



What is a DXP?

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A digital experience platform (DXP) is enterprise software that provides the foundation for companies to deliver connected, contextualized digital experiences across multiple touchpoints for the entire customer journey.

Put simply, a DXP is a single platform that has all the elements to deliver external and internal digital experiences.

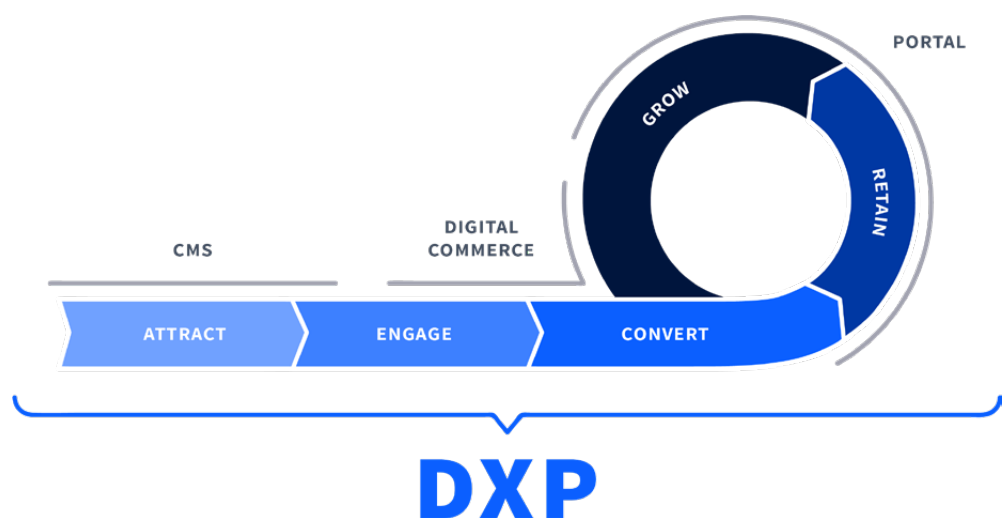
This means that with a DXP, businesses can:

- **Deliver digital interactions across multiple touchpoints and systems**, such as through chatbots or kiosks
- **Use a single platform to build different solutions** for a variety of audiences, like an intranet or customer portal
- **Connect these solutions together** and to third-part applications or legacy systems for an integrated technological ecosystem

Why Use a DXP?

As digitalization continues to accelerate, it will become increasingly difficult for businesses to be able to keep up, both with new technologies being introduced constantly and with evolving customer expectations.

Businesses need to be looking to invest into a platform that can serve as the foundation in the tech ecosystem, that will be able to bring together content, data, applications, and experiences all into one layer.



What Do Businesses Use DXPs for?

Businesses now are contending with customers who expect Amazon and Google-levels of digital experiences with a fraction of the infrastructure, support, and budget. This is where DXPs shine.

DXPs add centralization, customization, and personalization capabilities at scale for both internal (partners, employees) and external (customers) digital experiences.

So, with so much power, how do businesses make this actionable? Across the world, we've seen organizations use DXPs to:

- **Streamline** customer interactions and reduce customer service costs through a [self-service customer portal](#). [Check out how Eatel did just this ›](#)
- **Increase** employee engagement through an [intranet](#), a personalized platform that makes it easy for users to access data, information, and content. [See how Materion, a global advanced materials supplier made this happen ›](#)
- **Simplify** B2B ordering by empowering users to manage their own ordering through self-service and connected systems. [Learn how Tag made their ordering simpler and faster ›](#)

Need more examples of what you can use a DXP for?

Check out 4 use cases in this [e-book](#).

[See a DXP in Action ›](#)

What are the Elements of a DXP?

So what enables DXPs to be the foundational layer for digital experiences?

DXPs have evolved from other digital customer experience tools such as CMSs and portals. But what makes a DXP different is its unifying architecture and flexibility. While each DXP offering may differ from vendor to vendor, generally all DXPs will include:

DIGITAL EXPERIENCE MANAGEMENT

Tools to deliver personalized experiences across multiple channels and devices.

CONTENT MANAGEMENT AND OPERATIONS

Features to create, organize, and manage content more efficiently.

CUSTOMER DATA MANAGEMENT

To centralize disparate customer data and build a full understanding of customers.

PERSONALIZATION AND EXPERIMENTATION

Capabilities to deliver tailored experiences based on data and past behavior.

ANALYTICS AND OPTIMIZATION

To gain insight into and optimize content, site, and traffic performance.

NAVIGATION AND DISCOVERY

Functionality to guide users to easily find the information they need.

COLLABORATION AND KNOWLEDGE SHARING

Such as knowledge bases, forums, and wikis to empower users to get the answers they need on their own.

ORDERS AND FULFILLMENT

So that customers are able to purchase and manage their orders through a single location.

IDENTITY MANAGEMENT AND GOVERNANCE

To manage and protect user information.

DATA MODELING, PROCESS, AND BUSINESS LOGIC

To capture data and design custom data models.

EXTENSIBILITY AND INTEGRATION

To connect different applications and systems together into a single solution.

What's the Difference Between a DXP, CMS, and Portal?

Are DXPs just re-packaged CMS and portal products? Far from it.

We answer all here!

[DXP, CMS, and Portal - Oh My!](#)

Who Are Some DXP Vendors?

Most products being positioned as DXPs have their roots in one of three categories:

1. CMS	2. Portal Servers	3. Commerce Servers
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These roots give each set of offerings a particular orientation. Learn about the major DXP vendors, their backgrounds, and strengths [here](#).

What Makes Liferay DXP Different?

With so many DXP vendors, what makes Liferay DXP unique and beneficial to customers?

As one of the only open source vendors, Liferay has been passing off savings and technical benefits to our customers for over a decade. Analysts and customers have recognized Liferay for our:

- **Strength in integration**
- **Fit for complex B2B and B2C scenarios**
- **Low total cost of ownership**

Liferay DXP helps equip organizations to deliver engaging digital experiences more efficiently to their customers, partners, employees, and more through just a single, unified platform. [See how Liferay DXP can help you here.](#)



Liferay makes software that helps companies create digital experiences on web, mobile and connected devices. Our platform is open source, which makes it more reliable, innovative and secure. We try to leave a positive mark on the world through business and technology. Hundreds of organizations in financial services, healthcare, government, insurance, retail, manufacturing and multiple other industries use Liferay. Visit us at liferay.com.

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