

*A modern frontend done **right***

How to remove the real bottleneck without replatforming

Webinar
April 23, 2026

Stop Replatforming. **Start Innovating.**

- Why digital teams *get stuck*
- Why replatforming is often the wrong diagnosis
- What a modern frontend presentation layer actually is
 - **What this looks like in practice**
 - [Live demo: A look at Vaimo's frontend accelerator](#)
- Practical next steps and Q&A



Caroline Norin

Operations Manager,
Nordics



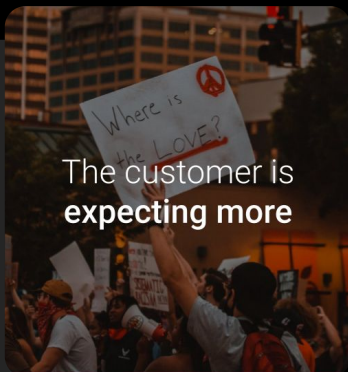
Robin Carlsson

Managing Director, Nordics



Why this matters now

The bar has *moved*.



Customer expectations keep rising

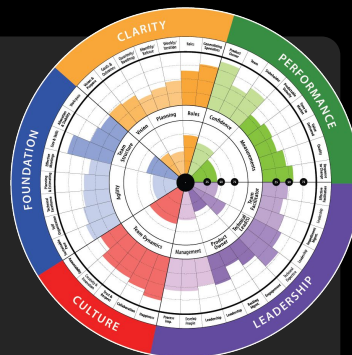
Real-Time Sentiment Pivoting: The Agentic AI Advantage

Campaign "War Rooms" Are Now Using Agentic AI To Scan Social Media Trends And Instantly Adjust Digital Messaging, Allowing Parties To Respond To Opposition Attacks Within Minutes Rather Than Hours.



2024 © Digital Insights Lab - Division Of Marketing Agency | Digital Marketing Solutions™ www.digitalmarketer.com

Campaign speed is now a competitive advantage



Teams need agility without losing governance

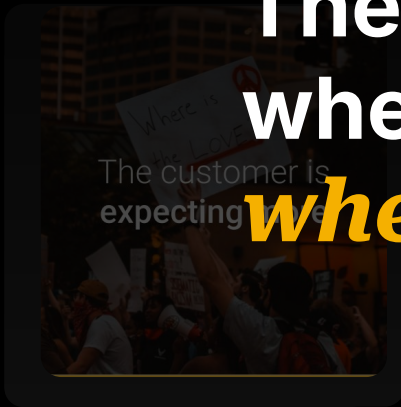
GOOD ENOUGH,
ISN'T GOOD
ENOUGH.

"Good enough" delivery is no longer enough

Why this matters now

The bar has *moved*.

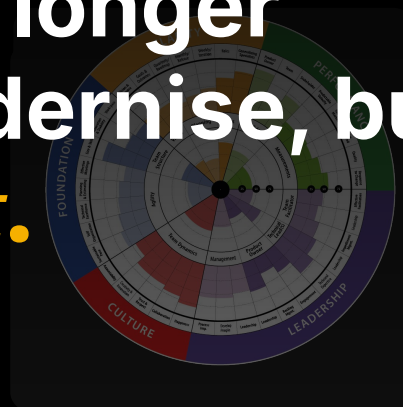
The issue is no longer
whether to modernise, but
where to start.



Customer expectations
keep rising



Campaign speed is now
a competitive advantage



Teams need agility
without losing
governance



"Good enough" delivery
is no longer enough

Answer this

What is the biggest *digital bottleneck* in your organisation today?

Poll

Why does every small digital change still feel so hard?

If every **campaign, content update,**
or **experience change** becomes a
project, something is ***wrong***.

Symptoms

What digital friction looks like in practice

- Campaigns take **too long to launch**
- Small changes **require developers**
- Teams get stuck in **delivery queues**
- Experiences are **inconsistent across channels**
- Marketing and IT both feel blocked

