The shift from segmentation logic to real-time, predictive experiences represents one of the most significant developments in digital marketing today. While market segments once determined the message seen by a visitor, the current goal is to personalise every interaction in real time based on behaviour, context, and predicted intent.

This places high demands on the underlying content platform. Content must be stored in a structured way, equipped with metadata, tags, and contextual information, so personalisation engines and AI models can work with it efficiently. A platform that stores content as unstructured HTML is therefore unsuitable. A platform that stores content as composed, semantically rich components is far better suited to the task.

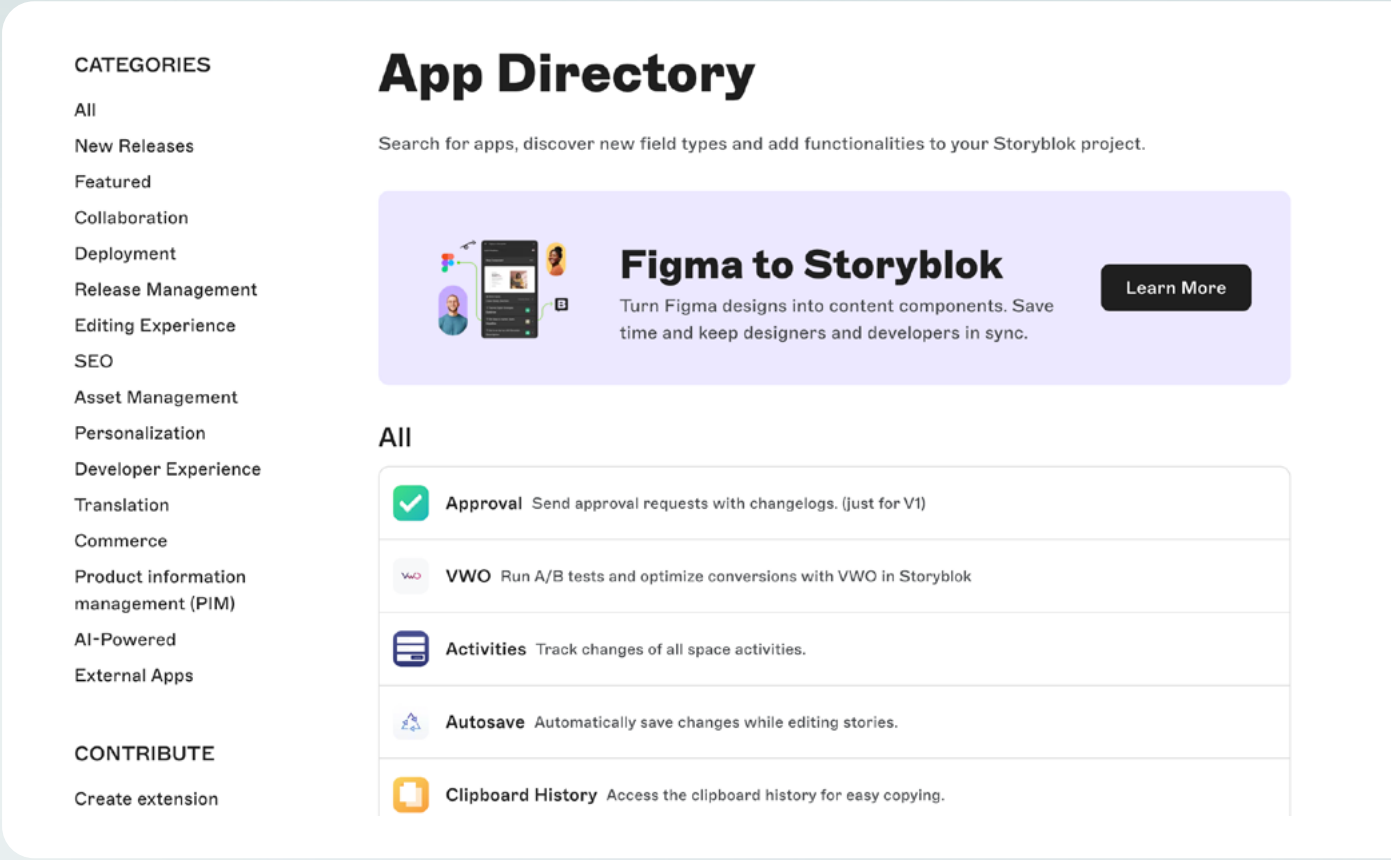
Storyblok's Strata layer (coming soon) — the semantic content intelligence module — makes content readable for both people and AI systems. This is essential in a world where an increasing amount of information-seeking behaviour takes place via AI assistants.

© iO

1.4 First-party data and the scalable content supply chain

The era of third-party cookies is over. Organisations that based their digital strategy on buying external audience data must now fundamentally change direction. The future belongs to first-party data — behavioural data that organisations collect themselves via their own digital channels and on the basis of consent.

This makes the quality of digital experiences that you own more important than ever. After all, content is the medium through which you build relationships, collect data and create loyalty.



Did you know iO can help you with your content? From migration to writing to maximising your findability

Check website →

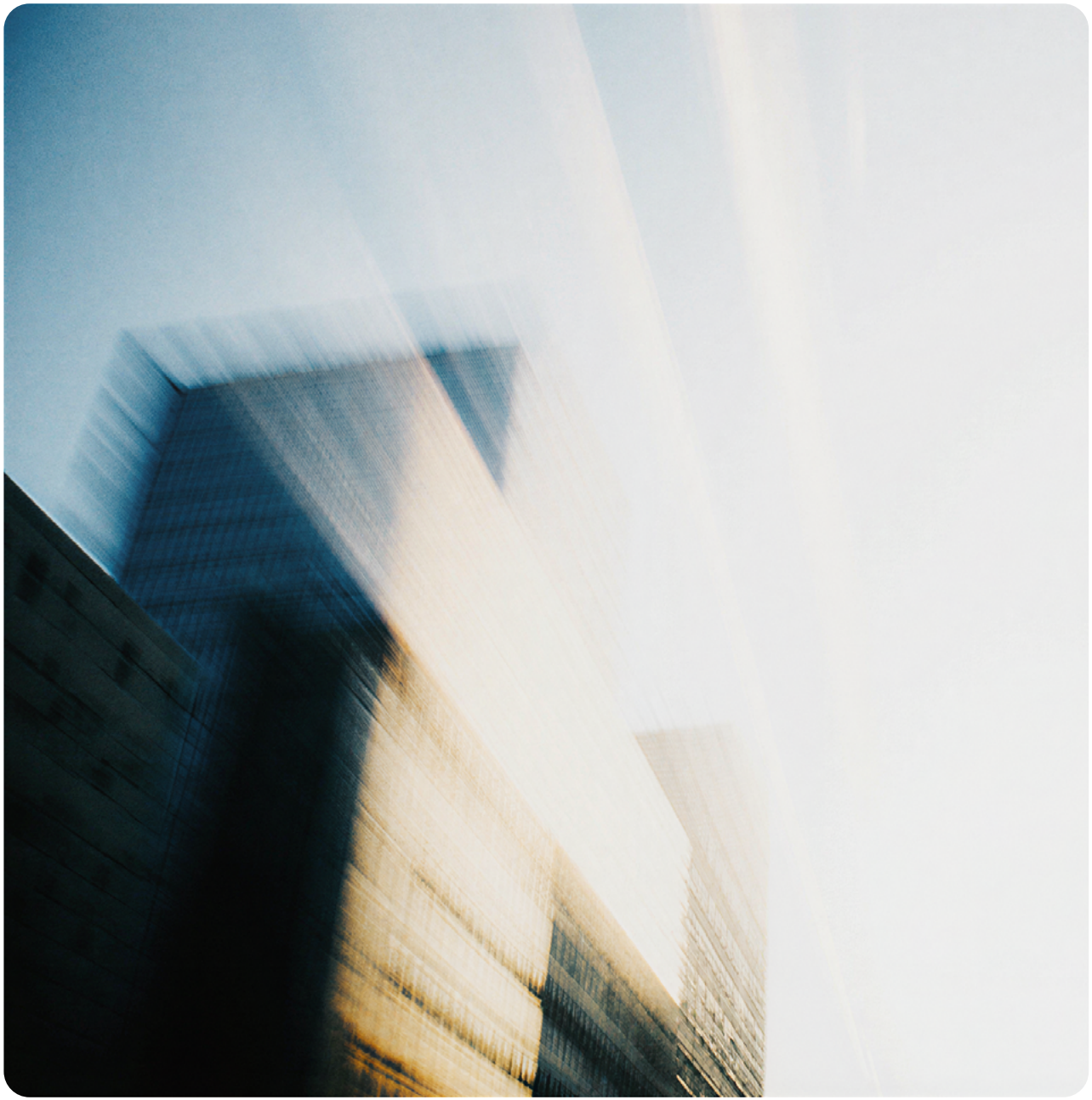
At the same time, pressure on content supply chains is growing. These are the processes by which content is planned, created, approved, published and optimised. Organisations that treat this as an industrial process, complete with clear roles, workflows and automation, are more likely to deliver better digital experiences. Storyblok's FlowMotion module offers structured workflow automation, from content checks based on brand guidelines to the automatic routing of approval processes. Storyblok was developed in response to these four realities. It is a headless, API-first platform that is composable at its core. It manages content as reusable components and connects with personalisation engines, CDPs and commerce platforms via a rich integration marketplace.

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Chapter 2:
Why Storyblok is strategically a strong choice



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In a short space of time, Storyblok has established itself as one of the leading headless CMS platforms for enterprise organisations. In the Spring 2026 G2 reports, the platform was recognised as the #1 content management system for enterprises in Europe, the Middle East and Africa (EMEA), Germany and the United Kingdom, having received more than 71 awards across all relevant categories. Storyblok was also named a Leader in the IDC MarketScape for AI-enabled headless CMS in 2025. These are not marketing claims, but independent market recognitions based on user reviews and analyst research.

