

Digital Experience Platform (DXP) Products PEAK Matrix® Assessment 2023

December 2023: Complimentary Abstract / Table of Contents



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Introduction

The rising digital native population demands seamless and innovative experiences underpinned by emerging technologies. There is a need to offer seamless connected experiences supported by technology, requiring a robust and interconnected set of solutions.

For enterprises to offer real-time comprehensive, hyper-personalized, and channel agonistic experiences, they need all the quintessential capabilities (content, engagement, and commerce) under one interoperable and integrated umbrella we call a DXP. As the demand for DXP increases, and the market becomes more established, the next wave of innovation and advancement in the DXP will be driven by composable, open, and API-first solution that has a strong community support behind it.

In this research, we present an assessment of 16 DXP providers featured on the DXP Products PEAK Matrix®, a comprehensive matrix that evaluates and categorizes technology providers in terms of their product capabilities and wider market acceptance.

To assess the overall capabilities of platform providers, we have delivered an in-depth analysis of their technology platforms.

The assessment is based on Everest Group's annual Request for Information (RFI) process for the calendar year 2023, interactions with leading DXP providers, client reference checks, and an ongoing analysis of the DXP market.

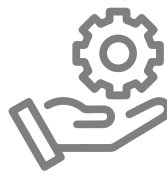
This report includes the profiles of the following 16 leading DXP providers featured on the DXP Products PEAK Matrix:

- **Leaders:** Acquia, Adobe, Optimizely, and Salesforce
- **Major Contenders:** Bloomreach, Crownpeak, HCL Software, Liferay, Magnolia, Oracle, Progress, SAP, and Sitecore
- **Aspirants:** Arc XP, Pimcore, and Squiz

Scope of this report



Geography
Global



Providers
16



Products
Digital Experience
Platform (DXP)

Overview and abbreviated summary of key messages

This report examines 16 DXP providers. It focuses on technology provider's position and growth, changing market dynamics and emerging trends, assessment of technology providers capabilities, and key technology provider profiles.

Some of the findings in this report, among others, are:

Technology provider product capability

- DXP providers can be categorized into leaders, major contenders, and aspirants
- Acquia, Adobe, Optimizely, and Salesforce are the current leaders in the space. However, several providers are emerging as major contenders

Emerging platform provider trends

- Providers are increasingly offering wide variety of add-ons to its base products which augment the overall offering and enable a wide variety of use cases across personalization, commerce, workflow automation, and building of portals
- Providers are increasingly focusing on the commerce module of the DXP ecosystem, with CMS heritage and Portal heritage DXPs providers building capabilities around the digital commerce aspect

