What is Content as a Service?

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[Headless CMSs](#) come with the thought that [well-modeled content](#) is much easier to work with and manage. While that's true, they sometimes don't think of the experience for content authors. Do you spend your time navigating within all of your content? Is the content creation process full of obstacles? Those are the typical problems that Content-as-a-Service (CaaS) solutions, such as Kontent, address.

> ⚷ **Key takeaways**
>
> - Content as a Service adds a business layer on top of the technical principles of headless CMSs.
> - CaaS solutions combine the structure of headless CMSs and a pack of business functionality of traditional CMSs.
> - Kontent can offer, for example, advanced workflows, collaboration features, content governance functionality, and Web Spotlight.

CaaS as headless content on steroids

Content as a Service builds upon the headless CMS principles, so **you get all of the benefits.** [Integrations](#), strong developer experience, [modeled content](#) with implemented brand guidelines, and the list could continue.

However, while traditional CMSs don't possess the same qualities, they're often more mature in content creation. Advanced [workflows](#), [collaboration](#), [content planning](#), or [previews](#) are typically parts of the authoring experience that headless CMSs don't cover that well.
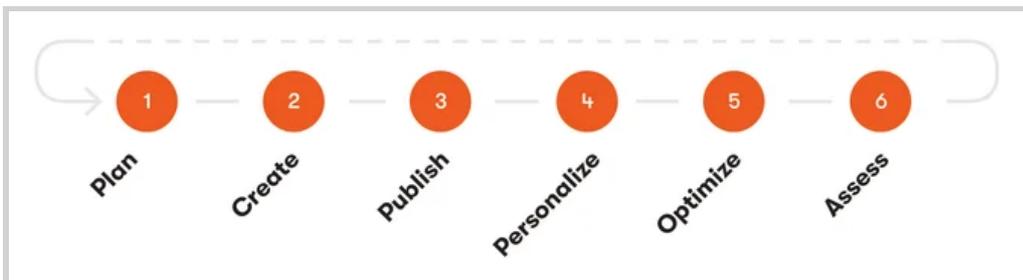
Content as a Service uses the pros of the headless approach but realizes that only robust authoring experience can enable **centralized content management throughout the whole production process,** from planning to optimization and assessment.

This way, Content as a Service can be described as an **authoring- and management-friendly extension to headless.**

Content-as-a-Service

Headless CMS

Webpage Templates · Web Preview · Live Editing · Task Management · Content Planning · Collaboration · Custom Workflows · Integrations · SDKs · Webhooks · Robust APIs · Authoring Environment · Structured Content · Localization · Content Models · Roles & Permissions · Environments

Collaboration means better content

The "service" part of Content as a Service means that you **pull your content into whatever system you need whenever you want to.** Instead of authors working with multiple single-channel CMSs or being assigned to one of them, your **content sits in a single collaborative hub,** Kontent.

This enables easier and more frequent collaboration. Getting the benefits of multiple perspectives, using more areas of specialty, and even targeting a wider audience are just some of the collaboration benefits.

Going further into the authoring experience, **Kontent offers** simultaneous editing as one of its CaaS features.

Be in charge of your content

Gone are the days when CMSs were just storage for content without any options to govern the authoring process. Content-as-a-Service solutions offer ways to **establish and report on the content creation process,** and it also enables **content planning and scheduling.**
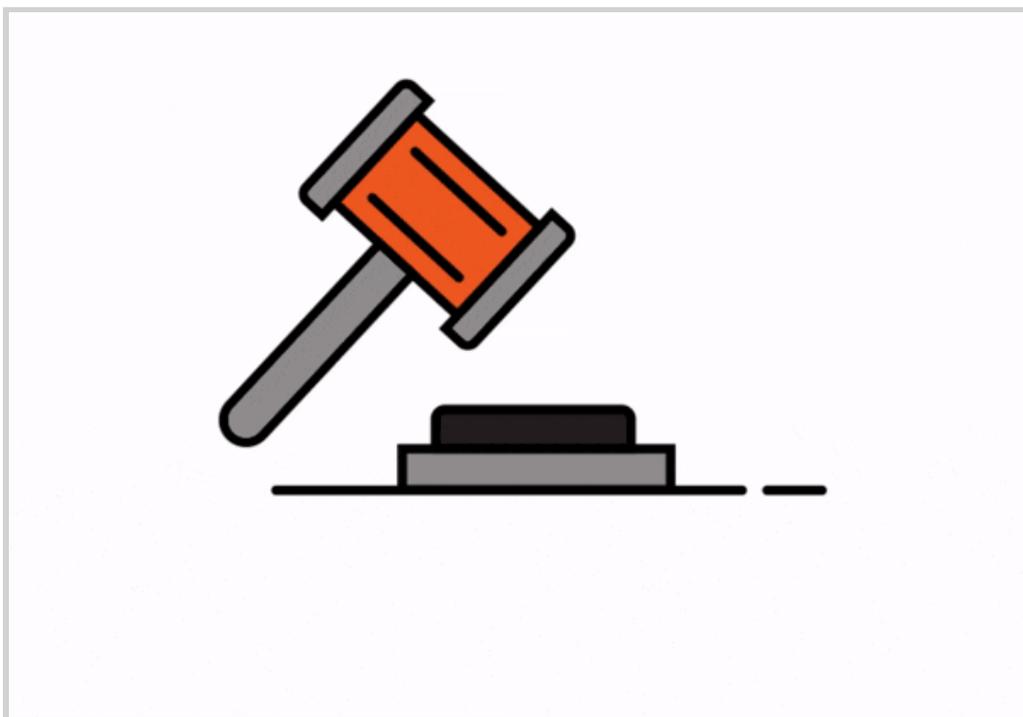
Kontent supports advanced [workflows](link) that serve in the creation process. Content managers can watch how their team performs using the [editorial calendar](link).

