

# Digital Experience Platform (DXP) Products – Provider Compendium 2023

December 2023: Complimentary Abstract / Table of Contents



# Our research offerings

This report is included in the following research program(s):

## Interactive Experience (IX) Services

- ▶ Amazon Web Services (AWS)
- ▶ Application Services
- ▶ Artificial Intelligence (AI)
- ▶ Asset and Wealth Management
- ▶ Banking and Financial Services Business Process
- ▶ Banking and Financial Services Information Technology
- ▶ Catalyst™
- ▶ Clinical Development Technology
- ▶ Cloud and Infrastructure
- ▶ Contingent Staffing
- ▶ Contingent Workforce Management
- ▶ Customer Experience Management Services
- ▶ CX Excellence
- ▶ CXM Technology
- ▶ Cybersecurity
- ▶ Data and Analytics
- ▶ Digital Adoption Platforms
- ▶ Digital Services
- ▶ Digital Workplace
- ▶ Employee Experience Management (EXM) Platforms
- ▶ Employer of Record (EOR)
- ▶ Engineering Research and Development
- ▶ Enterprise Platform Services
- ▶ Exponential Technologies
- ▶ Finance and Accounting
- ▶ Financial Services Technology (FinTech)
- ▶ GBS Talent Excellence
- ▶ Global Business Services
- ▶ Google Cloud
- ▶ HealthTech
- ▶ Human Resources
- ▶ Insurance Business Process
- ▶ Insurance Information Technology
- ▶ Insurance Technology (InsurTech)
- ▶ Insurance Third-Party Administration (TPA) Services
- ▶ Intelligent Document Processing
- ▶ Interactive Experience (IX) Services
- ▶ IT Services Excellence
- ▶ IT Talent Excellence
- ▶ Life Sciences Business Process
- ▶ Life Sciences Commercial Technologies
- ▶ Life Sciences Information Technology
- ▶ Locations Insider™
- ▶ Marketing Services
- ▶ Market Vista™
- ▶ Microsoft Azure
- ▶ Microsoft Business Application Services
- ▶ Modern Application Development (MAD)
- ▶ Mortgage Operations
- ▶ Multi-country Payroll
- ▶ Network Services and 5G
- ▶ Oracle Services
- ▶ Outsourcing Excellence
- ▶ Payer and Provider Business Process
- ▶ Payer and Provider Information Technology
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Process Orchestration
- ▶ Procurement and Supply Chain
- ▶ Recruitment
- ▶ Retail and CPG Information Technology
- ▶ Retirement Technologies
- ▶ Revenue Cycle Management
- ▶ Rewards and Recognition
- ▶ SAP Services
- ▶ Service Optimization Technologies
- ▶ Software Product Engineering Services
- ▶ Supply Chain Management (SCM) Services
- ▶ Sustainability Technology and Services
- ▶ Talent Genius™
- ▶ Technology Skills and Talent
- ▶ Trust and Safety
- ▶ Value and Quality Assurance (VQA)

If you want to learn whether your organization has a membership agreement or request information on pricing and membership options, please contact us at [info@everestgrp.com](mailto:info@everestgrp.com)

Learn more about our  
**custom research capabilities**

Benchmarking

Contract assessment

Peer analysis

Market intelligence

Tracking: providers, locations,  
risk, technologies

Locations: costs, skills,  
sustainability, portfolios

# Contents

For more information on this and other research published by Everest Group, please contact us:

**Nitish Mittal**, Partner

**Nisha Krishan**, Practice Director

**Mayank Choudhury**, Senior Analyst

**Sonal Bera**, Analyst

<b>1. Introduction and overview</b>	<b>5</b>
• Research methodology	6
• Key information on the report	7
• Introduction	8
• DXP definition	10
<b>2. Digital Experience Platform (DXP) Products PEAK Matrix® characteristics</b>	<b>11</b>
• Summary of key messages	12
• PEAK Matrix framework	13
• Everest Group PEAK Matrix for DXP product providers	16
• Technology provider capability summary dashboard	17
• Characteristics of Leaders, Major Contenders, and Aspirants	20
• Characteristics of Star Performers	21
<b>3. Enterprise sourcing considerations</b>	<b>22</b>
• Leaders	22
– Acquia	23
– Adobe	28
– Optimizely	33
– Salesforce	38
• Major Contenders	43
– Bloomreach	44
– Crownpeak	49

