

Icelandair Improves Automation and Workflows by Moving to a Headless CMS

CASE STUDY

ICELANDAIR



WEBSITE: www.icelandair.com

INDUSTRY: Aviation and Travel

COMPANY SIZE: 1001-5000



82% REDUCTION

In backlog issues week-over-week



70% FASTER

Delivery rate for translations



3 WEEK MIGRATION

From a traditional CMS

ABOUT

Founded in 1937, Icelandair is the largest Iceland-based airline and a member of the Icelandair Group. Icelandair provides up to 600 flights per week and serves as many as 12,000 passengers each day on both sides of the Atlantic.

SUMMARY

After years of using VYRE Unify web CMS and dotCMS, Icelandair realized that they needed to adopt a modern CMS and its capabilities to answer the increasing demand for personalization and omnichannel content delivery. After evaluating 15 CMSes, Icelandair chose Contentstack headless CMS as the preferred vendor.

THE CHALLENGE

In 2015, Icelandair launched Digital Labs, a new business development unit. The department was tasked to introduce a digital mindset and culture to Icelandair. Among Digital Labs' tasks, was to design, develop, and launch a new website for the airline.

Having initially adopted VYRE Unify as its web management platform and then migrating to dotCMS, it became clear that the open source platforms were unable to meet Icelandair's needs.

DotCMS created more problems than it resolved. For starters, it was unfit to support Icelandair's modular approach to content design, its batch publishing often took 30-40 minutes to complete, and the lack of webhooks made it difficult to connect with different applications.

Additionally, dotCMS vendor continually applied hotfixes—which inevitably caused system-wide malfunctions when even the smallest site updates had to be made.



DotCMS was not natively headless, and the system did not allow you to save your work and preview the results. Anytime you posted a blog or a page, you couldn't work on one locale and then push that up, you'd have to wait until you were sure that no one was working on the item in other languages. It pulled everything—all locales, all relationships. It took forever.

– Hallur Þór Halldórsson, UX writer and Content Designer, Icelandair



THE SOLUTION

Icelandair chose Contentstack headless CMS over 15 CMS providers to replace dotCMS because of its enterprise-level features, including white-glove customizations, [powerful APIs and integrations](#), and implementation workflows.

From planning to implementation, it took Icelandair just three weeks to migrate from their previous vendor.

Since moving to Contentstack, Icelandair has successfully simplified integrations between the airline and its translation platform. As a

THE SOLUTION

result, Icelandair's content managers are able to manage translations for 12 languages and 16 locales without ever leaving the CMS. They can send entries for translation directly in the CMS by simply publishing them to a separate environment and selecting the desired languages. When the translations are ready, the content system updates the environment's entries as localized versions.

Another significant achievement for Icelandair is being able to implement automation to make publishing more effective and efficient. Not only is the Icelandair content team able to publish in a more frequent and timely manner without any technical issues, but they've also cut the time it takes to push out promotions by over 90 percent!

Icelandair has over twenty [content editors](#) and nearly as many [developers](#) working within Contentstack at any given time, the platform's powerful user role management features have made collaboration seamless.



I don't have to depend on the developers to do everything. I can go in and make the changes instead of them having to do all the work. Simplicity in the UI, both for content editors and technically savvy people, has helped us.

– Hallur Þór Halldórsson, UX writer and Content Designer, Icelandair



IN SUMMARY

Contentstack gave the Icelandair team back the sanity and time they had lost to constantly “putting out fires” caused by previous CMSes.

After a smooth migration to Contentstack, Icelandair was finally able to achieve major integration goals and time-saving automation. In addition, creating efficient workflows and managing users is easier and more effective than ever before.

With Contentstack, Icelandair can finally scale their omnichannel publishing efforts and reach amazing new opportunities for growth.