WHAT IS DXM AND HOW IS IT SOLVING MARKETERS' BIGGEST CHALLENGES?

A guide to understanding Digital Experience Management (DXM) as a pragmatic approach that addresses the present and the future climate of managing global digital touchpoints.

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A WORLD OF INCREASING CHANGES AND CHALLENGES

These days, in order to reach new and existing customers, brands need to regularly manage digital experiences across multiple platforms, devices and geographies. From laptops and mobile phones to tablets, wearables and across social media, each experience needs to fit the screen, the context and the user's needs. And those are just the channels we're familiar with today; what about tomorrow?

The myriad of touchpoints a marketer must manage comprise a cross-channel, 360° proposition: the customer digital experience.

Managing the digital touchpoints that make up the customer digital experience has spawned a raft of challenges for organizations:

- Adopting new ways of creating and publishing content, while making that content appropriate and visually presentable to its channel and context – Websites! Mobile! Apps! Portals! Ecommerce! Social media! Kiosks! Electronic signage!

- Maintaining a consistent brand experience and messaging across all those digital touchpoints.

- Integrating other mission-critical functions, forcefully driven by the advent of Big Data – like inbound marketing automation, user/customer data capture, personalization, content testing, conventional and predictive analytics, CRM and digital asset management.

Enterprises that operate in **multiple markets**, whether regionally or worldwide, must wrangle **extra layers of complication:**

- Enforcing consistent branding and content on numerous touchpoints, like websites and social media pages, deployed in multiple geographies and languages.

- Imposing Digital Quality Management (DQM) to minimize errors and optimize SEO across all touchpoints.

- Providing localization to engage each market on its own terms, through language and by understanding idiosyncratic cultural norms.

- Empowering in-market teams to supply specialized content and agile responses to local situations.

- Guaranteeing compliance with ever-expanding local regulatory and legislative requirements, or risk costly consequences.

- Controlling costs as they relate to the oversight of maintaining consistent and compliant experiences.

Companies that take a "top-down" approach to Digital Transformation with strong Corporate Digital Governance are more successful than those that allow things to simply evolve in a more individualistic or "grass roots" manner.

Source: MIT Center for Digital Business/Capgemini

BASIC CHALLENGES

- Publishing content across multiple touchpoints

- Consitency of branding and messaging

- Integrating Big Data functions

GLOBAL CHALLENGES

- Enforcing branding and messaging across multinational touchpoints

- Imposing digital quality control

- Delivering thorough localization

- Balancing empowerment of in-market teams against centralized control

- Ensuring regulatory compliance and risk management

- Control costs associated with growing digital footprint and adapting as market needs change

ADDRESSING THE CHALLENGES:
DXM IS THE NEW WCM

To understand DXM, it's helpful to understand how each of its predecessors came to be.

We'll look at the evolution of CMS, WCM and DXM platforms, and the merits that are making DXM the new solution of choice for global firms.

Back in the Bronze Age of the nascent internet – or as most people think of it, the 1990s – the only digital interface where engagement occurred between companies and customers was a website.

Remember those? Static, non-dynamic, non-personalized and irregularly updated? Some of these fossils are still around today, petrified online brochures frozen in the past.

They didn't adapt to the individual user's needs. They certainly didn't look good on tablets or smartphones. There's a great excuse for that, though: *there were no tablets or smartphones.*

The day the World (Wide Web) exploded

January 9, 2007 is the red-letter day when the web, and every paradigm of digital engagement, got upended. That's when the first-gen iPhone was introduced.

Remember when we called it the World Wide Web? Sounds anachronistic now, doesn't it? Because today, we universally accept the "web" as being not just world wide, but ubiquitous: we can reach it from our pocket. Or our wrist. Or our car.

The growth of social media was an upshot of the mobile explosion. And the variety of content, and the channels for delivering it all, multiplied to match.

> **In 1995, there were 16 million internet users. By 2006, 1.09 billion. By June 2016? 3.6 billion – with 345 million added since December 2015. That means more people gained web access in six months than live in the entire U.S.A**

Sources: IDC and Internet World Stats

DELIVERING DIGITAL EXPERIENCES:
PAST, PRESENT AND FUTURE

Behind the scenes of all this shiny, engaging content, there are a variety of methods companies are using to manage it, with varying degrees of success.

There are three mileposts that mark the **past present** and **future** of how how enterprises have adjusted to the changing demands of managing digital experiences.

We'll provide an overview of each one to help provide a foundation for better understanding how Digital Experience Management (DXM) solutions are shaping the future of managing digital touchpoints..

CMS > WCM > DXM

| Yesterday | Today | Tomorrow |

In 2016, Forrester asked 115 digital experience technology decision-makers which technology and implementation investments were the highest priority for their web and mobile initivatives. Of them, **69%** said redesigning the user experience.