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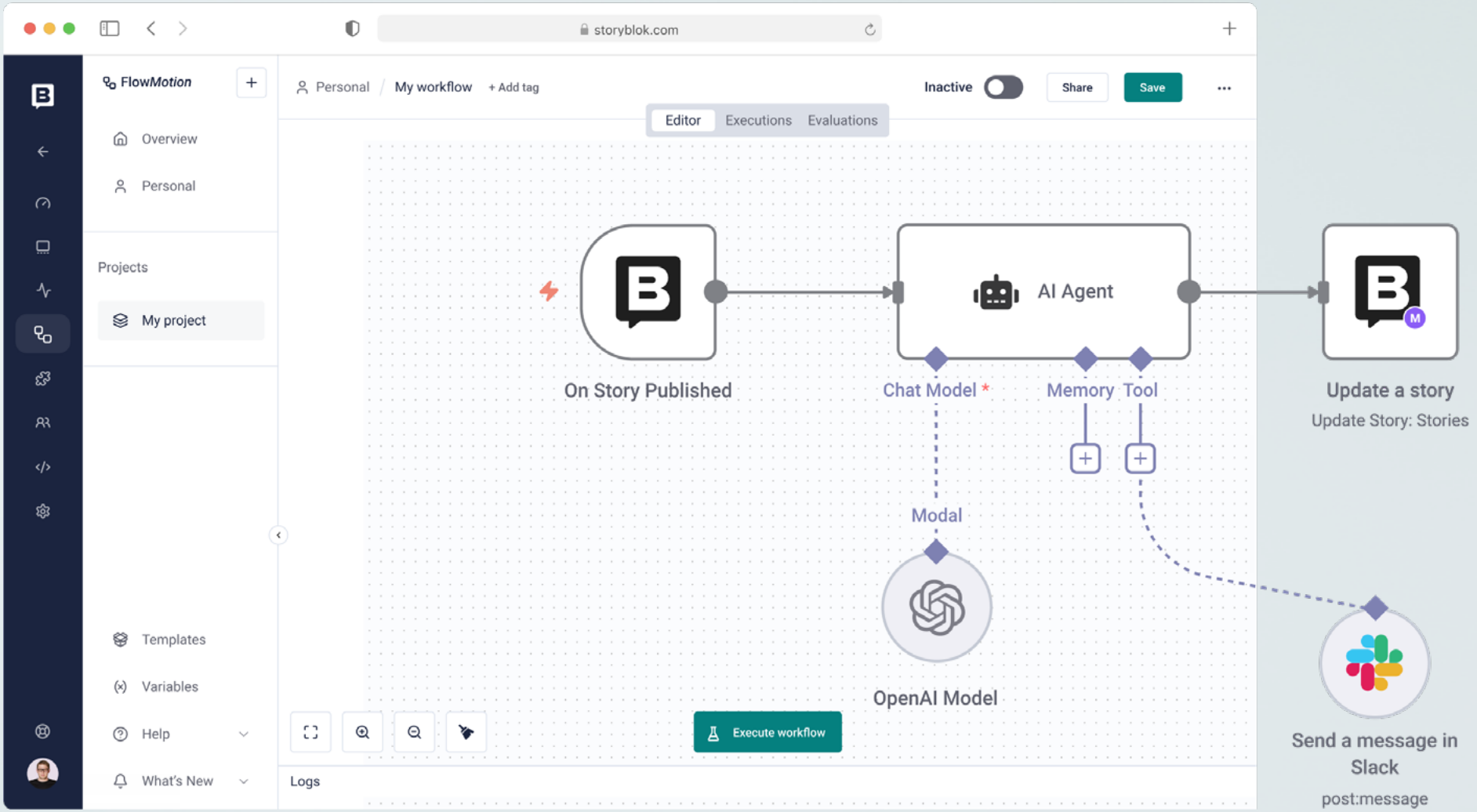
2.1 Key strengths

Visual Editor with live preview is the most distinguishing feature of Storyblok. This is in comparison to competitors such as Optimizely or Sanity. Editors can see in real time how their content will appear on the final page, eliminating the need for a preview button or technical detours. This significantly reduces the barrier to entry for non-technical users and accelerates content production.

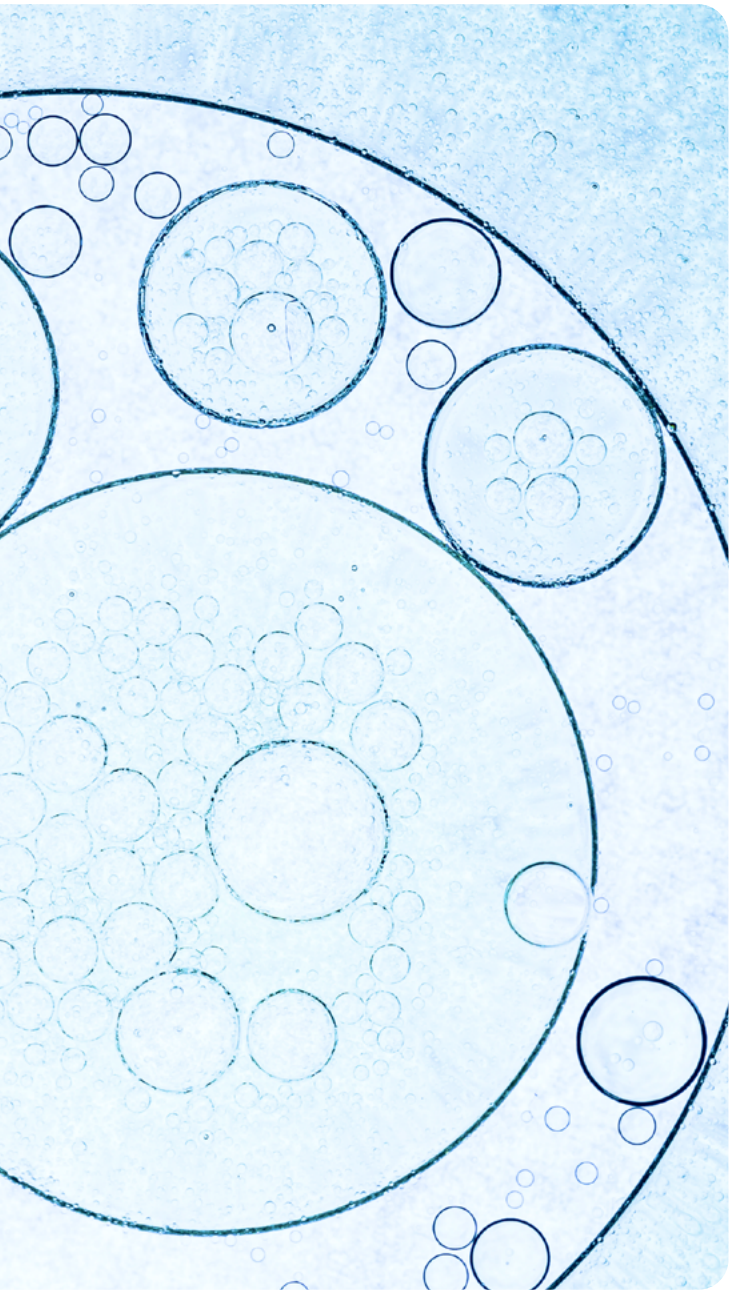
- → **Component-based content modelling** means that content is managed as reusable building blocks rather than pages. This forms the technical basis for consistent omnichannel delivery and efficient AI personalisation.
- → **Hybrid architecture** makes Storyblok uniquely flexible. The platform can be deployed fully headless or with traditional rendering options. This enables organisations to transform gradually rather than replacing everything at once, which is a crucial feature for enterprises with complex legacy environments.
- → **Multi-space and multi-language** support make Storyblok suitable for international organisations with multiple brands, markets and languages, all of which can be managed from a single platform with a shared content model where desired and local autonomy where needed.
- → **Marketplace integrations** connect Storyblok with the rest of the composable stack, including e-commerce platforms such as Shopify and Commercetools, DAM systems such as Cloudinary and Bynder, CDPs, personalisation engines, and analytics platforms. This establishes Storyblok as a true orchestration layer in modern digital architecture.
- → **Developer experience** is deliberately designed. Storyblok offers both REST and GraphQL APIs, as well as SDKs for all common frameworks, such as React, Vue, Nuxt, Next.js and Angular. It also provides comprehensive documentation and an active developer community.
- → **Storyblok AI** introduces native AI functionality into the editor, including automatic content generation and translation, as well as alt text for images. With Strata, it also offers semantic content intelligence that connects content to AI-driven search experiences.

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→ **FlowMotion** automates repetitive content tasks, from brand guideline checks to approval routing. Storyblok's direction is clear: to evolve from a CMS into a fully-fledged content operations platform, with AI driving every stage of the content lifecycle.



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2.2 Storyblok Points of attention – and how iO makes the difference

Every platform comes with its own set of challenges. The difference often lies not in the technology itself, but in how it is implemented. While Storyblok projects can be slowed down by governance, content structures or integration complexity, iO provides structure, guidance and scalability from the outset.

How iO approaches this in practice:

→ Content modelling workshops with business, marketing and development

→ UX, content and development working together from day one

→ Defining governance, workflows and roles upfront

→ Setting up components and content models for scalability

→ Integrations with DAM, PIM, CRM, CDP and commerce platforms

→ Active guidance and training of editorial teams

→ Strong expertise in headless, composable and frontend architectures

→ Practically applying AI and automation via Bonzai and Storyblok

This is how we ensure that Storyblok is technically sound, workable, manageable and scalable for marketing, content and development teams in the long term.

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Chapter 3:
Why Storyblok projects can fail or stall — and how to get ahead of it



© iO



Storyblok is a powerful platform. However, even the best platform will not deliver results if it is not implemented correctly. Drawing on years of experience with complex CMS projects, iO has identified six common causes of delay and disappointment.

> Insight: More than 40% of enterprise CMS migrations are delayed or exceed the budget. This is not due to technological failure, but rather to the underestimation of the complexity of change management and integration (source: Gartner, 2024). The technology itself is rarely the problem.

