



# Introducing: Kuroco

The API-centric Headless CMS

Built for developers, by developers



## Are you concerned with these issues?

**I want to combine the benefits of multiple companies and services.**

**I have concerns about security...**

**I want to create personalized experiences for users across various devices.**

**I am having issues with my current CMS and the vendor could not provide detailed assistance.**

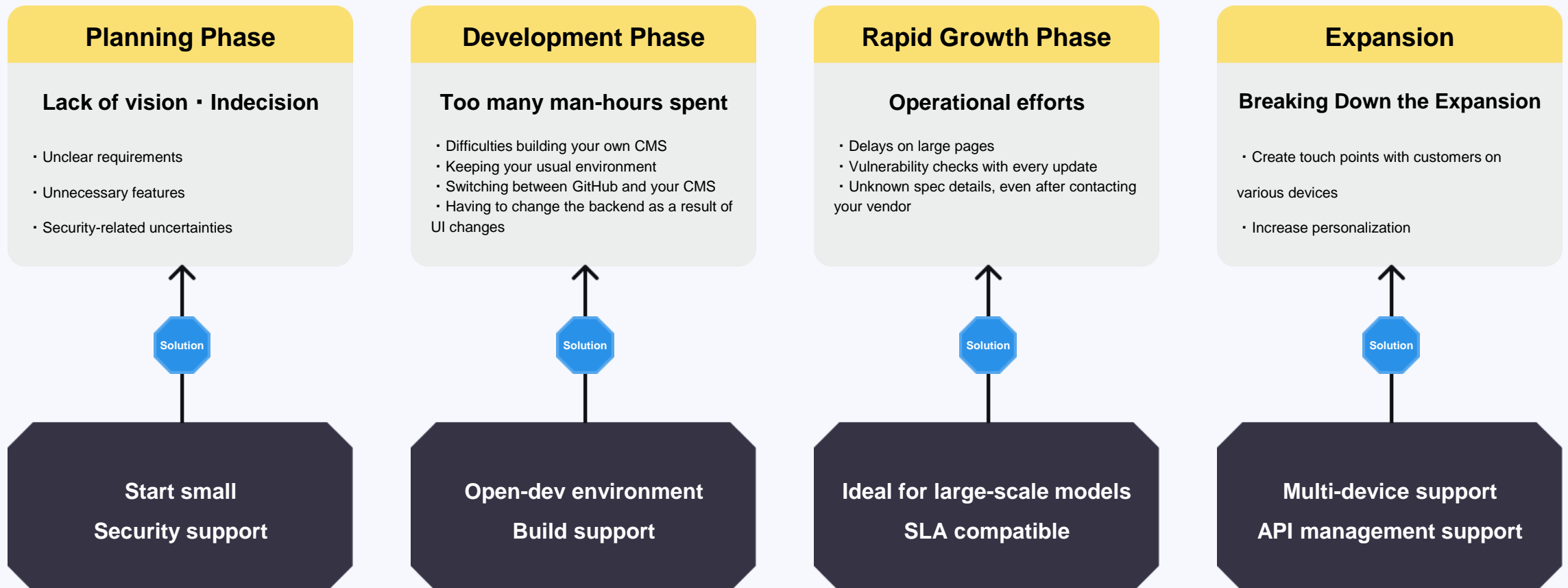
**I've just been introduced to the idea of a CMS - but I don't know which resources to use.**

**I want to link my core systems with marketing tools via API.**

Issues arise as your project scales in size. To give your customers the best experience possible, these issues need to be addressed consistently.

Kuroco is a powerful tool that can help you overcome all these challenges, and more.