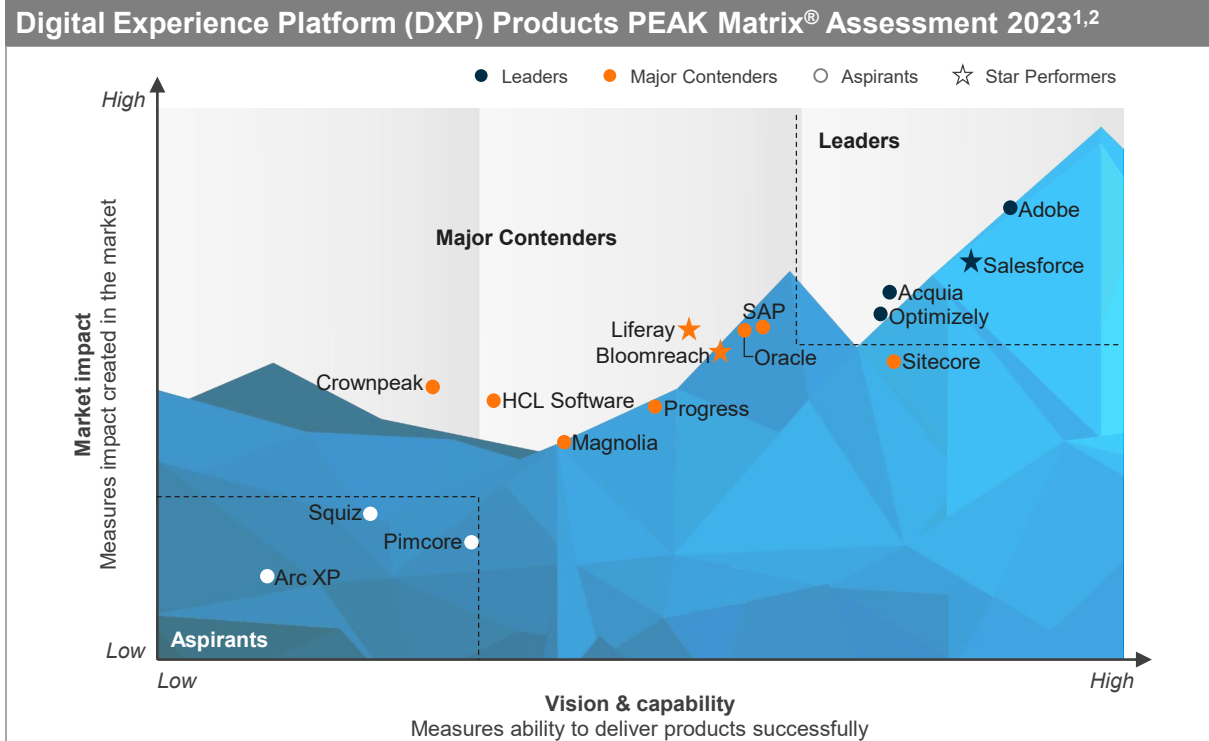
Growing Investments

- Strong partnerships are being built with leading technology providers enabling well defined narrative on core DXP capabilities such as content management, campaign management, commerce capabilities, data, analytics, and identity along with further strengthening of SI partnerships
- Important acquisitions being made to strengthen customer intelligence, identity resolution, and personalization capabilities

The way forward

- Providers are having a sharp focus on building out support and learning portals, guides, product documentations, and feature blogs
- There is a growing focus on small and mid-size enterprise clients across industries and it will continue in the near future

This study offers distinct chapters providing a deep dive into key aspects of the DXP market; below are three charts to illustrate the depth of the report



- Assessments for Bloomreach, Crownpeak, HCL Software, Magnolia, Optimizely, Oracle, Progress, Salesforce, SAP, and Sitecore excludes technology provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, technology provider public disclosures, and Everest Group's interactions with buyers
- Assessment of Acquia, Adobe, Liferay, and Squiz includes partial inputs from the technology provider and is based on Everest Group's estimates that leverage Everest Group's proprietary data assets, technology providers public disclosure, and Interaction with buyers

Confidentiality: Everest Group takes its confidentiality pledge very seriously. Any contract-specific information collected will only be presented back to the industry in an aggregated fashion

Source: Everest Group (2022)

Capability assessment Illustrative example

Measure of capability: 🔄 Low ● High

Providers	Market impact				Vision & capability					
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Technology capability	Flexibility and ease of deployment	Engagement and commercial model	Investments and Support	Overall
Provider 1	🔄	🔄	●	🔄	🔄	🔄	●	●	🔄	🔄
Provider 2	🔄	🔄	🔄	🔄	🔄	🔄	●	●	🔄	🔄
Provider 3	🔄	●	🔄	🔄	●	🔄	🔄	●	🔄	🔄
Provider 4	🔄	🔄	🔄	🔄	●	🔄	🔄	●	🔄	🔄
Provider 5	🔄	●	🔄	🔄	🔄	●	🔄	●	🔄	🔄
Provider 6	🔄	🔄	🔄	🔄	🔄	🔄	🔄	●	🔄	🔄
Provider 7	🔄	🔄	●	🔄	●	🔄	●	●	🔄	🔄
Provider 8	🔄	🔄	🔄	🔄	🔄	🔄	🔄	●	🔄	🔄

Everest Group's remarks on providers Illustrative example

Measure of capability: 🔄 Low ● High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Technology capability	Flexibility and ease of deployment	Engagement and commercial model	Investments and Support	Overall
🔄	●	●	🔄	●	🔄	●	●	●	🔄

Strengths

- It has a robust DXP product offering and has deep capabilities across content and engagement with its most popular products being Drupal CMS, Site factory, DAM, CDP, and campaign studio
- It is a big differentiator in enabling AI use cases across the portfolio and is getting increased focus and investments

Limitations

- It can further benefit by focusing on other high-growth areas such as electronics, hi-tech, and technology
- It needs to further develop proof points to have a robust product roadmap by broadening its industry- or domain-specific tools and use cases

Research calendar

Interactive Experience (IX) Services

Published Planned Current release

Reports title	Release date
Digital Commerce Platform PEAK Matrix® Assessment 2023	March 2023
Digital Commerce Platform Provider Compendium 2023	March 2023
Customer Data Platform (CDP) Products PEAK Matrix® Assessment 2023	May 2023
Customer Data Platform (CDP) Products Provider Compendium 2023	June 2023
Generative AI - Revolutionizing the Creative Design and Development Process	May 2023
Customer Journey Orchestration :Empowering Personalized CX Across Touchpoints	July 2023
Digital Commerce Platform State of the Market 2023	August 2023
Digital Interactive Experience (IX) Services PEAK Matrix® Assessment – North America 2023	November 2023
Digital Interactive Experience (IX) Services in North America – Provider Compendium 2023	November 2023
Digital Interactive Experience (IX) Services PEAK Matrix® Assessment – Europe 2023	November 2023
Digital Interactive Experience (IX) Services in Europe – Provider Compendium 2023	December 2023
Digital Experience Platform (DXP) Products PEAK Matrix® Assessment 2023	December 2023
Digital Experience Platform – Provider Compendium 2023	Q4 2023
Content Supply Chain – Revolutionizing the Content Development Lifecycle	Q4 2023
Voice of Stakeholder (VoS) Compendium Report 2024	Q1 2024

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