BigTech Battle: Digital Experience Platforms (DXP) Assessment – Rise of the Digital Experience Platform

Digital Services (DS)
Market Report – June 2019: Complimentary Abstract / Table of Contents

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- Peer analysis | Scope, sourcing models, locations
- Locations | Cost, skills, sustainability, portfolio – plus a tracking tool
- Tracking services | Service providers, locations, risk
- Other | Market intelligence, service provider capabilities, technologies, contract assessment

Table of contents

Introduction and overview

Background of the research
- The experience economy is changing as consumers continue to expect superior experiences from all the brands and businesses that they interact with. At the same time, the experience conversation is not just around the end customers but also about enabling a similar journey for employees and partners

- Enterprises are leaning on experiences to establish a competitive differentiation market. To enable a great digital experience for customers, enterprises need to focus on four major aspects – functionality, innovation, stakeholders and perception. Enterprises are making specific and focused investments to help them drive an enhanced digital experience, but often fail the challenges as they grapple with technical debts and piecemeal innovation

- With a range of players offering solutions for the different aspects of DX, enterprises end up taking a fragmented approach to enable it. Enterprises should invest in DXPs, which provide all-inclusive solutions that they can leverage to manage their DX

- In this research, we present an assessment of the DXP market and detailed analyses of 12 leading technology players on their capabilities across different modules, functions and business impact. This report also intends to demystify the DX landscape and its future outlook

Scope of this report
- **Geography:** Global
- **Technology players:** Covers 12 leading DXP providers

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Emergence of the experience economy has put the spotlight back on stakeholder experience, and not just Customer Experience (CX)

89% Of the enterprises are adopting digital technologies to redefine their customer experience strategy

Stakeholder experience

Customer experience
Managing the customer perception of a brand, both in terms of customer touchpoint management and product/service design

Employee experience
Considering employee experience to promote engagement, productivity, and safety

Partner experience
Building channels to gather partner feedback, ascertain performance and reward the right behavior

Society experience
Considering the impact that an enterprise has on the society at large through its offerings and initiatives
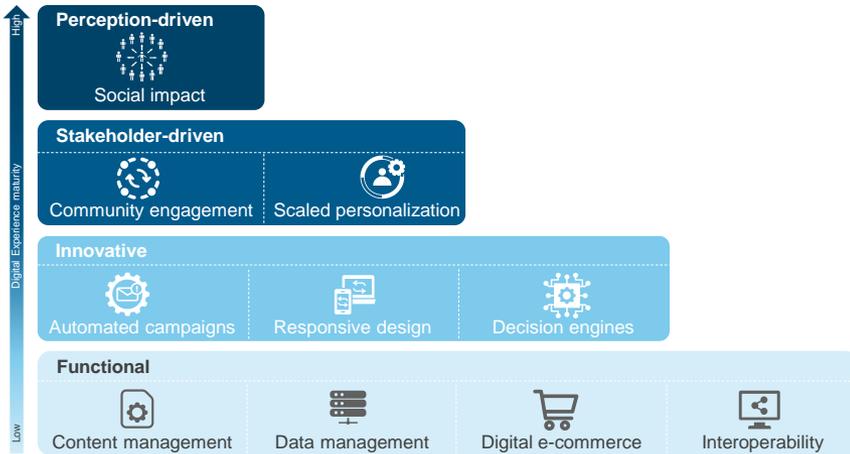
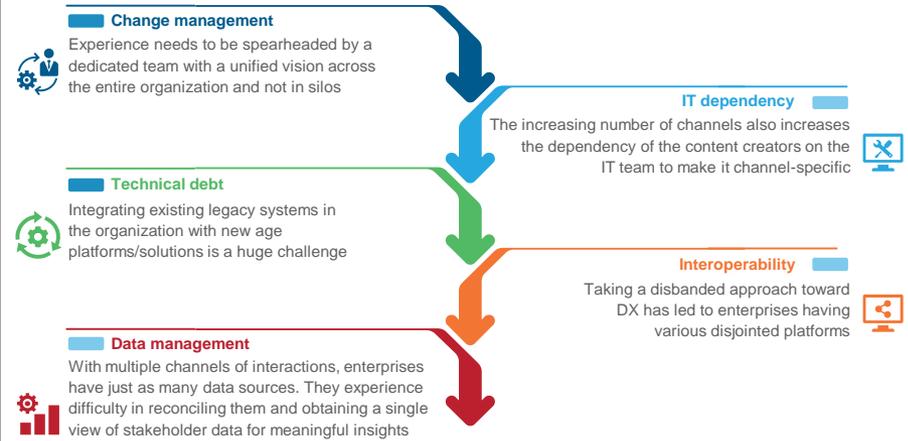*% use cases[1]*   **74%**   **15%**   **10%**   **1%**

1   Based on analysis of 138 case studies
Source: Everest Group (2019)

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As digital becomes essential in enabling a great experience, enterprises should adopt DXPs to drive their end-to-end experience strategy across the experience ecosystem