## With Kuroco, you can overcome all the following challenges:

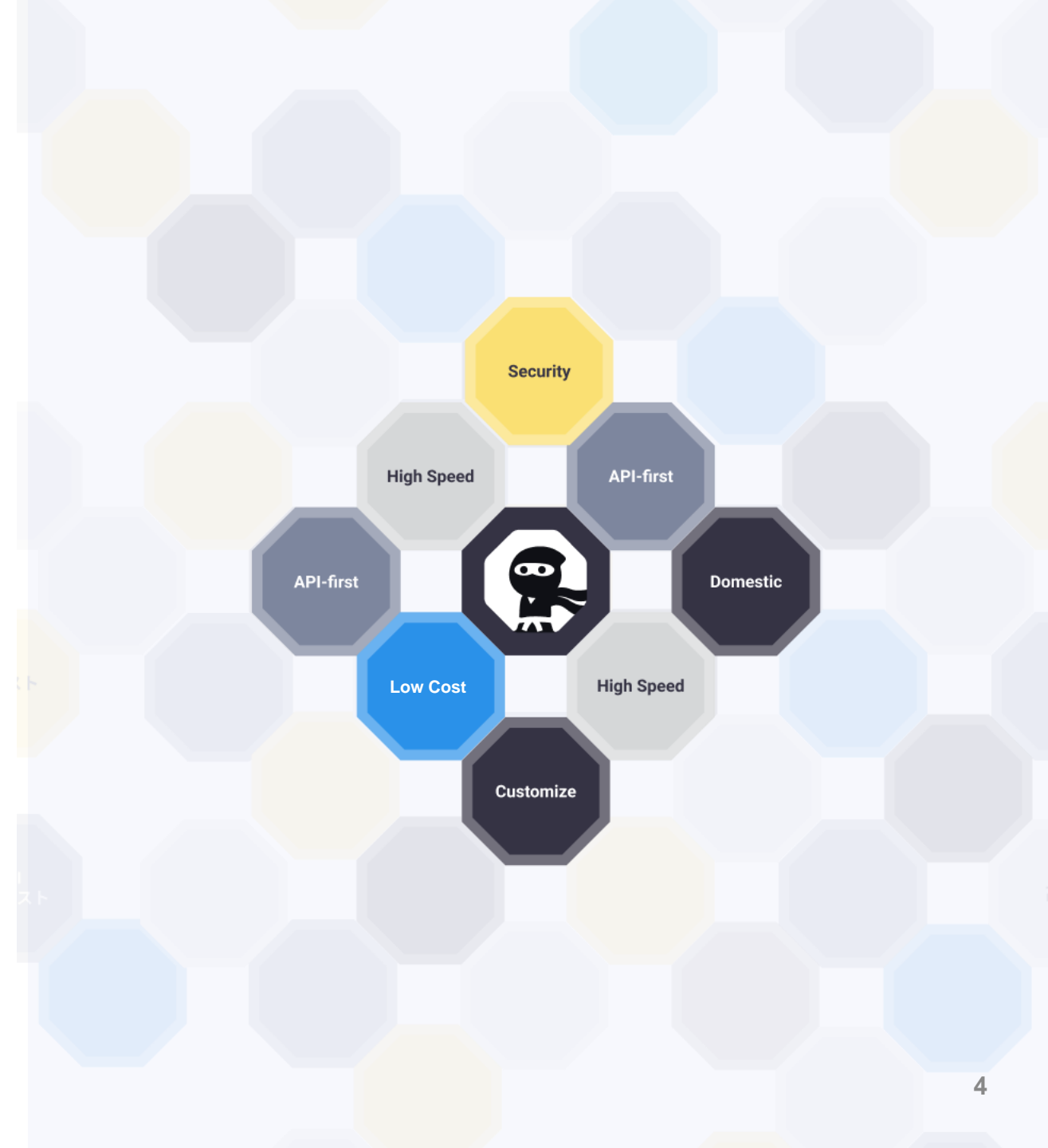


## What is Kuroco?

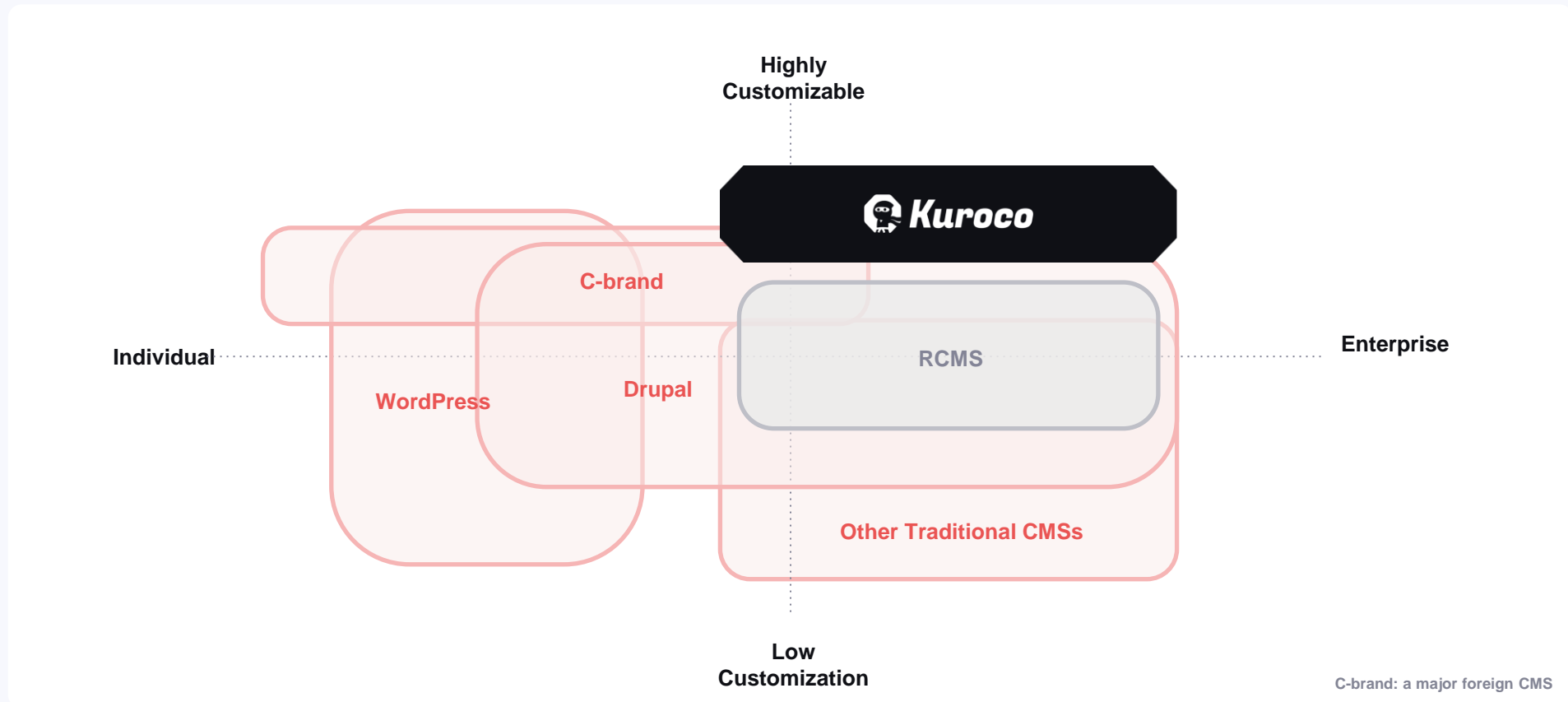
**A 'behind-the-scenes' helper that lets you deliver the best customer experience possible.**

