Aragon Research believes that content is heading toward a more intelligent era.

**1. DOCUMENT ERA**
- creating and replicating content

**2. ECM ERA**
- storing and managing content

**3. CONTENT AUTOMATION ERA**
- content in motion

**4. CONTENT ANALYTICS ERA**
- actionable insights

### THE SHIFTS to MODERN CONTENT PLATFORMS

**1st Generation**
- **TRADITIONAL CMS**
  - Content management has traditionally been integral to the marketing tech stack, involving running the website and the customer experience. A traditional CMS is optimized for a browser on a computer.

**Next Generation**
- **HEADLESS CMS**
  - As more devices have come online (e.g., displays in stores, cars, and offices), a headless CMS is able to provide dynamic content delivery to any device.