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The Digital Flagship Playbook

How legacy companies are turning outdated websites into investor-grade platforms that publish in minutes, not weeks.



If you're running a company with 10, 20, or 65 years of history, your website probably tells a different story than your actual business does.

Maybe it's the site that was cutting-edge in 2012. Maybe it's been patched together by three different agencies over the years.

Maybe your team has simply outgrown what it can do.

Whatever the case, you already know something needs to change. The question is: what, exactly? And how do you do it without blowing six months and a quarter-million dollars on a "digital transformation" project that might not even work? **This playbook is the answer.**

We're going to show you exactly what's working for companies like yours right now, the specific technology stack that makes it possible, and how to think about the investment.

The Hidden Cost of "Good Enough"

Let's start with what's actually happening inside most legacy company websites. See if any of this sounds familiar:

- **Your announcements are always late.** A quarterly earnings release should go live the moment it's approved. Instead, it takes days of back-and-forth with your vendor, or whoever still remembers how to update the CMS. By the time it's published, the news cycle has moved on.
- **Simple changes require a developer.** Want to update a team member's photo? Change a headline? Add a new project to your portfolio? That's a support ticket. Maybe a \$500 invoice. Definitely a two-week wait.
- **Navigation has become a maze.** Your site has grown organically over the years. New pages were added wherever they fit. Now visitors (and your own team) can't find what they're looking for. Key information is buried three clicks deep.
- **The design screams "2015."** Your competitors have modern, polished digital presences. Yours looks like it was built on WordPress templates a decade ago. Because it was. First impressions matter, and you're losing credibility before the conversation even starts.

Performance is embarrassing. Pages take 4-6 seconds to load. On mobile, it's worse. Google knows this. Your visitors know this. And they're bouncing.

"We'll fix it eventually."

- Every executive team, for years

Here's the thing: **none of these problems are urgent in isolation.**

Your business still runs. Deals still close. But together, they create a compounding drag on how the market perceives you.

Investors do their research before meetings. Potential partners Google you. Recruits look at your site before applying. Clients evaluate your professionalism through your digital presence.

Every day your website stays stuck in the past, it's quietly costing you opportunities you'll never even know about.

The Modern Stack (We Use) That Actually Works

This is the **exact stack** we used to:

1. Make a \$728M hotel portfolio explorable in seconds through interactive 3D navigation.
2. Turn 65 years of engineering into an interactive flagship that spotlights projects and automates investor updates.
3. Unify fragmented multi-region sites into a single secure system built for marketing velocity and brand consistency.

We've rebuilt digital platforms for hospitality REITs, construction conglomerates, international school networks, and diversified holding companies. The pattern is remarkably

consistent. The companies that successfully modernize their web presence all land on some version of the same architecture. Here's what it looks like:

Next.js for the Frontend

Next.js is a React-based framework that's become the gold standard for serious corporate websites. It's what Notion, Nike, and Netflix use. More importantly for you, it enables static site generation, which means your pages load in under a second, globally, without expensive server infrastructure.

The performance improvement alone transforms user experience. But it also directly impacts SEO rankings, ad performance, and conversion rates.

Sanity CMS for Content Operations

This is where the REAL magic happens for your team. Sanity is a headless CMS that can be customized to match exactly how your business thinks about content.

Investor announcements, project portfolios, team bios, news updates: each gets its own structured content type with exactly the fields you need.

The result? Your marketing or IR team can publish new content in minutes, not days. **No developer required. No support tickets.**

They open the CMS, make the change, hit publish, and it's live. For companies with multiple business units or regions, this is absolutely transformative.

One international school network we worked with cut their time-to-publish for campus announcements from days and weeks to **minutes** because we built them a completely custom page builder.

That's not just an optimization. That's a new superpower for their marketing team.

Vercel for Hosting and Global Delivery

Vercel is our deployment platform of choice. It handles hosting, global CDN distribution, SSL certificates, and security, all automatically. Your site loads fast in Singapore, New York, and everywhere in between.

It also means you're not managing servers. No DevOps overhead. No surprise downtime. No security patches to worry about.

The Integration Layer (Hubspot, Calendly / Cal.com, Meta Pixel, GTM, etc.)

Depending on your needs, this stack can connect to virtually anything: HubSpot for lead capture, Calendly for scheduling, Google Tag Manager for analytics, Meta Pixel for ad tracking, custom APIs for internal systems.

One client needed automated investor email notifications whenever new filings were published. Another needed a 3D interactive map of their portfolio businesses. Another needed a drag-and-drop page builder so marketing teams across five countries could launch campaign pages without technical support (all trackable and attributable).