What companies *feel* vs. what's often actually *true*

What companies feel

Slow campaign launches

Every change needs dev support

Inconsistent channels

High cost for small changes

What companies *feel* vs. what's often actually *true*

What companies feel

Slow campaign launches

Every change needs dev support

Inconsistent channels

High cost for small changes

What they assume

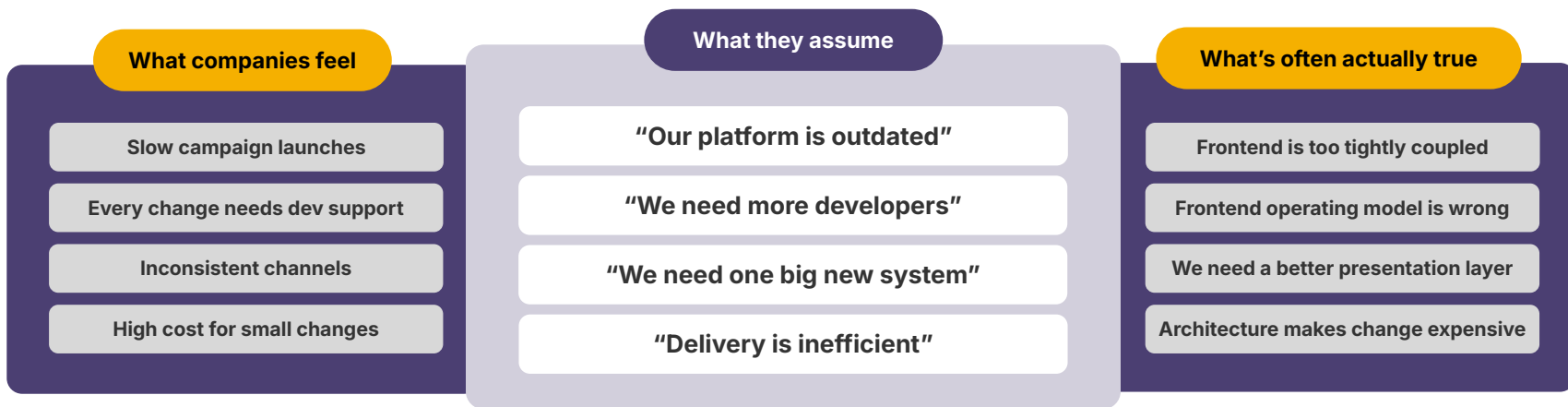
"Our platform is outdated"

"We need more developers"

"We need one big new system"

"Delivery is inefficient"

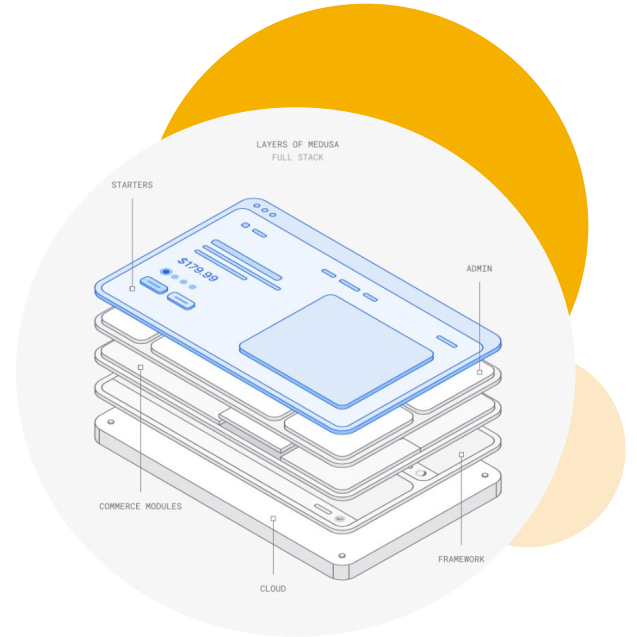
What companies *feel* vs. what's often actually *true*



The common misdiagnosis

The default conclusion:
”We need to replatform”

