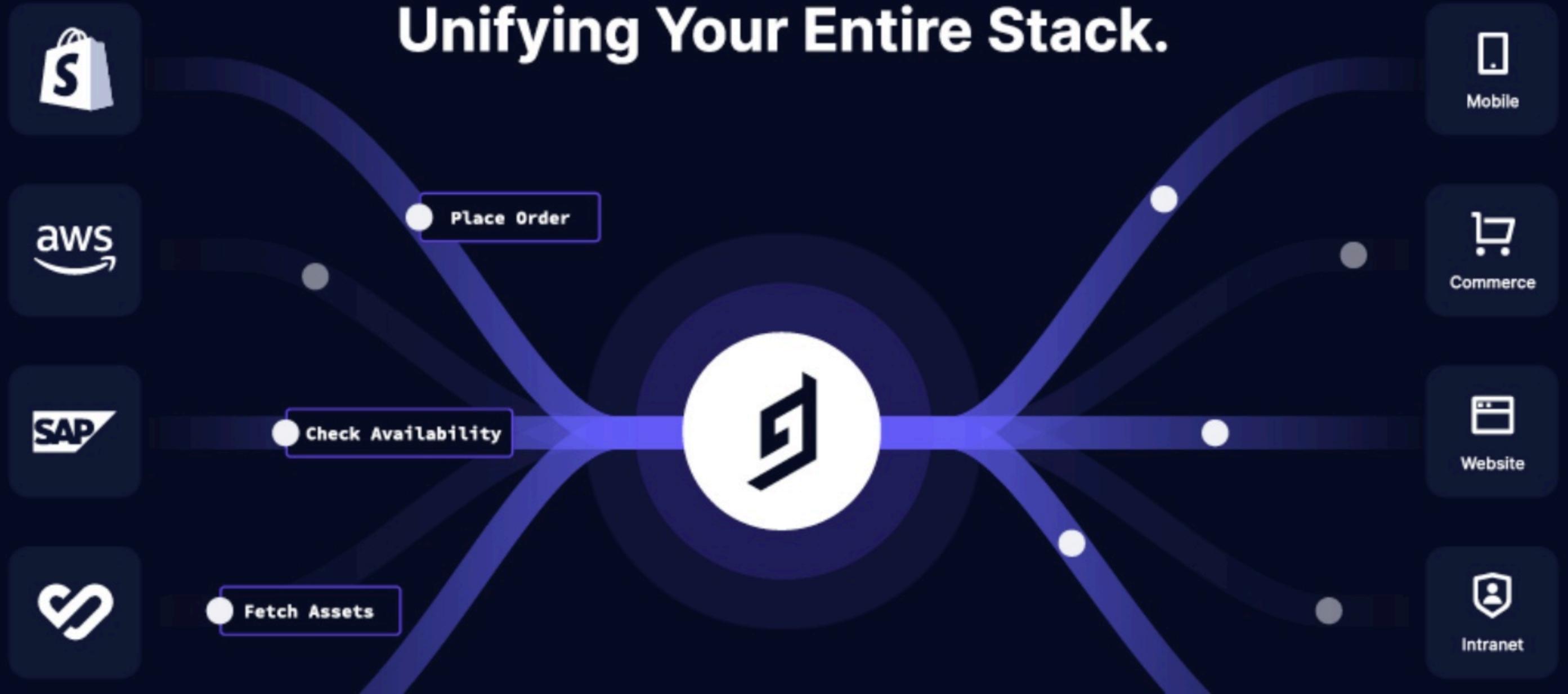