Our API-centric platform lets you deliver content anywhere, without having to make potentially system-breaking changes to the backend. You can continue using the programming languages you are used to, keeping development costs low.

Unlike with a traditional CMS, you won't be dependent on plugins. Use whichever features you prefer, whenever you want, as much as you like.



**Kuroco is highly customizable, and contains many of the most common features✂ used by enterprises**



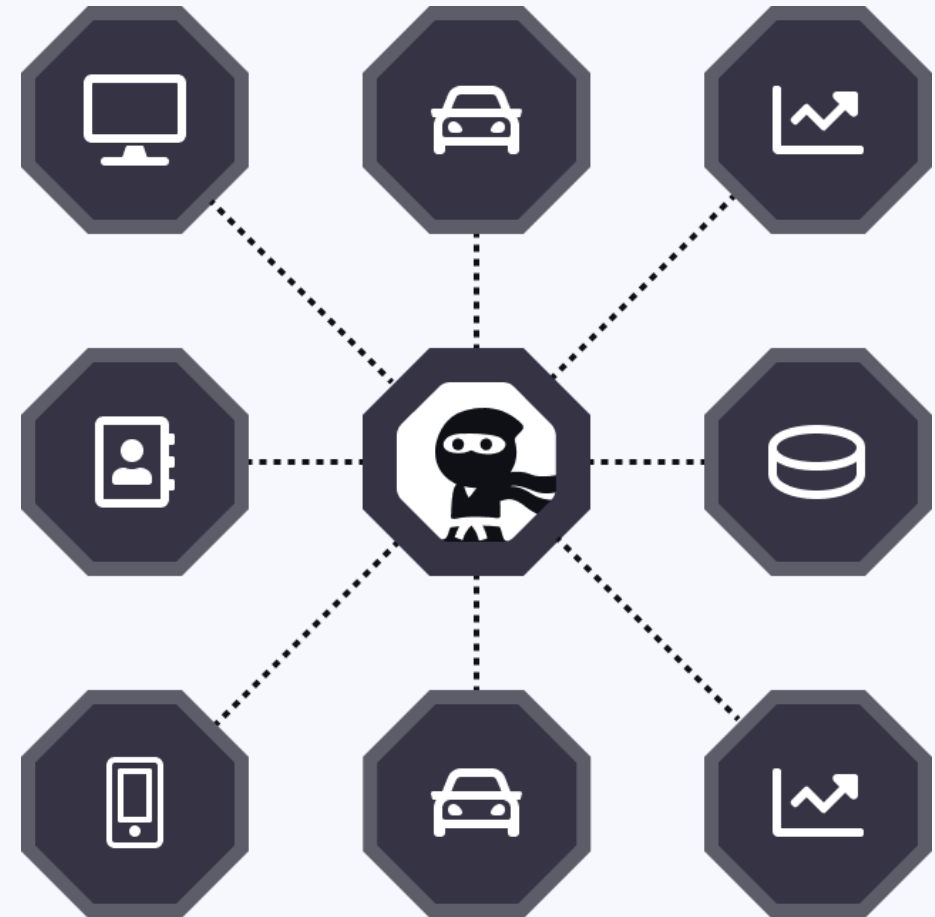
✂enterprise-grade security, compatible with complex approval flows, personalization capabilities, and a high degree of support

## A flexible headless CMS can help your business withstand sudden changes.

Modern systems require agility to stay effective.