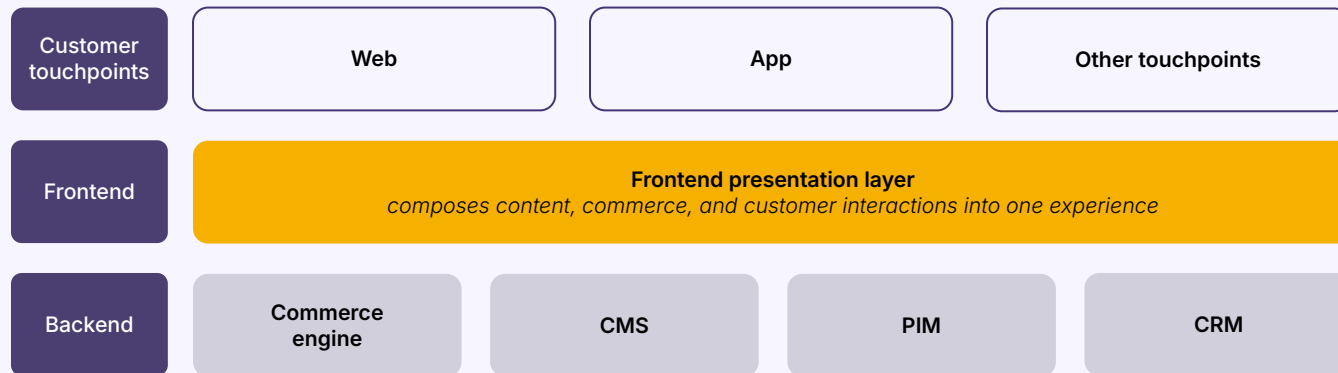
- It feels decisive
- It sounds strategic
- It may be necessary in some cases
- But it often solves the wrong problem first



Facts

**The frontend presentation layer
is often the real bottleneck**

The frontend presentation layer *connects your systems* to your *customer experience*



The reason
we're here
today

Answer this

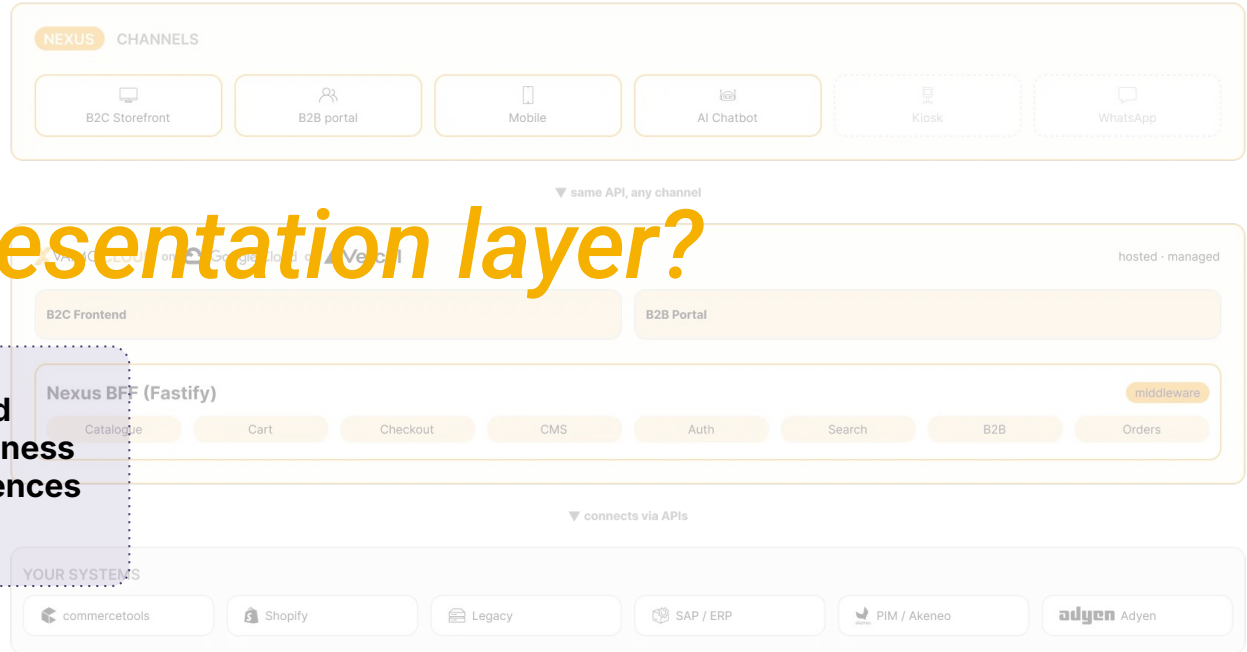
**Which statement sounds
most familiar in your
organisation?**

Poll

What is a

frontend presentation layer?

The layer that turns **backend systems, content, and business logic** into the **digital experiences** users see and interact with.



