

BRIGHTSPOT®

Why digital transformation can't wait until you're ready

A 2025 playbook for business success



The urgency of digital transformation

Digital transformation is no longer a strategic initiative — it is a business imperative. The digital economy demands speed, agility and adaptability. Companies that fail to modernize risk stagnation, customer attrition, diminishing market share and reputational risk.

For example, when just considering the explosion of AI tools and content, the Accenture Life Trends 2025 survey reports that 60% of respondents have been “questioning the authenticity of online content more than before.” Companies need to invest in technology and tools to assure content authenticity, transparency and governance. Doing nothing not only risks diminishing consumer trust, but also brand damage that is often hard to overcome.

"The website is our marketing front door and needed to stand up to the task of telling the story of who we are more effectively."

— Chief Growth Officer **at DispatchHealth**

What this looks like in the real world:

Media organizations transform live event coverage into dynamic highlights, from short social clips to long-form evergreen articles, maximizing audience reach across platforms. Healthcare marketing teams break down highly-regulated language into adaptable modules for global use, ensuring compliance and regional relevance.

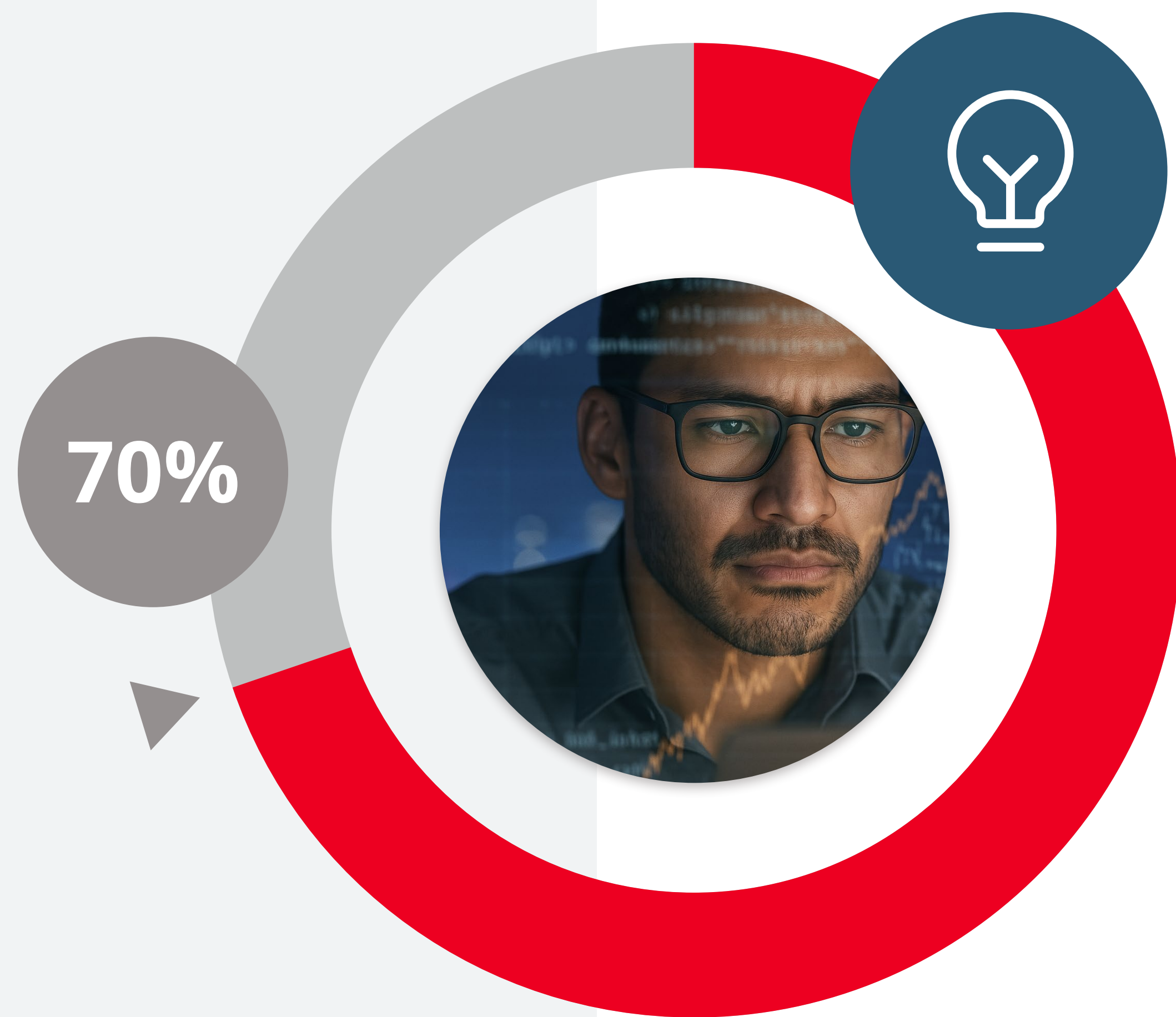
What to look for in a CMS:

