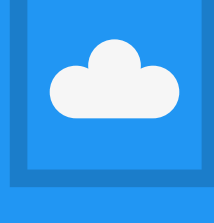


# The Evolution of the Cloud-first Headless CMS

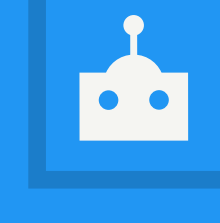
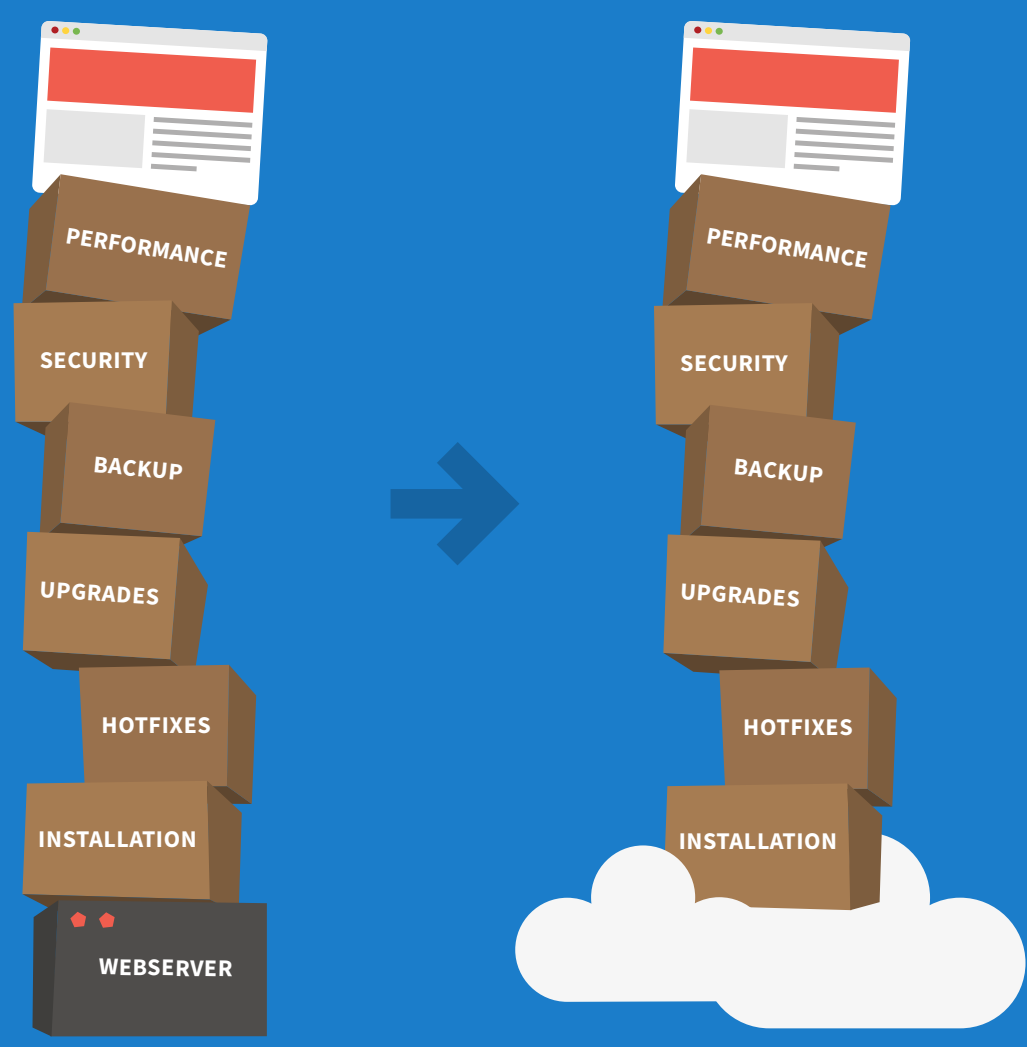


## The Evolution of CMS in the Cloud

STAGE  
**1**

### Getting Rid of On-premise Infrastructure

Many customers use the Infrastructure as a Service cloud model. Unfortunately, they still have to take care of the CMS installation and maintenance.