Result

**Why tightly coupled
systems slow
everyone down**

- Delivery dependency
- Slow change
- Higher risk
- Frustrated teams
- Missed opportunities

*This is not only a technology problem —
it's an operating model problem*

For marketing

- Dependency
- Delays
- Limited agility

For IT

- Constant low-value requests
- Delivery pressure
- Harder governance

*Both teams feel **blocked by the same setup.***

Where the *real cost* shows up

Direct cost

- ✗ Long implementation cycles
- ✗ High estimates for small changes
- ✗ Developers tied up in routine work

Opportunity cost

- ✗ Delayed launches
- ✗ Slower response to competitors
- ✗ Fewer tests and experiments

People cost

- ✗ Team frustration
- ✗ Slower onboarding
- ✗ Lower developer satisfaction
- ✗ Marketing disengagement

Technical debt exists across the stack.

But the presentation layer is where it becomes visible to customers — and *painful to teams*.

👉 That makes it one of the **most practical places to start paying it back**.

Why a full rebuild is often the *wrong first move*

✓ Keep

Stable commerce engine

Existing integrations

Valuable business logic

Core backend capabilities

✗ Replace
(or modernise selectively)

Rigid experience layer

Coupled frontend delivery

Fragmented content workflows

Developer-dependent presentation layer

"There's no point building a new house just because you want to renovate the kitchen."

What modern frontend done right *actually means*

Traditional setup

- ! Frontend and backend tightly coupled
- ! Marketing depends on dev for most changes
- ! One system tries to do everything
- ! Releases are slow and risky
- ! Channels become inconsistent

Modern frontend done right

- ✓ Decoupled presentation layer
- ✓ Marketing can work more independently
- ✓ Modular tools do the right jobs
- ✓ Faster iteration with lower risk
- ✓ More unified experience across touchpoints

Answer this

What would *matter most* to
your organisation in a
modern frontend approach?

Poll

A faster path to *modern frontend delivery*

What this means is

- ✓ Prebuilt accelerator for **modern frontend implementation**
- ✓ Designed to **reduce time to value**
- ✓ Supports **incremental modernisation**
- ✓ **Preintegrated** with key ecosystems

Connected to

- ✓ commercetools
- ✓ Contentful
- ✓ Shopify
- ✓ Magento
- ✓ MedusaJS
- ✓ and others

What the accelerator is *designed to solve*

- 👉 **AI-first**, not as an afterthought
- 👉 **Faster** setup and implementation
- 👉 **Preintegrated** connections to major commerce/content platforms
- 👉 **Reusable** frontend patterns and components
- 👉 A practical path for **incremental rollout**
- 👉 **Less reinvention**, more focus on business value

A fragmented setup *Story Time*

Demo

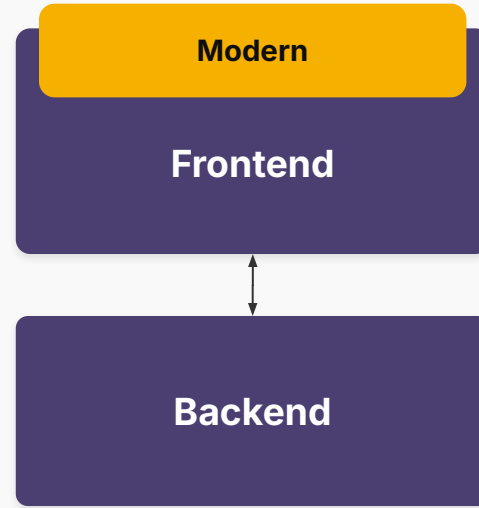
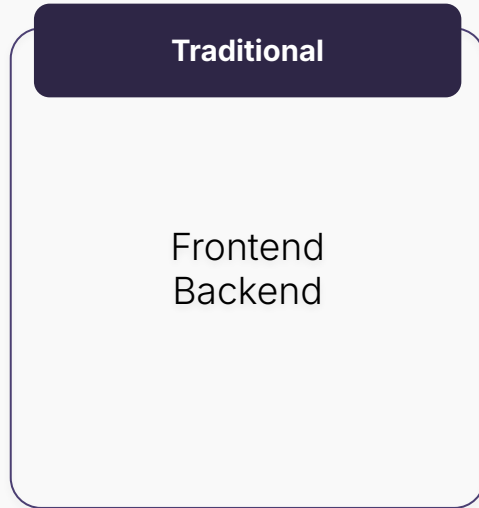
Demo

