



# **BUSINESS VALUE OF A SERVERLESS CMS**

Revolutionizing Digital Strategy with  
Cost-Effective, Scalable, and  
Secure Solutions

## INTRODUCTION

In today's digital age, having a strong online presence is crucial for businesses and organizations to succeed. A **content management system (CMS)** is a platform used to manage, organize, and publish content to a website or other digital channels. However, traditional CMS solutions can come with a host of problems, such as high costs, scalability issues, security vulnerabilities, and slow deployment times.

This is where a **serverless CMS** solution comes into play.

A **serverless CMS** operates without the need for dedicated servers, instead relying on cloud-based infrastructure to manage and deliver content. This new approach offers a range of benefits that can help organizations achieve their digital goals more effectively. In this white paper, we have outlined the key **benefits of a serverless CMS** and explained how they can help organizations stay ahead in a constantly evolving digital landscape.

### Executive summary

Key benefits that organizations can unlock by adopting a serverless CMS:

**39%** reduction in IT infrastructure spend



**60%** lower five-year total cost of operations vs legacy environments



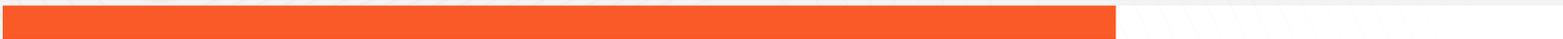
**33%** average higher developer productivity



**76%** faster development life cycles for new apps and features



**71%** average decrease in unplanned downtimes



**14%** reduction in time to resolve security incidents



## SAVE 1/3 IN INFRASTRUCTURE COST AND 2/3 IN OPERATION COST

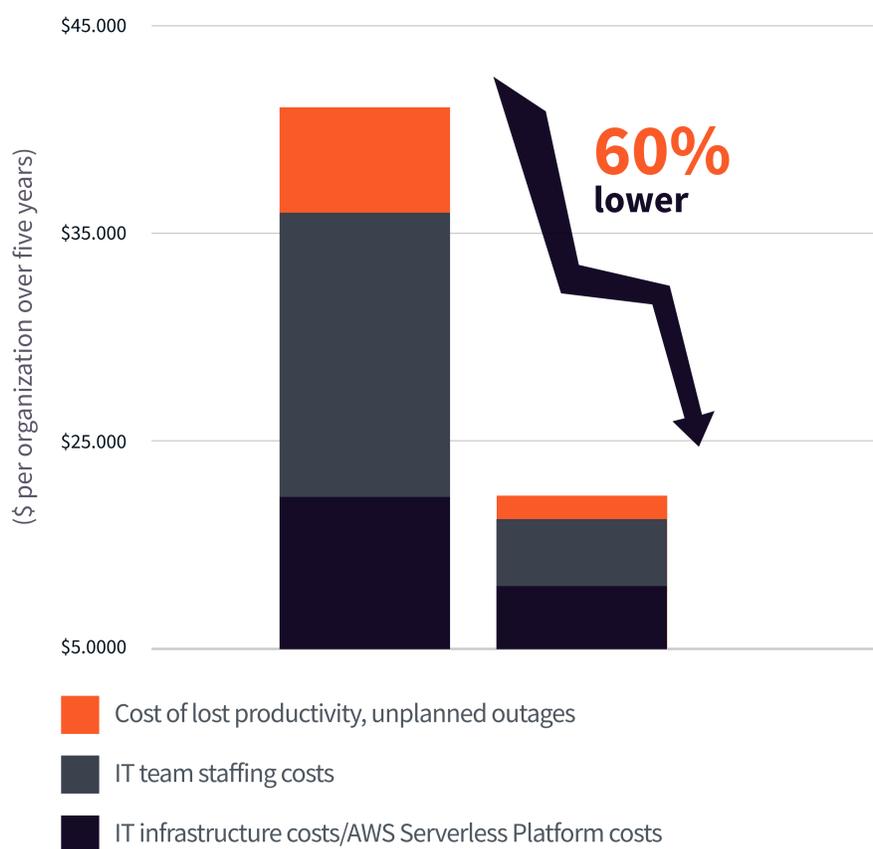
By switching to serverless you can unlock significant savings that a modern solution provides and start utilizing them today!

### 39% reduction in IT infrastructure spend

The serverless pay-per-use pricing model eliminates the need to over-provision infrastructure resources, making them just sit there underutilized.

