

Why an Agile DXP should be front and centre of your MarTech Stack



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With the rise of the digital consumer so too comes an increased demand on experience. Attraction is only half the battle, customer experience is leading the way in retention. Winning brands are already adapting to continually invest in the customer experience (CX) in order to remain competitive, retain market share and win in the brand loyalty stakes by establishing long term, value-add customer relationships.

The term 'frictionless customer experience' has become an industry buzz-word over the last few years but in context it must be seen as a strategic driver for every organisation. No longer is CX a challenge for marketers alone but a Board level imperative. In fact '41% of firms say CX is a high priority, second only to growing revenue' ([Forrester](#)) and this number is growing.

To achieve true frictionless and omnichannel experiences across multiple channels and devices requires a solution which provides flexibility from the core along with the connectivity to combine a cohesive set of tools aimed at expanding your customer touchpoints, which enables businesses to implement, measure and adapt to changes in the market.

FORRESTER'S 3 Es

An excellent experience should follow the '3 Es laid out in Forrester's 'CX Index Score' where organisations should consider the following in regards to the customer experiences they provide. ([source: Forrester CX Index Score 2022](#))

Easy Consider how easy the experiences you provide are for your customers. With new channels emerging as key customer touch points, brands are beginning to meet their customers on the channels they use the most. In doing so allows organisations to provide the easiest and most convenient experience possible.

Effective Is the experience you provide effective in meeting the customer's needs? Customers require seamless experiences which are prompt and effective at meeting their needs. With customers always on the go, brands must follow.

Emotional How do your experiences make your customers feel? Positive interactions incite brand loyalty and are the key to retaining long term customers and gaining advocates of your brand who would happily recommend it to others.



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What is a traditional DXP?



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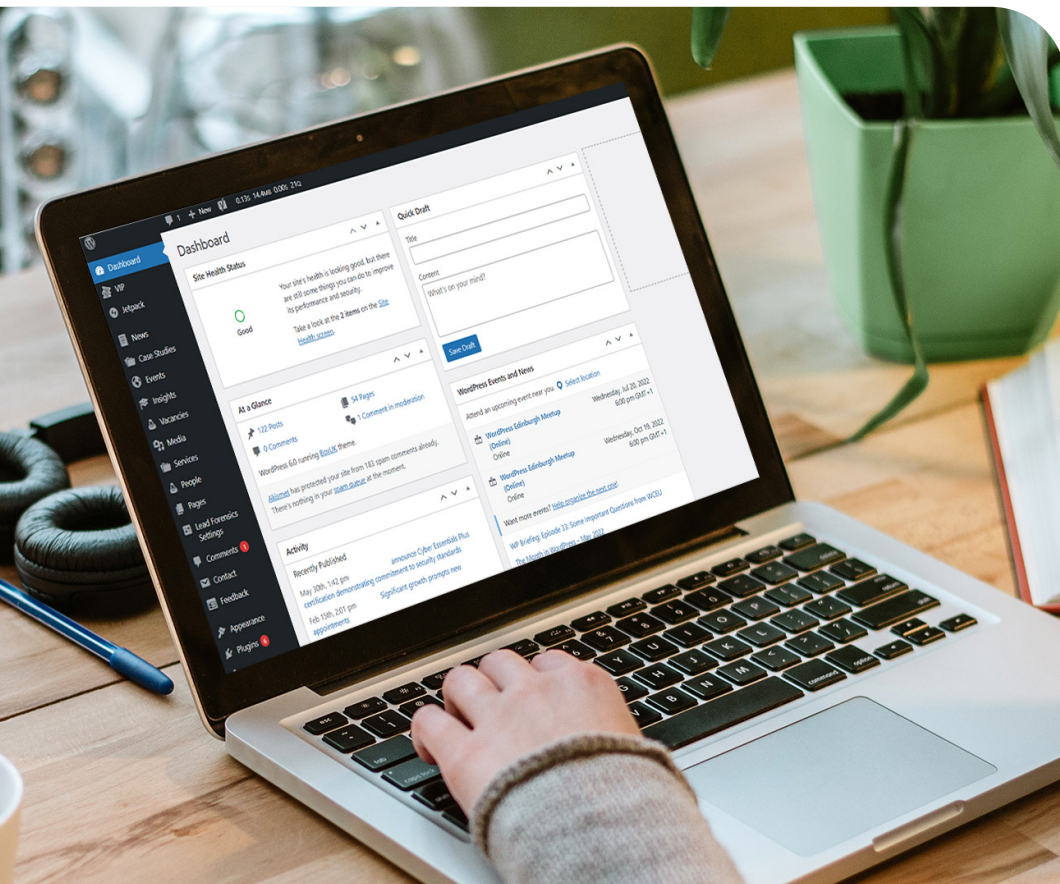
“A ‘Digital Experience Platform’ (DXP) is an integrated and cohesive set of technologies designed to enable the composition, management, delivery and optimisation of contextualised digital experiences across multi experience customer journeys.” (Gartner)

