storyblok

Tackle Your Boss's Excuses For Not Switching Up Your Stack: CMS Edition



We've all been where you are right now. You know your CMS is slowing operations down: publishing takes too long, experimentation is painful, and every new idea needs its own workaround. So you raise the topic of finally switching your outdated tech and hit that familiar managerial wall of reasons the business can't — or at least, "we can't right now."

The worst part is that the reasons they provide are often rational responses to possible risk, time pressures, and competing priorities. But when it comes to CMS impact, **the data tells a different story**.

Teams that delay don't just stand still — they quickly fall behind, while the expectations on marketing teams continue to rise with each year.

We're here to break down the most common management excuses for keeping an underperforming CMS, and pair each one with the hard facts. Because when you look at the outcomes side by side, one thing becomes clear: **switching to a modern, headless CMS sooner rather than later is better in every way that matters**.

"Our current CMS works fine."

TEAMS THAT DIDN'T SWITCH CMS

61% of organisations still use more than one CMS **to compensate for the limitations of their legacy CMS**, and 14% report delays of a full day or more.

TEAMS THAT WENT HEADLESS

Customers switching to Storyblok saw a 582% ROI over three years, with the investment paying for itself in under six months — and all from one platform.

WHY IT MATTERS:

"Works fine" with legacy tech usually means costly workarounds. **One modern, headless CMS** reduces complexity, speeds execution, and delivers measurable ROI instead of hidden inefficiencies.

"We can't risk losing progress or setbacks during a migration."

TEAMS THAT DIDN'T SWITCH CMS

Sticking with your legacy CMS doesn't remove risk — it increases it over time. Teams that delay migrations **accumulate content debt, content sprawl,** and **SEO fragility,** making future changes bigger, slower, and riskier.

TEAMS THAT WENT HEADLESS

99% of headless CMS users report improvements in content management and workflow efficiency after migration. Combined with Storyblok's Forrester-reported 582% ROI, it's a **no-brainer** to make the switch sooner than later.

WHY IT MATTERS:

Migrating feels harder than staying put — but the outcomes far outweigh the initial effort. So much so that in some countries, **77% of companies plan to migrate** to a new CMS soon.

"It's not a priority; we're focused on lead generation."

TEAMS THAT DIDN'T SWITCH CMS

Modern users expect fast, personalized, omnichannel experiences — and legacy CMSs struggle to deliver them at scale. That's a major red flag, considering omnichannel marketing can drive up to 287% **higher purchase rates** than single-channel efforts.

TEAMS THAT WENT HEADLESS

69% of headless CMS users report faster time-to-market and better productivity. 58% note **better site performance**, and 57% cite improved personalization — all key drivers of lead conversion. Not to mention, Storyblok makes omnichannel delivery a breeze.

WHY IT MATTERS:

Lead generation depends on speed, relevance, and reach. **Legacy CMSs limit all three**, making it harder to deliver the omnichannel, personalized experiences that convert today's buyers. Headless CMSs allow teams to move faster, perform better, and personalize at scale.

"We don't have the developer resource to handle changing CMS right now."

TEAMS THAT DIDN'T SWITCH CMS

Legacy CMS platforms often **trap developers in maintenance**, workarounds, and fixing bugs. 67.5% of senior developers say their company's CMS holds them back from doing their best work.

TEAMS THAT WENT HEADLESS

The freedom and efficiency of the Storyblok headless CMS can **reduce development time by up to 70%**, freeing developers to focus on innovation rather than repetitive tasks.

WHY IT MATTERS:

Legacy CMSs are **the reason developer capacity is stretched** in the first place. Headless CMSs like Storyblok free developers from maintenance work, unlocking time for innovation instead of bottlenecks.

"It's not worth the security risk or work to switch CMS."

TEAMS THAT DIDN'T SWITCH CMS

Legacy CMSs **increase security risk over time**. Outdated codebases, plugins, and manual patching make them frequent targets; in fact, 32% of cyberattacks exploit exactly this kind of weakness.

TEAMS THAT WENT HEADLESS

A headless, API-first CMS **reduces attack surface** through decoupled architecture, automatic updates, and **enterprise-grade security standards**.

WHY IT MATTERS:

Legacy CMSs demand constant maintenance to stay safe, while headless platforms like Storyblok are **more secure by design**, reducing long-term exposure as digital and AI demands grow.

"This just isn't a priority for this year. Let's visit next year!"

TEAMS THAT DIDN'T SWITCH CMS

Teams on legacy CMSs struggle to move fast. As channels, formats, and expectations evolve faster, they **make testing, iteration, and rapid response increasingly difficult**. A pain being shared by the 93% of IT and marketing leaders who are dissatisfied with their current CMS.

TEAMS THAT WENT HEADLESS

Storyblok's headless, API-first CMS enables structured, reusable content that's **ready for AI search, speedy time-to-market, and omnichannel experiences** — helping teams stay visible, relevant, and adaptable as expectations evolve.

WHY IT MATTERS:

Agility is the competitive advantage. When marketing speed and customer expectations accelerate, slow systems don't just delay progress — they block it. Storyblok lets teams adapt quickly today and **stay agile for whatever comes next.**

Data gathered from the State of CMS 2024 and 2025 Report, The Forrester Storyblok Total Economic Impact™ Study, the Storyblok Developer Survey, and customer testimonials.

Dear boss, no more CMS excuses

The pace of change across marketing, AI, and customer expectations isn't slowing down — and neither should we.

Legacy CMSs were built for the workflows of their time, not today's fast, AI-driven, omnichannel world, and it's about time we stopped letting them hold us back. Modern, headless platforms like Storyblok give teams **the speed, flexibility, and future-ready foundation needed to stay competitive today and adapt tomorrow**. Switching CMS isn't optional — it's how we ensure that we keep up, innovate, and lead.

Try Storyblok for free

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