In [2022 research done by AWS](#) it was concluded that the average infrastructure spend can be cut by 39% by switching to serverless. **Webiny** is a solution designed from the ground up to run on the AWS serverless infrastructure. By switching to a modern, serverless-based CMS, you can start utilizing those savings right away without expensive engineering investments.

### 60% lower five-year total cost of operations vs legacy environments



By combining different benefits and savings serverless provides, such as savings on infrastructure, staff requirements and an increase in user productivity, over a five-year period you will save **60% on the total cost of operations** - as stated in a [recent IDC whitepaper](#).

Those savings are pushed even further by switching to **Webiny** which not only brings you those serverless cost reductions and benefits but further automates the serverless management operations bringing in additional savings on top.

## Capture revenue that would otherwise be lost due to outages

Spikes in the traffic show there's an increase in the demand for your product. At that crucial moment, your systems need to handle the spike so you capture all those sales.

Unfortunately, these are exactly the moments more websites go down because the underlying infrastructure is not designed for those spikes, or can't scale fast enough to meet them.

**Webiny** was designed to handle such spikes out of the box. We've stress tested the system by going from 0 users to over 100k concurrent users in a matter of a few minutes, easily handling thousands of requests per second.



## At least 30% savings on enterprise license cost vs competition

Because SasS vendors are inflexible to changing their pricing models and don't want to put in the effort to really understand your business so they can price you accordingly, their quotes are in practice much higher than ours.

**Webiny**, by being self-hosted, we're able to offer different pricing models to enterprise customers, one where the amount we charge is directly related to the value and the success of the customer and their business.



## INCREASE DEVELOPER PRODUCTIVITY, AND REDUCE YOUR DOWNTIME

Empower your development teams to focus more on generating and delivering value to their businesses.



### 33% average higher developer productivity

Applications built on top of the AWS serverless infrastructure, such as **Webiny**, enable development teams to focus more time on building applications logic, rather than dealing with infrastructure.

On average customers will benefit from a 33% increase in developer productivity. This means that development teams generate and deliver more value to their businesses.

Any increases in their productivity will mean the product gets to market faster and the revenue is captured sooner.

### 76% faster development life cycles for new apps and features

Organizations today require agility and flexibility, and at the same time, they need to minimize the time to market for new products. These are tough challenges to face, but by choosing the right technology and solutions, organizations can solve those. This is one of the reasons **Webiny chose the AWS serverless services as its infrastructure**. With a CMS solution such as **Webiny**, development teams don't need to manually spin up, manage, patch, and secure servers. There is a significant reduction in time needed until such a solution goes into production. Additionally, it eases the burden of administering and provisioning IT resources, as well as optimizes the IT infrastructure spend with its infrastructure consumption-based pricing model.

## REDUCE THE REVENUE IMPACT OF DOWNTIMES AND SECURITY INCIDENTS

### 71% average decrease in unplanned downtimes

Unplanned downtimes cause a loss in revenue, and those are especially painful when they happen at peak traffic events or merely by a human mistake. Such downtime events can be avoided in 71% of cases by removing the necessity to manage, maintain and scale the infrastructure on your own. Solutions, such as **Webiny**, where the underlying infrastructure is made of serverless services, **require no human interaction to manage, scale, or maintain**. It drastically reduces the downtimes caused by traffic events or human-related accidents.



### 14% reduction in time to resolve security incidents

Security incidents can happen anywhere and at any time. From simple misconfiguration errors to not patching your underlying system in a timely way. Modern infrastructure, such as serverless, that **Webiny** utilizes, reduces the potential of a security incident by a human error. The underlying infrastructure is always patched on time, since this is **handled by the cloud vendor, and is no longer your responsibility**. In the odd event that there is a security incident, it takes less time to resolve such an incident, when compared to solutions running on traditional infrastructure improving your organization's operational resiliency.



### \$144,000 average additional revenue unlocked per organization

On average, organizations that switched to serverless reported gaining \$20.66 million in additional revenue per year by better addressing business opportunities, as well as another \$144,100 per year by **reducing the frequency of revenue-impacting unplanned downtime**. You can gain those savings and the additional revenue serverless unlocks by adopting **Webiny** and experience first hand the full plethora of benefits a modern solution like ours provides.



# Ready to unlock these benefits for your business with **Webiny Serverless CMS?**

TALK TO OUR PRODUCT TEAM

- ✓ Discuss your business/project needs and CMS requirements
- ✓ Get the answers to your specific business questions
- ✓ See **Webiny** in action and learn how it can power your business



**Get in touch**

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