Google searches for the term 'headless CMS' have more than doubled in the past 2 years.

In times of technological disruption, many businesses are beginning to recognize the importance of flexibility in responding to constant changes.



## Leveraging the power of the legacy RCMS platform – adapted for the ‘headless’ methodology

Used by large financial institutions and listed companies, RCMS powers some of Japan’s most influential organizations.

Kuroco, our new headless CMS, is building on this success, taking the platform into the future.

<b>Name</b>	<b>Diverta Co., Ltd.</b>
<b>Address</b>	<b>1-1 Central Casa (6F), Kaguragashi, Shinjuku-ku, Tokyo, Japan</b>
<b>Founded</b>	<b>January 17, 2005</b>
<b>Capital</b>	<b>73,043,000 JPY</b>
<b>Business</b>	<b>Content Management System Software Planning, building, operating Internet websites, development/research of new Internet services</b>



### Our Partners



# Kuroco helps your business expand into new domains with its rich array of features

With a broad range of enterprise features and a strong focus on API management, our platform greatly reduces the man-hours needed for backend maintenance.

You can quickly and easily deliver personalized experiences to your customers by leveraging their user data.

## Scalability

- Define content structures
- Flexible API management
- Customizable admin panel
- Add your own custom functions

## Enterprise

- System environments separation (staging • production • dev)
- Approval workflow feature
- Detailed authentication feature

## CRM Functionality

- Manage customer information
- Define detailed member data
- Email newsletter delivery
- Automated email delivery

## External Systems

- Slack notifications
- SMS notifications
- External system integrations (Salesforce, etc.)

## E-commerce

- Billing systems integration
- Product & SKU registration
- Order & sales management
- Subscription system feature

## Security

- API authentication feature
- Admin panel IP restrictions
- SAML compliant
- IPA compliant (Japan)



# Let's build a new ecosystem, no longer tied to the 'monolith' CMS

## Multiple companies can develop at the same time

- APIs greatly reduce the time required to develop and ship code.
- Kuroco lets you design and customize the API/endpoints directly in the admin panel!



## Use any tech stack you like

- Create content in your usual dev environment using any language!
- No need to learn new technology to build a CMS on your own.



