

Discovering IT's Secret Weapon: DXPs

Finding the Tools to Power IT Teams

Just as Bond would be less effective and resourceful without Q, organizations depend heavily on their IT teams to digitize their business for success.

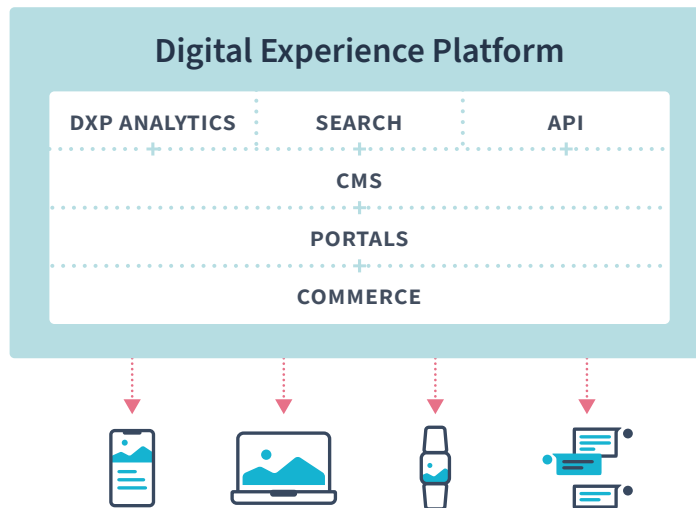
But in order for IT teams to build the solutions their organization needs, they must be on the lookout for technologies that can help them accomplish tasks more efficiently and excellently. One such technology that should be on the radar is a **digital experience platform (DXP)**.

What is a DXP?

Gartner defines a DXP as an integrated and cohesive piece of technology designed to enable the composition, management, delivery, and optimization of contextualized digital experiences across multi-experience customer journeys.

Although it's no poison dart pen or decked-out Aston Martin, a DXP equips businesses to:

- Deliver key capabilities needed for to build, deploy, and improve websites, portals, and other digital experiences and touchpoints
- Serve multiple user audiences, such as customers, partners, employees, and others at different points in their journey
- Integrate core business tools and build a foundation for future digital innovation



While DXPs can be a single product, it is more often a suite of products designed to work together to be the central technological foundation, a “center of gravity,” for the digital UX aspect of a digital business. Industry analysts believe that customers’ growing expectations for digital experiences make DXP adoption an urgent necessity for global organizations.

A Brief History of DXPs

The emergence of a DXP can be attributed to an increased emphasis on the customer and the need to provide an integrated, seamless experience.

The Rise of Customer Expectations

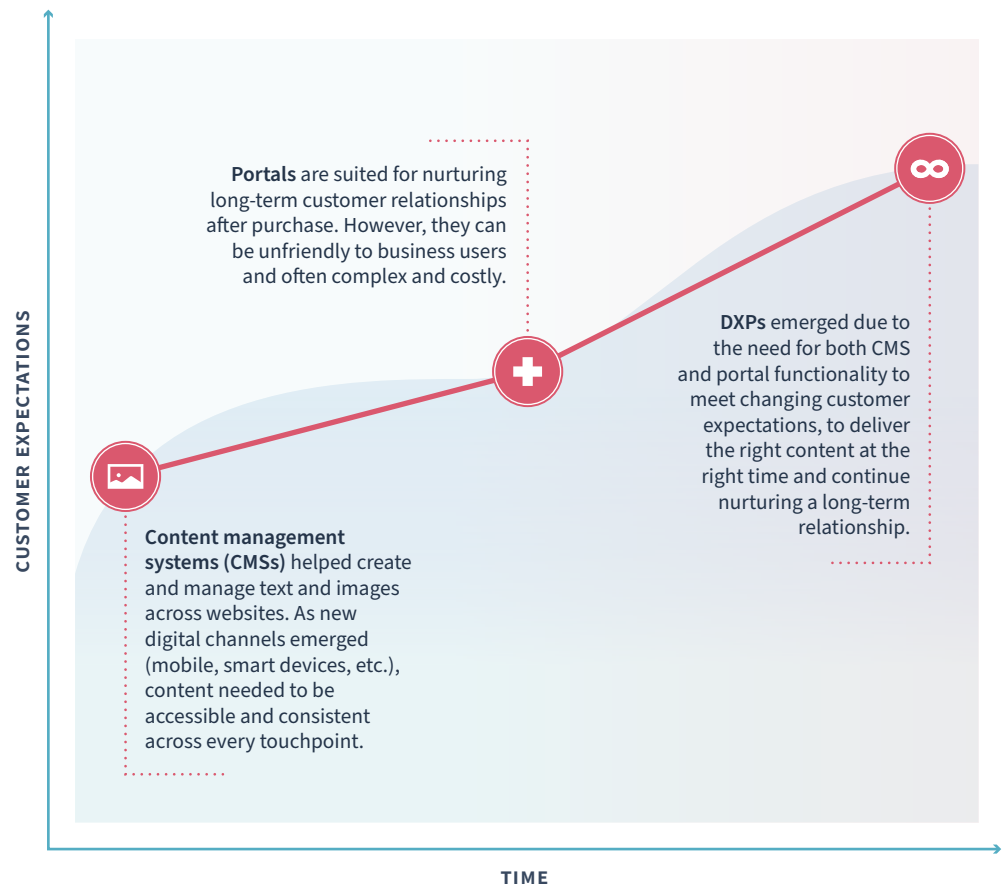
Enter the customer. Their heightened digital expectations due to experiences provided by companies like Amazon, Google, or Facebook, means that all other organizations need to follow suit in order to retain customer loyalty.

