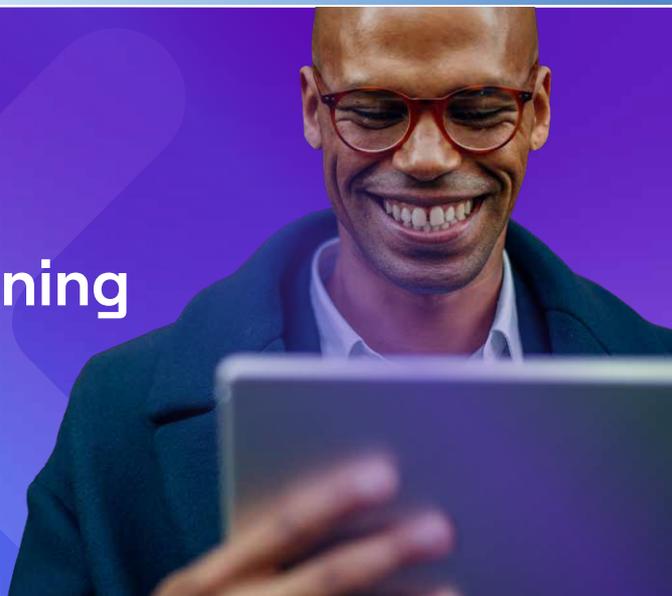# HCLTech | Supercharging Progress™

The emerging trends defining the Digital Experience Platform market

According to a survey from IDC, business for 50% of the world's largest enterprises will depend on their ability to create digitally enhanced products, services and experiences.

Digital Experience Platforms (DXPs) have become an indispensable ingredient for organizations looking to create compelling customer experiences. These platforms are consumer interaction systems that use an integrated set of platform technologies like Customer Data Platform (CDP), Digital Asset Management (DAM), Content Management System (CMS) and Video Streaming, to optimize the user experience at every touchpoint in the customer journey.

Some of the top products in the DXP market include:

➜ Adobe Experience Management
➜ Sitecore
➜ Bloomreach
➜ Liferay
➜ Optimizely
➜ Acquia

For many businesses, DXPs offer significant advantages in tailoring experiences for different customer needs. These digital platforms DXPs combine a variety of integrated technologies and plugins to quickly develop and market customer experience solutions. Businesses can then rapidly innovate and react to market conditions.

In this whitepaper, we talk about the emerging trends in the DXP space.

Attribute	Details
Market size value in 2022	USD 11.17 billion
Revenue forecast in 2030	USD 30.41 billion
Growth Rate	CAGR of 13.3% from 2022 to 2030

Source: Report by Grand View Research

Out with the old when it comes to experience management

Unsurprisingly, the majority of enterprise legacy platforms are not configured to achieve optimal performance. This is problematic. It will only serve to drive inefficient practices and processes internally, while providing a less than great experience for the customers.

In a world of microservices and API-first services, a monolithic or traditional platform will struggle to meet an organization's experience management demands. While platform capabilities are important, it must be configured to the needs of the business and aligned to content management lifecycles. Enterprises have begun to recognise this. Today, large organizations have embraced DXPs and grown these platforms organically with several vendors. But, when it comes time to migrate to a new vendor that offers better technology solutions and services, several bottlenecks arise.

Here are the drivers and challenges that lead an enterprise to migrate to another vendor for their DXP needs.

➜ Outdated preexisting tech stack: An enterprise needs to stay up to date with all the latest developments in the CX market. In a brownfield situation, the enterprise would want to migrate to another module or solution if its preexisting DXP is outdated or causing it pain in delivering frictionless customer experiences.

➜ Inability to innovate: The customer experience industry is evolving rapidly. Enterprises need to evolve at the same pace to provide world-class customer experience. It is often seen that enterprises feel stuck when they cannot switch a particular module or asset due to vendor lock-in. This creates an innovation vacuum.

➜ Lack of integration with existing modules: DXPs combine platform technologies or modules to deliver a world-class customer experience. Enterprises do not want to get rid of all the modules they have subscribed to. Instead, they need to be provided with the agility to seamlessly leverage APIs to connect these modules.

➜ Expensive suites: Apart from the actual cost of owning a DXP, there are other operational expenditures and ongoing implementation costs. This often drives an enterprise to look for a low TCO solution that may consist of a few open-source tools.

Picture this:

ABC is a retail enterprise that operates in multiple regions and has a DXP. They now want to upgrade their DXP by getting a new CMS for enhanced authoring experiences. They have a video streaming partner that provides the capability of hosting high-quality videos along with its descriptive content for their end customer. They do not want to get rid of it. Instead, they want the vendor to integrate its CMS with the video streaming platform.

The available options for ABC are:

Single Platform (Suite) approach: Here, they can opt for an external DXP that will include a new suite of tools/modules and build in both the features in one place. This will mean that they will no longer be reaping the benefits from the video streaming partner. This is not an effective strategy.

Best-of-breeds approach: In this case if ABC chooses any other vendor's solution, its authoring experience will be broken and disconnected. This will then introduce inefficiencies in customer experience which can impact the business outcome since there will be no integration between the CMS and the video streaming platform.

This scenario is typical and is demonstrated in a similar use case below.

A publisher needs to perform the following activities:

1. Select a video from an internal asset repository that needs to be made available for end-users for playback

2. Curate descriptive content for the video in question

3. Upload the video to a video platform for transcoding and adaptive streaming

4. The above three steps along – with review/approval for the video and associated content should be a part of the single workflow.

It may be evident from the above authoring requirements that one of the important challenges with the "best of breeds" strategy is that it may require complex engineering pieces, mostly at product level. This is needed to provide an integrated and seamless authoring journey, which in most cases may not be available out of the box. This challenge becomes even more complex when the digital platform ecosystem involves even larger sets of products categories. Different permutation combination may become a requirement.

The solution between a rock and a hard place

This is where HCLTech's X's Adapter model comes into play. We can provide ABC an experience layer in our headless CMS that can seamlessly interact with the video streaming platform and upload videos directly without any hassles. This model helps tie up the variances across different vendors resulting in an integrated authoring experience.
The platform comes with a default list of peripheral solutions, which can be disintermediated in favour of a client's existing solutions.
A new vendor can't expect the enterprise to integrate with its platform's default modules every time the enterprise wants to bring in a new tool.

"With X you can include the kind of modules your team wants to utilize, whether they are the greatest ones out in the market, or if you already use them."

It also lowers the entry barrier in implementing the DXP, because you can leverage existing solutions that you already have subscribed to, which means it's quicker and less expensive to implement than a fully integrated suite of tools. This makes X one of the most scalable, flexible, sustainable and agile solutions in the market.
X works to give digital content environments and experiences that are most suitable for your requirements. This will enable you to use the greatest technological setup to future-proof your CX strategy and stay on top of your customer experience game.

Schedule a demo today to find out more.

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