Digital experience maturity framework

Digital Experience maturity — High / Low

Perception-driven
- Social impact

Stakeholder-driven
- Community engagement
- Scaled personalization

Innovative
- Automated campaigns
- Responsive design
- Decision engines

Functional
- Content management
- Data management
- Digital e-commerce
- Interoperability

Challenges faced by enterprises in enabling digital experience

Change management
Experience needs to be spearheaded by a dedicated team with a unified vision across the entire organization and not in silos

IT dependency
The increasing number of channels also increases the dependency of the content creators on the IT team to make it channel-specific

Technical debt
Integrating existing legacy systems in the organization with new age platforms/solutions is a huge challenge

Interoperability
Taking a disbanded approach toward DX has led to enterprises having various disjointed platforms

Data management
With multiple channels of interactions, enterprises have just as many data sources. They experience difficulty in reconciling them and obtaining a single view of stakeholder data for meaningful insights

Analysis dimensions

Capability maturity (X-axis)

Dimensions	Vision & strategy	Platform coverage	Complementary features[1]	Technology investments
Overview	Defined by their current product strategy and GTM focus along with their future vision for the platform	Coverage across different functions of a DXP, i.e., content management, brand engagement, digital e-commerce and data management	Specific platform features that enable the digital experience such as omnichannel support, API-integration, collaboration, application development, and measurement	Solutions being built by leveraging technologies such as AI, analytics, IoT, automation and AR/VR

Market Adoption (Y-axis)

Dimensions	Partnership ecosystem	Portfolio growth
Overview	Defined by leverage of channel and system integration partners to accelerate platform adoption	Prevalence of use cases and coverage across different functions of a DXP, i.e., content management, brand engagement, digital e-commerce and data management

Future of digital experience

- Channel-less services
- Workplace experience
- Headless architecture
- Social commerce

Research calendar – Digital Services

Flagship Digital Services reports	Release date
Digital Services – Annual Report 2018: Future Operating Model to Scale Digital	July 2018
IoT Services Annual Report 2018	August 2018
IoT Services PEAK Matrix™ Assessment and Market Trends 2018	December 2018
Digital Services PEAK Matrix™ Assessment and Market Trends 2019	December 2018
Digital Interactive Services PEAK Matrix™ Assessment and Market Trends 2019	Q3 2019
Blockchain Services PEAK Matrix ™ Assessment and Market Trends 2019	Q4 2019
Connected Ecosystem Services PEAK Matrix ™ Assessment and Market Trends 2019	Q4 2019

Thematic Digital Services reports	
Design Thinking: Innovation Catalyst for Digital Transformation	July 2017
Enterprise Bots Adoption	July 2017
BigTech Battle: Leading Internet of Things (IoT) Platforms Assessment – A Selection Guide	October 2018
Customer Experience Trailblazers – Experience Spearheading the Digital Economy	February 2019
BigTech Battle: Digital Experience Platforms Assessment – Rise of the Digital Experience Platform	**June 2019**
Emerging Technology Trailblazers	Q3 2019
AI masterclass	Q3 2019

Additional Digital Services research references

The following documents are recommended for additional insights into the topic covered in this report. The recommended documents either provide additional details on the topic or complementary content that may be of interest

1. **Digital Services – Annual Report 2018: Future Operating Model to Scale Digital** (EGR-2018-33-R-2735): Most of the enterprises today fail to scale their digital transformation initiative or achieve the desired ROI on their digital investments due to misalignment between their digital strategy and operating model. In this report, we have assessed the digital transformation success and failure cases of enterprises to arrive at the best practices that enterprises need to adopt for transforming their operating model into a digital operating model. The report also discusses the transformation roadmap for enterprises to achieve their target operating model

2. **Design Thinking: Innovation Catalyst for Digital Transformation** (EGR-2017-4-R-2242): Several organizations have adopted design thinking to innovate their products and services. Technology giants such as Apple, IBM, and SAP have adopted design into their daily operations and have seen a high impact on their financial results. In this research, we delve deeper into design thinking and its implications on various industries. We also deep dive into how service providers can inculcate a design-driven culture across the organization so that it is reflected in their service delivery

3. **Enterprise IoT Services – PEAK Matrix™ Assessment 2019** (EGR-2018-33-R-2871): As enterprises have witnessed positive returns from investments in IoT pilot projects, many are now embarking on the idea of transformation with connected ecosystems and large-scale rollouts. Now, role of service providers as orchestrators for IoT becomes increasingly critical, and enterprises expect them to not only support in building capabilities, but also to enable long-term strategic sustenance in the form of value-based managed services delivery. Service providers are expected to proactively address challenges pertaining to the infusion of next-generation technologies and rising inclusion of disparate IoT systems. In this research, we present an assessment and detailed profiles of 19 IT service providers featured on the IoT services PEAK Matrix

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