Everest Group®

Digital Experience Platform (DXP) Products Compendium 2021

September 2021: Complimentary Abstract / Table of Contents

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Contents

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Contents

Background of the research

The world is becoming more digital as we speak, opening up multiple avenues for enterprises to tap in a customer's journey. This coupled with a rising digital native population that demands a seamless and innovative experience underpinned by emerging technologies is forcing enterprises to up their Digital Interactive Experience (DIX) game. In this era, excelling at digital experiences is no longer a differentiator but a must-have capability for enterprises. Digital experience now forms the backbone to business continuity and has also become a key enabler for growth.

For enterprises to offer real-time comprehensive, hyper-personalized, and channel agnostic experiences, they need all the quintessential capabilities (content management, digital commerce and brand engagement) under one interoperable and integrated umbrella we call a Digital Experience Platform (DXP). In addition to this, given the importance of customer data to drive these experiences and the rising importance of first-party cookies, the definition of DXP is evolving to incorporate holistic data management capabilities in the form of a Customer Data Platform (CDP).

As the demand for DXP is increasing and the market is becoming more established, the next wave of innovation and advancement in the DXP will be driven by a composable, open, and API-first solution that has a strong community support behind it.

In this research, we present an assessment and profiles of DXP vendors that have been featured on the DXP products PEAK Matrix®. Each vendor profile provides a window into its key strengths and areas of improvements across parameters that include but are not limited to focus, platform capabilities, and case studies. The assessment is based on Everest Group's annual RFI process for calendar year 2021, interactions with leading DXP vendors, client reference checks, and an ongoing analysis of the DXP market.

This report includes the profiles of the following 11 leading DXP vendors featured on the DXP PEAK Matrix:

- **Leaders:** Adobe, Acquia, HCL Software, and Sitecore
- **Major Contenders:** Liferay, Optimizely, Oracle, Progress, and Salesforce
- **Aspirants:** Bloomreach and Pimcore

Scope of this report:

Geography
Global

DXP vendors
11

Product
Digital experience platform

The DXP product compendium report has detailed profiles of 11 product vendor, that include overview, platform capabilities, case studies, partnerships, and investments
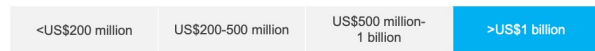

Digital Experience Platform (DXP) Products Compendium 2021

Leader | DXP profile (page 2 of 5)
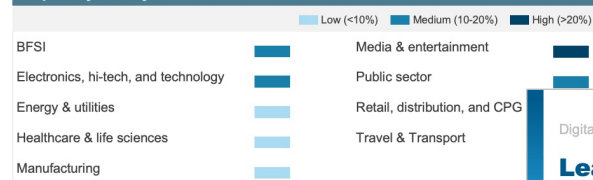### Overview

DXP vision

Leader aims to help its customers by transforming communications into engaging experiences by reorganizing how the enterprises engages with customers, employees, and partners in different ways. It aims to aid enterprises in their quest to anticipate and adapt to their customers' ever-changing expectations with real-time data, AI-driven scalable personalization, and every-channel delivery from a single platform.
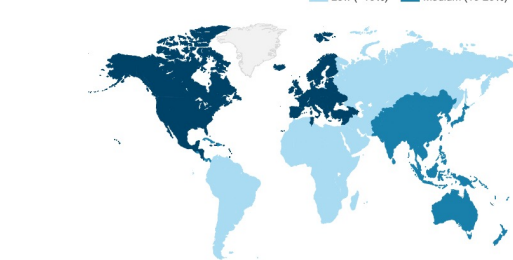
Overall DXP revenue (2021)

<US$200 million	US$200-500 million	US$500 million-1 billion	>US$1 billion

DXP being assessed: Leader Experience Cloud

Adoption by industry

Low (<10%)	Medium (10-20%)	High (>20%)

BFSI	Media & entertainment
Electronics, hi-tech, and technology	Public sector
Energy & utilities	Retail, distribution, and CPG
Healthcare & life sciences	Travel & Transport
Manufacturing	

Adoption by geography

Low (<10%)	Medium (10-20%)

Source: Everest Group (2021).

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Digital Experience Platform (DXP) Products Compendium 2021

Leader | DXP profile (page 3 of 5)
Case studies

Case study 1 — Optimizing customer data to power marketing initiatives and deliver real-time personalized experiences

Client: An American online travel company

Business challenge
- The client wanted to optimize its ability to collect, unify, and activate information to create real-time personalized experiences across its marketing touchpoints
- The client also wanted to leverage its data to power faster, actionable insights based on customer behavior and attributes.

Solution
- The client leveraged expansive consumer data sets to power AI-based analysis to deliver deep-data insights for marketing execution
- It also deployed real-time customer profiles with more than 2,900 attributes to drive personalization at scale
- As a specific use-case, Leader also helped the client analyze behavioral data to drive response to COVID-19

Impact
- Significantly decreased time to insights & value through customer behavior / attribute analysis
- Increased conversions & revenue with greater speed & efficiency compared to pre-platform
- Enabled rapid response to current customer climate, mitigating potential losses while planning for current and future business needs

Case study 2 — Delivering an enriched employee experience to a global workforce

Client: A large German airline enterprise

Business challenge
The client needed to connect 125,000 global employees to critical company information, communications, systems, and digital business processes.

Solution
- It extended its existing digital experience delivery investments with Leader Experience Manager, Leader Analytics, and Leader Target, which it used for customer-facing mobile and web properties to improve employee experiences
- The client created a single gateway that delivers thousands of pieces of information across intranet, mobile app, and digital signage for all critical employee services
- Leader helped consolidate the intranet into one platform for simpler user experience and greater self-service. Additionally, it also repurposed news content across the mobile app and digital signage for omni-channel scale

Impact
- 40% scale & agility: 1,500 authors delivering content updates in seconds that used to take many minutes
- Improved employee engagement: customized content, recommendations, and news based on employees' interests, department, and other permissions
- API-based enterprise integrations: over 900 integrated applications provide single, efficient gateway to enterprise resources for employees
- High employee adoption: 840,000 page views per day and 28,000 search requests per day

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8

Research calendar
Digital services

Flagship reports	Release date
Artificial Intelligence (AI) Services PEAK Matrix® Assessment 2021 – Service Provider Compendium	December 2020
Artificial Intelligence (AI) Services – State of the Market Report 2021 | Scale the AI Summit Through Democratization	January 2021
Digital Interactive Experience (IX) Services State of the Market Report 2021 – Moving from Persuasive to Purpose Driven Experiences	February 2021
Digital Services – Market Report 2021: Digital Transformation – Fostering value through rearchitecting Change Management	April 2021
Digital Experience Platform (DXP) Product PEAK Matrix® Assessment 2021	August 2021
Digital Experience Platform (DXP) Products Compendium 2021	**September 2021**
Blockchain Services PEAK Matrix® Assessment 2021	Q3 2021
Artificial Intelligence (AI) Services PEAK Matrix® Assessment 2021	Q4 2021

Thematic reports	Release date
Experience Design: Rearchitecting the Trust Equation Through a Human-centered Design Approach	June 2020
Customer Data Platform Trailblazers: Top 15 Startups Redefining Hyper-personalization	March 2021
Successfully Scaling Artificial Intelligence – Machine Learning Operations (MLOps)	April 2021
Federated Learning: Privacy by Design for Machine Learning	May 2021
Smart Spaces: Transcending Physical Boundaries with Cognitive Spaces	September 2021
Industry Report on Deconstructing AI Governance for a Scaled Adoption	Q3 2021
Trailblazers on Commerce Solutions	Q3 2021

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