Set up Kontent

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Content as a Service (CaaS) **brings structure into content creation** so that **everyone can create content from one place.** Similar to CMSs that replaced maintaining hard-coded HTML websites in the past, CaaS now replaces traditional CMSs for many reasons. There are several use cases in which CaaS provides better service, such as for:

- Larger companies that create a lot of content, which they find complicated to maintain
- Companies or individuals that run multiple channels, like websites and mobile apps
- Websites or apps that integrate multiple services together
- Apps where content creators should be able to add or change content without help from developers

> ☑ **What is Content as a Service?**
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> If you're not sure what content as a service is, we recommend reading *What is Content as a Service*.

With CaaS, **it's time to forget about imagining content as (web) pages** or Word documents. Both are symbols of what the content looks like but what it really means is copying and pasting lots of content and creating administration overhead in the long run.

A much more suitable approach for maintaining content is having a proper content strategy ⧉ with modeled content. Even though all this has been here for more than 20 years, companies have only started using these principles recently or are yet to use them. This is also because the technology has been getting up to speed with the theory, and this is where Kontent by Kentico and other CaaS solutions come in.

This section of Kontent Docs will guide you through the whole process of setting up your subscription and project, content model, teamwork, and going live with your newly structured content.

> ☑ **Go deeper with our online courses**
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> To get more insight into the concepts behind headless CMS, take our Headless CMS 101 course. You can also learn how to modernize your content operations in the course on digital and content maturity.

Whether you're a developer or business user (e.g., a content strategist, copywriter, or project manager), **set up Kontent together** with your technical and business colleagues. As a technical person, ensure the best practices for development. As a business person, ensure the meaningfulness of the content creation process.

Whether you're only starting with your CaaS journey or know all the ins and outs already, we've got something for you...

1. Set up your project
2. Model your content
3. Set up your team and collaborate
4. Import your previous content to Kontent