

Service Definition

Contentful CMS

Service overview

Contentful CMS is a fully managed, cloud-native, headless content management system that enables organisations to create, manage, and deliver structured content across digital channels. Delivered as software-as-a-service (SaaS), it supports modern, API-driven digital architectures without customers managing infrastructure or platform components.

Service description

Contentful CMS provides a flexible, API-first content platform designed for organisations delivering multi-channel digital services. The service enables teams to model structured content, manage editorial workflows, and deliver content consistently to websites, applications, and other digital touchpoints.

The platform separates content management from presentation, allowing organisations to integrate Contentful with a wide range of front-end frameworks and digital experience platforms. Contentful CMS is operated, secured, and maintained by the provider as a fully managed SaaS offering, supporting scalability, availability, and continuous updates.

Service model

- **Delivery model:** Software-as-a-Service (SaaS)
 - **Hosting:** Provider-managed cloud infrastructure
 - **Access:** Web-based content management interface and APIs
 - **Updates and maintenance:** Managed by the provider
 - **Scalability:** Automatically scaled by the platform
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Key functionality

- Headless, API-first content management
- Structured content modelling and schemas
- Content authoring and editorial workflows
- Versioning, publishing, and scheduling
- Multi-language and localisation support
- Role-based access and permissions
- Content delivery via REST and GraphQL APIs

- Integration with modern front-end frameworks
 - Platform monitoring and maintenance
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Intended users

The service is intended for:

- Public-sector organisations delivering digital services
 - Content authors, editors, and reviewers
 - Digital, web, and application teams
 - Administrators responsible for content governance
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Customisation

What can be customised

Customers can configure:

- Content models and content types
- Editorial workflows and publishing rules
- Localisation and language settings
- User roles, permissions, and access controls
- Integration configurations using supported APIs

How customisation is performed

Customisation is performed through configuration using Contentful's web-based interfaces and supported APIs. Configuration is rule-based and does not require changes to the underlying platform code or infrastructure.

By whom

Customisation can be performed by authorised customer administrators, developers, and content managers with appropriate Contentful roles and permissions.

API access

What users can do using the API

Users can:

- Create, retrieve, update, and publish content
- Deliver structured content to digital channels
- Integrate Contentful with authorised applications

- Automate content workflows and deployments
- Access content metadata and version history

What users can't do using the API

Users can't:

- Modify or manage the underlying platform infrastructure
 - Bypass authentication, authorisation, or workflow controls
 - Access other customers' data
 - Change core system behaviour outside documented APIs
 - Perform unsupported bespoke platform customisation
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Security and governance

The service includes:

- Role-based access control
 - Secure authentication and API authorisation
 - Logical separation of customer data
 - Content versioning and audit trails
 - Platform-level monitoring and maintenance
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Service constraints

- Available only as a cloud-hosted SaaS service
 - Requires internet connectivity for access
 - No on-premise or customer-hosted deployment
 - No bespoke platform development or code-level changes
 - Dependent on supported APIs and integrations
 - Subject to Contentful security and governance policies
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Software add-ons or extensions

Contentful CMS is a **standalone cloud software service**.

It does not require other Contentful products to operate but can integrate with analytics, personalisation, commerce, and marketing platforms using supported APIs.

Support and service management

- Platform availability, maintenance, and updates managed by the provider
- Service support provided in line with the agreed support offering
- Platform updates applied without customer intervention

Summary

Contentful CMS enables organisations to manage and deliver structured digital content using a secure, scalable, and composable headless CMS, supporting modern digital service delivery without the complexity of managing infrastructure or bespoke content platforms.