© iO

3.1 Failing to bring business processes along

All too often, a CMS migration is treated as a technical project when, in essence, it is an organisational change.

→ How is content created today?

→ Who is responsible for what?

→ Which workflows are formal and which are informal?

Without answers to these questions, the new system will be configured based on assumptions rather than reality.



Preventive measure: Start every project with a thorough content operations audit, mapping all relevant stakeholders — from marketing and IT to legal and local markets — and gaining an in-depth understanding of their working practices.

Would you like to start with an audit? Colleague Jorrin Wristers would be happy to help you get started.

© iO



3.2 Governance is often absent

Think about roles in advance — both during the project and when using the platform.

During the project:

→ **Project Manager / Product Owner** — Responsible for priorities, planning and decision-making throughout the project.

→ **Content Strategist** — Defines content structure, governance, workflows and content models.

→ **UX/UI Designer** — Designs the user experience and translates components into scalable designs.

→ **Front-end Developer** — Builds the frontend and connects Storyblok to websites, apps or other platforms.

→ **Solutions Architect** — Safeguards the composable architecture, integrations and technical scalability.

→ **Content Editors / Marketers** — Manage and publish content within Storyblok via the Visual Editor.

→ **DevOps / Cloud Engineer** — Responsible for hosting, deployment pipelines, performance and security.

→ **Data & AI Specialists** — Support personalisation, analytics and AI workflows within the platform.

→ **QA / Testing** — Verifies functionality, content flows and quality prior to go-live.

When using the platform:

→ Who is permitted to publish what?

→ How is content consistency maintained across brands and markets?

→ Who manages the content model once the implementation partner has completed their work?

Without a clear governance framework, even the finest systems can descend into chaos during production.

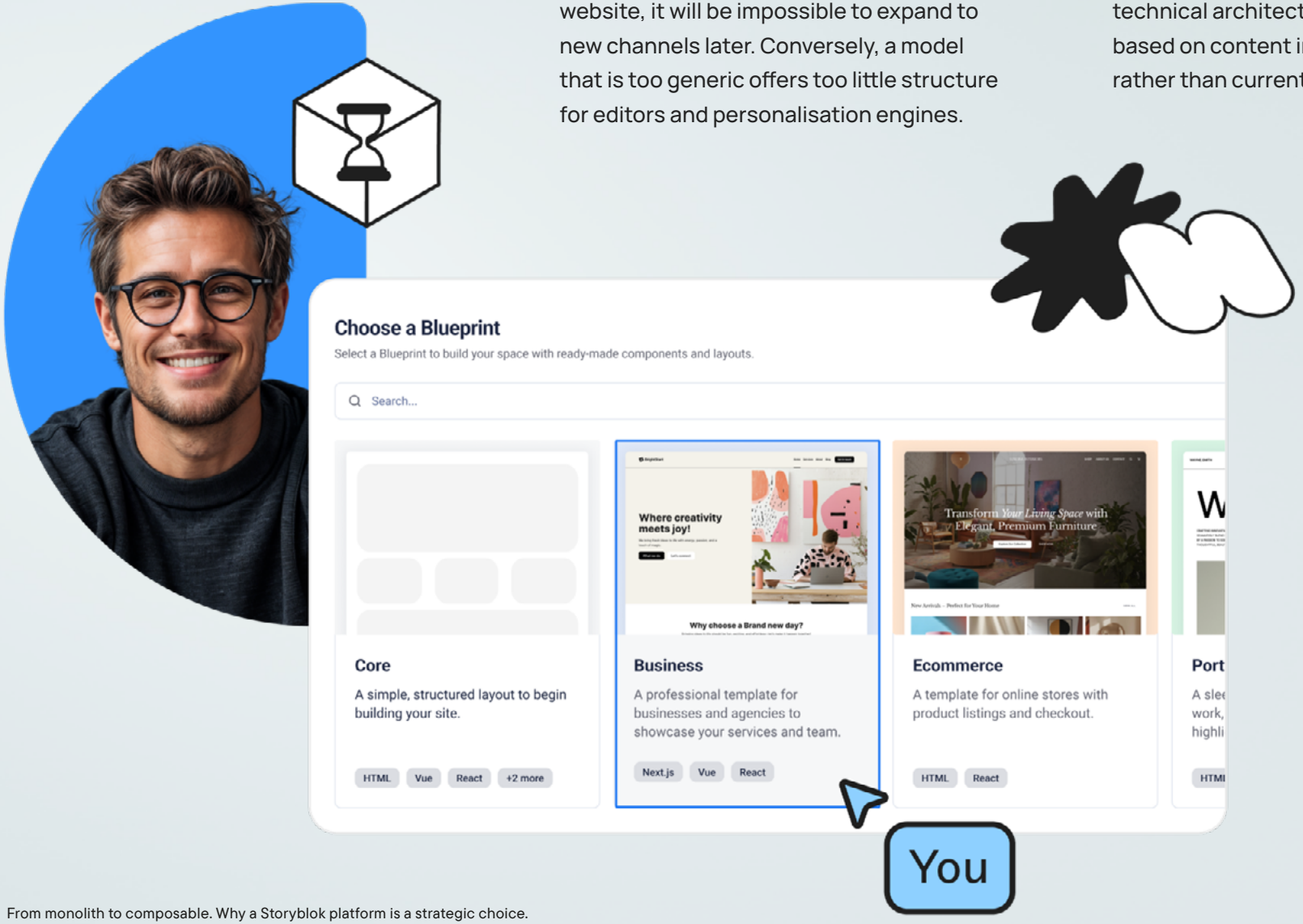
Preventive measure: Define governance roles and permissions early on, including a management and escalation structure for after the system goes live. Storyblok offers granular role structures that align with enterprise organisational structures.

© iO

3.3 Incorrect content models

The content model determines the flexibility and reusability of content. If a content model is too narrowly focused on the current website, it will be impossible to expand to new channels later. Conversely, a model that is too generic offers too little structure for editors and personalisation engines.

Preventive measure: Invest in a content modelling sprint involving joint sessions between strategists, content owners, and technical architects. The model should be based on content intent and reusability rather than current page layout.



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3.4 Integration architecture underestimated

Storyblok does not operate in isolation. In a composable stack, the CMS must be able to connect with e-commerce, CDP, PIM, DAM, analytics, personalisation, and more. Each integration requires an interface that must be designed, documented and maintained. Failing to recognise this complexity can lead to scope creep and delays.

Preventive measure: Create an integration architecture map early on that identifies all dependencies, including data ownership, synchronisation frequency, and fallback scenarios in the event of outages.

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3.5 Development-only partners without a focus on service design and UX

A headless CMS requires careful design of the front-end experience. Many implementation partners excel at technical development, but lack the strategic and UX expertise required to design digital experiences that convert and drive retention.

Preventive measure: Choose a full-service partner offering strategy, service design, UX/UI, development and data under one roof. The greatest value is created by the connections between disciplines, rather than by the disciplines themselves.



© iO



3.6 Insufficient Storyblok knowledge and experience

Storyblok is not a generic platform. Working with it requires specific expertise, such as knowledge of the Visual Editor API, the component model, how stories are nested, the cache invalidation logic for API calls and the integration options via the marketplace. Developers working with Storyblok for the first time tend to make the same predictable mistakes, which an experienced partner would avoid.

Preventive measure: Choose a partner with certified Storyblok expertise and demonstrable experience of implementing comparable projects.

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Chapter 4:
Crucial elements of a successful Storyblok approach



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Successful Storyblok programmes are not just technical projects. They require a coherent approach spanning four domains.

> Insight: Organisations that adopt a consistent approach across the four key areas of strategy, technology, data and content achieve an average time-to-market 35% faster for new digital campaigns and experiences than organisations that prioritise technical migration (source: McKinsey Digital, 2024).

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4.1 Strategy

Every successful digital programme starts with clear answers to strategic questions. What is the desired digital customer experience, both now and in three years' time? How does the new platform fit into the broader digital strategy? Which channels are the priority, and in what order?

Customer journey mapping reveals how customers navigate the digital landscape, the content they require at each stage, and the friction points created by the current environment. CX design translates these insights into concrete UX principles and interface choices that the content platform must support. A governance framework ensures that the chosen approach is maintained after launch. Roadmap thinking ensures that the initial launch is just the beginning of a programme of continuous improvement.

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4.2 Technology

A Storyblok implementation involves more than just the CMS. A well-designed composable stack determines which systems are used alongside Storyblok and how they are connected to one another. Cloud-native deployment via platforms such as Vercel or Netlify — with which Storyblok has strategic partnerships — ensures performance and scalability benefits, as well as a reliable release pipeline. DevOps practices such as CI/CD, automated testing and feature flags make it possible to release updates frequently and safely. The integration architecture connects Storyblok with the rest of the IT landscape in a maintainable and extensible way.

> Relevant Storyblok modules in this domain include: REST and GraphQL APIs, Marketplace integrations, and the multi-space architecture for organisations with multiple brands or markets.



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4.3 Data & AI

Data is the driving force behind modern digital experiences. CDP integration connects customer behavioural data with the content layer, enabling personalisation based on actual visitor behaviour. A personalisation engine, connected via the Storyblok Marketplace, determines which content is shown to which visitor. Predictive experiences take it a step further by anticipating intent based on historical behaviour and contextual signals. Analytics then closes the loop by adjusting underperforming content on the basis of data.