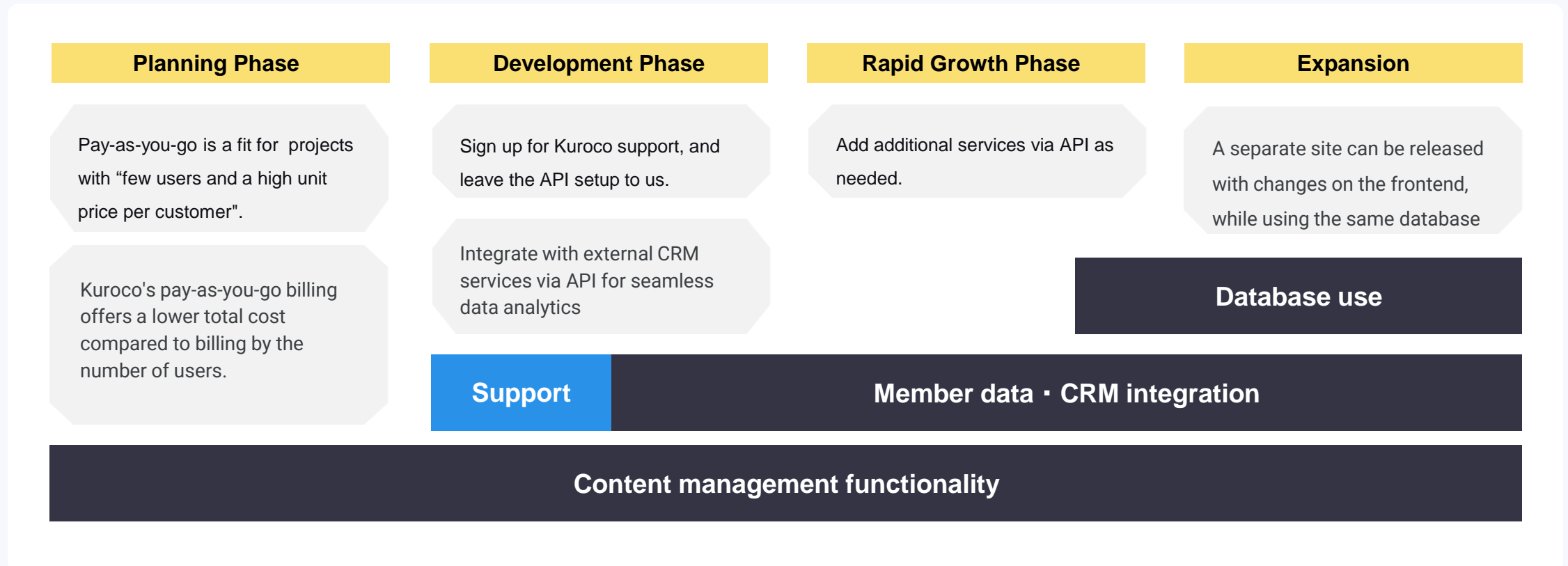
## Personalize & customize

- Create content just once and personalize it for any device.
- Deliver to various customer touch points, greatly improving user experience!



## Unnamed Systems Integrator: Mainly B2B Clients

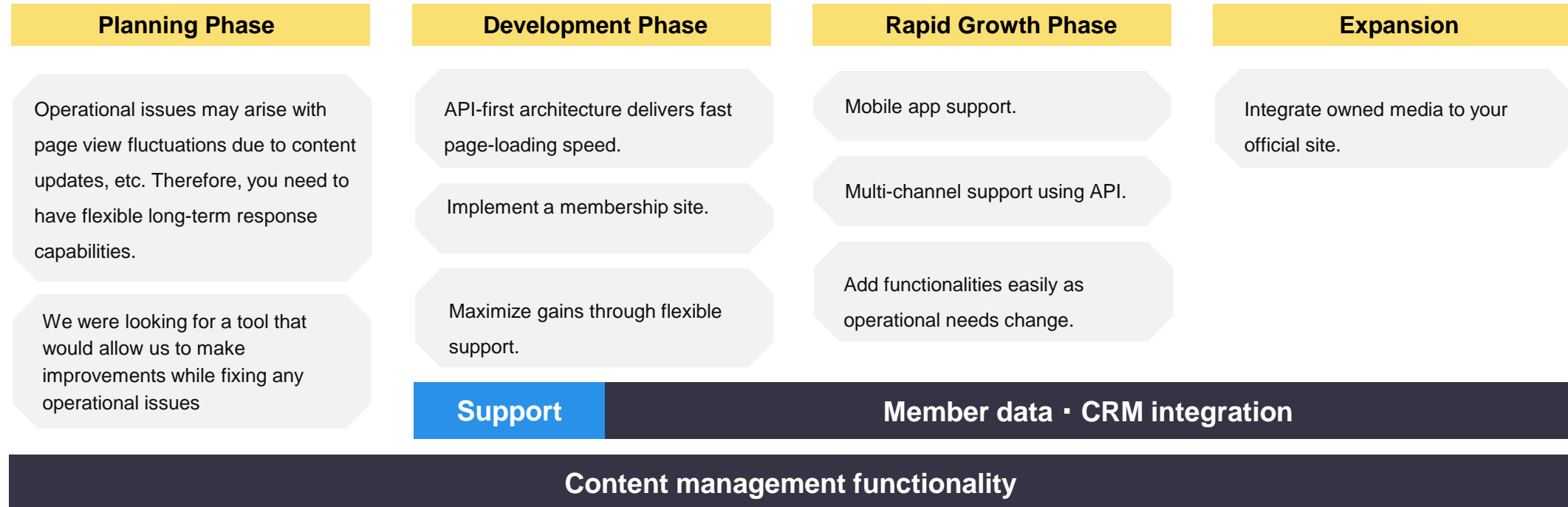
**When clients say "we're looking for a single product to handle all our customers' needs" – the solution is to leverage Kuroco's broad functionality for support!**



## TBS Television












**“We want to be able to display content at high-speeds, even on large sites.”**

**"We need to provide flexible response to new issues or requests that will emerge in the long-term."**



## Comparison with Other Platforms

**Receive accurate data from direct sales. Flexibly support a wide variety of devices.  
The longer you use Kuroco, the better your product will become.**

	Cost	Security	Functionality	Support	Multi-Device	Easy to Install
<b>Kuroco</b>	 Start free, pay-as-you-go		 Feature-rich, Expansion by API	 Full support plan available	 Compatible with various devices	 Best for enterprises needing customization
<b>Traditional CMS</b>	 Tends to be all-in-one platform, expensive			 Full support often available	 Often compatible only with one template	 Typically built-in installation method
<b>WordPress</b>	 Typically free to start, but customization is expensive	 Open source, security exploits	 Plugins required (often paid)	 No support (open- source)	 Requires different plugins	 Little setup time required

## Kuroco vs RCMS (Legacy Platform)

### Kuroco users

- Want to display content on multiple devices.
- Want to link with existing or internal company services.
- Want to develop a system with a focus on UI/UX.
- Want designers, engineers, writers to focus on their own tasks.
- Are looking for an enterprise-friendly CMS.



