Content Management System (CMS)

Next generation backbone for
smart digital transformation.

Rierino Platform.

Our R&D vision has always been to emphasize the unique features of a business while empowering both technical and non-technical users. This allows you to grow with your technology instead of outgrowing it every few years or being stuck with an outdated stack.

Embedded data and intelligence, instead of silos, help automate and optimize decisions across the board.

Adapts to your custom needs fast better than any packaged solution with intelligence at its core and high performance at scale.

Low-code for high complexity.

Industry-specific components able to handle higher sophistication supporting faster deployments, lowering the technology skill gap & resource dependency

Composable beyond microservice.

More customizable and scalable supporting easy update & distribution of substeps in the form of optimized reusable building blocks

Data-first with central intelligence.

Operational and core-integrated intelligence where AI/ML can be embedded in any API, data informs every process flow and business user

Rierino CMS.

An **enterprise-grade headless** solution, Rierino CMS combines the low-code/no-code, API-first, and intelligence-embedded attributes of our core platform for world-class content management. Designed to capture your unique needs for different localizations and personas, it helps you achieve maximum user engagement across channels.

Product Relations for Effective Curation.

By allowing you to create relational links with products and other key data, Rierino CMS helps you create seamless shopping experiences via automated or curated native recommendations.
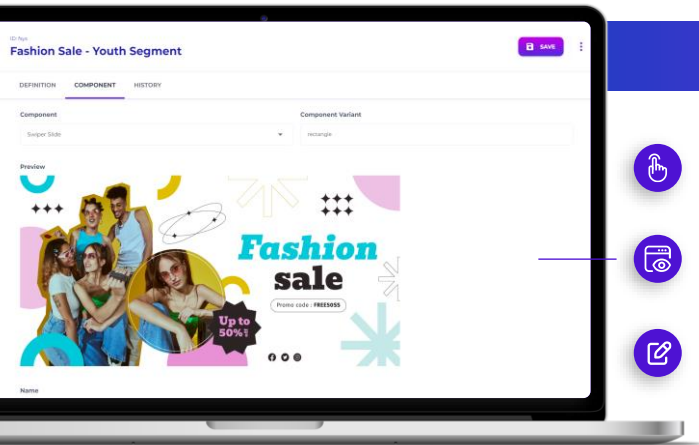
Content-as-Data for Hyperpersonalization.

Maintaining content in a structured data format accelerates analytics, reveals real-time insights around trends, and facilitates persona, location, and time based targeting.

Rierino CMS is built for **unlimited scale** with the ability to handle high-volume traffic at speed while keeping infrastructure costs at bay. Smart personalization and the ability to incorporate various content types ensure **increased relevance** and targeting effectiveness.

Key Features.

Intuitive Content Creation & Editing.

No-Code Configurations. Easy design and customization of CMS through a rich set of editors and pre-built functionalities

Built-in Previews. Component and page preview in real time using styled handlebar templates for entered content for different devices
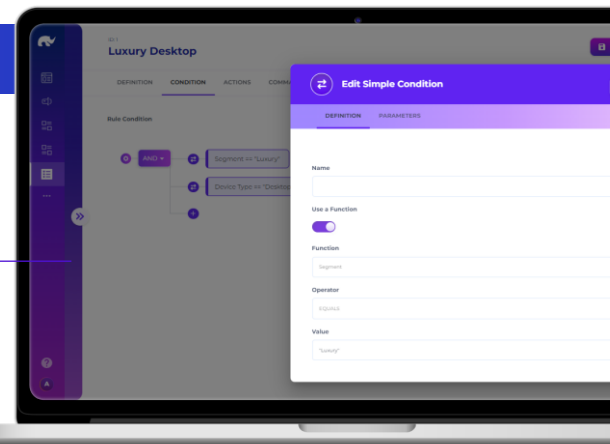
Inline Editing. Ability to support complex layouts and business-specific content types such as recipes

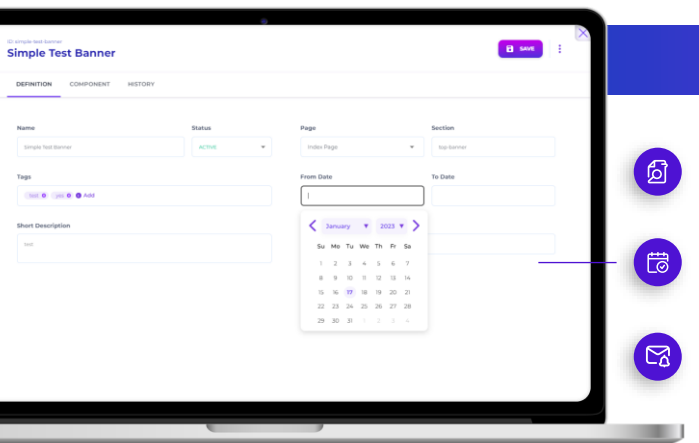## Smart Personalization & Targeting.

External Data Enrichment. Integration of real-time data from any system configurable through advanced API orchestration feature

Persona Rules Engine.. Efficient and flexible business rule engine supporting persona assignments based on a variety of inputs

Product Relations. Ability to link individual content to a curated list of products for native recommendations

Effective Review & Management.

Smart Data Checks. Ability to incorporate NLP, image-processing and other ML checks for sophisticated content validation

Content Scheduling. Alternative ways of scheduling content such as restricting start and end dates

Notification Triggers. Automated email notification upon content change using messaging APIs

Solution Documentation.

Extensive knowledge base on **GitBook** with **300+ pages** of content detailing both business and technology user-related features with a clear and intuitive structure to maximize adoption.

A better fit for
today & tomorrow
with fast ROI as
well as optimal
long-term TCO.

Why Invest.

A future-proof stack not only optimizes costs over time but also allows for changes that set apart your business from competitors. Our *2023 Survey* revealed that **61%** of shoppers think online stores appear more or less the same making them less memorable. With Rierino, you can emphasize your unique features with minimal time and effort, and achieve:

- **Faster time to value** through rapid configurations instead of heavy development

- **Diverse use cases** with immediate go-live not tied to a release cycle or framework

- **Increased ROI** maximizing real-time data with fully automated and integrated MLOps

- **Better CX** and reporting with improved query performance adapting to business requirements

- **Future-proof stack** with the ability to replace tech without scrapping existing microservices

- **Optimal performance** aligned to internal strategy in terms of security, geography & resilience

rierino

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here
right
now

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