Opt for CMS tools that make reusing content as easy as dragging and dropping elements to build pages, allow field-level module creation and enable seamless cross-site sharing. Build once, repurpose endlessly.

BRIGHTSPOT CASE STUDY: DISPATCHHEALTH

DispatchHealth leveraged Brightspot CMS to migrate off WordPress in under two months, accelerating its digital transformation without disrupting operations.

[Read more](#) →



The business case for digital transformation

Digital transformation is more than adopting new technologies — it's about rethinking how businesses operate, scale and engage customers. Organizations that embed digital at the heart of their strategy see improved efficiency, enhanced customer engagement and greater market adaptability.

According to data published by Foundry in March 2024, **70% of IT decision makers expected budgets for AI-enabled technology to increase over the following 12 months**. This is just one small example that sends an obvious signal: digital laggards risk being left behind.

Executives must view digital transformation as an investment, not an expense. The ability to leverage data-driven decision-making, automate workflows and enhance omnichannel customer engagement directly impacts profitability and growth. However, transformation requires a structured but also incremental approach. In 2024, Deloitte's annual digital transformation research found a 26-percentage-point drop in organizations looking to "use digital to fundamentally reinvent" — or as Deloitte coins it, bet-the-business reimagining.

Companies must prioritize agility, test innovations rapidly and iterate to stay ahead of market shifts.

BRIGHTSPOT CASE STUDY: GRUPO AJ VIERCI

Grupo Aj Vierci used Brightspot to modernize its digital publishing process, enhancing its customer experience across multiple brands.

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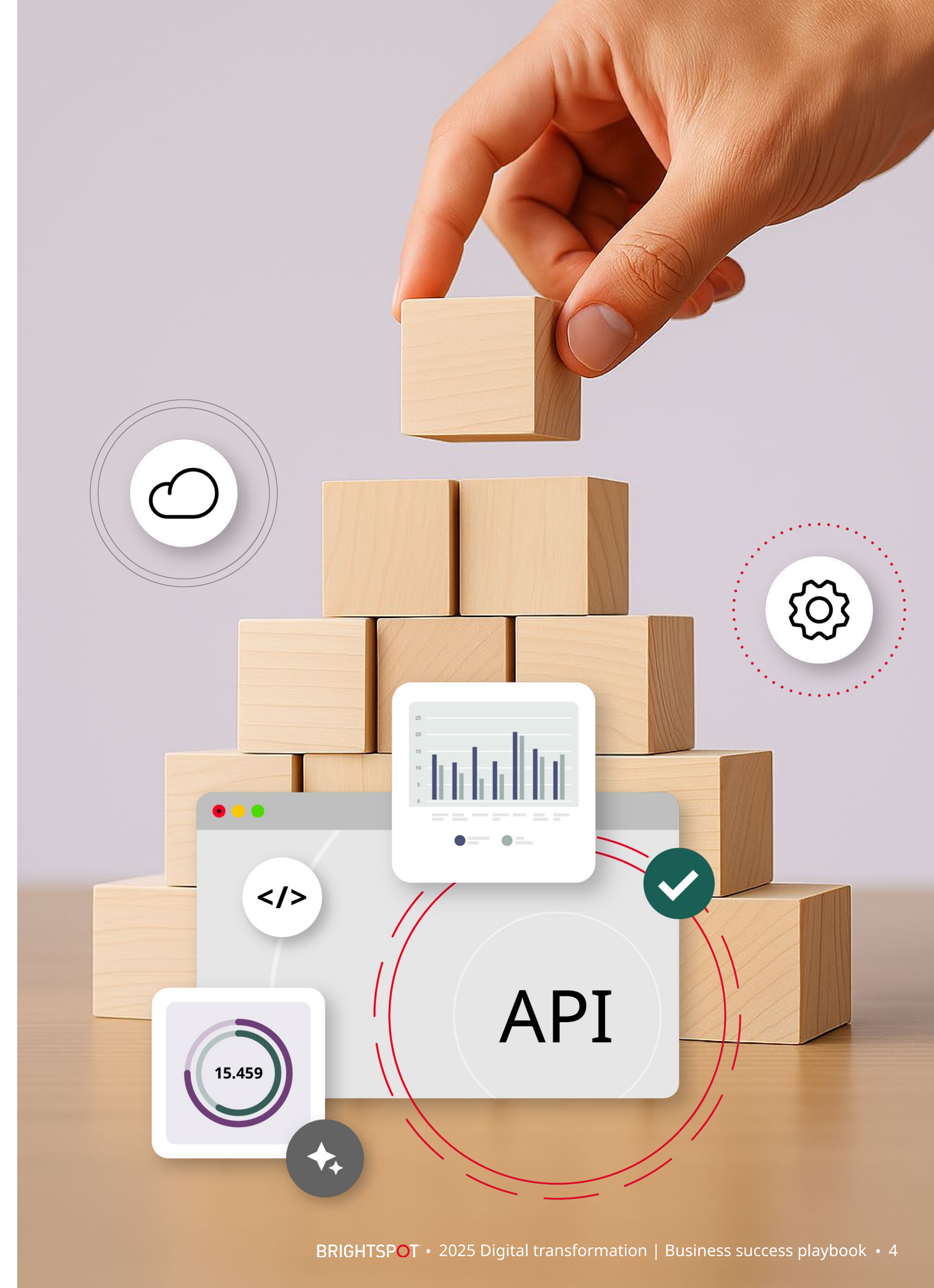
Breaking the myth: Digital transformation is not an overhaul