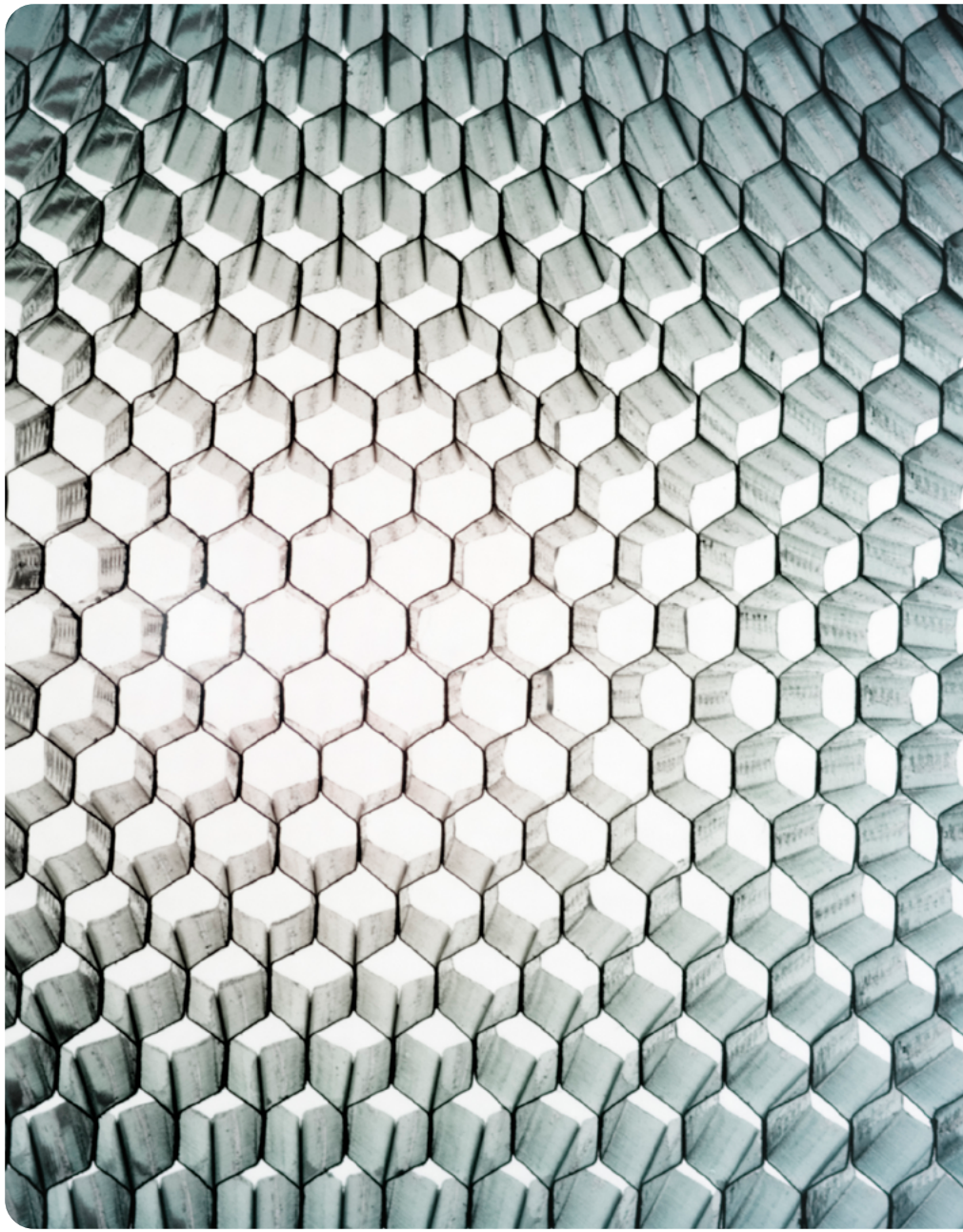
Relevant Storyblok modules in this domain include: Strata (semantic content intelligence for AI-driven search experiences) and the AI assistant for content generation and optimisation.

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4.4 Content & Marketing

Technology is a means to an end, not an end in itself. The organisational side of a Storyblok implementation is equally important. Content operations determine how content is planned, created, reviewed and published, as well as the associated roles and responsibilities. In a headless architecture, SEO is an explicit choice: metadata, structured data and performance must be deliberately incorporated into the front-end implementation. Campaign orchestration connects content in Storyblok with marketing automation and email platforms. Marketplace integrations make it possible to connect content directly to commerce, personalisation and CRM.

> Relevant Storyblok modules in this domain include: FlowMotion (workflow automation), the AI assistant (content generation, translation and alt text) and the Visual Editor (enabling editors to produce content quickly and independently).



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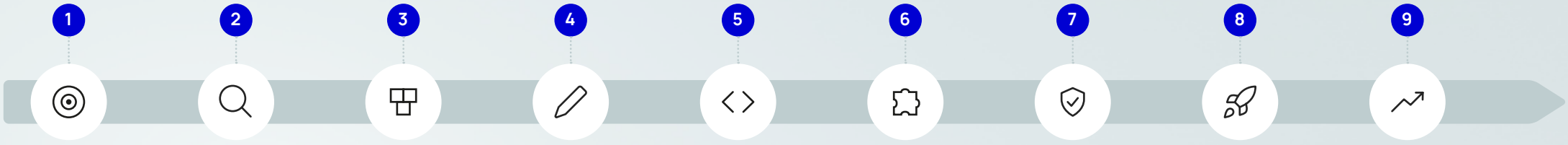
Chapter 5:
How iO executes Storyblok programmes successfully



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From strategy to scalable impact

A proven end-to-end approach to deliver a Storyblok platform that is ready for growth, innovation and the future.



1 Strategy

- Goals & ambitions
- Stakehold alignment
- Business case
- Architecture vision

2 Discovery

- Current situation analysis
- User needs
- Content audit
- Competition & market

3 Content modelling

- Content strategy
- Components & content models
- Taxonomy & metadata
- Governance framework

4 UX & design

- Experience design
- Design system
- Component design
- Prototyping

5 Development

- Frontend development
- Storyblok integration
- API & data modelling
- Performance & SEO

6 Integrations

- DAM, PIM, CRM, CDP
- Commerce platforms
- Analytics & marketing
- AI & automation

7 Governance

- Roles & permissions
- Workflows (FlowMotion)
- Quality control
- Training & adoption

8 Launch

- Content migration
- Testing & validation
- Go-live & monitoring
- Performance check

9 Optimise & grow

- Data & insights
- Conversion optimisation
- New channels
- Continuous innovation

CONTINUOUS IMPROVEMENT BASED ON DATA, FEEDBACK AND GROWTH AMBITION

Our promise

Strategic partnership.
Sustainable impact.

People first
Users, editors & customers are central.

Composable & flexible
Technology that grows with your organisation.

Fast to value
Iterative work for a fast time-to-market.

Future-proof
Built on best practices, security and scalability.

Result driven
Measurable impact on growth, efficiency & experience.

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The iO approach

At iO, we work with phased trajectories that begin with strategy and end with scaling, rather than the other way around. Each phase delivers tangible value, meaning organisations do not have to wait for a big launch to see results.

Co-creation is not an empty concept at iO. Stakeholders from the client organisation are actively involved in design sessions, content modelling workshops, and prioritisation decisions. This approach fosters commitment, preserves essential organisational knowledge, and improves the final solution.

Cross-disciplinary teams combine strategic thinking with UX expertise and comprise Storyblok-certified developers, data architects and content specialists. iO's strength lies in the collaboration between these disciplines, rather than in the individual specialisms themselves.

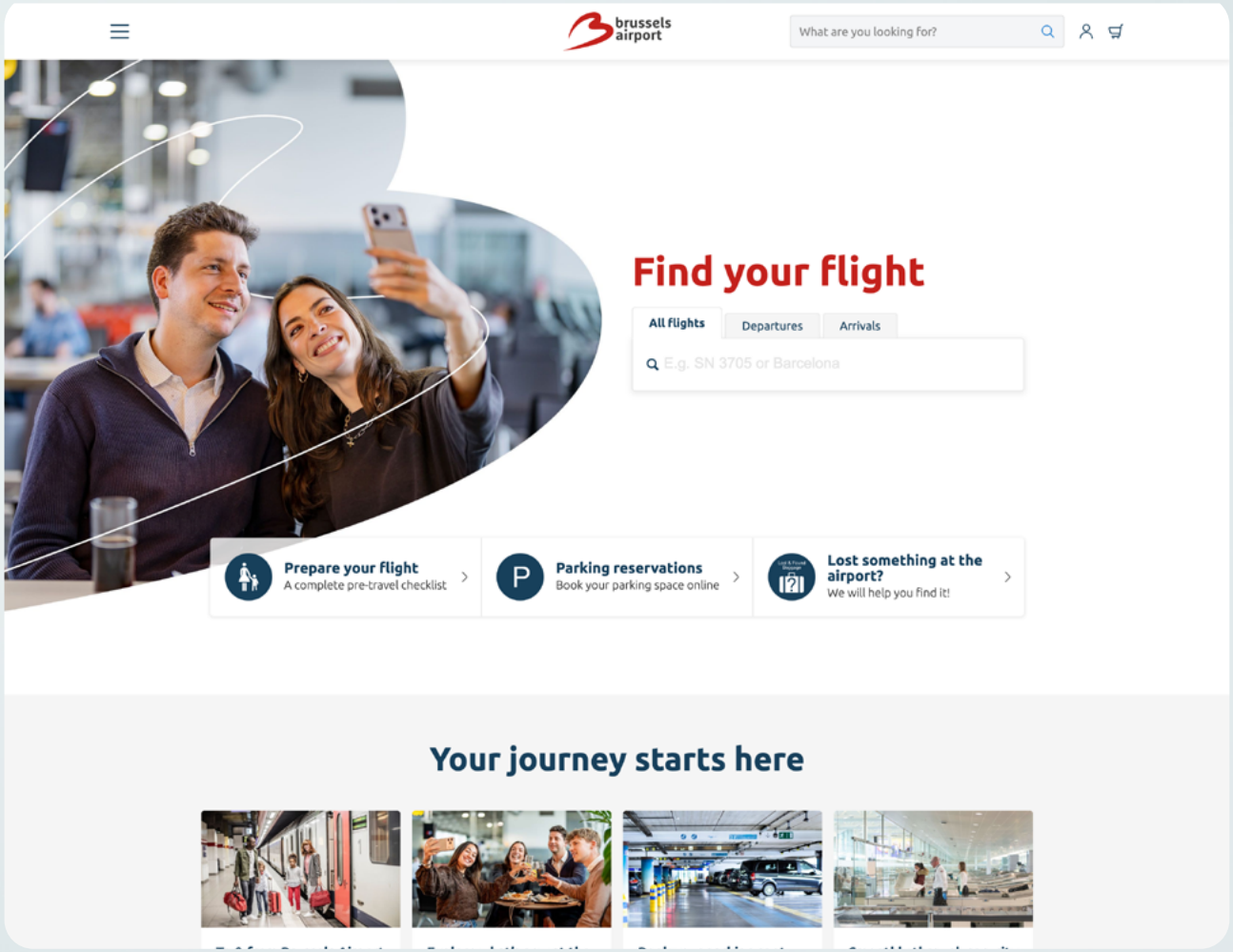
> **We combine strategy, technology and creativity to build a composable platform that not only works today, but grows with you ambitions.**

iO is a full-service digital agency with over 2,000 experts, 12 campuses across five countries, and 20 years' experience in digital strategy, user experience (UX), technology, and data.