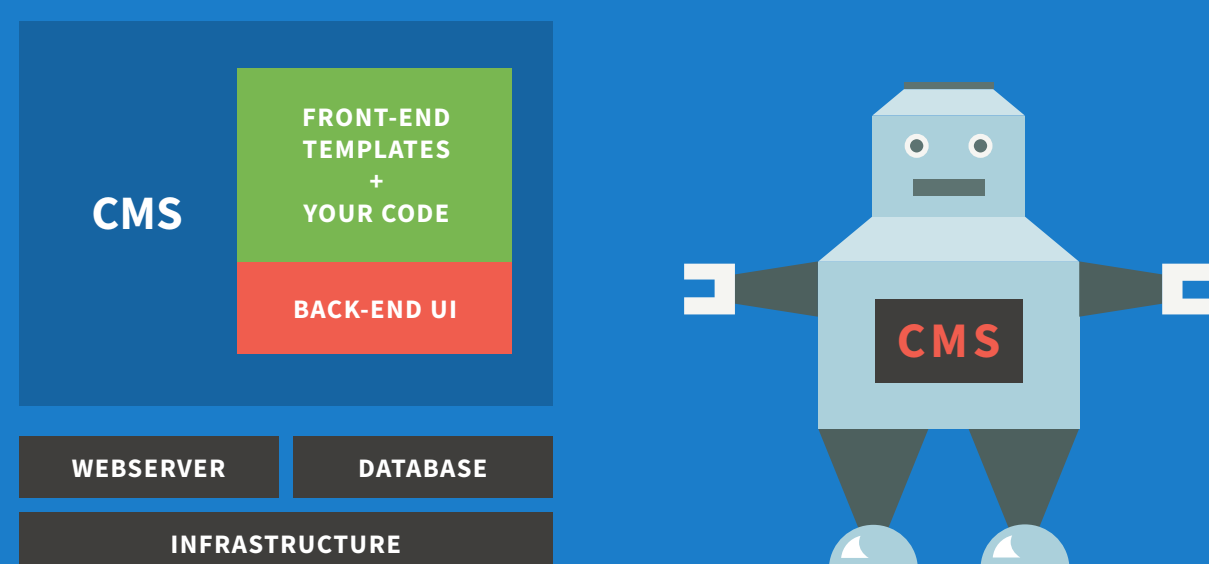


## The Evolution of Headless CMS

STAGE  
**1**

### Coupled CMS

The traditional CMS products were built as monolithic systems that combine both the CMS and custom code in a single solution which makes it less flexible and more complex to maintain.



STAGE  
**2**

### Vendors Offer Managed Hosting in the Cloud

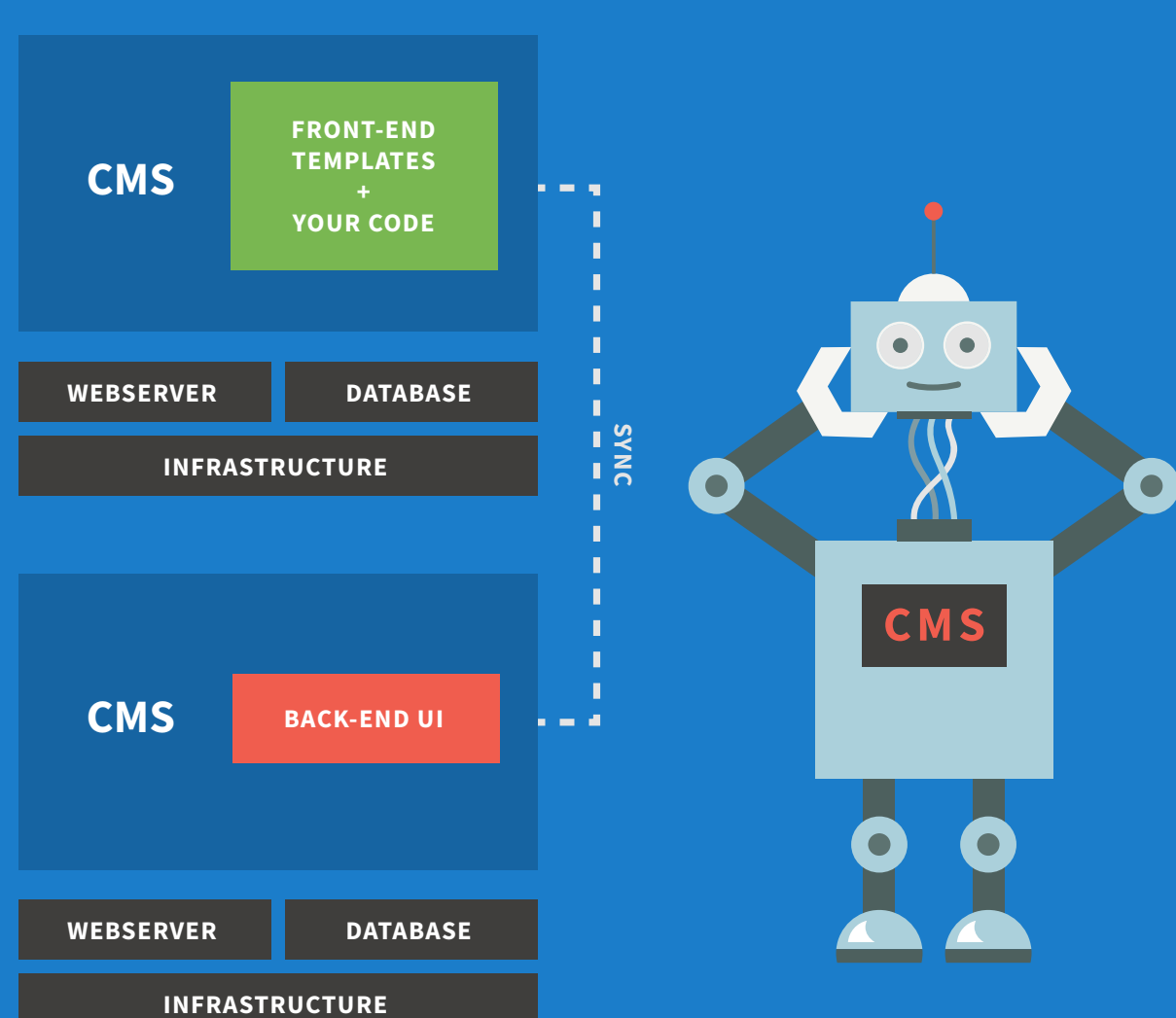
Some CMS vendors offer managed hosting which only moves the inefficiencies from the client to the vendor.