# Contents

• Major Contenders (continued)	
– HCL Software	54
– Liferay	59
– Magnolia	64
– Oracle	69
– Progress	74
– SAP	79
– Sitecore	84
• Aspirants	89
– Arc XP	90
– Pimcore	95
– Squiz	100
<b>4. Appendix</b>	<b>105</b>
• Glossary	106
• Research calendar	107

## 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 advances in the DXP will be driven a 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.

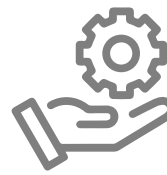
**This report includes the profiles of the following 16 leading DXP providers featured on the [Digital Experience Platform \(DXP\) Products PEAK Matrix® Assessment 2023](#):**

- **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

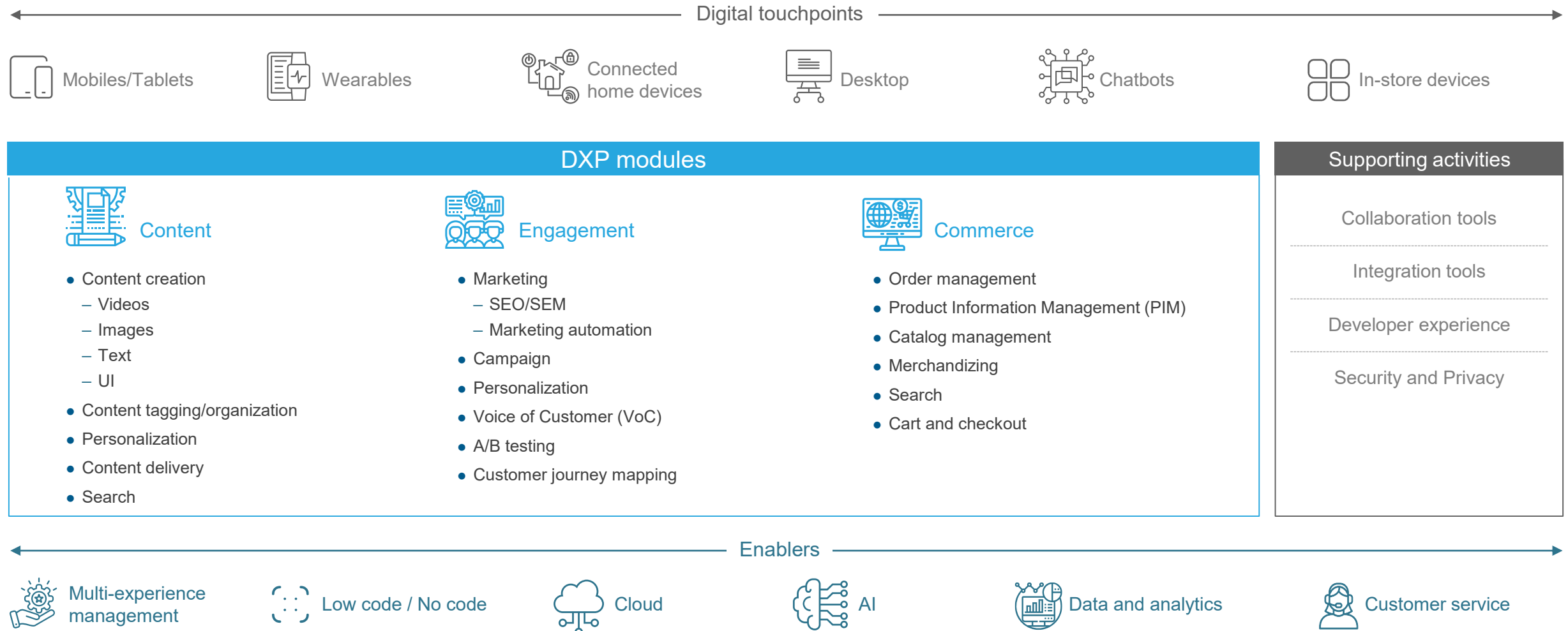


**Providers**  
16



**Products**  
DXP

# Digital Experience Platform (DXP) Products PEAK Matrix® Assessment | scope of the research



## 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

# The report includes detailed profiles of 16 DXP providers, including their strengths and limitations

Digital Experience Platform (DXP) Products – Provider Compendium 2023

## Provider 1 | DXP provider profile (page 1 of 5)

### Overview

**Vision for DXP**  
Provider 1 has a vision to deliver true personalization across multiple touchpoints to help businesses build relevant digital experiences

**Revenue from DXP (annual revenue)**

Revenue Range	Very Low (<10%)	Low
<US\$50 million	Very Low (<10%)	Low
US\$50-100 million	Very Low (<10%)	Low
US\$100-500 million	Very Low (<10%)	Low
>US\$500 million	Very Low (<10%)	Low

**Adoption by region**

Region	Very Low (<10%)	Low
North America	Very Low (<10%)	Low
Europe and UK	Very Low (<10%)	Low

**Case study 1**  
Optimized the customer life cycle journey and communication across touchpoints for a leading retail brand

**Business challenge**  
The client wanted to optimize every stage of its customer life cycle quickly. It wanted to expand its marketing channels and communication touchpoints to guide them with personalized campaigns based on their behavior.

**Solution**  
Provider 1 utilized its Engagement platform to develop a data-driven, single customer view of each customer to allow it to understand customer behavior across every interaction. It also helped launch notifications, SMS, and direct mail — and combined them together to create a tailored experience for each individual customer.

**Impact**

- 22% increase in conversion rates from CRM channels
- 20% increase in loyalty redemptions from omnichannel campaigns

**Provider 1 | DXP provider profile (page 2 of 5)**

### Case studies

Digital Experience Platform (DXP) Products – Provider Compendium 2023