As a strategic partner of Storyblok in the Benelux region, iO helps enterprise organisations turn ambition into results by bringing together cross-disciplinary teams with all the necessary expertise.

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Case: Brussels Airport
a fully digital ecosystem on Storyblok



Brussels Airport is one of the most complex digital environments in which iO operates. The airport ecosystem serves tens of thousands of travellers and surrounding communities, as well as airlines, retailers and government bodies every day.
Each of these groups has its own real-time information needs.

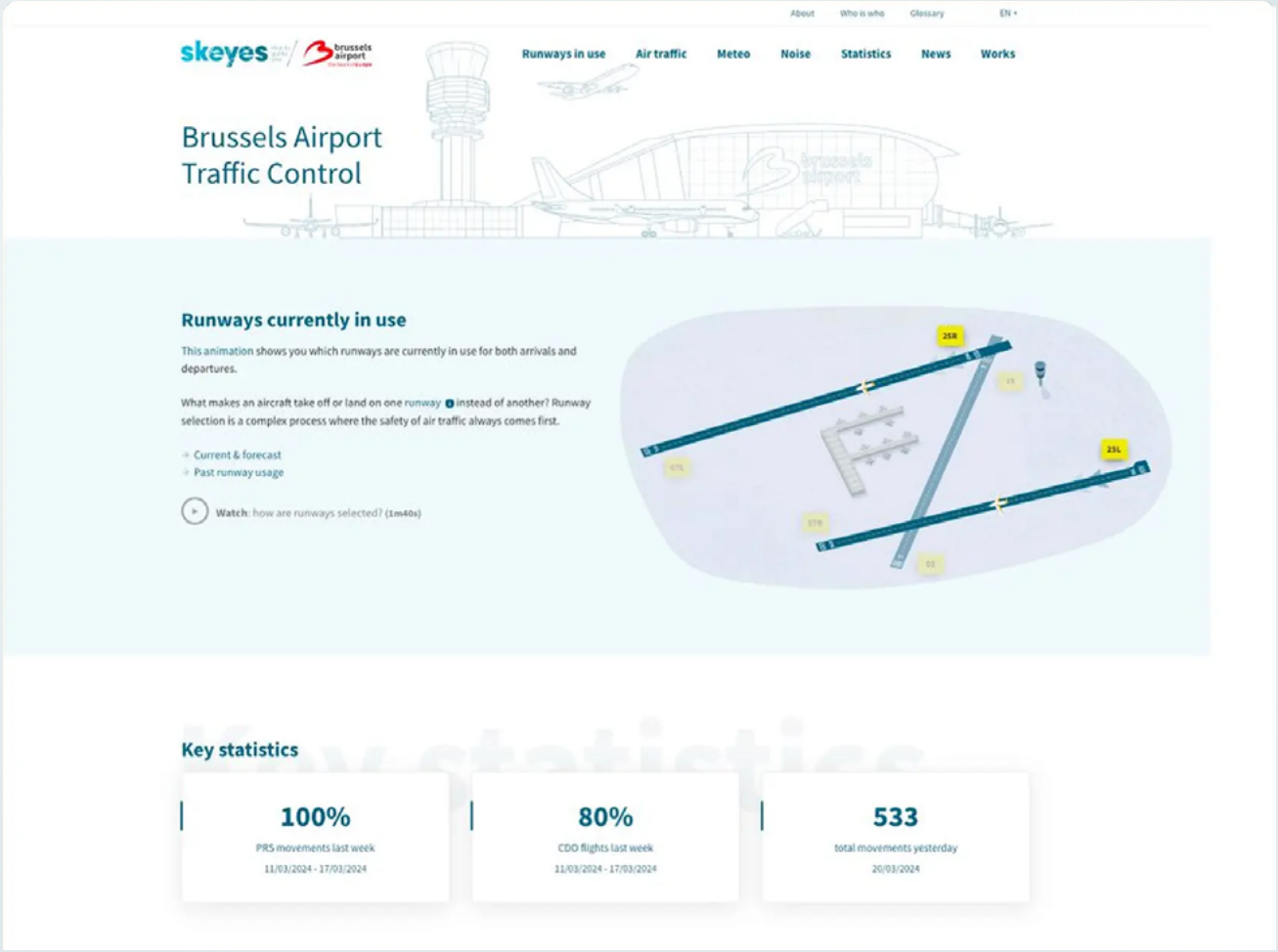
iO works as an extension of the Brussels Airport internal team in a hybrid collaboration combining strategy, technology, marketing, content, data and research.

The multifaceted challenge is to manage content consistently across a fully digital ecosystem comprising websites, a mobile app, an online shop and campaign sites, each with their own presentation layer and target audience. How do you ensure that real-time data (flight status, security waiting times and parking availability) is always correct and up to date?

The solution is built on Storyblok, which acts as the central content backbone. All content for the brusselsairport.be website and mobile app is managed from a single Storyblok environment and distributed via API to various front ends.
This is the composable principle in practice: one source, multiple channels, each with their own presentation.

© iO

Developed in React Native for both iOS and Android, the Brussels Airport app provides travellers with real-time guidance throughout their journey, including flight information, security waiting times, check-in desks, lounges, restaurants, and promotions in the shops. An API gateway prevents overload during peak periods. Storyblok manages all the app's editorial content, enabling the Brussels Airport marketing team to update content and launch campaigns independently, without the need for developer involvement.



The crisis infrastructure on brusselsairport.be demonstrates the robustness of the architecture; during sudden spikes in visitor numbers, the platform remained stable and accessible thanks to the cloud-native setup and decoupling of content and presentation.

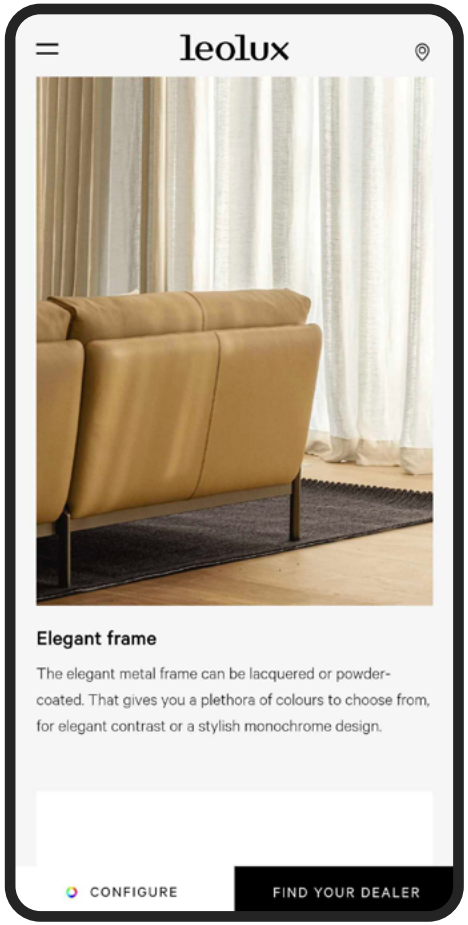
The batc.be platform (Brussels Airport Traffic Control) shows that the same approach can also make information more transparent for the local area. It provides real-time data on active runways, flight routes, noise measurements and statistics, which is available to local residents, government bodies and aviation enthusiasts. This data can also be exported directly for official reporting.

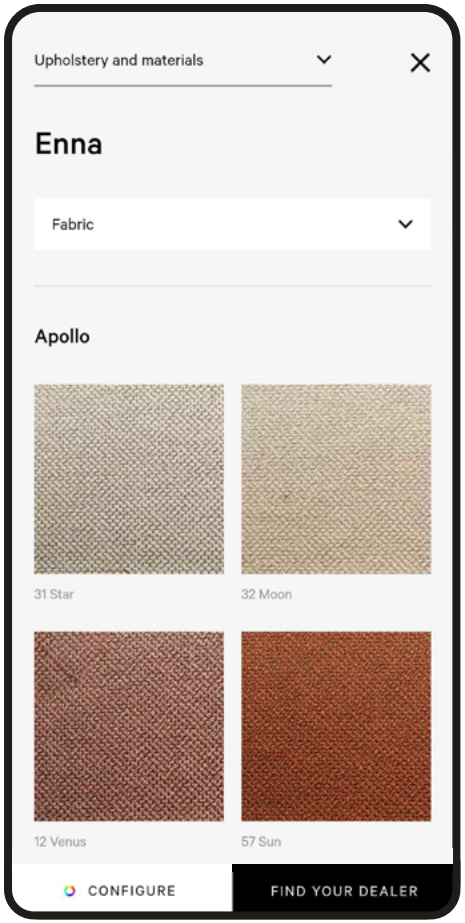
The result is a digital ecosystem in which technology consistently serves the user experience, whether that be a traveller wanting to know how busy security is or a local resident wanting insight into the flight routes above their home. Storyblok is the constant link, providing the content management layer that consistently delivers these experiences at scale.