This stack accommodates all of it, while keeping reporting accurate.

Why Knowing the Stack Isn't Enough

Everything we just described is technically available to anyone.

Next.js is open source. Sanity has a free tier. Vercel offers generous hosting. You could, theoretically, build this yourself. So why don't more companies do it?

Because the technology is maybe 20% of the challenge, the other 80% is execution:

- understanding your specific content operations,
- designing a CMS structure that matches how your team actually works,
- building the visual identity that signals authority in your industry,
- migrating content without breaking existing SEO,

- training your team,
- and maintaining the system over time.

We've watched companies try the DIY route. They hire a junior developer who knows React. Six months later, they have a half-finished site that technically works but doesn't actually solve the underlying problems. The CMS is confusing. The design looks generic. The migration was botched. And they're back to square one, with more sunk cost.

The companies that get this right don't just buy technology. They buy implementation expertise, industry context, and ongoing partnership.

What the Outcome Actually Looks Like

When this is done well, the transformation is tangible. Here's what our partners typically experience:

Content velocity increases dramatically. Publishing timelines go from weeks to hours, sometimes minutes. Your team stops waiting on external vendors for basic updates. IR can push announcements the moment they're approved. Marketing can launch campaign pages without filing tickets.

Brand perception shifts. Visitors notice when a website feels modern, fast, and thoughtfully designed. Investors take you more seriously. Partners assume competence before the first meeting. Recruits see a company that invests in itself.

Internal friction disappears. The frustration of wrestling with an outdated CMS, the constant back-and-forth with developers, the embarrassment of sending investors to a clunky site: it's gone. Your digital presence becomes something you're proud to share.

Performance becomes a non-issue. Sub-second page loads. Perfect mobile experience. Strong SEO signals. These aren't selling points anymore. They're just how your site works.

Security and compliance are handled. Enterprise-grade HTTPS, automatic SSL renewal, firewall rules, and role-based CMS access. The technical risk that kept your IT team up at night is now managed by infrastructure designed for exactly this purpose.

How to Think About the Investment

Projects like this have typically fallen in the \$20K-\$95K CAD range for the initial build, depending on complexity.

A single flagship site with standard CMS needs typically sits at the lower end. A multi-region platform with custom software, integrations, and advanced content operations sits higher.

But the initial build is only part of the story.

The companies that get the most value from modern web infrastructure treat it as an ongoing capability, not a one-time project. They partner with a team that continuously improves the platform: adding features, optimizing performance, enhancing the CMS as content needs evolve, and staying ahead of technical debt.

This is why we work on a monthly partnership model. After the initial build, partners retain us for ongoing design and development support.

In-house capabilities grow as we add new templates to the CMS, new landing pages, automations, enhancements, tracking and analytics improvements, and other feature additions: all handled without the overhead of managing an in-house team or the inconsistency of project-based vendors.

The question isn't really "can we afford to modernize?" It's "what's it costing us to stay stuck?"

Companies That Made the Shift

We've applied this playbook across multiple industries. A few examples:

A hospitality REIT with a US \$728M portfolio had a website that buried investor filings and made time-sensitive disclosures painful. We rebuilt it with an interactive 3D portfolio map, investor-centric CMS, and automated email notifications for new announcements.

Publishing time for earnings and filings dropped by roughly 80%.

A 65-year construction and engineering conglomerate had a legacy site that didn't reflect their cutting-edge project portfolio. We built a story-first experience with interactive carousels, a 3D business overview map, and a **CMS that lets their IR and marketing teams publish announcements, reports, and press releases in minutes.**

An international school network operating across five countries had fragmented regional sites with inconsistent design and painful content operations. **We unified everything under one platform with a custom drag-and-drop page builder.** Time-to-publish for campus announcements dropped from weeks to minutes.

A diversified conglomerate spanning education, hospitality, real estate, construction, and asset management had no central digital presence. We created **a unified flagship with an infinite-scroll portfolio that ties five different business pillars into one coherent story.**

What's the Next Step?

If you've read this far, you're probably past the "maybe someday" stage. You know your digital presence needs work. The question is whether now is the right time, and whether we're the right partner.

Here's what we'd suggest:

Book a 30-minute call with our team. No pitch deck. No pressure. We'll look at your current site together, talk through your content operations challenges, and give you an honest assessment of what a modern platform would look like for your specific situation.

If there's a fit, we'll outline a scope and timeline. If not, you'll walk away with clarity on what to look for in a partner.