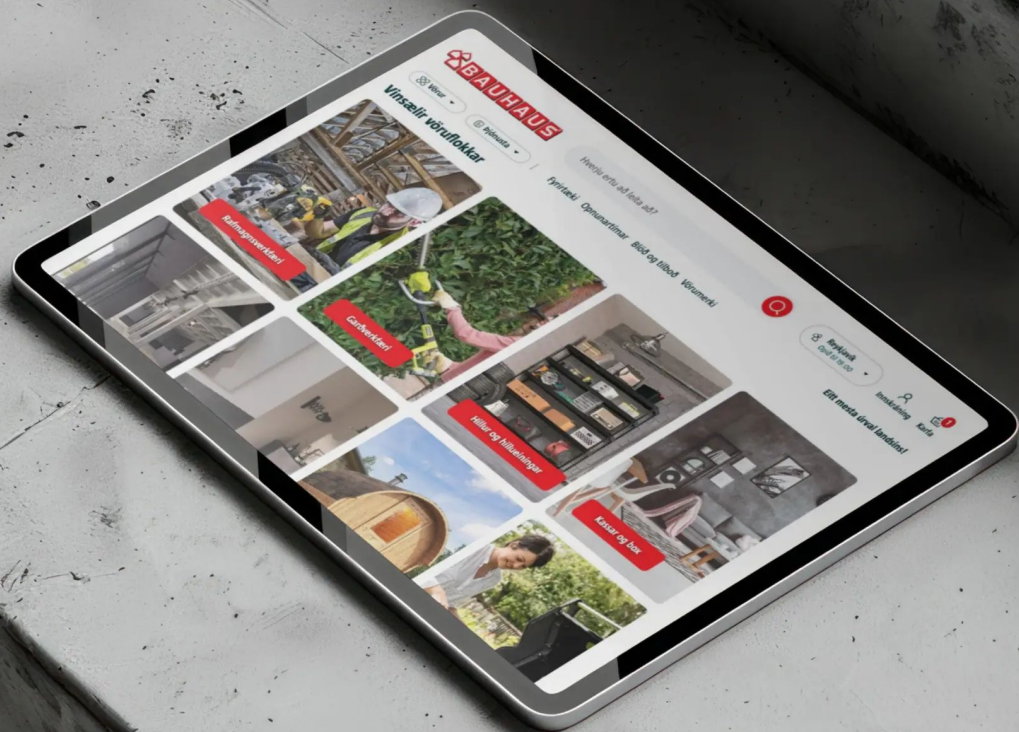
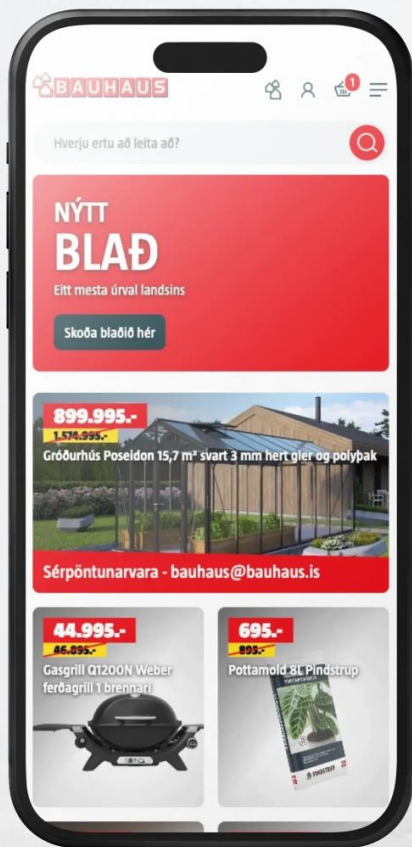
Demo

What the demo shows

- 👉 Modern frontend **does not** require replacing everything underneath
- 👉 Content and commerce **can be unified** in one presentation layer
- 👉 Preintegration **reduces time to value**
- 👉 Teams can **move faster** with clearer separation of responsibilities
- 👉 Incremental modernisation **is realistic**

Architecture
before **vs** after





Recommendations

Common mistakes to avoid

- Starting with **tools instead of diagnosis**
- Treating frontend modernisation as **only a developer decision**
- Running a **big-bang transformation**
- Giving marketing freedom without structure
- Decoupling without governance
- Assuming replatforming is automatically the answer

Questions?

Questions?

We're here to help

- The bottleneck is often the frontend layer, not the backend
- You don't need to replatform to modernise
- An accelerator approach can reduce time, risk, and complexity





Start with the **bottleneck**, not the **buzzwords**.

Thank you for joining



Caroline Norin
Operations Manager,
Nordics



Robin Carlsson
Managing Director, Nordics