> "iO operates as an extension of our team, combining strategy, technology, marketing, content, data and research to achieve stronger outcomes together."
>
> Brussels Airport

© iO

Case: Brussels Airport
digital brand experience for a premium design label





For a brand like Leolux, the digital space is not just about technology; it's primarily about experience. The online experience should offer the same premium feel as the furniture itself: refined and inspiring, and fully aligned with the brand.

The existing digital environment offered too little flexibility to achieve this. Content management was difficult, adding new features took a long time, and ensuring a consistent brand experience across different countries and domains was challenging.

iO therefore developed a new digital platform with Leolux, built on Storyblok. With its headless architecture and reusable components, this new environment can be scaled to support multiple languages, domains and markets without compromising on design freedom or performance.

Storyblok is the central content backbone. Content editors can independently manage pages and set up campaigns via the Visual Editor, while developers retain maximum flexibility on the front-end. This creates a modern way of working between the marketing, content and development teams.

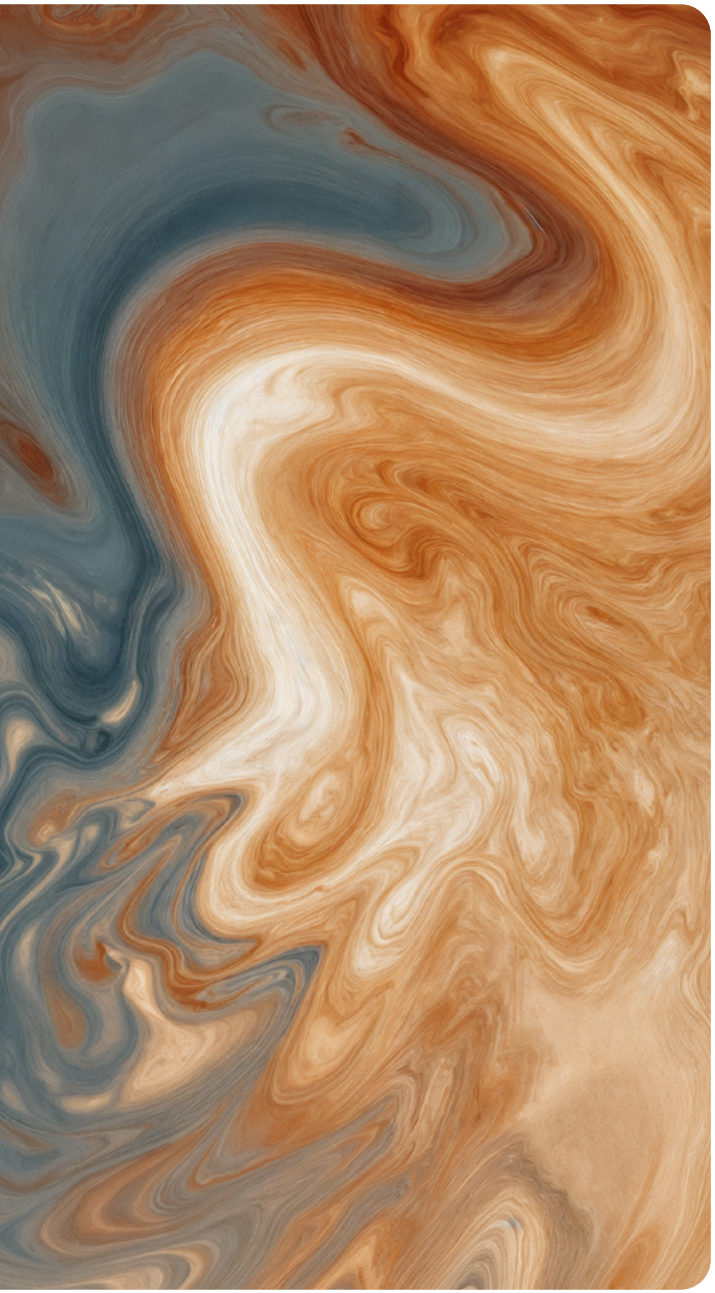
The result is a digital platform that is technically future-proof and reinforces Leolux's premium brand identity, offering consistency, scalability and readiness for further international growth.

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Chapter 6: How Storyblok approaches AI — and why the link with iO is crucial

Artificial intelligence is no longer just a futuristic theme in content management. It is already having an impact on how content is created, managed and delivered, and Storyblok has integrated AI into the core of its platform strategy.

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AI in the Storyblok editor

Storyblok's native AI assistant supports editors in the creation of content by generating drafts, rewriting texts in terms of tone and length, translating them into other languages, and automatically generating alt texts for images. This accelerates content production without compromising editorial control.

Custom AI features take this a step further, enabling organisations to connect their own AI models and settings to the Storyblok editor. This ensures that AI assistance is fully aligned with their tone of voice, content policy, and compliance requirements. This is particularly valuable for enterprise organisations that do not want a generic, "black box" approach to AI.

Strata (coming soon), Storyblok's semantic content intelligence layer, makes content readable and understandable for both people and AI systems. This is essential in a world where an increasing amount of information is sought via AI assistants, which require semantically structured, contextually rich content in order to generate responses.

FlowMotion automates repetitive content tasks, from content checks based on brand guidelines to the automatic routing of approval processes. It is clear where Storyblok is heading: from a CMS to a fully-fledged content operations platform, with AI driving every stage of the content lifecycle.

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Why the link with iO is crucial

Having AI functionality on a platform is one thing. However, AI that genuinely delivers value in an enterprise context is an entirely different matter. This requires an understanding of implementation patterns, change management in relation to AI adoption, data governance, and integrating AI workflows into existing organisational processes.

iO has invested heavily in enterprise-level AI implementation expertise — not only in tooling, but also in designing AI workflows that connect with organisations' operational reality. This expertise has taken the form of Bonzai, iO's own AI orchestration platform.

Bonzai acts as an intelligent connectivity layer that orchestrates AI agents and workflows on top of existing technology stacks, including Storyblok. While Storyblok manages and delivers content, Bonzai provides intelligence around it, such as which content is generated, when and for whom, and how this connects to broader marketing and customer experience processes.



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In practice this means:

Automated content creation based on data triggers, such as new products, seasonal changes and campaign launches — Bonzai orchestrates the AI generation and Storyblok manages and publishes the output.

Intelligent personalisation orchestration: Bonzai uses CDP data and behavioural signals to determine which Storyblok content is shown to which segment.

Content operations are automated, with Bonzai coordinating approval workflows, translation processes, and distribution via FlowMotion integrations.

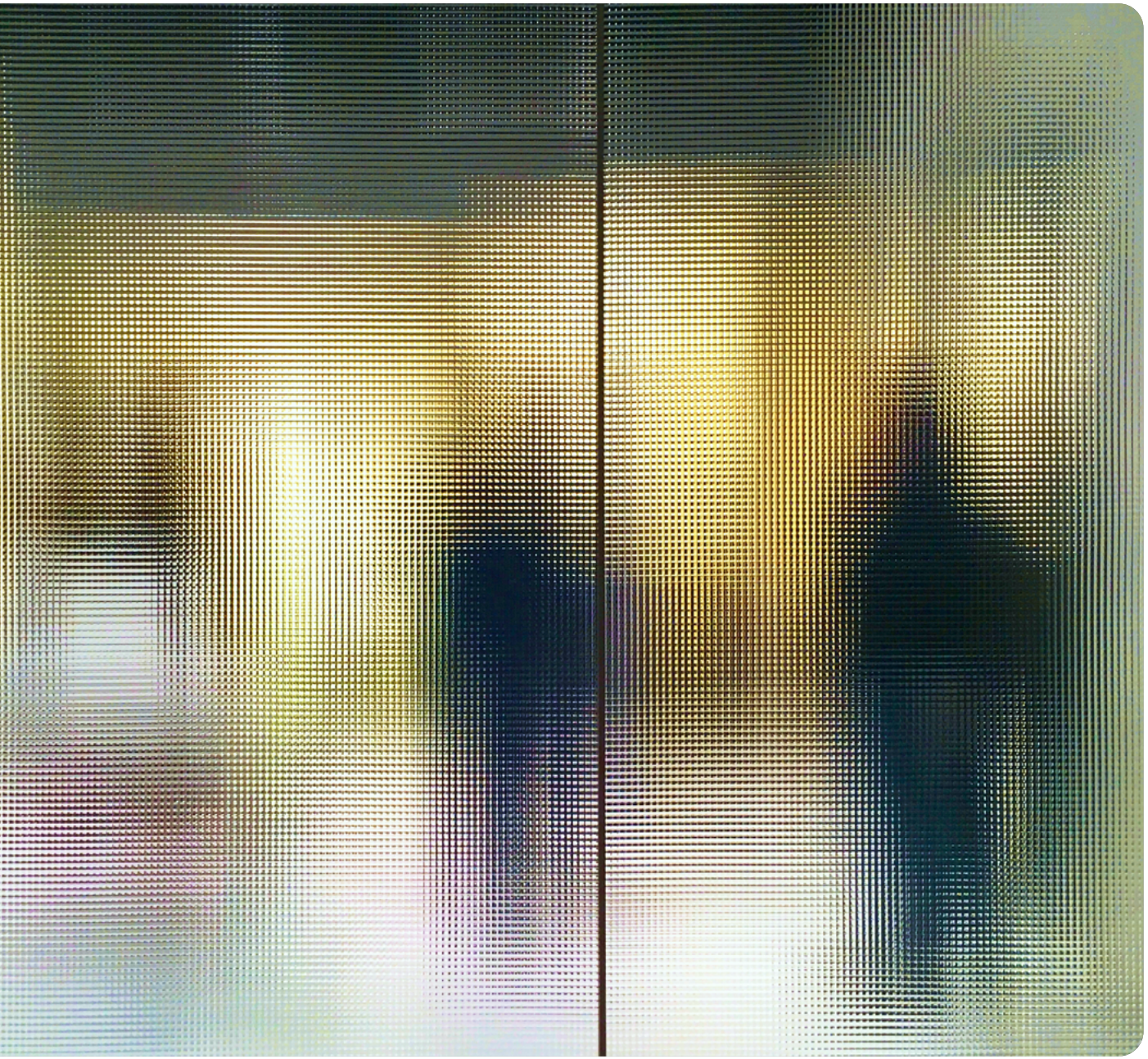
The combination of Storyblok, iO and Bonzai therefore represents a distinctive proposition for enterprise organisations that want to deploy AI as a structural accelerator of their digital operations, not as an experiment. Storyblok provides the foundation, Bonzai provides the intelligence and iO provides the strategic and implementation expertise, allowing both to reach their full potential.