A common misconception about digital transformation is that it requires a complete technology overhaul. In reality, the most successful transformations are incremental and iterative. Organizations that integrate new tools and capabilities without discarding existing infrastructure achieve better outcomes. A modular, API-driven content platform allows companies to innovate without disrupting core operations.

A well-structured digital transformation strategy focuses on adaptability and smooth integrations with other services. Cloud-based solutions, automation and AI-powered insights help businesses optimize workflows while maintaining agility. Instead of thinking in terms of “replacement,” executives should prioritize enhancements, scalability and future-proofing their technology stacks. Companies that embrace an incremental transformation strategy gain a competitive advantage while avoiding unnecessary risk.

“The Brightspot content platform supports fast, high-quality publishing across channels that will help us grow and adapt to continue succeeding in a digital-first world, thanks to a better customer experience.”

— Nicolas Beytout, Founder & CEO at **L'Opinion**



The four key challenges and how to overcome them

Digital transformation offers clear benefits, but organizations often face significant barriers that can slow progress or derail initiatives altogether. These challenges are not just technical — they involve cultural shifts, financial considerations and strategic alignment across teams. Addressing these obstacles head-on ensures a smoother transition and a higher likelihood of success.

1



Leadership alignment & organizational readiness

One of the biggest barriers to digital transformation is a lack of alignment among leadership teams. Without executive buy-in, transformation efforts can become fragmented, underfunded or deprioritized in favor of short-term operational goals.

How to overcome it:

- Secure leadership sponsorship by clearly demonstrating the business value of digital transformation. Present data on improved efficiencies, revenue growth and competitive advantage.
- Foster a digital-first mindset across teams by encouraging cross-functional collaboration and digital literacy initiatives.
- Establish a dedicated transformation taskforce that includes key stakeholders from IT, marketing, operations and finance to ensure alignment across departments.

2



Legacy systems & technology roadblocks

Many organizations struggle with outdated legacy systems that were not designed to support modern digital experiences. These systems can be costly to maintain, difficult to integrate with new technologies and resistant to the agility required for transformation.

How to overcome it:

- Adopt a phased, incremental approach to modernization rather than attempting a complete system overhaul. Cloud-based, API-driven solutions enable seamless integration with existing infrastructure.
- Leverage a hybrid CMS or modular content platform that allows organizations to introduce new capabilities without discarding legacy investments.
- Conduct a technology audit to assess which tools can be updated, replaced or integrated to optimize performance.

3



Fear of failure & budget constraints

The perceived risk and cost of digital transformation often deter organizations from making bold moves. Many companies worry about implementation challenges, disruptions to existing workflows and uncertain returns on investment.

