

Service Definition

Optimizely Headless CMS



Imagine a partnership that's not just about
solving today's challenges,
but about equipping you for the future.

Through strategic insight, design and technology expertise, we create sustainable digital experiences that empower people, deliver measurable impact, and enable our clients to drive change – not just adapt to it.



Optimizely Headless CMS

Netcel's Optimizely Headless CMS solutions enable flexible, API-driven content delivery for modern digital experiences. Our Optimizely Headless CMS service builds scalable, secure, and high-performing solutions, supporting composable architecture and seamless integration to enhance agility, optimise performance, and accelerate digital transformation.

Features

- Optimizely hybrid and fully headless architecture choice & flexibility
- PaaS or SaaS choice strategic planning
- Solution design for composable architecture leveraging best of breed tech
- Engineering: Cutting-edge React or JavaScript led user interface development
- Highly performant & scalable solutions, at the edge
- Proven system integrators across all MarTech
- Visual builder keeping the power in the hands of editors
- Headless ecommerce – content-driven commerce
- Seamless integration with other technologies

Benefits

- Easily replace elements of the composable architecture over time
- Reach customers on emerging touchpoints such as smart home devices
- Speed – Lightning fast experience, to improve conversion rates
- Efficiency – Optimised content workflows for editors
- Flexibility – no dependency on a single solution
- Scale – enabling multiple engineering teams to work in parallel
- Enabling multi-channel content syndication
- Build a modern, performant customer experience, leveraging existing tech investments



Netcel in a nutshell



We're change makers

We blend digital advisory, change management and delivery to build capability.



We specialise in Optimizely

Our business has a singular focus on Optimizely Digital Experience Platform and connected technology – holding top tier partner status since 2007.



We're not just engineers

We're a team of 40+ strategists, analysts, technologists, experience designers, based at our St Albans HQ (London), working with our global clients.



We're independent

As an independent digital product consultancy, we can maximise our people and investment to unlock the power of Optimizely for our clients.



We're growing

We're a £5million turnover business today, with a growth strategy driving 20% year-on-year growth.



We're customer obsessed

We partner with 20+ Optimizely clients, the most in the UK, each one working with us to realise the potential of the platform and deliver their business outcomes.



We're work exclusively with



WINNER

Immersive Experience
Award

LONDON

NETCEL mace

 Optimizely

20

Years'
Optimizely
knowledge

20+

The most
Optimizely
customers in
the UK



The most
OMVPs in any
UK company

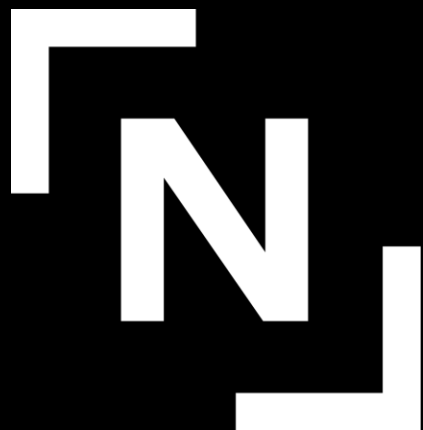


Top-tier
partner since
2007



Optimizely
advisory board
members





Get in touch

If you have any questions, please contact

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