### Traditional CMS users

- Don't want to build the frontend from scratch.
- Lack the resources for frontend integration.
- Don't need to integrate with other systems.
- Don't need to work with other companies.

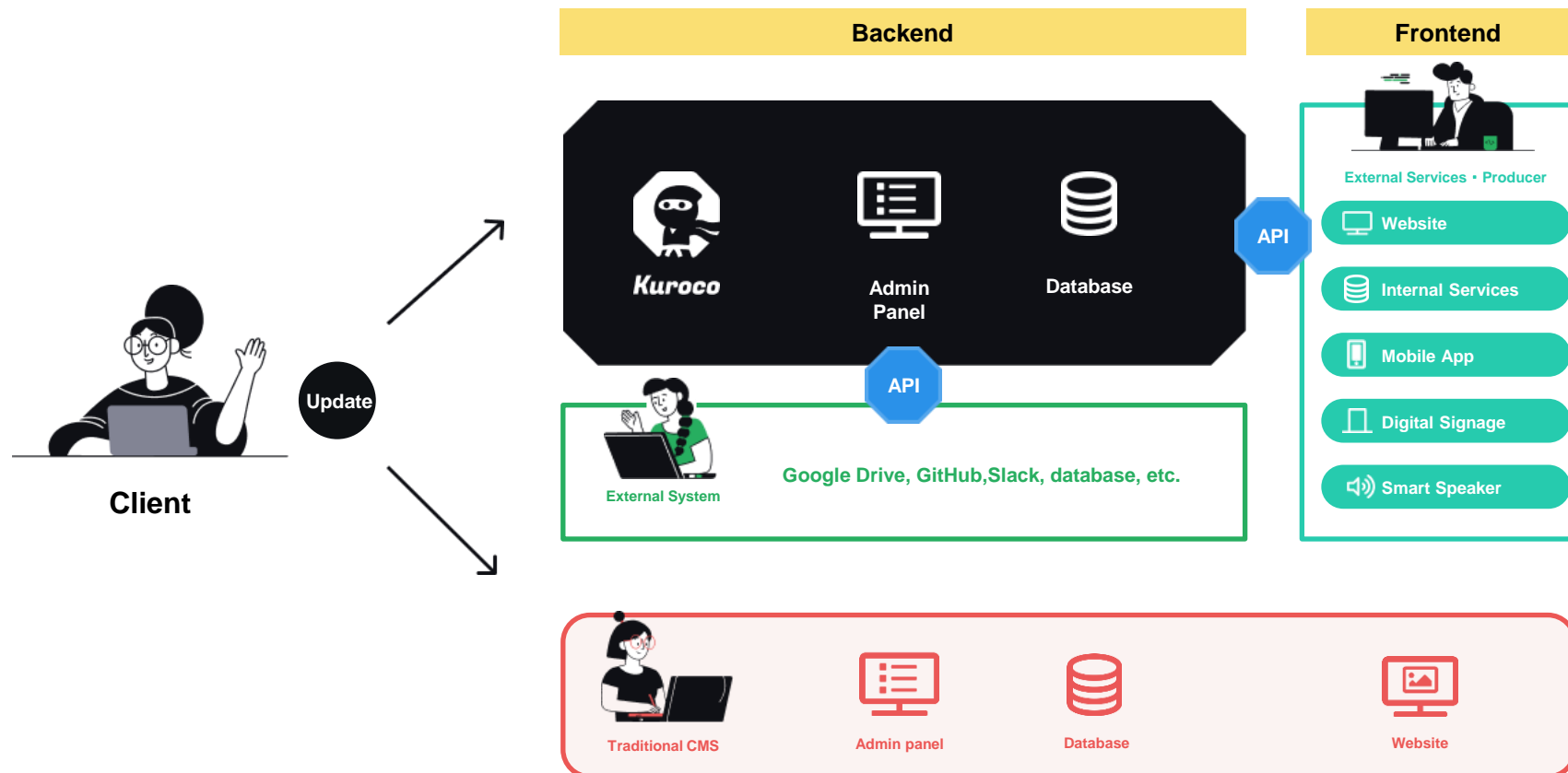


### WordPress users

- Want to release their site quickly.
- Tend to be concerned with short term operation of the site.
- Want to build a small site, where scalability is not a concern.
- Expect one person to manage everything.
- Want to use a familiar tool.