To put this more plainly, a DXP is essentially a content management system (CMS) which has evolved to meet the needs of modern day businesses by allowing them to create, host and deliver digital content across multiple different channels and devices through a variety of integrations, opposed to the monolithic approach of traditional CMS systems which can be hard to implement additional elements.

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Gartner summarises the core capabilities of a DXP as follows:

- Content management
- Account services
- Personalization and context awareness
- Analytics and optimization
- Customer journey mapping
- Customer data management
- Presentation, delivery and orchestration
- Search, navigation and insight
- Collaboration and knowledge sharing
- Security and access control
- Artificial intelligence (AI)
- Cloud capabilities
- Architecture and platform design
- Integration, interoperability and extensibility
- Multi Experience support

‘Gartner’s Magic Quadrant for Digital Experience Platforms’ names the key players in the traditional DXP space and whilst this may outline these platforms as market leaders, organisations are still seeking higher levels of flexibility and connectivity to which traditional DXPs cannot provide. Evaluating traditional DXPs against their Agile counterparts such as WordPress, highlights the gaps in the capability of traditional platforms that Agile is able to deliver for organisations.

While the extensive functionality of these platforms supports the creation of highly sophisticated, multi-channel experiences,

traditional DXPs can still be monolithic and inflexible for users and content creators alike. In many cases, this can limit the effectiveness of the experiences organisations are able to provide. Following the suite approach, organisations tend to get more than they need which cements organisations into this package approach which is where traditional DXPs are often dubbed as monolithic.

Organisations can suffer from high levels of vendor lock-in when using traditional DXPs often due to the cost and practicality of switching platforms as the needs and requirements of the business continue to grow and the platform becomes more extensive.

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What is an Agile DXP?



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A shift towards Agile DXPs follows a wider and longer term trend of requiring increased flexibility and agility. Agile DXPs promote collaboration, integrations, flexibility and visibility throughout the entire platform to enable organisations to react to changing consumer behaviours and adapt their offering accordingly.

Modern consumers no longer just interact with your brand through a desktop or laptop computer but in fact utilise a range of devices including mobile, smart watches, virtual assistants (alexa) and a whole range of other IoT devices meaning brands must adapt their offering to cater to these channels. Consumers expect a consistent experience across all channels which requires a modern and agile solution to allow businesses to personalise and even localise their content to different audiences.

AGILE DXPS AT A GLANCE:

- Enhanced Flexibility
- Flexible and increased Integrations
- Composable
- Better agility to collaborate
- Highly Scalable
- Foundations for digital ecosystem





Often defined as a 'composable DXP', these types of platforms provide a foundation for an organisation's digital ecosystem which allows them to integrate their platform with other technologies when required to create a solution which is tailored to your business needs at the time. Usually consisting of cloud services, an Agile DXP offers streamlined integration through APIs with other key pieces of software and other platforms which are centralised on one platform to provide a more refined customer experience. This composable approach allows businesses to adopt, retire and swap elements of their platform when necessary to form a combination of solutions from more than one vendor.

