

Inside TomTom's Digital Reset: The Headless Transformation Powering its B2B Growth



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Introduction

In an era where digital agility and customer-centricity define market leaders, TomTom recognized the urgent need to overhaul its web content management infrastructure. The company's legacy content management system (CMS), had become a bottleneck — hampering innovation, slowing time-to-market, and creating silos between technical and business teams. With a vision to unify its digital presence and accelerate its transformation from a consumer navigation brand to a B2B powerhouse, TomTom sought a solution that could support complex, multi-language content delivery and empower its teams to respond rapidly to evolving customer needs.

The partnership with Storyblok marked a pivotal moment in TomTom's digital evolution. Storyblok's headless CMS offered not just technical modernization, but a strategic foundation for TomTom's future ambitions. The migration was far from a simple lift-and-shift; it required a fundamental rethinking of content architecture, workflows, and team roles. TomTom's leadership prioritized a phased, well-resourced approach, ensuring that the new platform would deliver measurable business outcomes — ranging from cost efficiencies and reduced reliance on external agencies, to faster deployment of new features and improved localization capabilities.

The results have been transformative. TomTom's content team, once reliant on 15 external contributors, now operates with just three internal staff, driving significant cost savings and operational agility. The company has laid the groundwork for advanced automation, including AI-powered translation and agentic customer journeys, positioning itself at the forefront of digital experience innovation in the mapping and location intelligence sector. As TomTom continues to expand its B2B offerings and global reach, the Storyblok platform is enabling the company to anticipate market shifts, deliver personalized experiences, and maintain a competitive edge in a rapidly changing landscape.

BUSINESS VALUE HIGHLIGHTS

TomTom's move to a headless CMS delivered measurable operational impact while establishing a scalable foundation for B2B growth.

- » **80% reduction in content resources:** Content operations were streamlined from 15 external contributors to three internal staff, cutting cost and complexity while improving governance.
- » **Faster release cycles:** Decoupling content from presentation enabled marketing and engineering teams to work independently, significantly accelerating updates and launches.
- » **Global scale, simplified:** Modern localization workflows replaced manual translation processes, improving consistency and speed across multi-language, multi-region sites.
- » **Automation-ready architecture:** The new CMS underpins AI-powered translation, content generation, and automated B2B onboarding, including API access and self-service journeys.
- » **Strategic, not tactical, transformation:** By treating CMS migration as a business reset, TomTom built a future-ready platform to support API-driven products.

Customer Profile

TomTom's move from its legacy CMS, to a modern headless CMS mirrors a broader market inflection IDC has tracked. In 2024, cloud and software as a service (SaaS) became the dominant deployment models for CMS, while headless emerged as the fastest-growing architectural approach. Against this backdrop, TomTom recognized that its aging CMS had become a brake on innovation — slowing releases, restricting cross-team collaboration, and limiting the company's ability to deliver cohesive experiences across its increasingly B2B-oriented portfolio.

With ambitions to evolve from a consumer navigation brand into a global provider of location intelligence, TomTom required a platform capable of supporting multi-language content, rapid experimentation, and API-driven customer journeys. Storyblok's headless CMS offered that foundation, aligning with IDC's view that API-first, composable architectures give organizations developer autonomy, faster upgrades, and an atomic content layer suited for AI-enabled operations.

The migration was treated as a strategic reset, not a technical uplift. TomTom rethought its content structures, workflows, and governance model. The result: a CMS that supports operational efficiency today and serves as a springboard for the AI-enabled, agentic content supply chains emerging across the industry.

Business Challenges

As TomTom expanded its B2B offerings and global footprint, its long-standing CMS struggled to keep pace. Day-to-day content updates required slow, ticket-driven processes, making even simple changes hard to deliver quickly. Developers were working within a monolithic system that was difficult to evolve, limiting TomTom's ability to introduce new experiences or respond rapidly to market needs. To keep its sites running across multiple regions, the company depended on more than 15 external contributors — an expensive, complex model that created inconsistencies in quality and made governance difficult.

These operational challenges had a direct impact on the customer experience. Accessing accounts and APIs involved manual approvals, adding friction to what should have been a streamlined journey. Marketing sites, product information, and developer content all lived in separate places, creating disconnects for customers trying to evaluate TomTom's solutions. Localization was another major hurdle: Translating and maintaining multi-language content was slow, costly, and often produced uneven experiences across regions.

These pressures mirror broader patterns IDC sees across the industry. Legacy CMS environments are increasingly limiting agility, making it harder for organizations to reuse content, adopt AI, and deliver unified global experiences at the speed customers now expect.

Solution

TomTom selected Storyblok's headless CMS to modernize its digital foundation and unlock the agility its teams needed. The choice aligned closely with wider market trends IDC has observed: organizations are increasingly moving away from tightly coupled, legacy CMS architectures and adopting composable, API-first models that improve developer autonomy, streamline delivery, and accelerate roadmap execution. For TomTom, this shift represented not only a technology upgrade but a strategic step toward building a more scalable, future-ready digital ecosystem.