How to overcome it:

- Start with small, high-impact projects, such as launching a single site or microsite, automating a specific workflow or improving content personalization. Quick wins build confidence and demonstrate value early.
- Use agile methodologies to test, iterate and refine initiatives before scaling across the organization.
- Communicate cost-saving benefits, such as reduced operational inefficiencies and improved resource allocation, to justify the investment.

4



Lack of a clear digital strategy & vision

Digital transformation is more than just adopting new technologies — it requires a holistic strategy that aligns with long-term business objectives. Many organizations struggle with defining their transformation roadmap, leading to disjointed efforts and inconsistent progress.

How to overcome it:

- Develop a comprehensive digital roadmap that outlines key milestones, objectives and success metrics.
- Align digital initiatives with broader business goals, ensuring that transformation efforts drive measurable outcomes such as improved customer experience, operational efficiency and revenue growth.
- Regularly reassess and refine the strategy to adapt to evolving technologies and market demands.

"The true value is that it's easy for our team to manage their sites and make edits at scale."

Director of digital marketing
at Indigo Sports

By addressing these challenges proactively, organizations can accelerate their digital transformation journey, minimize risks and unlock new opportunities for growth.

Why speed-to-market matters more than ever

Speed-to-market is a defining factor of business success. Companies that can rapidly adopt and implement digital strategies gain a significant competitive advantage over those that hesitate. Slow digital adoption leads to lost revenue opportunities, declining customer satisfaction and an inability to compete with more agile organizations. According to a McKinsey study, organizations that embrace digital transformation early can increase go-to-market speed by 20 to 40 percent.

How launching a single site or pilot project can jumpstart transformation

Rather than overhauling entire operations at once, many organizations successfully start small by launching a single site or pilot project. This minimizes risk, allows teams to test new strategies and demonstrates quick wins that can build momentum for broader transformation efforts. For example, companies like Mattress Firm have launched new microsites in weeks instead of months, streamlining workflows and proving the value of modern content platforms.

For example, as part of a high-profile campaign during the 2020 Tokyo Olympics — and featured on NBC News and in The Wall Street Journal — Mattress Firm redesigned and launched a microsite for its "Unjunk Your Sleep" campaign in just 10 business days with Brightspot.



Strategies to rapidly deploy without disrupting operations

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How an agile content hub accelerates transformation

As organizations scale their digital operations, they often struggle with content fragmentation, inefficiencies and lack of integrations across their tech stack. A content hub serves as the foundation for digital transformation by centralizing content management, streamlining publishing workflows and enabling omnichannel distribution.

The need for integrations and extensibility

Businesses today require systems that can easily integrate with existing tools and future technologies. An agile content hub ensures interoperability between legacy systems and modern digital platforms while allowing businesses to adapt as their needs evolve.

How a content hub simplifies digital transformation

- Eliminates content silos: A centralized hub makes it easy to repurpose content across multiple channels.
- Improves efficiency: Teams can manage workflows and approvals from a single interface.
- Enhances personalization: AI-powered recommendations allow businesses to tailor content based on user behavior.

The power of API-first architecture & automation

An API-first approach ensures greater flexibility in integrating content and experiences across web, mobile, social and emerging digital touchpoints. Automation further reduces manual workload, accelerates content production and ensures consistency in branding and messaging.



Key technologies that drive digital transformation

Technology is the driving force behind successful digital transformation. To remain competitive, organizations must adopt advanced technologies that enhance efficiency, enable automation and improve user experiences.

Artificial intelligence & machine learning

AI and machine learning are transforming business operations through automation, content generation, predictive analytics and real-time personalization. By leveraging AI, businesses can optimize customer interactions with agentic AI, automate repetitive tasks and make data-driven decisions at scale.

Headless & hybrid CMS approaches

A headless CMS decouples the front-end presentation layer from the back-end content repository, providing organizations with greater flexibility in delivering content across multiple digital experiences. Hybrid CMS solutions offer a balance between traditional content management and headless capabilities, allowing businesses to maintain existing workflows while innovating for the future.

Data & analytics for smarter decision making

Real-time data and analytics enable businesses to optimize engagement strategies, track user behavior and improve content performance. Companies that embrace data-driven decision-making gain deeper customer insights, leading to better content recommendations and improved customer retention.