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Chapter 7:
Getting started – the partner checklist



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Choosing the right implementation partner is crucial for the success of a Storyblok programme. Not all partners are equal. The ideal partner must meet the following ten criteria.

> Insight: The choice of implementation partner is as important as the choice of platform itself. A strong platform partnered with a weak partner will deliver disappointing results. However, a strong partner with a strong platform can create lasting digital impact.

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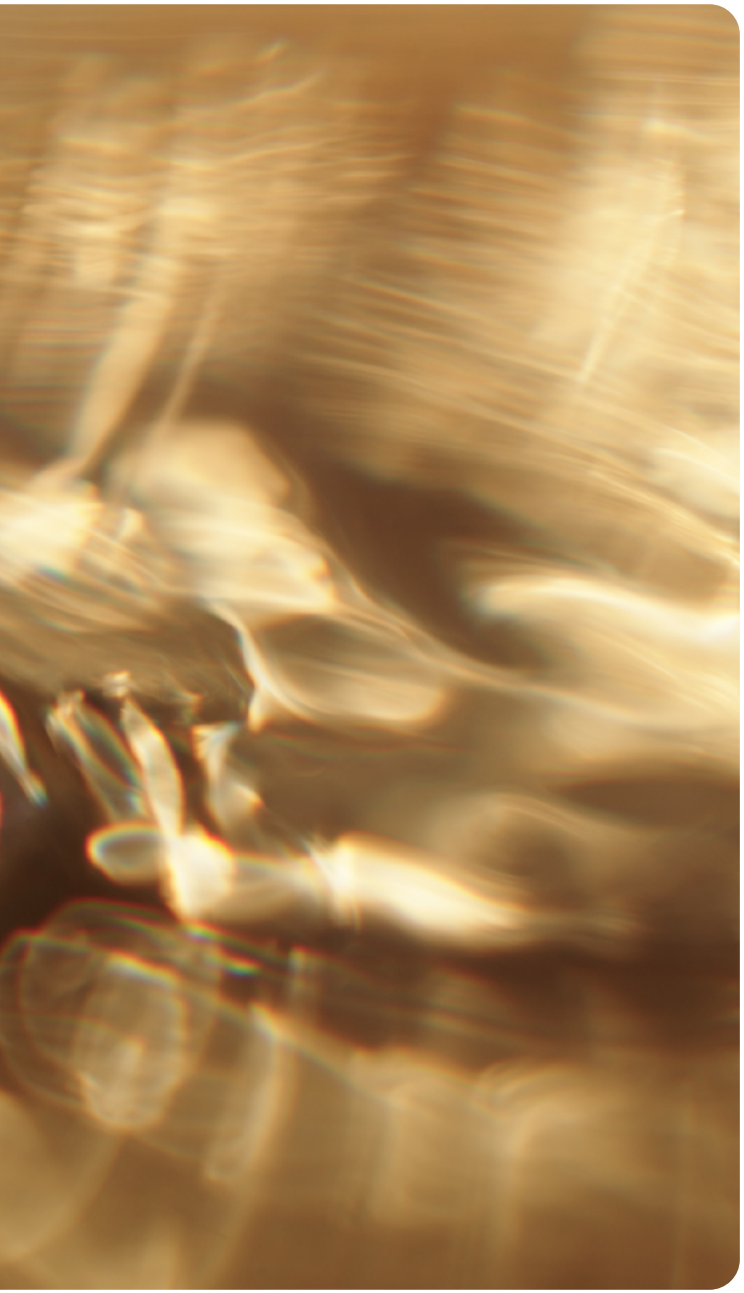
1. 1. Does the partner have certified Storyblok knowledge?

The developers, engineers and solutions architects involved must have demonstrable certification. While Storyblok certification does not guarantee success, it does indicate that a partner knows the platform architecture, API structure and best practices, and is not learning at your expense.

Gold Partner



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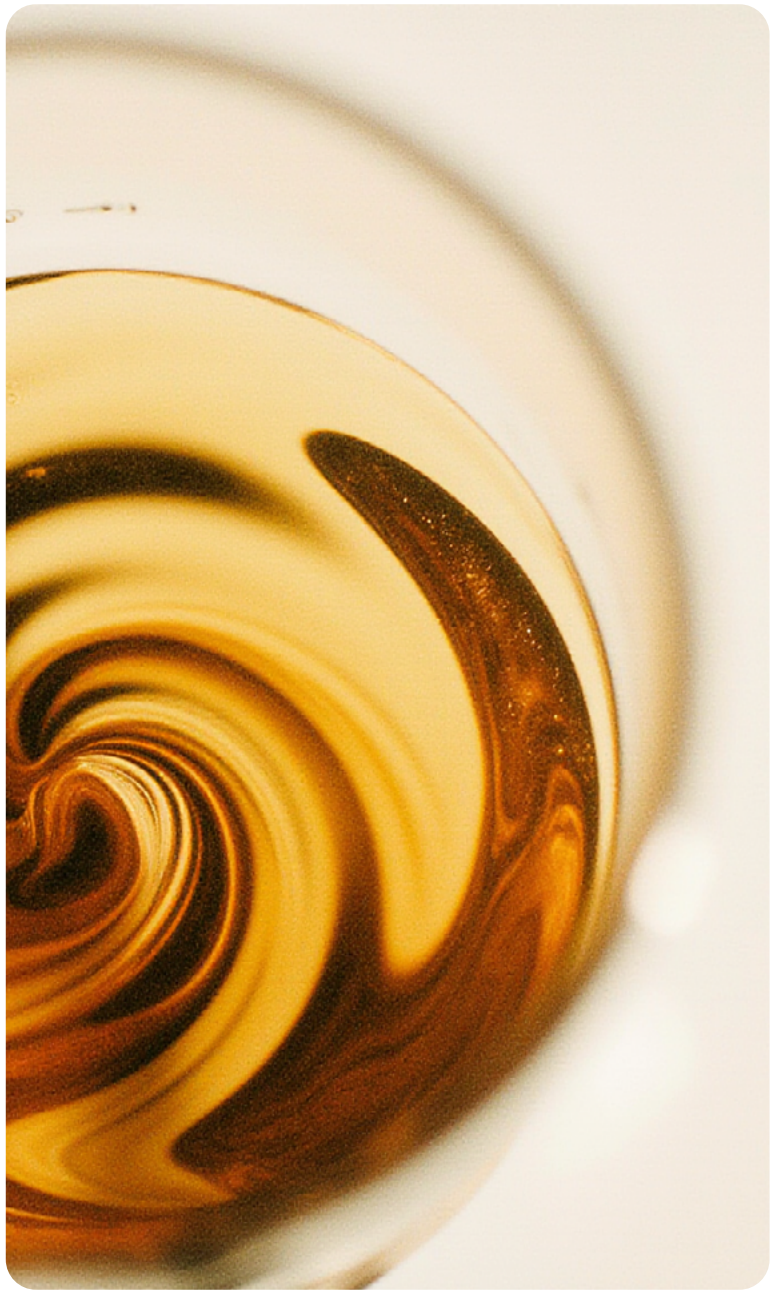
2. Test your partner on their composable knowledge. How do they approach a composable architecture?

A partner that positions Storyblok as a standalone CMS, ignoring the broader composable stack, has missed the point. Look for experience with MACH architectures, integration landscapes, and cloud-native deployments.

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3. Think beyond implementation: how do they handle content migration? And data migration?

The greatest value of a digital programme lies in its interdisciplinary nature. A partner that only delivers development is equivalent to giving you an engine without a steering wheel. Look for a partner who can think from business challenges through to technical implementation and back again.



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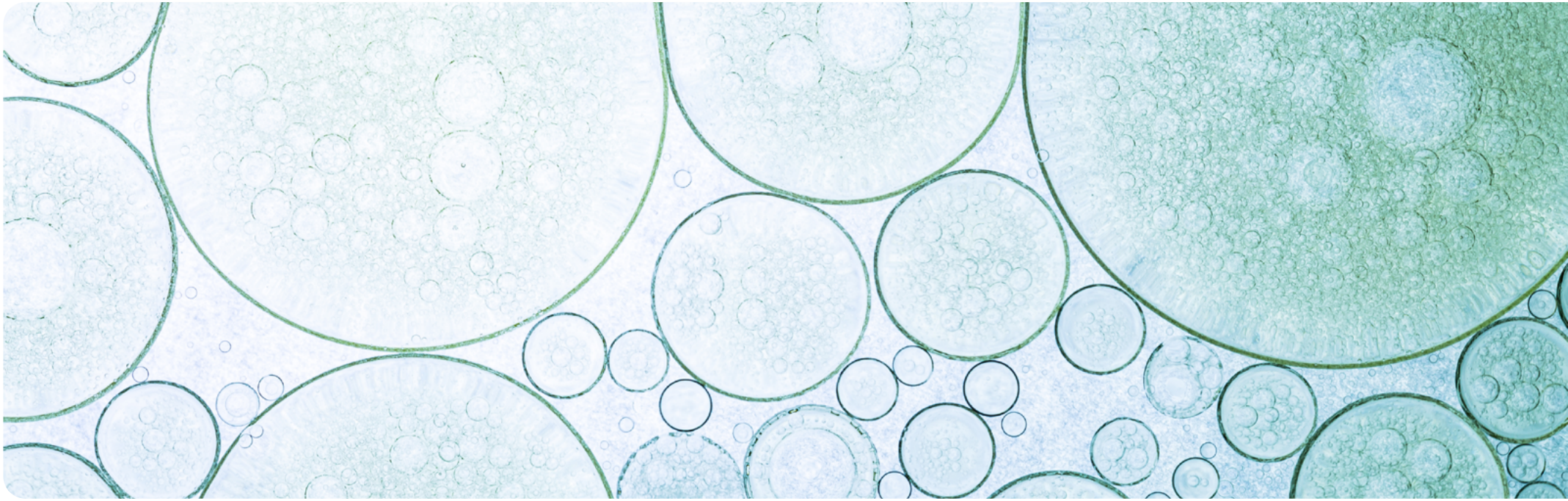
4. Do you need a technical partner only, or someone who can also think alongside you — for example with your editorial team?