Although not exclusively, Agile DXPs are typically deployed in the cloud which allows organisations to deliver further agility through providing a means of scaling the platform with ease when required and being able to more effectively manage high traffic peaks. Scalability is particularly flexible with cloud based deployments and allows organisations to adopt further elements to their ecosystem as the business grows and requires further functionality.

Cloud based DXP's deliver further agility - scaling with ease and managing high traffic peaks.



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Why Agile DXP is key to creating compelling Omnichannel Experiences



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An Agile DXP allows organisations to start with only the essential elements they need to get going. This could allow the combination of a headless CMS, marketing automation tools and a CRM system as the basis of the platform. This is where the role of the ‘composable’ approach to implementing new technologies comes in when an organisation needs change and as such need to implement eCommerce integrations such as WooCommerce, personalisation capabilities through Google Optimise and search integrations like Elastic, for example.

Faster time to market

An Agile DXP enables incremental delivery by focusing on the most valuable elements of the platform initially and then continuously expanding these capabilities in a series of new functionality when the organisation decide to expand the solution as required “in terms of volume and complexity” (Gartner)

Not only is it faster to implement the most critical elements of a platform through the use of APIs, but it also allows rapid integrations of new capabilities to an existing offering in response to new opportunities, technological innovations and changing consumer behaviours.

Agile DXPs also enable the integration of new distribution channels providing greater agility to marketers for quicker decision making when it comes to meeting changing demands and creating better customer experiences.



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Integrations through an Agile DXP means organisations can achieve more with their existing budget.



Greater choice

Agile DXPs offer a greater variety of choice for organisational specific requirements where capabilities can be combined to create a productive ecosystem of tools which best serves customers. This differs from traditional DXPs that tend to be strong in some areas such as being able to handle large amounts of content across multiple sites, but weak in other areas such as integrations which require complex development and support to achieve.

Traditional DXPs often follow the suite approach which offers a set package of tools which organisations may not always need as part of their technology stack, or they may require more capability beyond what the suite can provide. This often limits organisations to the confines of the platform. Having the flexibility of multiple available integrations through an Agile DXP means organisations can achieve more with their existing budget by implementing elements seamlessly which may have required custom integration using a traditional DXP.

Better collaboration

Agile DXPs promote better collaboration by offering improved access to key tools and extensions which are often accessible on a licence basis due to not being tied into a single, proprietary system. This ensures cross compatibility with each of your tools in the platform which allows you to also further implement more sophisticated workflows including pushing content automatically and transferring data between your platform and each integration simultaneously. Agile DXPs often offer custom displays and interfaces with key integrations which further promotes collaboration across the platform and helps to create a centralised experience.

Cost savings

Organisations only pay for what they require at that particular time, and this modular, 'composable' approach allows organisations to cut associated spending across their platform by only obtaining the essential parts of the system, whereas with traditional DXPs, the organisation would have to pay for the entire system regardless of their needs.

With increased flexibility throughout, organisations can also reduce associated development costs through being able to handle more tasks in the back-end of the system which can be carried out by content administrators and creatives. Through the use of APIs, organisations also require less development support to integrate key elements into their platform, thus saving on development costs.

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B2B and B2C Imperative: What this means for business



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With the world changing so fast and the constant need for innovation across all industries, the ability to shift with these changes is key to the survival of any large scale enterprise. Ecommerce is no longer just for B2C retail brands with it now being a key route to market for many B2B organisations. With 32.7% of retail sales now completed online in the UK (ons.gov.uk) the need to follow the continuous shift to a wider variety of digital channels is becoming more apparent with brands needing to adapt where they do business accordingly.

New models that offer a hybrid of digital and in person experiences are driving a new breed of ecommerce which creates a complete brand experience across many different touch points. Data and insights are the key to informing activities and methods as marketers drive new ideas throughout a complex consumer landscape. To truly gain brand loyalty in a competitive market and establish long lasting customer relationships organisations must first provide an outstanding experience at every point throughout the customer journey.

Agile DXPs allow adaptation and evolution as requirements dictate, something that has become far more important for organisations as consumers evolve and demand even more intuitive and engaging experiences across new and innovative channels. The modularity and composability of an agile DXP is favourable in light of increasing pressure against the 'suite'



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approach with more focus lying in excelling platforms through integrations.