STAGE  
**2**

### Decoupled CMS

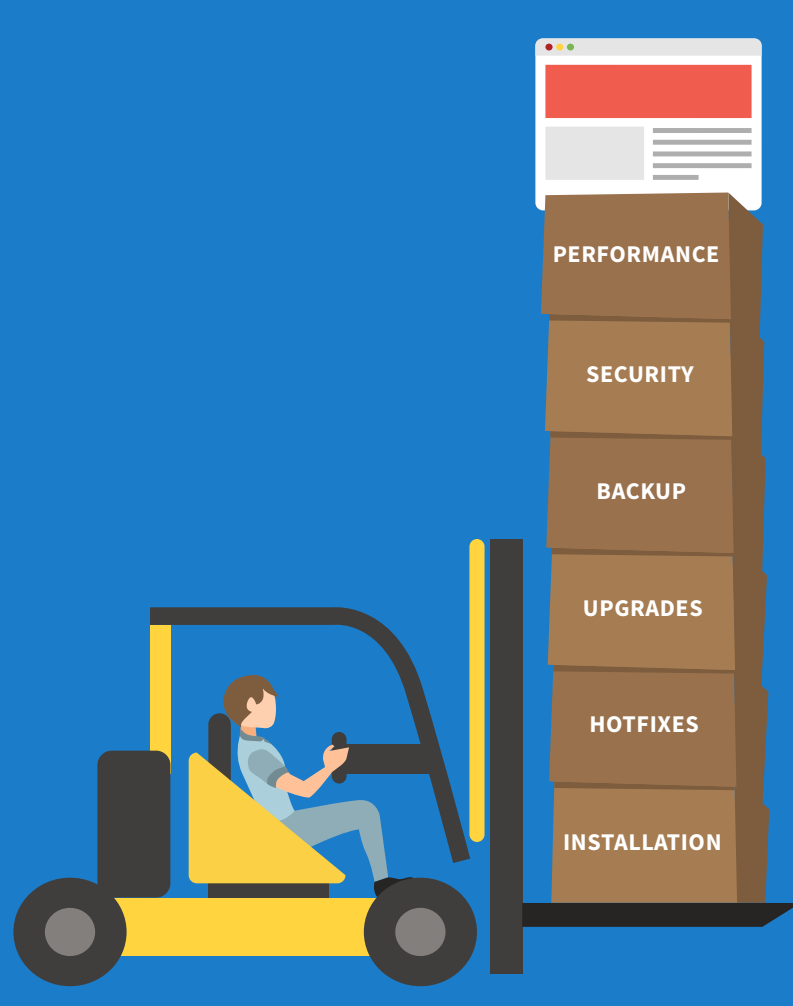
Some vendors offer decoupled architecture that separates the content management and content delivery. Still, the custom code is often tightly connected with the CMS delivery part and lacks the flexibility.