These expectations get carried over in every digital context, including the workplace. Additionally, as more digital channels get added, customer journeys are growing more complex and less linear.

Evolving Technologies

As providing superior customer experiences becomes more of a competitive differentiator, the technologies that businesses have used are evolving accordingly.

CMS, Portals, and (Now) DXP



What Makes a DXP Different?

So, you may be asking, “Does that mean that a DXP is just a combination of CMS, portal, and other technologies?”

While many DXP offerings may derive from these systems, they are more than just the sum of these components. A DXP is built to be an agile platform that supports the various needs of businesses to create digital experiences.

What core capabilities distinguish a DXP from other technologies on the market? DXPs offer:

- Multichannel delivery for digital interactions across various touchpoints
- Native content management capabilities for managing different content types
- Personalization, analytics, and optimization capabilities out of the box
- Flexible architecture that supports integration with legacy systems and third-party applications
- Account services including registration, login and password management with authentication and access control

What is a DXP *Not*?

Since the DXP market is still emerging, there are varying levels in the core technologies among vendors. Even though there are a multitude definitions used in the market, leaders in the industry tend to agree that a DXP is *not*:

- **Just a bundle of new or existing technologies.** A DXP is a central technological foundation to be built upon that is deeply integrative and flexible. While it does draw from portal, CMS, and even commerce functionalities, all of it works well together to support a continuous customer journey across all digital channels.
- **A single channel or package.** A DXP enables multichannel delivery across a variety of touchpoints and empowers users to deploy many experiences on a single platform.
- **A monolithic system.** A DXP is built for change and will go through constant evolution, optimization, and refinement especially as the digital landscape and customer expectations continue to change.

Why are DXPs Important for IT Teams?

Just as builders use the best materials to construct a sturdy house, IT leaders can use a DXP to support the digital success of their organization.

By using a DXP, IT teams can:

1. Save Costs and Resources

Leveraging a DXP means that IT teams not only cut down on search and procurement time for different vendors, but also save on resources and costs required to maintain multiple systems. On a single platform, IT teams can streamline their tech stack, bringing greater efficiency and freeing up time to accomplish more business-critical goals.

2. Fulfill Multiple Needs

Using an all-in-one solution means that IT teams can easily leverage the flexible architecture and robust capabilities of a DXP to meet various requests.

- **Build an intranet** for employees to access information, collaborate with others, and do their work, all on one consolidated location
- **Host public domains** with tools for content page generation and page analytics for marketing teams
- **Store documents** with powerful search capabilities for sales teams

3. Adjust for Future Needs

DXPs can integrate with legacy systems, existing databases, and third-party systems. This provides a stronger foundation for each instance created and allows for continual updates, as it is easy to evolve for future needs as well.

Key Takeaways

Irina Guseva, lead author of the “Gartner MQ for DXPs” and Senior Research Director for DXPs, emphasizes that the technology, “is the centerpiece in the tech ecosystem that brings content, data, experiences, applications, and micro-experiences into one layer.”

Its real strength lies in being able to integrate with multiple existing, legacy, and adjacent technologies to deliver a unified, continuous, and optimized experience.



A true DXP is designed to be an integration hub, in addition to providing the capabilities around experience composition, management, delivery and optimization of digital experiences across the entire customer journey.

Irina Guseva, “What You Need to Know about Digital Experience Platforms”¹

IT teams need best-in-class tools at their disposal to deliver the solutions their organizations need. Enable your organization to become a true digital business with the flexibility, cost-savings, and interoperability of a DXP.

Moving Forward

To learn more about the top DXP vendors in the market and the difference in their capabilities, download a free copy of the Gartner Magic Quadrant for Digital Experience Platforms Report [here](#).

¹ What You Need to Know about Digital Experience Platforms



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