Both Gartner and Forrester predict a growth in more extensive modular and agile DXPs in response to a bottom-up trend in demand which means application leaders must modernise their technology stack approach to be able to meet customer and market demands. This composable approach means abandoning monolithic DXPs which do not offer the flexibility required for a modern platform. Gartner expects that pressure from buying behaviours in the market will force vendors to increase the modularity of their offerings with corresponding pricing based on consumption-based models.

Retaining central DXP capabilities ensures brand consistency across the organisation and improves the quality of experiences across all touch points. This includes the capacity to consistently deliver these capabilities as the organisation expands and its needs diversify. A central agile DXP also shares and communicates data across the entire platform to deliver content and data when it is needed. DXPs empower businesses to become insight-driven organisations which deliver more based on the data they have available and this also serves as a key element in the digital transformation process.





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WordPress: your Agile DXP solution



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WordPress has established itself as a leading platform for the enterprise which has proven to be more than capable of delivering the scalability and security that large scale organisations require in order to operate effectively. In 2022, “43% of the web is built on WordPress” ([WordPress.com](https://www.wordpress.com)) with many Fortune 500 companies using WordPress as the basis for their digital experience platforms which only demonstrates the suitability of this platform for large scale enterprises.

WordPress also benefits from a vast ecosystem of plugins and integrations which enable organisations to combine different elements to create their own DXPs which best cater to their users and enable them to provide an outstanding customer experience across all touchpoints. Integrations with key marketing suites including:

Google Tools Data and insights are the key to informing business decisions, WordPress can integrate online platforms with the entire suite of Google insight tools including Google Analytics, Google Tag Manager, Google Search Console and Google Data Studio which can provide a complete overview of web and/or app activity across your organisation.

Salesforce Salesforce and a variety of other CRM platforms are offered as key integrations with WordPress making the sales process seamless with connectivity to the website, ecommerce site and other online channels. Web form submissions, sales



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As the most popular platform on the web, WordPress is additionally supported by a vast community of developers.



and other customer activities online can be connected to Salesforce helping to reduce the manual input of data and manage customers effectively.

