



# CROWNPEAK DIGITAL EXPERIENCE MANAGEMENT (DXM): AN OVERVIEW FOR IT EXECUTIVES

## The Digital Experience Management imperative

Operating a robust, full-featured digital presence is essential for any modern corporate enterprise. However, too often the burden of managing, maintaining and delivering the enabling platform falls on the internal IT organization. While the task is undeniably important for the business as a whole, the work involved in the IT organization is often procedural, mechanical and mundane.

Your IT teams need to get out of the web content management business, so they can focus on more vital strategic efforts. Right now, they're saddled, stuck with constant page updates, trouble shooting, and marketing requests.

To get out of the site maintenance business and start contributing more to the business, your IT organization needs a DXM platform that gives marketing direct control over publishing content, so that IT can focus on innovation.

## Crownpeak: simple to use, fast to deploy, scalable, and cost-effective

Crownpeak DXM is an innovative SaaS solution that enables teams to manage hundreds of websites from a central, unified interface. Only Crownpeak delivers all these advantages:

**Fast deployment and adoption.** Leverage SaaS delivery to get up and running quickly, add new websites, and adapt as fast as business needs change. Gain capabilities that automate tasks and foster code reuse, so you can deliver enhancements with unprecedented speed.

**Limitless scalability & high availability.** Design and deploy an architecture that addresses the scalability and availability demands of the world's largest

organizations, ensuring a highly-available uptime of 99.9%.

**Interoperable architecture.** Seamlessly integrate with any system or technology stack – legacy or bleeding-edge (or both). Develop extensible enterprise web applications through highly flexible APIs.

**Enterprise compliance tools.** Take advantage of various tools for system auditing and access administration to meet industry and legal standards (HIPAA, GLB, SOX, ADA, EU GDPR, WCAG, Section 508).

**Digital Quality Management (DQM).** Equip your team with Crownpeak's own automated DQM solution that flags issues with brand integrity, functionality and compliance.

**Unmatched Security & Safety.** Feel secure with top-of-the-line security and data privacy protections and certifications

to all layers of our technology stack. Tailor security and access to your organization's needs.

**Trusted cloud partnerships.** Count on Crownpeak's visionary expertise as an AWS Advanced Technology Partner.

*"Crownpeak is the vendor most capable – from an architectural perspective of addressing the increasing demand for SaaS WCM solutions. Other vendors' software can be hosted off-premises, but these competing products are not all multitenant and so their pricing may be less elastic."* Gartner Magic Quadrant for WCM, October 2014

**Save money.** Realize breakthroughs in cost, maintenance and administrative efficiency by leveraging our resilient, global web infrastructure.

## Leverage powerful features that put your teams in control

The Crownpeak DXM Platform is an advanced, comprehensive platform that enables you to get started quickly, while positioning your company for the future. Choose from three editions:

FEATURE	STANDARD	ADVANCED	ENTERPRISE
<b>Platform</b>	✓	✓	✓
Content management system	✓	✓	✓
Automatic platform updates	✓	✓	✓
Developer SDK	✓	✓	✓
Site search	✓	✓	✓
Social media publishing and management	✓	✓	✓
Content and data connectors/API access	Social Media Only	✓	✓
Web Content Optimizer (testing, targeting, personalization)	NA	✓	✓
Digital Asset Management	NA	✓	✓
Reporting and behavioral analytics	NA	✓	✓
Site Archiving Services	NA	\$	✓
Federated Authentication	NA	NA	✓
Enhanced Data Security Services	NA	NA	\$
<b>Automated Digital Quality Management (DQM)*</b>	✓	✓	✓
Branding. Verifies compliance with organization's brand rules and attributes.	✓	✓	✓
Editorial. Checks for proper terminology, presentation, prohibited terms, and spelling—featuring multi-language support.	✓	✓	✓
UX/UI Standards. Checks for broken links, orphaned pages, readability, language clarity, rich media, and more.	✓	✓	✓
Accessibility. Fully supports Web Content Guidelines (WCAG) 1.0 and 2.0 and Section 508 accessibility.	✓	✓	✓
Legal. Ensure that all legally mandated content is present on your site including: data protection, privacy policies, terms and conditions, intellectual property protection and corporate disclaimers.	✓	✓	✓
Mobile experience. Verifies content, images, and functionality for users on mobile platforms.	✓	✓	✓
Search engine optimization. Ensures compliance with best practices and guidelines.	✓	✓	✓
Asset inventory control. Detects and tracks key digital assets across your sites making it easy to review and replace files to ensure that your sites are displaying the current corporate approved versions.	✓	✓	✓
<b>Platform Hosting</b>	✓	✓	✓
Standard Web hosting 1 (AWS Pod)	✓	✓	✓
Additional AWS Web hosting pods	NA	\$	\$
Database hosting (AWS)	NA	\$	\$
Application server hosting (AWS)	NA	\$	\$
Disaster recovery option	NA	\$	\$

\*Additional costs may apply.