A playbook for action: How to start today

Successful digital transformation requires a structured approach. Organizations that follow a step-by-step framework can accelerate implementation, minimize risks and measure impact more effectively.

STEP 1

Define clear business goals and outcomes

Start by identifying key business objectives and measurable outcomes. Aligning digital initiatives with enterprise-wide goals ensures clarity and accountability.

STEP 2

Identify quick-win projects for immediate impact

Focus on small, high-impact initiatives that demonstrate early success, such as automating content workflows, enhancing search functionality or integrating AI-powered recommendations.

STEP 3

Align stakeholders and secure leadership buy-in

Without executive sponsorship, transformation efforts stall. Communicate the business value of digital initiatives to secure leadership support and cross-functional collaboration.

STEP 4

Choose the right technology partners

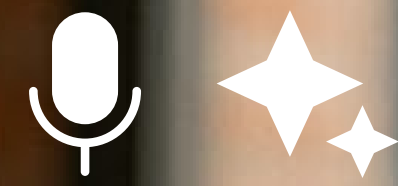
Invest in scalable, flexible platforms that support long-term growth while integrating seamlessly with existing systems.

STEP 5

Implement, measure and iterate continuously

Digital transformation is an ongoing process. Monitor KPIs, gather user feedback and iterate to refine strategies and optimize performance.

voice search...



Future-proofing your digital strategy

Organizations must build a foundation for long-term digital success by continuously adapting to market shifts and emerging technologies.



Building an adaptable foundation for ongoing transformation

A flexible, scalable digital ecosystem allows businesses to adjust to new opportunities and challenges as they arise. Investing in cloud-based platforms, API-first solutions and automation ensures agility.



Preparing for evolving consumer and technology trends

The pace of digital change is accelerating. Businesses must stay ahead of today's trends, such as AI-powered customer interactions, voice search and immersive content experiences, to remain competitive.



Measuring success and adjusting strategies for long-term growth

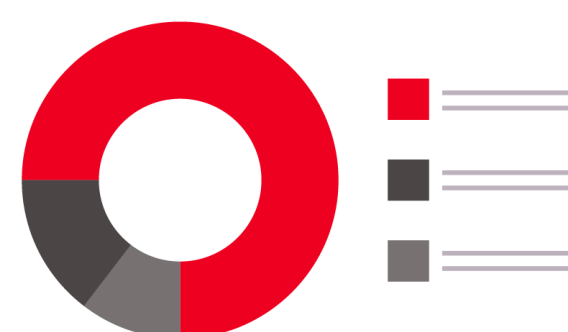
Key performance indicators (KPIs) such as customer engagement, content performance and operational efficiency should be continually assessed to identify areas for improvement and scale successful initiatives.

WEEKLY PAGE VIEWS

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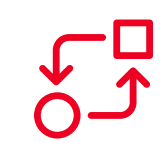


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Case studies & real-world examples

Brightspot has helped leading organizations achieve rapid digital transformation. These case studies highlight the challenges, solutions and results experienced by real-world businesses.



How Brightspot customers achieved rapid digital transformation

- **NBC Sports:** Leveraged Brightspot's API-first architecture to enable real-time content publishing for major sporting events like the Super Bowl and Olympics.
- **Chicago Public Media:** Integrated multiple brands, including WBEZ, the Chicago Sun-Times and Vocalo, under a single CMS to improve efficiency and content sharing.
- **AP News:** Replatformed and relaunched APNews.com in just six months to support a global audience and record-breaking, real-time election coverage.



Lessons learned from successful initiatives

- **Start small and scale strategically.** Incremental digital transformation delivers sustainable success.
- **Leverage automation and AI.** Businesses that embrace technology for personalization and efficiency gain a competitive edge.
- **Data-driven decision-making drives better results.** Organizations that use real-time insights outperform competitors in audience engagement and operational effectiveness.



Key takeaways for businesses planning their roadmap

- Act now, start small and iterate fast.
- Invest in future-ready technologies that offer flexibility and scalability.
- Prioritize customer experience and operational efficiency for long-term success.



Brightspot has served as the gold standard of content management systems since 2008. Our highly customizable, easy-to-use technology — coupled with extensive expert support and bustling partner ecosystem — has empowered industry-leading brands to quickly and reliably create and share their content. In Brightspot, customers find not just a platform, but a partner who walks alongside them in their digital content journey. Find out more at Brightspot.com.

Ready to see Brightspot in action? [Get a demo →](#)

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