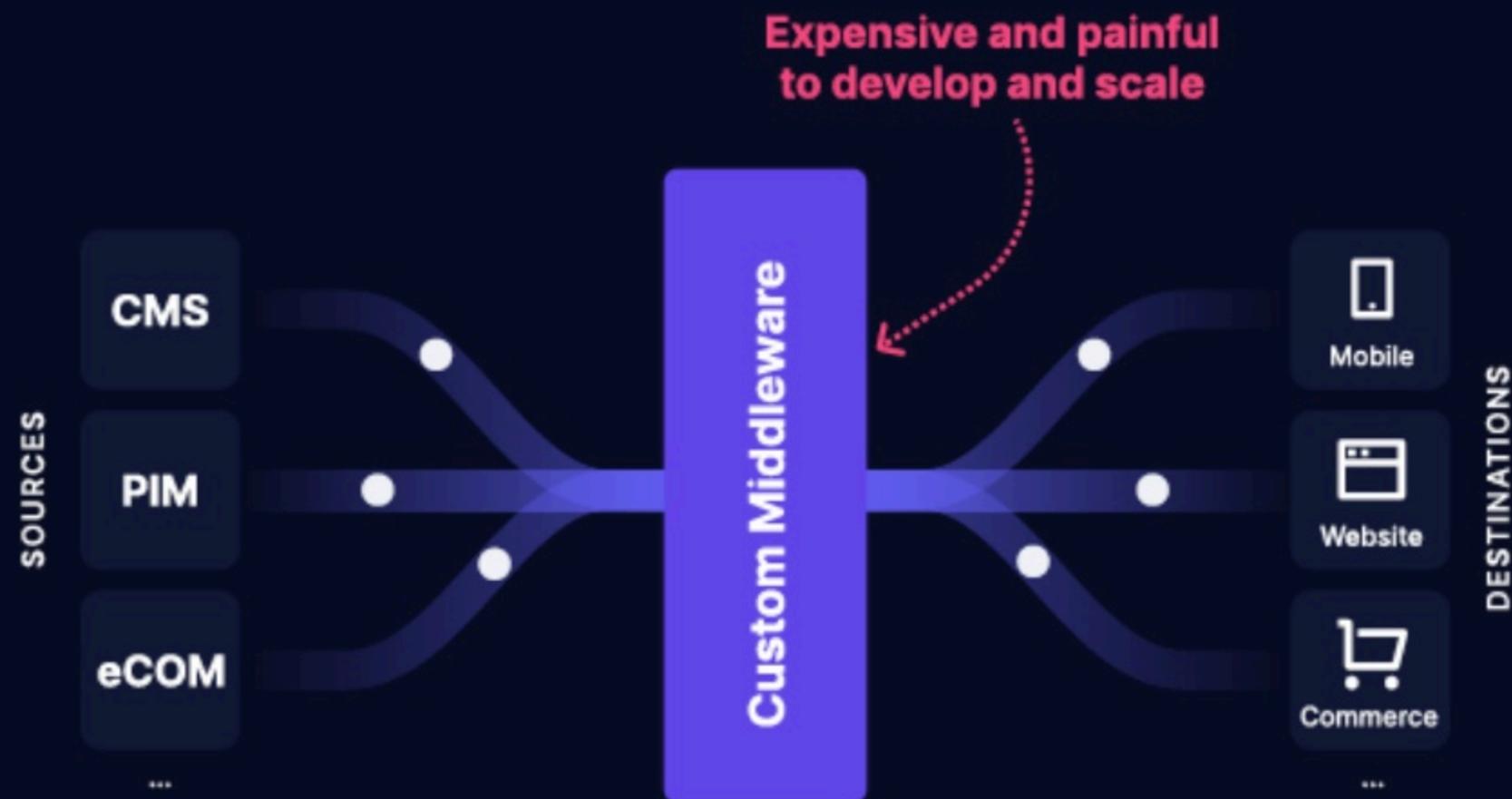