Identify the friction points

With tools like the editorial calendar, content managers can **optimize the content creation process** directly in the one and only content hub. This way, everyone can stay up to date on all their projects.
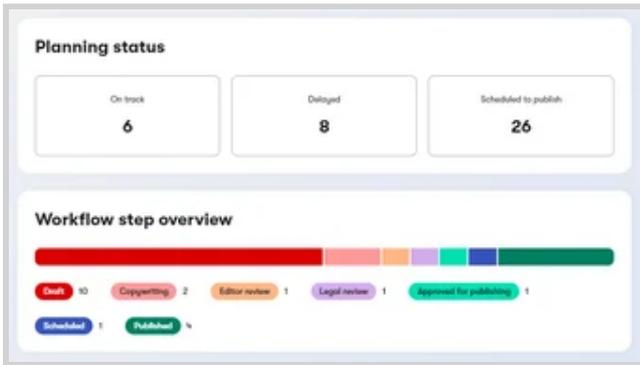

Having the plans and the actual content in one app gives you an opportunity to **make sure your content strategy is being implemented correctly.** You can see how your team develops the plans and step in to address any bottlenecks in your process.

Put your web in the spotlight

Headless CMSs typically see the content only interlinked but hierarchically equivalent. However, if your project isn't suitable for such a non-hierarchical structure, it's more complicated for content creators to find the right content.

Even in these omnichannel times, **website presence often plays the main part.** That's why Kontent, as a CaaS solution, offers [Web Spotlight](link). Web Spotlight is an optional part of Kontent where you can **see your content in its page tree navigation as on any website.**
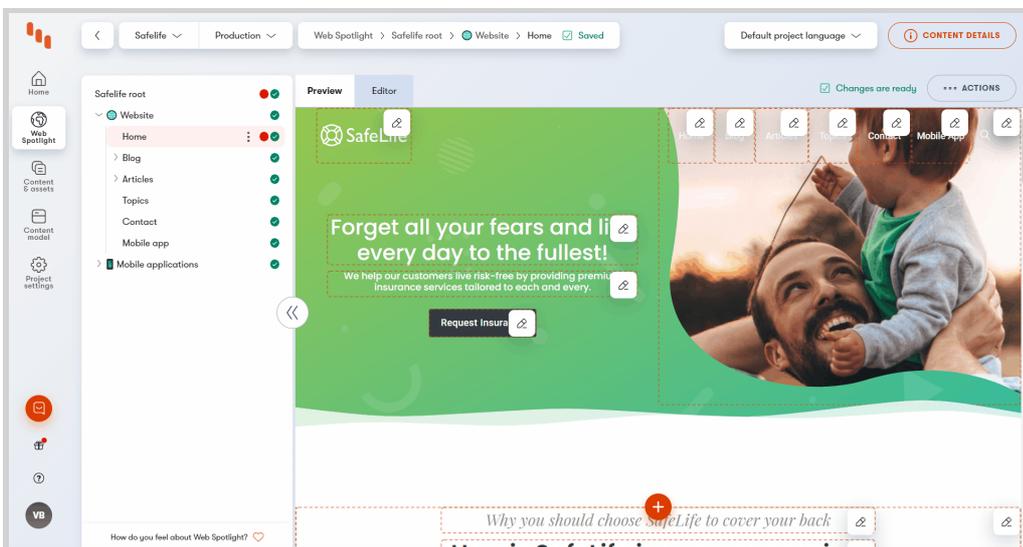
If your project is website-focused, Kontent will look very similar to a traditional CMS. This will help you:

- Transition your authors into a CMS working similarly to your previous system.

- Get all of the benefits of headless and CaaS functionality.

Enjoy a content-first process

To sum up, Content as a Service takes the architecture of headless CMSs and builds the whole business layer on top of that. When managers can focus on the process, authors on the content, and developers on the technology, you get:

- A consistent digital experience
- Agile content that's ready for the future
- A clear overview of every step along the way

What's next?

START YOUR FREE TRIAL

- Read our e-book on Content as a Service that describes this area in more depth.
- Learn more about headless CMSs in our free e-learning course.
- See a list of features ⬀ you get with Kontent.
- Set up Kontent so that it brings you all the benefits.