



CROWNPEAK DIGITAL EXPERIENCE MANAGEMENT (DXM): AN OVERVIEW FOR MARKETERS

The Digital Experience Management imperative

Let's face it. For your global marketing teams, there's way too much to do and far too little time to do it.

Traditional content management solutions just aren't enough anymore. With myriad platforms, channels, and mobile devices to support, managing hundreds of digital experiences for millions of visitors is getting too complex, time-consuming, and error prone.

Today's organizations need a digital experience management platform that makes it possible to manage hundreds of digital experiences across the globe, through a central, unified interface that features integrated Digital Quality Management (DQM).

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

The Crownpeak DXM Platform is an innovative SaaS solution that enables you to manage global corporate sites, intranets, e-commerce sites, portals, microsites, landing pages, and more.

Simple content management. Powerful content management capabilities make it easy to publish, add, and update assets, whether for one site or across many. Seamlessly extend content to your markets' social networks.

Fast deployment. Leverage SaaS delivery to get up and running quickly, add new websites, and adapt as fast as business needs change—with limited development resources.

Powerful optimization. Efficiently test site variants and identify the mix that maximizes results. Gain the intelligence and control needed to tailor the user's experience based on the data that matters, including location, mobile devices, browsing history, and more.

Automated quality control. Harness seamless, automated Digital Quality Management capabilities—the solution automatically flags issues with functionality, brand and policy compliance, user experience, SEO, and more.

Global collaboration and control. Empower distributed teams to effectively share and leverage resources, while gaining centralized control and visibility needed to maximize consistency and compliance.

Integrate with leading business platforms. Easily integrates with in-house or third-party systems like Marketo, Salesforce, DemandBase, ExactTarget, and more.

Leverage powerful features that put your teams in control

The Crownpeak DXM 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
Platform	✓	✓	✓
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	\$
Automated Digital Quality Management (DQM)*	✓	✓	✓
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.	✓	✓	✓
Platform Hosting	✓	✓	✓
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.