## Each team can focus on their area of expertise



# We don't want to make a business out of developing systems. We want to focus on how we can support that process

Our previous service policy

Build a web system



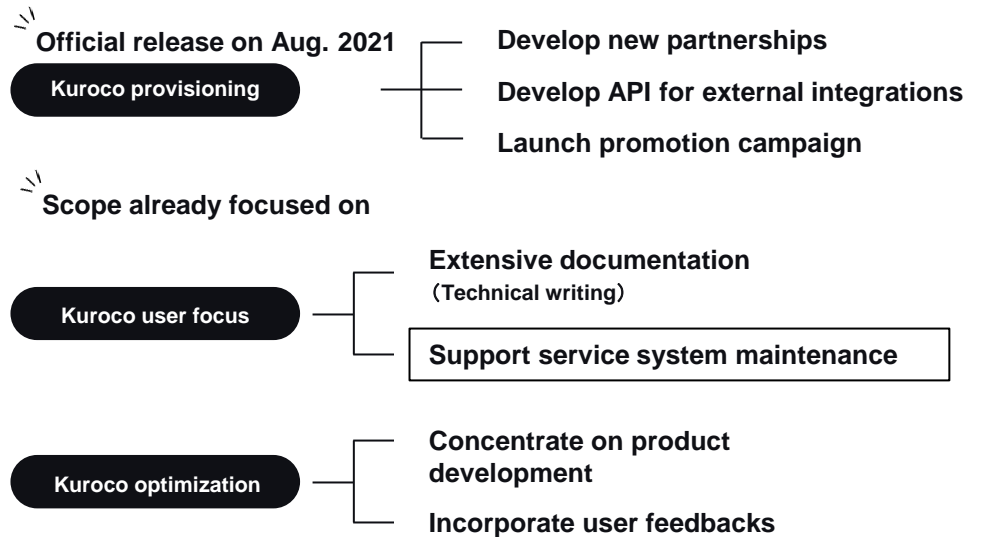
From web design to coding and system construction,  
we offer an all-in-one service (incl. server  
management)

Although the solution provided is complete,  
the cost and contractual constraints often  
prevent us from providing additional value to  
customers



Our new service policy

Focus on your business needs first



As a result, our business goal is to increase the opportunities for using Kuroco.

# We optimize support based on each phase of your business's growth





## Ongoing Support Offered by All Diverta Staff

### All phases

Free

#### Standard Support

We generally only accept inquiries about Kuroco-related operations and specifications.

Estimated reply within 1 business day

Estimate Needed

#### Ongoing Service Development Support

For Web Development and Systems Companies • System Administrators

We will handle inquiries regarding frontend development, HTML/JS, best practices, and Kuroco's operations and specifications. Frontend implementation requests are also available on request.

※ This service is offered primarily to our partners.

2,640,000 JPY / 3 months

Estimate Needed

#### Priority Request

If there's a feature you want to see implemented in Kuroco, you can request it be developed as a priority

※ Depending on our product roadmap and other factors, we cannot guarantee the implementation of requested or desired features.

Our team of in-house professionals can provide the most accurate and reliable support.



Director

Web Designer

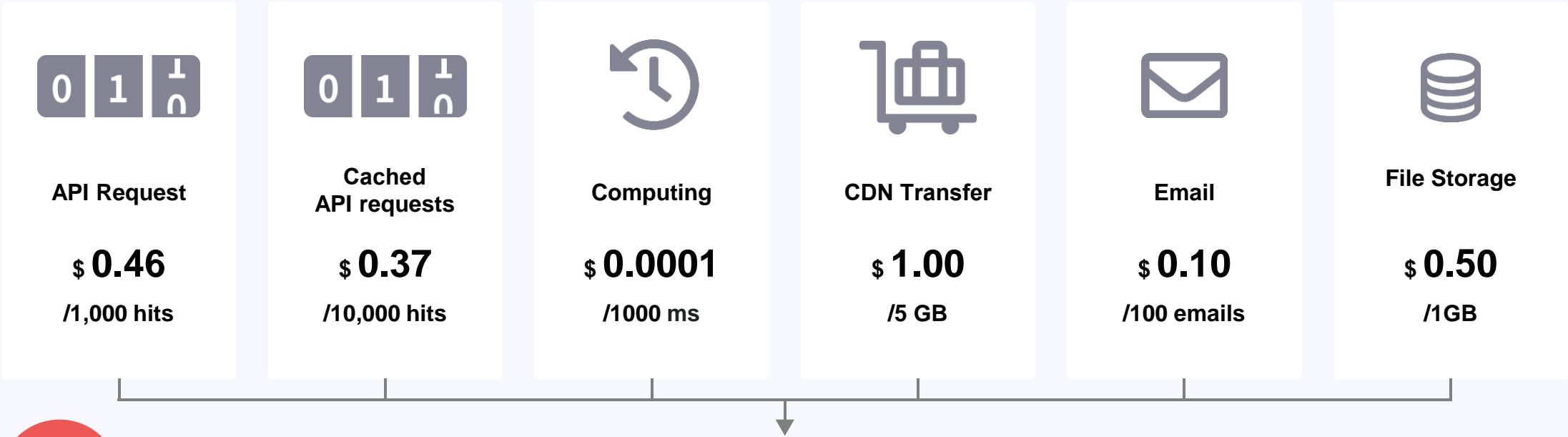
Frontend Engineer

Coder

Backend Engineer

Infrastructure Engineer

# Kuroco Uses a Pay-as-You-Go Model



Free  
up to \$12  
/month

You only pay for what you use. Our economical pricing helps you maximize utility while minimizing cost

