

# How Kontent.ai fits into your current toolset?

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When you select Kontent.ai as your new modular content platform, there are many questions you may have.

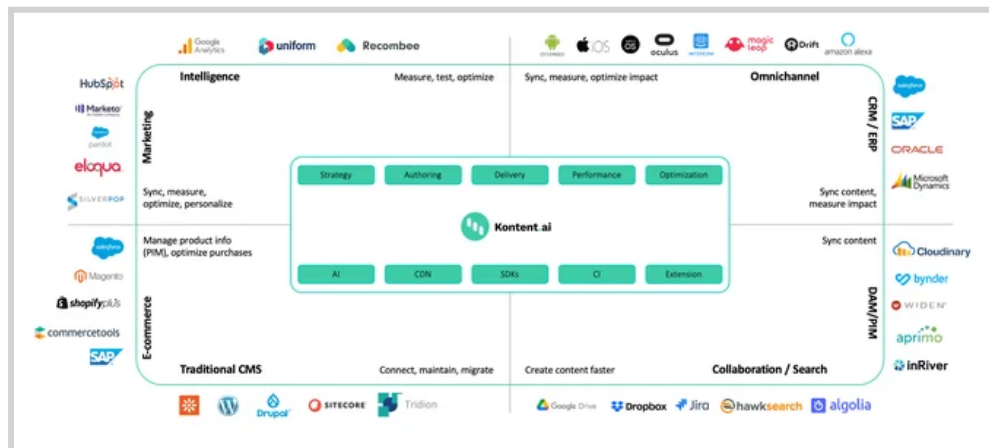
- How do you integrate Kontent.ai with your existing toolset that works well for you?
- What about your existing content and technology infrastructure?
- Can you widen the range of tools for your operations after you move to Kontent.ai?
- What technologies are you going to use after the move to Kontent.ai? Are there SDKs? APIs?

This article is here to answer all these questions you may have about the transition to Kontent.ai, your new CMS.

## Can you keep your existing toolset?

You may already have your tools for content search and discovery, SEO, marketing, billing, and so on. This toolset works well for you.

Now, the question is, can you use these tools even after you switch to Kontent.ai? Yes, sure! **You can keep using most of the specialized services** also under Kontent.ai. Unless you have all the services hard-coded into a single monolithic legacy CMS, that is.



*You can integrate Kontent.ai with all kinds of services*

Kontent.ai is a modular content platform, and as such, it loves the microservice architecture. **Kontent.ai is your central content hub** where you create and manage your content, but you also **augment it with various 3rd-party services**.

### 💡 Not sure what a modular content platform is?

Have a look at [our explanation of what a modular content platform is](#) from the business point of view.

If you're a developer who's more interested in the technical aspect, **have a look at the [integrations hub](#)**. There, you'll find all kinds of services that you can integrate with Kontent.ai.

## What happens to your content and technology infrastructure?

You can [import the content you already have](#) into Kontent.ai including the structure of the content.

Before importing your content, you'll [build a content model](#) that corresponds to the structure you need your content to have. It's also possible to let your developers [import a content model](#). Then, your developers can [migrate your content](#) into the content model in Kontent.ai.

As for the technology infrastructure, it's similar to the options about keeping the existing tools we've covered above. You can [integrate a wide range of services into Kontent.ai](#) so that the continuity from the technological point of view is ensured.

## What about APIs? SDKs?

Kontent.ai itself serves as a content repository and content management system that **provides access to the content via [REST APIs](#)**.

As such, **Kontent.ai doesn't bind you to any technology** for developing your customer-facing apps and websites. The SDKs are in a couple of the most common programming languages, such as JavaScript and .NET. However, you're essentially free to choose any tech stack you like as long as it's able to work with REST APIs.

Have a look at the [introduction to app development](#) for more details.

## How about marketing?

No problem! Kontent.ai as a modular platform enables you to connect all kinds of services you need to make your content perform the best.

Some parts of the marketing scenarios are done using the Kontent.ai built-in functionality, such as linking content items. The rest is managed by the best-of-breed tools of your choice.

You can personalize content and integrate marketing automation with Pardot, analyze your content with Google Analytics, or evaluate your A/B test results using Google Optimize.

See our [article about marketing scenarios](#) to learn more.

## What's next?

You've learned that most of the services that comprise your current technology landscape can be integrated into Kontent.ai. With that concern resolved, you can continue to discover what Kontent.ai offers to enhance your content operations:

- [Check how Kontent.ai is different](#) from traditional and other headless CMSs
- [Dive into content modeling](#)
- Discover [how collaboration is done in Kontent.ai](#)
- Take your [asset management with Kontent.ai](#) to the next level
- Is your project mainly a website? [Meet Web Spotlight](#)

**More questions? Get in touch, we're here to help!**