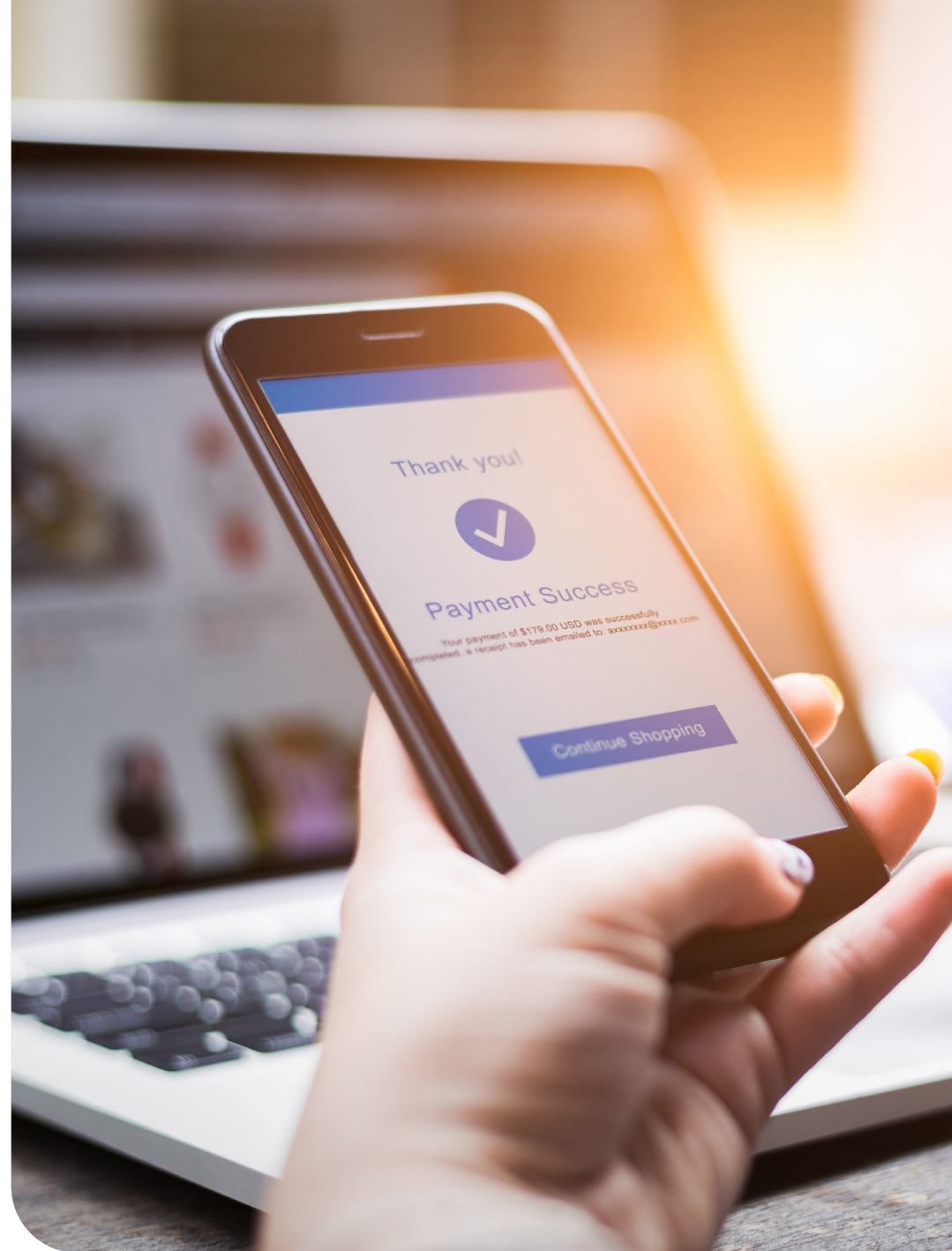
NetSuite NetSuite and other ERP (enterprise resource planning) systems can be integrated with WordPress, which is particularly useful for manufacturers and service based organisations who are adopting new hybrid models which require a solution which not only offers new channels and customer touchpoints but also one which manages supply chain and production.

Payment Integrations To successfully avoid payment complications with potential customers, an ecommerce platform requires an array of payment options to suit customers desired method of payment. WordPress integrates with a variety of payment methods including PayPal, Stripe, Apple Pay, Google Pay, Square and even provides integrations with relatively new payment methods including Klarna to suit all types of audiences.

As the most popular CMS on the web, WordPress is additionally supported by a vast community of developers and contributors which provide valuable insights and continual support to further enhance the capabilities of the platform. Extensive documentation and support is available in the form of technical information, guides, forums, videos and a wide range of other resources from both the developer and creative communities which combine to help create a platform which meets both the needs of developers and content creators alike.

WordPress' popularity also means that back-end users of the system are far more likely to be familiar with the interface from an operational perspective which means organisations require less training and support with the usability of their DXP. The developer flexibility afforded by WordPress does not come at the expense of content managers and users, meaning users of the system will not receive a limited experience as a result. Being an open source platform allows developers the flexibility and scalability to create a dynamic platform which meets your exact business requirements.

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Why Box UK?



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At Box UK, we have a proven track record working with enterprise clients on extensive digital experience platforms which incorporate a variety of integrations and features to create amazing customer experiences, all using WordPress. Check out our case studies for [OKdo](#), [RS Components](#) or [take a look at more of the work we have done for clients](#), creating global and agile digital experience platforms.

Our team members have a broad range of capabilities with years of experience spanning across **Digital Transformation, Ecommerce Development, Software Consultancy, Software Development, UX Services** and **Platform Management**. Having a team which spans across multiple disciplines, we are able to work with large scale enterprise organisations to help them achieve an end-to-end DXP which incorporates a variety of custom elements which help them achieve their goals.

Visit www.boxuk.com/our-work/ to learn how we have helped other businesses evolve, or get in touch by emailing info@boxuk.com or calling +44 (0) 20 7439 1900 to see how we can help you drive new growth.





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