



# Accelerating **Website Development** with **Strapi** and **Next.js**

By leveraging Strapi and Next.js, the development process was expedited and simplified, ensuring scalability and optimal performance to meet the expectations of high traffic.



## Overview

This case study showcases the successful integration of [Strapi](#), a headless CMS, with Next.js, a React framework, to develop a dynamic application for the client. The integration significantly streamlined the website development process while ensuring scalability and performance. It helped us effectively meet the client's requirements at reduced development costs.

### Client Profile

A French multinational luxury fashion brand with a customer base from across the world.



## Business Requirement

The client wanted to develop a web application that would serve as the primary touchpoint between the brand and its end customers.

The application will act as a channel for delivering personalized content, e-commerce functionality, product listings, news, offers, and more.

The expectation was that 80% of the application content would be managed by non-technical business users. To achieve this, they wanted to incorporate a user-friendly CMS. The CMS would be intuitive and accessible, enabling business users to update and manage the application content effortlessly.

Additionally, as the brand handles high traffic due to its large global customer base, it wanted the application to be scalable and performance-oriented to ensure seamless user experiences during peak hours.

## QBurst Solution

After evaluating various options, we developed a solution that caters to client requirements using Strapi as the CMS and Next.js as the website development framework. Strapi was selected due to its simplicity, flexibility, and robust features. The cloud-hosted version of Strapi Cloud further streamlined the development process by providing hassle-free setup, maintenance, and scalability.

## Key Features and Benefits of Strapi

- **Intuitive Content Modeling:** Strapi's user-friendly interface allowed us to effortlessly define custom content types, including relationships between different entities.
- **API-First Approach:** Strapi's API-centric architecture allowed seamless integration with Next.js (frontend framework), enabling efficient data fetching and rendering.
- **Role-Based Access Control:** Strapi's built-in RBAC system permitted fine-grained access control policies, ensuring data security and compliance.
- **Webhooks and Automation:** Leveraging Strapi's webhook functionality, we automated various tasks such as publishing content updates and triggering build processes - this enhanced workflow efficiency.
- **Scalable Infrastructure:** Strapi Cloud's scalable infrastructure ensured high availability and performance, even during traffic spikes. This eliminated concerns about infrastructure management.

## Integration with Next.js

Combining Strapi with Next.js proved to be a powerful combination.

This was largely due to Next.js' Incremental Static Regeneration (ISR) feature for dynamic content generation and optimal performance. By pre-rendering static pages with ISR, we achieved quick page loads and improved SEO rankings. This enhanced the overall user experience.

## Technologies Used

The Strapi logo, featuring a blue square icon with a white arrow pointing right, followed by the word "strapi" in a bold, lowercase, sans-serif font.The Next.js logo, featuring the word "NEXT" in a large, uppercase, sans-serif font, with ".js" in a smaller font below it, and a thin line underlining the "T".

## Business Benefits

- **Accelerated Development:** By utilizing Strapi's intuitive interface and Next.js' ISR support, we reduced development time by 30%, enabling us to meet tight deadlines.
- **Cost Efficiency:** The streamlined development process and reduced maintenance overheads resulted in significant cost savings for the client.
- **Improved Performance:** Leveraging Next.js ISR, we achieved sub-second page loads for dynamic content, resulting in a 40% increase in user engagement and a 20% improvement in SEO performance.
- **Scalability and Reliability:** Strapi Cloud's scalable infrastructure ensured seamless scaling to accommodate growing traffic volumes while maintaining optimal performance and reliability even under high loads.

The Qburst logo, featuring a large, stylized red "Q" followed by the word "Burst" in a bold, uppercase, sans-serif font. The "Q" has a red underline that extends under the "Burst" text.

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