PAST: CONTENT MANAGEMENT SYSTEMS

In the late 90s, people wanted to edit their own sites and add their own content. So many wrote their own content management systems (CMS), using scripting languages like PHP or ASP.

Soon, companies were offering commercial CMS products focused on management of text docs, spreadsheets, presentations and similar content. Typically used by newspapers, libraries and publishers, they demanded six to seven-figure investments.

CMS Content Management Systems

- Software for multiple users to create, edit, manage and publish content through a common interface/dashboard

- Not always bundled with web publishing capabilities

- Originally resided on user's network devices before SaaS adaptations

- Content included documents, databases, presentations, audio and video files

- CMS products were originally proprietary but superseded by open-source variants as the industry matured

> **Vignette (later acquired by OpenText) is widely credited with having had the first major commercial success with a CMS release in 1996, based on technology licensed from CNET**

PRESENT: WEB CONTENT MANAGEMENT SYSTEMS

The advent of open-source CMS in the early 2000s was another paradigm-buster, making CMS affordable and available for organizations of every size.

Developers took to the next plateau by adding features and capabilities designed to not just create and manage content, but integrate with other business functions like marketing automation, CRM, digital security and more, evolving the hardy CMS into a **web content management (WCM)** system.

WCMs provided more oversight and control of an enterprise's suite of digital touchpoints, integrating those touchpoints and content publishing processes with other business operations and platforms.

Most WCMs, though, weren't purpose-built to deal with the multiplying number of digital touchpoints being managed by global companies, lacking features that allow centralized governance and quality control of a multinational digital presence.

WCM Web Content Management Systems

- A platform approach that's typically more scalable and flexible, usually based on-premise

- Permits enterprise-wide collaborative workflows integrated with other business processes

- Dashboard-based site management

- Automates marketing efforts

- Can engage users/customers via personalized content delivered in context

- Empowers swift content creation/publication, with editorial and version control

- Enhanced security protects proprietary assets, operations, and ensures regulatory compliance

FUTURE: DIGITAL EXPERIENCE MANAGEMENT PLATFORMS

As global companies are forced to expand across an evolving myriad of digital touchpoints in multiple countries, they're finding themselves tasked with supporting hundreds of digital experiences for millions of visitors.

So global enterprises have moved toward adopting digital experience management (DXM) platforms developed from the ground up to meet these specific challenges.

> *Forrester has defined DXM as the management and delivery of dynamic, targeted, and consistent content, offers, products, and service interactions across digitally enabled consumer touchpoints.*

These platforms deliver the editorial and business integration features of WCM systems, but control global digital experiences through a centralized interface, a capability that's ranked as being among the most important to companies in multiple markets.

What's one feature (though not common across all DXMs) that distinguishes DXMs from WCMs? The ability to provide digital quality management (DQM), ensuring compliance with brand, regulatory and SEO standards, as well as error and issue detection.

The ability to optimize localization and ensure regulatory compliance is especially key to these companies. Being able to centrally control these and other aspects of their digital presence in consumers' lives is compelling their adoption of DXM.

DXM Digital Experience Management Platforms

(Features vary depending on provider, but Crownpeak DXM includes them all in a SaaS offering that facilitates speed to market.)

- Delivers WCM capabilities as part of a holistic approach to managing all facets of customer digital experience

- Bridges silos by providing a unified user experience that supports hundreds of sites, apps and legacy systems even if they are built in different languages

- Provides centralized digital governance of brand integrity, content consistency and regulatory compliance

- Reduces costs through automated quality control, compliance review and error detection, eliminating the need for manual QA at in-market level

- Allows in-market teams to collaborate on creating and publishing content for localization efforts

- Scalable and flexible to meet technology shifts and ever-changing customer demands

- Expedites quick-to-market launch of web, mobile and app presence

- Designed to integrate with multiple workflows, processes and business units located in different countries

Conclusion

Without embracing a holistic experience management solution, companies run the risk of missing more sales and service opportunities than ever before.

To date, DXM is the only solution capable of keeping up with the blistering rate of customers' demand for instant information because it connects every channel, joining them under a single user interface where they can be managed globally.

Besides providing configurable dashboards and control over hundreds of digital experiences, only Crownpeak's DXM solution delivers centralized digital governance that enforces universal branding, consistency, technical integration and regulatory compliance.

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Founded in January 2001, Crownpeak was the first company to offer web content manage-ment through a SaaS solution. Today, leading brands trust Crownpeak's cloud-first Digital Experience Management (DXM) platform to quickly and easily create, deploy and optimize customer experiences across digital touchpoints at scale. Crownpeak provides a complete solution for DXM featuring content management, personalization, search and hosting, in addition to fully integrated Digital Quality Management (DQM) to ensure brand integrity and meet compliance requirements. More than 180 customers including Unilever, BNY Mellon, Thomson Reuters, Eli Lilly, and Aflac rely on Crownpeak to deliver engaging experiences that delight customers, promote loyalty and deliver results.