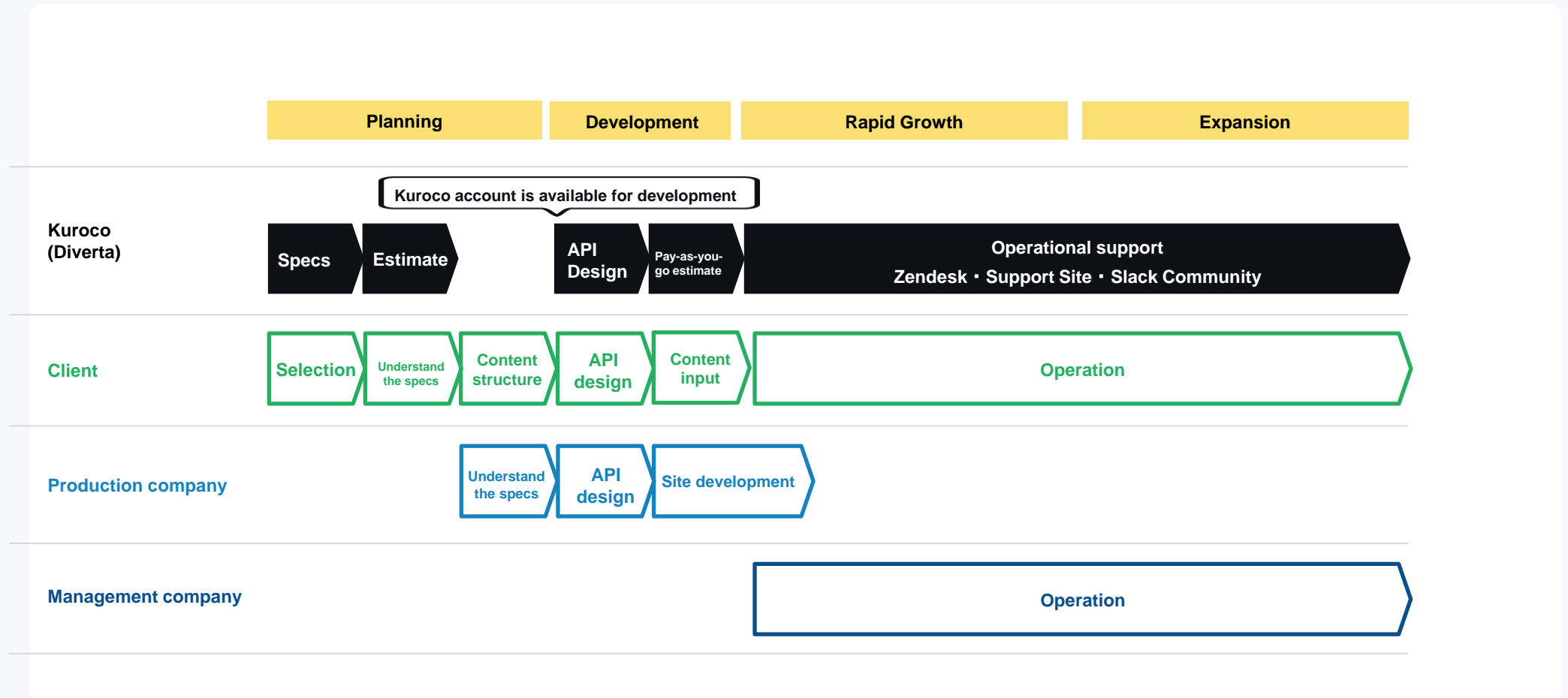
Examples:

Media site with 1M views /mo : 33,000 JPY/mo    ※ Assuming 1MB transfer per page    ※ Assuming that transfer amount and cached API requests mainly used

Active membership site with 1000 members : 22,000 JPY/mo    ※ Assuming that email transmissions and API requests are mainly used

※ Tax is included in price

## Standard Plan - Introduction (Example)



## Contact Us



Name	Diverta Co. Ltd.
Address	1-1 Central Plaza (6F), Kaguragashi, Shinjuku-ku, Tokyo (Postal Code: 162-0823)
Email	<a href="mailto:business@diverta.co.jp">business@diverta.co.jp</a> (Sales Team: Sunada, Yoshio, Kuwano)

# *Thank you!*

Try Kuroco for Free



Demo

<https://kuroco.app>

Consult with us about your  
specific use case



Inquiry Form

<https://kuroco.app>

For More Information



Kuroco Official Website

<https://kuroco.app>