GraphCMS - ease of use and high developer satisfaction out of the box

NEVER ~~BLAND~~

G17Eco
WORLD WIDE GENERATION

Neverbland, a UK-based digital agency, specializes in digital strategy, UX/UI design and brand building. Neverbland strives to "put the sex into tech," as they say, and, from beautifully crafted websites to helping establish new brands, that is exactly what they do. Always bringing their customers further, the agency has worked with the likes of Samsung, Airbnb, and British Council. Learn more about Neverbland.

Requirements:
- Easy to use CMS for developers and clients alike
- GraphQL API

Results:
- Project delivery ahead of schedule
- Close partnership between GraphCMS and Neverbland
- Improved project management

For the most recent project, creating a new brand and launching a marketing website for WorldWideGeneration, Neverbland decided to explore a different tech stack. Their stack already included React and Redux but the team was not satisfied with data management in Redux. Learning about GraphQL and Apollo, they decided to give it a try. As the project still required an easy way for the client to manage their content, the Neverbland team looked for a headless GraphQL CMS. Finding GraphCMS, the stack was complete, and the team set to building.
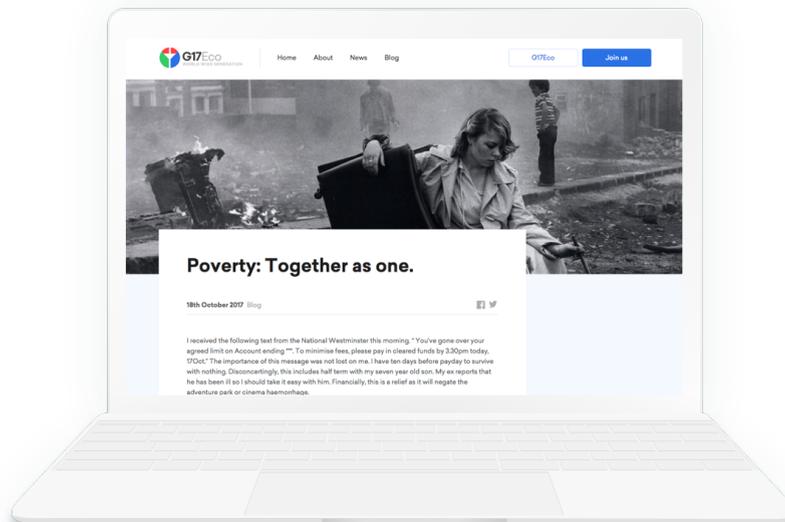
"With GraphCMS it's so easy to get started – the split between front and backend is ideal for us" - Willem Labuschagne, Technical director

Easy to use CMS for clients and developers

A key requirement for Neverbland was that the CMS was easy to use for their client allowing the team to focus on building the product. The content model or other technical views should be hidden to not confuse clients without a technical background. GraphCMS offers this right out of the box with its powerful collaboration feature. Each CMS user can be assigned different roles that limit their rights around the project. Simultaneously, the Neverbland development team enjoyed working with a clean content modeling and editing view. With an intuitive and well thought-out web application, any change was a matter of seconds.

GraphQL API

One of the game changers for Neverbland is the simple GraphQL API endpoint that GraphCMS offers. Because both read and write operations are supported by the same endpoint, working with the API is a breeze. In addition, the native ease of use of GraphQL is supplemented by a powerful filtering system of the GraphCMS implementation. Together this gives developers the utmost flexibility of working with the API just the way they want. Multiple roundtrips, client side parsing and/or aggregation, emblematic of working with REST APIs, is now a thing of the past. Best of all, as a hosted API, Neverbland is sure that scalability will be taken care of by the expertise of the GraphCMS team freeing them to worry about what matters most - their client's project.

Results

The technical capabilities of GraphCMS, combined with the high standard of support the Neverbland team received, created a strong working relationship between the two teams. "We felt very special and every question was answered in a matter of minutes", says Willem

from Neverbland. When all was said and done, the team met their project timeline with nearly a week left. Complemented with the continuous high satisfaction of the development team convinced Neverbland that they made the right choice with GraphCMS.

About GraphCMS

GraphCMS is the first content management system that fully utilizes the power of GraphQL, trusted by thousands of developers. It enables developers to build powerful content APIs in a matter of minutes, while it gives content editors all the tools they need to manage their content. The hosted content APIs can then be easily consumed by websites, apps or any other platform or content partner. Learn more about GraphCMS.