Importantly, TomTom chose to manage the migration entirely in-house. This deliberate decision helped the company build long-term capability, reduce reliance on agencies, and maintain full ownership of both the technical and editorial transformation. Storyblok's visual editor, component-based architecture, and flexible APIs made it possible to iteratively migrate content from the legacy CMOs in phases, ensuring continuity for existing applications and minimizing operational risk.

The migration also became a springboard for modernizing TomTom's broader content supply chain. In line with IDC's research, the company began shifting toward structured content models, automation, and AI-assisted workflows; critical enablers for multilingual, high-volume publishing. TomTom applied this by redesigning content structures, introducing modular components, and integrating AI-powered translation through partners such as Localize.

With Storyblok in place, developers and editors can now work independently and asynchronously. Engineering teams have more freedom and capacity to focus on product innovation, while business users can update and refine content rapidly without technical bottlenecks — creating a more agile, collaborative, and efficient operating model across the entire digital estate.

Results and Benefits

The migration to Storyblok's headless CMS has delivered tangible and strategic benefits for TomTom, fundamentally reshaping how the company manages digital content and interacts with its customers. One of the most immediate impacts was the dramatic reduction in operational complexity. This shift not only resulted in significant cost savings but also improved accountability, speed, and quality of content delivery.

Development cycles have been shortened considerably. Storyblok's intuitive interface and API-driven architecture allow TomTom's developers to implement changes and launch new features with greater agility. The separation of content and presentation layers means that marketing teams can update web pages, campaigns, and product information without waiting for technical intervention, fostering a culture of rapid experimentation and continuous improvement.

Localization and multi-language support, previously a major pain point, have seen marked improvements. TomTom's teams can now manage translations more efficiently, leveraging both Storyblok's built-in capabilities and third-party solutions such as Localize. This has enabled the

company to deliver consistent, high-quality experiences to customers in multiple regions, supporting its global expansion strategy.

The migration has also paved the way for future automation. TomTom is actively exploring AI-powered translation and content generation tools, with the goal of further reducing manual effort and accelerating time-to-market for new products and services. The company's B2B customer journey is being reimagined, with plans to automate account creation, API access, and onboarding processes — eliminating friction and enabling customers to self-serve with minimal intervention.

Perhaps most importantly, the partnership with Storyblok has fostered a spirit of collaboration and innovation. TomTom's teams have praised Storyblok's responsiveness to feedback, particularly in areas such as multi-language functionality and API integration. The vendor's willingness to engage with TomTom's unique requirements has helped ensure that the platform continues to evolve in line with the company's strategic goals.

Future Outlook and Lessons Learnt

TomTom is now focused on expanding automation across its end-to-end B2B journeys, with particular emphasis on onboarding processes, API provisioning, and the creation of frictionless self-service workflows. These improvements are seen as essential for supporting the company's growing base of enterprise developers and partners, who increasingly expect immediate access to tools, documentation, and data. At the same time, TomTom is exploring opportunities to extend Storyblok's use beyond marketing sites into adjacent digital domains, including product documentation, developer experience, and internal content hubs — areas where consistency, reuse, and structured content can deliver meaningful efficiency gains.

A major lesson underscored by TomTom — and echoed strongly in IDC's industry guidance — is the need to treat a CMS migration as a strategic business transformation rather than a purely technical exercise. By separating the replatforming from wider organizational redesign, TomTom ensured that the project had clear objectives, dedicated resources, and the focus required to avoid scope creep. This approach provided the clarity and stability needed for teams to execute effectively and maintain momentum throughout the transition.

Looking ahead, TomTom's new platform foundation positions the organization to take advantage of several emerging trends shaping the next generation of digital experience. These include agentic customer journeys, where AI-powered agents guide users through complex processes; AI-driven content optimization; and more integrated orchestration across content, data, and workflow layers. The partnership with Storyblok — built on responsiveness, transparency, and a shared commitment to innovation — provides a strong model for how vendors and enterprises can collaborate to navigate this evolving landscape and continuously elevate the customer experience.

MESSAGE FROM THE SPONSOR

At Storyblok, we see TomTom's journey as a clear illustration of a broader shift happening across digital organizations. As customer expectations rise and channels multiply, legacy CMS platforms increasingly limit speed, collaboration, and innovation. TomTom's transformation shows that modernizing content infrastructure is not just a technical upgrade, but also represents a strategic business decision. By adopting a headless, API-first approach, organizations can decouple teams, reduce operational complexity, and create a foundation for automation and AI-driven experiences. The key lesson is universal: Treat content as a structured, reusable asset, invest in internal capability, and migrate with clear business outcomes in mind. Those who do will be better positioned to scale globally, respond faster to change, and deliver consistently better digital experiences. To learn more, please visit www.storyblok.com

About the Analysts



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James McCormick leads IDC's worldwide research on persuasive content and digital experience technologies with a focus on content production and management and the dynamic delivery of digital experiences.

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