One Content API. Unifying Your Entire Stack.



Content and Data Management Grew Complex, Again.



With the rise of **best-of-breed microservices** in enterprise systems design, content is now stored in a myriad of **disconnected data silos**, resulting in an **overwhelming complexity of composing services into an easy to use API for software development.**

How Content Management Evolved

THE PAST —

Monolithic

Web-Only



The Era of Web CMS

The simple times of only needing to build digital experiences for the web. **Monolithic systems** like Drupal, AEM or Wordpress **took care of both**, providing a content management environment but also rendering the website.

THE PRESENT —

API Oriented

Frontend Agnostic



The Era of Headless CMS

The explosion of digital touchpoints is an ongoing and unstoppable trend. **API-based** or so called **Headless Content Management Systems** entered the market to solve the problem of **omni-channel content distribution**.

The Future Belongs to Federated Architectures

API Oriented

Frontend Agnostic

Backend Agnostic



The pain is on the backend now. Enterprise tech stacks of today host a myriad of services to pick the right tool for the right job. But reusing data out of isolated services is **requiring custom middleware development**. This is a challenging and expensive tasks for engineering teams.

GraphCMS is the first content platform to offer **Content Federation**, a novel approach for joining data across multiple sources while exposing a fully managed, secured and unified API. **With content federation, developers can cut out the middleman and focus on bringing their products faster and with less overhead to the market.**



Deliver structured content at scale.

GraphQL Native. GraphCMS is the first and leading GraphQL Headless CMS.

Powerful Editors. All the tools to easily manage your content.

Content Federation. Seamlessly join data across multiple services.



Software Architect

Ryan Middlestone

```
{
  "data": {
    "shows": [
      {
        "title": "The Office",
        "description": "A mockumentary on a group of typical office workers, where the workday consists of",
        "poster": {
          "url": "https://example.com/poster1.jpg"
        }
      },
      {
        "title": "Seinfeld",
        "description": "A neurotic middle-aged man who lives with his mother and his two doofus friends in New York City.",
        "poster": {
          "url": "https://example.com/poster2.jpg"
        }
      },
      {
        "title": "Pulp Fiction",
        "description": "The lives of two mob hitlers, a boxer, a gangster and his wife, and a pair of diner bandits intertwine in four tales of violence and redemption.",
        "poster": {
          "url": "https://example.com/poster3.jpg"
        }
      }
    ]
  }
}
```

Content

- CUSTOM
 - Popular Movies
 - Sci-Fi
- SYSTEM
 - Actor
 - Character
 - Series
 - Movie
 - Language
 - Album
 - Account
 - Watchlist
 - Genre

Character: Yoda

Name
Name of the character
Yoda

Biography
Yoda was a legendary Jedi Master and stronger than most in his conn... wise and powerful, he trained Jedi for over 800 years, playing integra... of Luke Skywalker, and unlocking the path to immortality.

Profile Picture
 Yoda
yoda-new.jpg
[Add existing document](#) [Create & add new document](#)

Appearances

- Movie: The Empire Strikes Back
- Movie: Return Of The Jedi

[Add existing Movie](#) [Create & add new Movie](#)



Content Editor

Mary Watson

Large and Fast Growing Markets

GraphCMS is the first content platform to offer the federation advantage.

\$58 Billion

Global CMS
Market in 2021

Growing into a
\$100bn+ market by
2026

Federation Needs

\$12 Billion

API Management
Market by 2026

Omni-Channel Experiences

\$3 Billion

Headless CMS
Market by 2026

There is no
enterprise stack
without the need
for **middleware.**

Beyond Headless

High entry barrier due to demanding architectural challenges



Content Services make data interaction tangible for humans. They allow for collaboration, localization, publishing and other workflows.

GraphQL is becoming the new standard in developer workflows.

Microservice Architectures are propelling the need for **Plug and Play Middleware Solutions**.

GraphCMS is the **Content Service** answer for unifying the **content layer**.

Complementary Leadership



CEO & CO-FOUNDER

Michael Lukaszczyk

M.Sc Computer Science

SaaS builder with strong product focus and 19 years of web development experience.



CTO & CO-FOUNDER

Daniel Winter

M.Sc Computer Science

Tech leader with hands-on approach and a decade of experience in building scalable cloud architectures.



CCO

Christopher Kühn

M.Sc Business Administration

5 years experience in scaling commercial operations in B2B enterprise SaaS startups. Part of a 300M€ exit.



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