STAGE  
**3**

### PaaS Brings More Efficiency

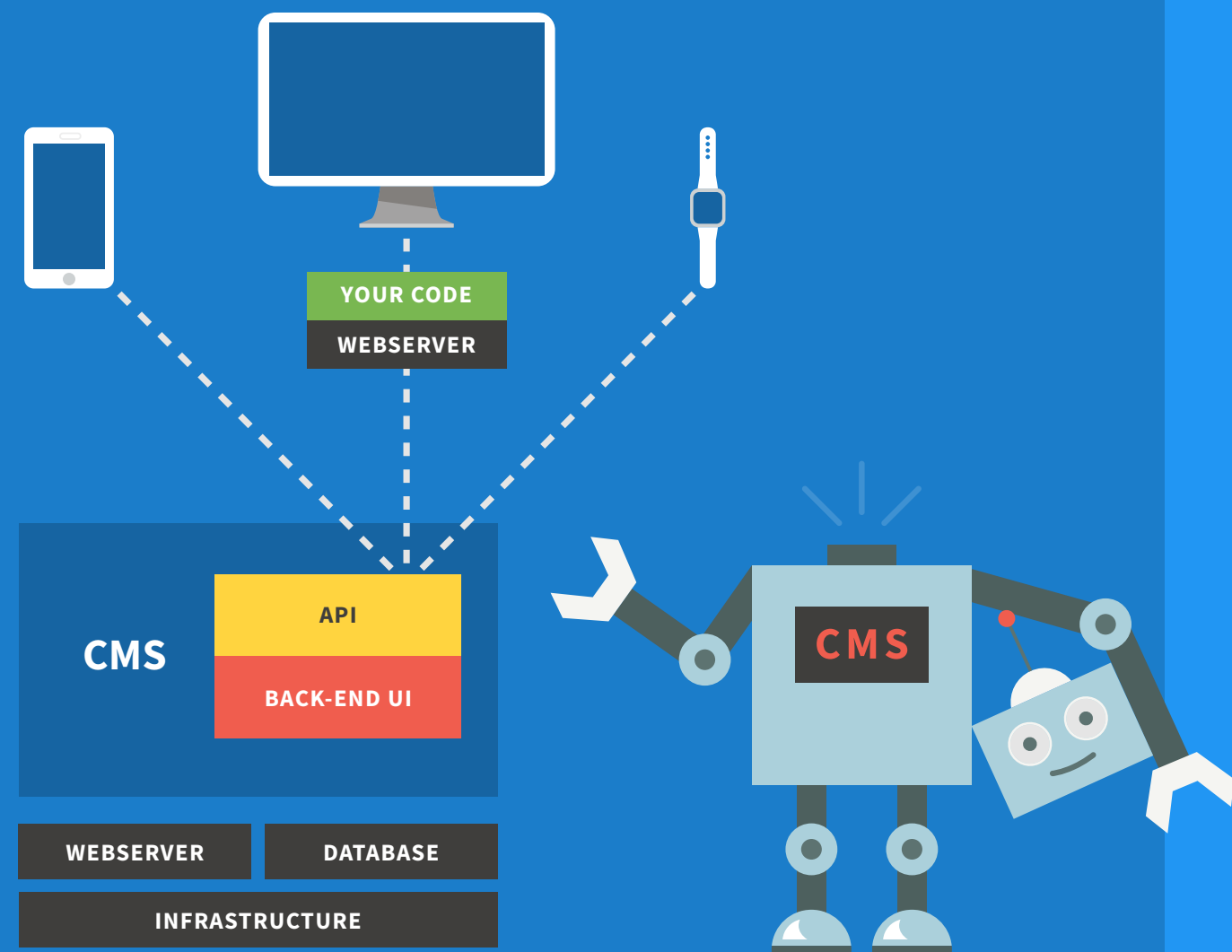
Unlike managed hosting, the Platform as a Service model provides an automated CMS maintenance, but it often comes with limitations.



