

RAPID SITE LAUNCH

FINALLY, YOU CAN LAUNCH ENTERPRISE SITES IN 3 MONTHS OR LESS

With Brightspot 4.0, you can focus on creating content and brand experiences, not overcoming publishing challenges. Plus, you get out of the gates wicked fast. Here's how:

- 1 LEVERAGE ACCELERATOR KITS**
Complete with flexible frontend themes and 80+ standard content types, Brightspot's accelerator kits accelerate deployment in weeks, not months.
- 2 CUSTOMIZE THE FRONT END**
Brightspot components can be customized and assembled in millions of ways, ensuring your site is unique, on-brand, and delivers a compelling user experience. Design and customization can occur in parallel further accelerating deployment.
- 3 RAPIDLY PROTOTYPE WITH CONFIGURABLE COMPONENTS**
Using our suite of easily configurable components, a functional POC can be completed in as little as 2 to 3 days after requirements are modeled.
- 4 INTEGRATE WITH YOUR ECOSYSTEM**
Pre-built connectors are available for frequently used external and internal enterprise services (such as LDAP, CRM, ERP, DAM). With Brightspot's API-first approach, extending support to additional services—or going headless—couldn't be simpler.
- 5 MIGRATE CONTENT, ARCHITECTURE & TAXONOMY**
Automated tools accelerate content migration, which can commence once the content model is completed. Automated tagging makes image migration less stressful.
- 6 DEPLOY (AND ENJOY YOUR PUBLISHING AGAIN)**
Deployments leverage BEAM to set up new sites insanely fast so your new site is live within hours.



**PROJECTS TAKE 2-3 MONTHS
INSTEAD OF 9+**

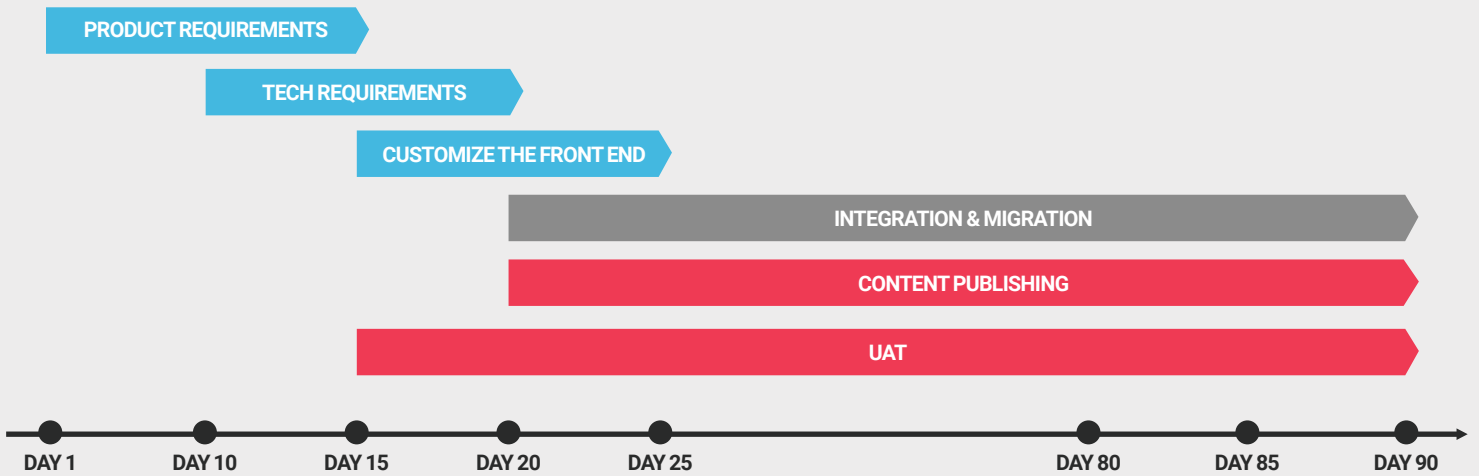


**COSTS ARE 50% LESS THAN
MARKET LEADERS**



**CONTENT CREATORS LEARN TO
PUBLISH IN 10 MINUTES**

HOW BRIGHTSPOT ACCELERATES SITE LAUNCH TIMEFRAMES



SOTHEBY'S REPLATFORMS 3M ASSETS IN 6 WEEKS

"We were under time pressure to get something live that represented a high-quality user experience, which is often a recipe for trouble. That's one of the reasons why it was very important to have a flexible platform to work with."

JONATHAN PYTELL,
SOTHEBY'S VICE PRESIDENT AND DIRECTOR OF DIGITAL PRODUCT

EMPOWERING YOUR CONTENT MACHINE

FLEXIBLE

THEMES

200+

COMPONENTS

100+

INTEGRATIONS

PARALLEL

DEVELOPMENT

DARI

ABSTRACTION LAYER

MVVM

DATA MODELING

AUTOMATED

CONTENT MAPPING &
TAGGING

API-FIRST

APPROACH

BRIGHTSPOT

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