## Provider 1 | DXP provider profile (page 3 of 5)

### DXP subcategories

Offerings	Category
Content	Content
Engagement	Engagement
Offering 3	Engagement
Offering 4	Commerce
Offering 5	Commerce

**Key investment (representative list)**

Investment theme	Details
Talent	Investments in talent academy, which provides training and development for employees

**Key partnerships**

Company	Type of partnership	Details
Partner 1	Technology	To create a single customer view
Partner 2	Technology	To help with content management
Partner 3	Technology	To help with messaging and engagement
Partner 4	Technology	To help with data integration
Partner 5	SI	To enable implementation
Partner 6	SI	To help with integration
Partner 7	SI	To help with integration
Partner 8	SI	To help with integration

Digital Experience Platform (DXP) Products – Provider Compendium 2023

## Provider 1 | DXP provider profile (page 4 of 5)

### Investments and partnerships

Digital Experience Platform (DXP) Products – Provider Compendium 2023

## Provider 1 | DXP provider profile (page 5 of 5)

### Everest Group assessment – Leader

Measure of capability:  Low  High

Market Impact				Vision and capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Technology capability	Flexibility and ease of deployment	Engagement and commercial model	Investment and support	Overall
Low	Medium	High	High	High	High	High	High	High	High

**Strengths**

- Provider 1 has a robust DXP product offering and has deep capabilities across content and engagement with its most popular products being CMS, DAM, CDP, and campaign studio
- It offers a 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, and the building of portals
- Provider's DAM is a highly mature offering having PIM capabilities to organize technical product data, feature lists, and product content
- Provider 1 has its own app exchange through which it offers integrations with both self-developed and third-party solutions
- It has a strong SI partner landscape and a strong presence in the North American market and has high focus on the healthcare and public sector clients

**Limitations**

- Provider's open-source affiliations continue to fuel the market's confusion between open-source and its commercial offering within its DXP portfolio
- It can further benefit by focusing on other high-growth areas such as manufacturing, telecom, media, and entertainment
- It can benefit by expanding its client portfolio in markets such as Europe and APAC
- Provider 1 has further scope to enhance its product offering by strengthening its commerce offering