STAGE  
**3**

### Headless CMS

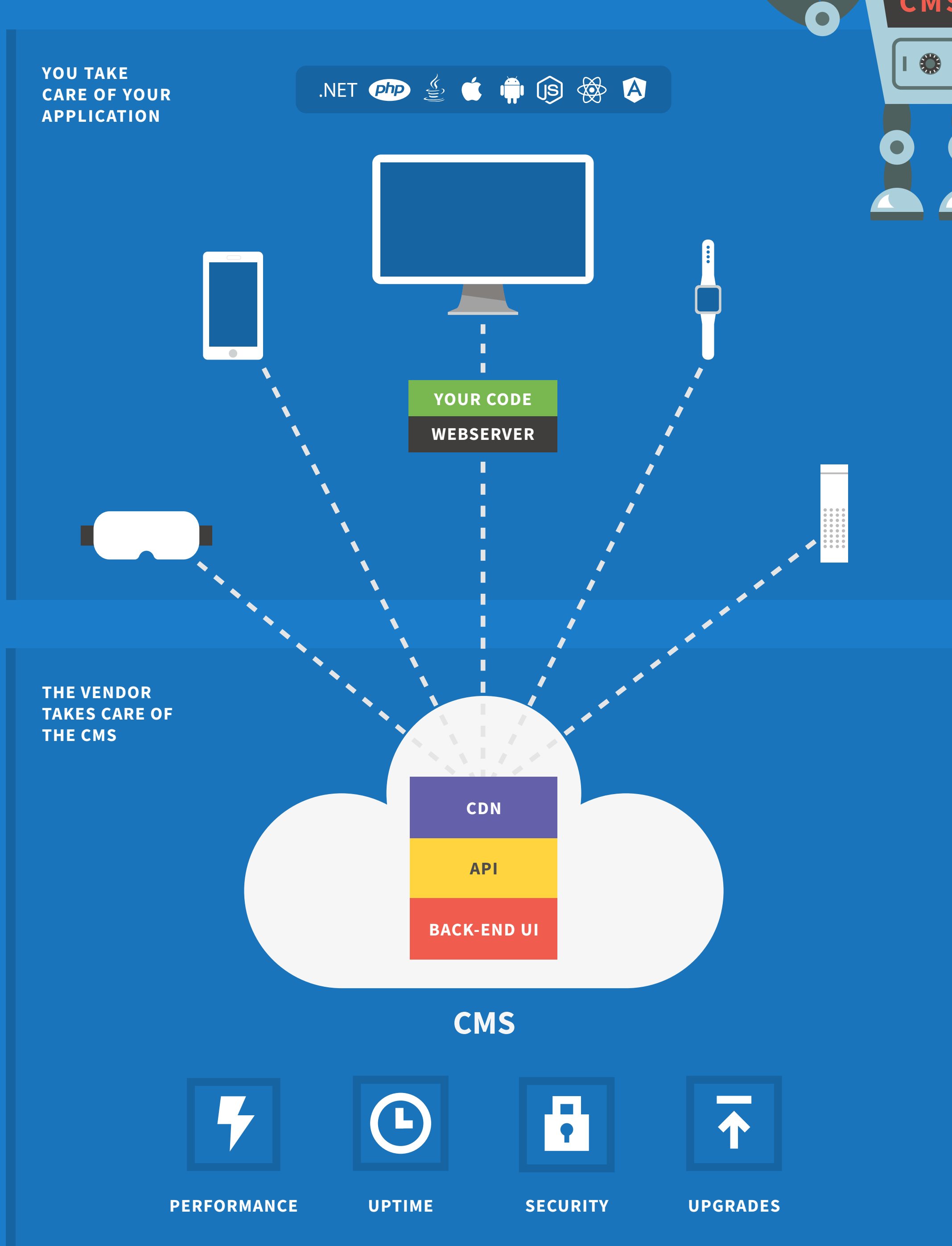
The headless CMS leaves the responsibility for the presentation layer completely up to the developers. It only provides the content as a service through its API and the developer decides how and where to display the content.



## THE FUTURE STARTS HERE

### Cloud-first Headless CMS

The cloud-first headless CMS allows for content provided as a service. It's the most efficient option that removes the pains connected with running a traditional CMS while providing customers with full control over their content and its presentation.



Try Kentico Cloud and experience the benefits of a cloud-first headless CMS!

[www.kenticocloud.com](http://www.kenticocloud.com)