For an implementation to be successful, the organisation must also use the platform effectively. This requires guidance on setting up workflows, roles and responsibilities, as well as editorial team training and change management.

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5. A standalone platform is virtually non-existent today. What integration knowledge does the partner have in-house?

Every enterprise trajectory touches multiple systems, including CDP, CRM, PIM, e-commerce, DAM and analytics. A good partner will have experience in designing robust and maintainable integrations, and will understand the implications of every choice on performance, maintenance, and scalability.



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6. What is the partner's real AI knowledge and concrete AI implementation experience?

AI is an essential component of a modern digital strategy. Look for a partner who understands AI as a concept and has experience of implementing AI functionality in enterprise environments, including content generation, personalisation and analytics.

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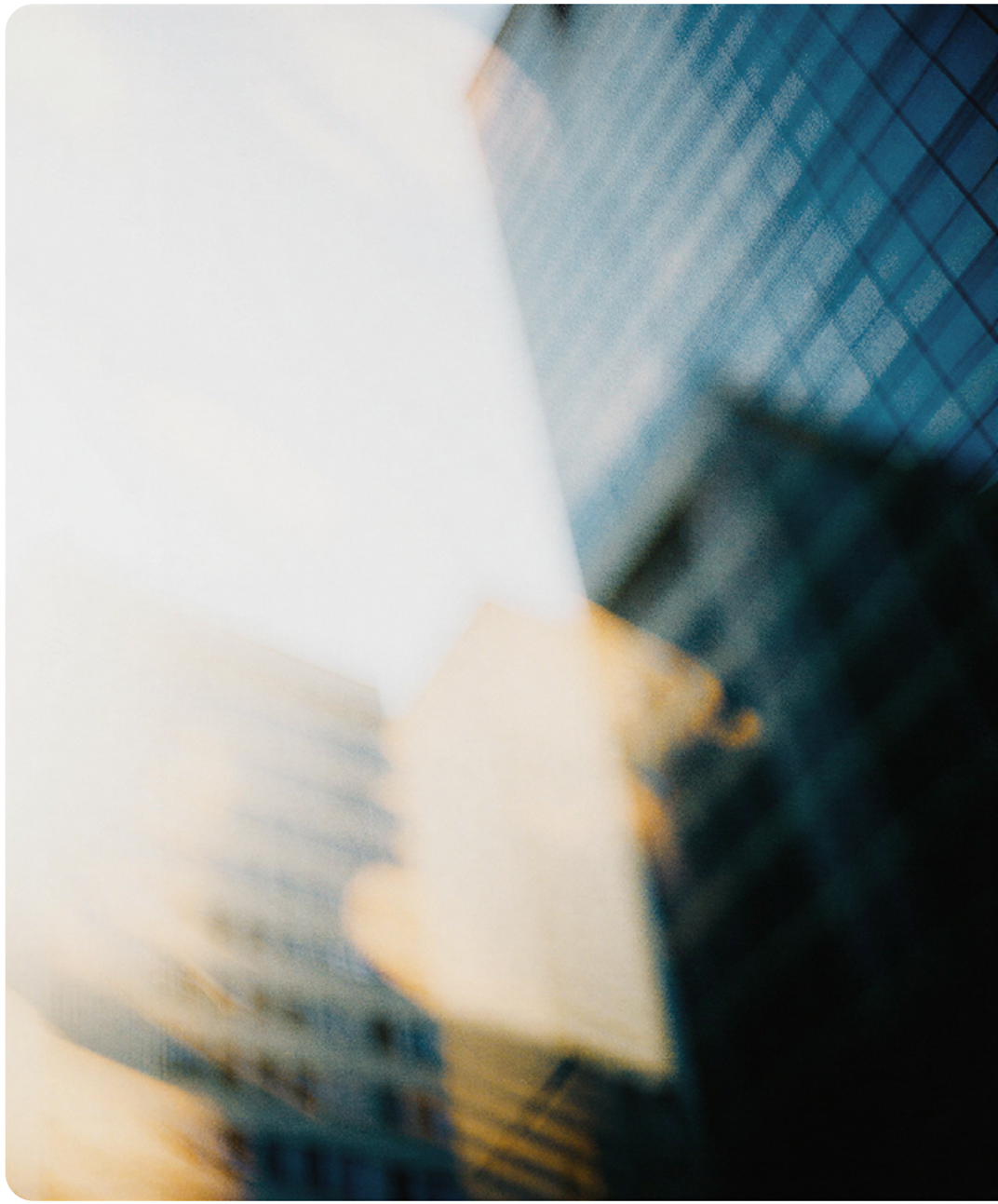
7. How will you work together? Agile? And what roadmap will you define together?

Digital programmes are not waterfall projects anymore. A good partner works in short iterations, delivering demonstrable value frequently and keeping you, the client, actively involved in prioritisation decisions. Being transparent about progress, risks and dependencies is not just a courtesy — it's a basic requirement.

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8. Enterprise-ready: are security, scalability and compliance all in order?

Enterprise environments place high demands on security, availability and scalability (SOC 2, ISO 27001, GDPR). Your partner must be able to demonstrate that they can meet these requirements and guide you in setting up a Storyblok environment that complies with them.



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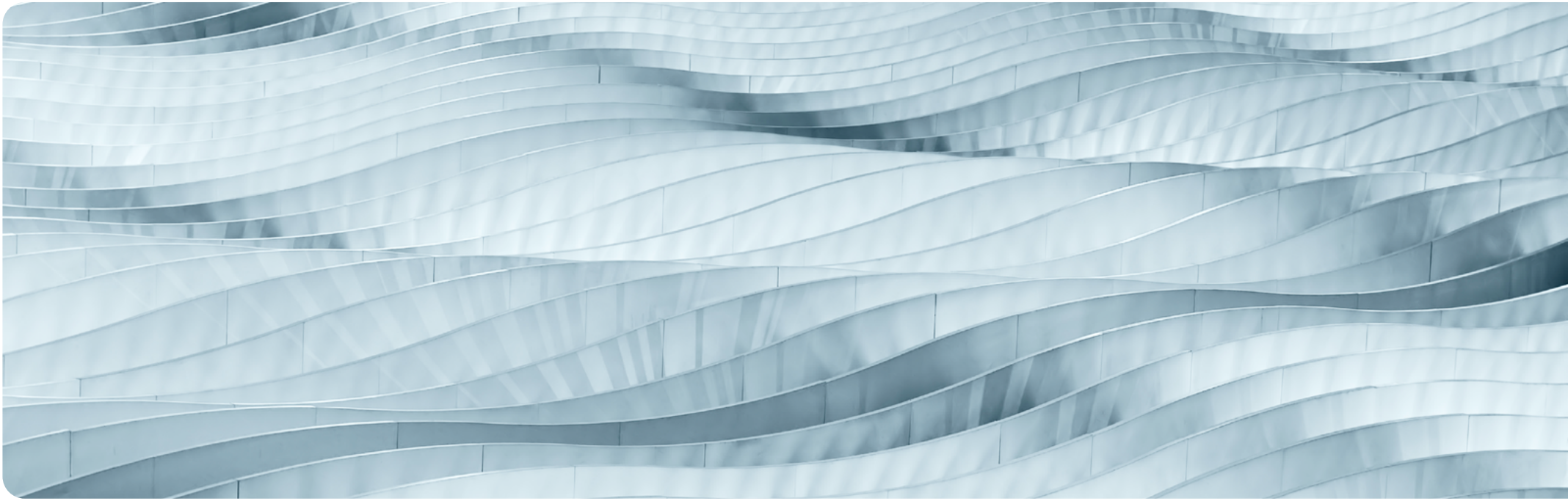
9. Think beyond delivery: managed services such as maintenance, SLAs and being there when problems arise after go-live are crucial. How does your partner handle this and how are they organised?

A digital platform is not a one-off project. Value is created through continuous improvement after launch. Choose a partner that thinks in terms of programmes rather than projects, and that is committed to building a long-term relationship based on mutual trust and shared ambition.

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10. Are there positive references in relevant sectors?

Experience is most important when it is relevant to your situation. Ask for references from comparable sectors, of a similar size, and with similar challenges. A partner that has previously succeeded in your field will bring technical knowledge and sector insights that will make a real difference.



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Conclusion

Organisations that invest in a composable content platform now are doing more than just building a new website or refreshing an app. They are establishing the digital infrastructure that will enable them to operate more quickly, remain relevant and collaborate more effectively for years to come.

Storyblok provides a strong strategic foundation for this, as a recognised European leader with native AI functionality including FlowMotion and AI translations — and more on the way with Storyblok Strata — a rich integration marketplace, and an architecture designed for enterprise-level scale and complexity.

iO is ready to guide your organisation through this process. We don't just act as a technology vendor; we are a strategic partner that considers the business questions, organisational dynamics and digital ambitions underlying your platform choice alongside you. With over 2,000 experts and 20 years of experience, not to mention Bonzai — our AI orchestration platform — we have all the tools necessary to ensure the success of your Storyblok programme.

Would you like to know what Storyblok could mean for your organisation and how iO could support you? Get in touch to arrange an exploratory conversation. There will be no sales pitch, just an honest discussion about your challenges and ambitions. We would love to work with you.

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www.iodigital.com
business@iodigital.com