Everest Group® Proprietary & Confidential. © 2023, Everest Global, Inc. | EGR-2023-64-R-6257



# 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
<b>Digital Experience Platform (DXP) Products – Provider Compendium 2023</b>	<b>December 2023</b>
Content Supply Chain – Revolutionizing the content development lifecycle	Q4 2023
Voice of Stakeholder (VoS) Compendium Report 2024	Q1 2024

Note: [Click](#) to see a list of all of our published Interactive Experience (IX) Services reports



Everest Group is a leading research firm helping business leaders make confident decisions. We guide clients through today's market challenges and strengthen their strategies by applying contextualized problem-solving to their unique situations. This drives maximized operational and financial performance and transformative experiences. Our deep expertise and tenacious research focused on technology, business processes, and engineering through the lenses of talent, sustainability, and sourcing delivers precise and action-oriented guidance. Find further details and in-depth content at [www.everestgrp.com](http://www.everestgrp.com).

## Stay connected

**Dallas (Headquarters)**  
info@everestgrp.com  
+1-214-451-3000

**Bangalore**  
india@everestgrp.com  
+91-80-61463500

**Delhi**  
india@everestgrp.com  
+91-124-496-1000

**London**  
unitedkingdom@everestgrp.com  
+44-207-129-1318

**Toronto**  
canada@everestgrp.com  
+1-214-451-3000

**Website**  
[everestgrp.com](http://everestgrp.com)

**Social Media**  
 @EverestGroup  
 @Everest Group  
 @Everest Group  
 @Everest Group

**Blog**  
[everestgrp.com/blog](http://everestgrp.com/blog)

## NOTICE AND DISCLAIMERS

**IMPORTANT INFORMATION. PLEASE REVIEW THIS NOTICE CAREFULLY AND IN ITS ENTIRETY. THROUGH YOUR ACCESS, YOU AGREE TO EVEREST GROUP'S TERMS OF USE.**

Everest Group's Terms of Use, available at [www.everestgrp.com/terms-of-use/](http://www.everestgrp.com/terms-of-use/), is hereby incorporated by reference as if fully reproduced herein. Parts of these terms are pasted below for convenience; please refer to the link above for the full version of the Terms of Use.

Everest Group is not registered as an investment adviser or research analyst with the U.S. Securities and Exchange Commission, the Financial Industry Regulatory Authority (FINRA), or any state or foreign securities regulatory authority. For the avoidance of doubt, Everest Group is not providing any advice concerning securities as defined by the law or any regulatory entity or an analysis of equity securities as defined by the law or any regulatory entity.

All Everest Group Products and/or Services are for informational purposes only and are provided "as is" without any warranty of any kind. You understand and expressly agree that you assume the entire risk as to your use and any reliance upon any Product or Service. Everest Group is not a legal, tax, financial, or investment advisor, and nothing provided by Everest Group is legal, tax, financial, or investment advice. Nothing Everest Group provides is an offer to sell or a solicitation of an offer to purchase any securities or instruments from any entity. Nothing from Everest Group may be used or relied upon in evaluating the merits of any investment. Do not base any investment decisions, in whole or part, on anything provided by Everest Group.

Products and/or Services represent research opinions or viewpoints, not representations or statements of fact. Accessing, using, or receiving a grant of access to an Everest Group Product and/or Service does not constitute any recommendation by Everest Group that recipient (1) take any action or refrain from taking any action or (2) enter into a particular transaction. Nothing from Everest Group will be relied upon or interpreted as a promise or representation as to past, present, or future performance of a business or a market. The information contained in any Everest Group Product and/or Service is as of the date prepared, and Everest Group has no duty or obligation to update or revise the information or documentation. Everest Group may have obtained information that appears in its Products and/or Services from the parties mentioned therein, public sources, or third-party sources, including information related to financials, estimates, and/or forecasts. Everest Group has not audited such information and assumes no responsibility for independently verifying such information as Everest Group has relied on such information being complete and accurate in all respects. Note, companies mentioned in Products and/or Services may be customers of Everest Group or have interacted with Everest Group in some other way, including, without limitation, participating in Everest Group research activities.