

WordSesh EMEA 2019

# What's All The Fuss About DXPs & Why Should I Care?

Karim Marucchi

## *What is a DXP Anyway?*



A Digital Experience Platform is an integrated software framework for engaging a broad array of audiences across a broad array of digital touchpoints

— GARTNER, JANUARY 2018 MAGIC QUADRANT REPORT

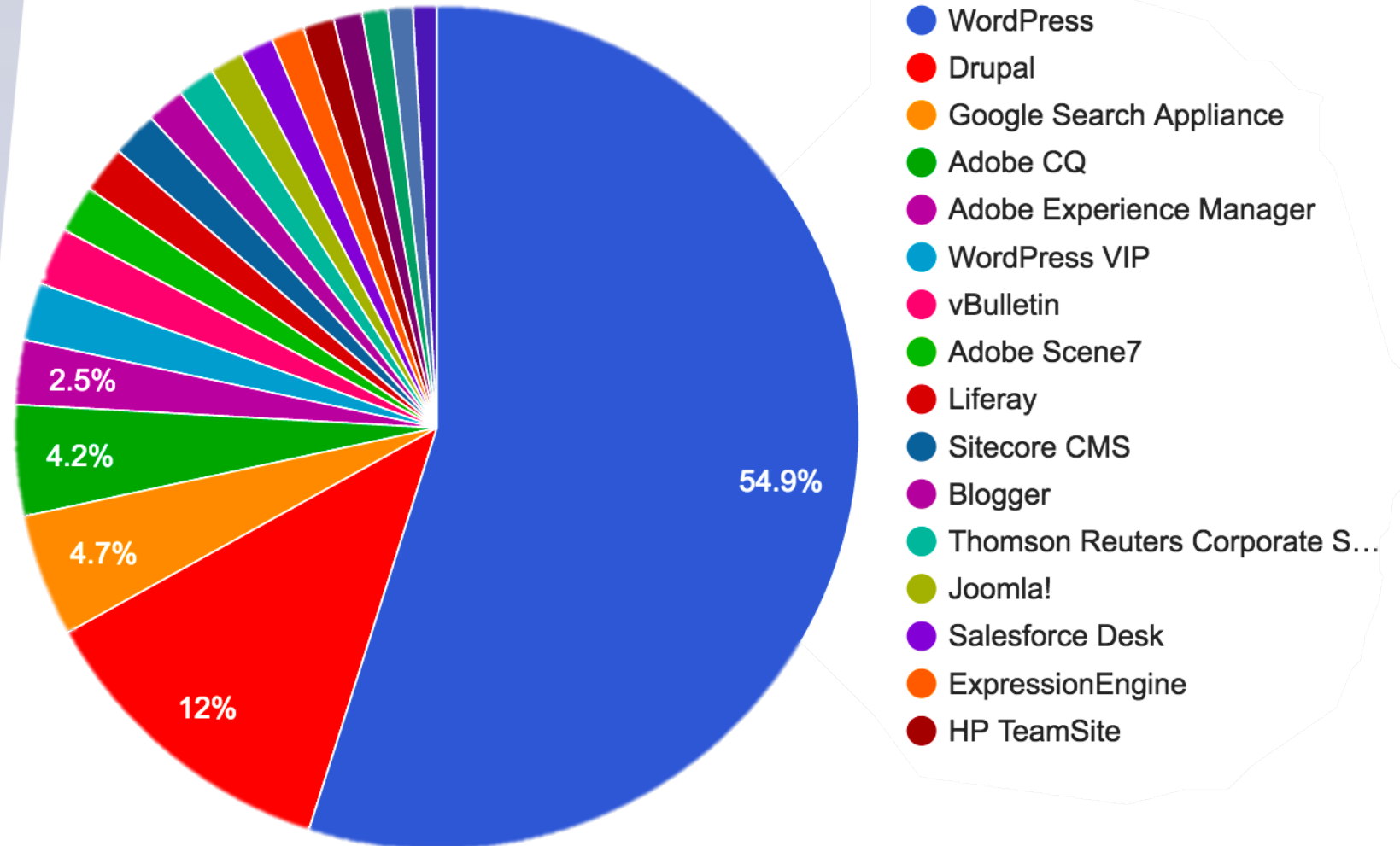
Wait, What ?!?

# What Was Wrong With “CMS” ?

Almost 25  
Years of  
Innovation...

... Exactly

TOP 10K SITE INSTALLS ON A CMS PLATFORM





# Looking at Today's Enterprise Experience

## On Property

### Content Management System

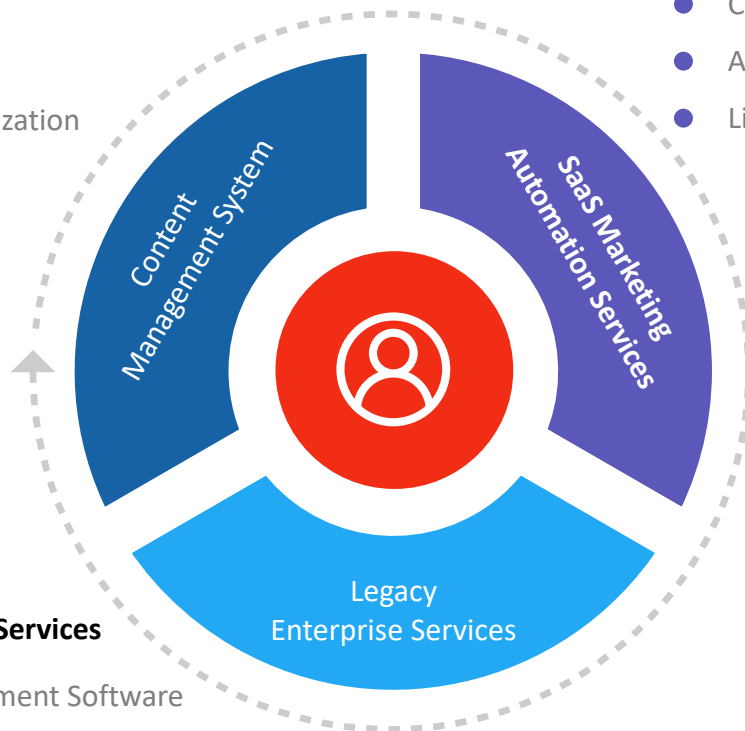
- Page Building
- Technical SEO
- Light Personalization

### SaaS Marketing Automation Services

- Campaign Marketing
- A/B Testing
- Light Personalization

### Legacy Enterprise Services

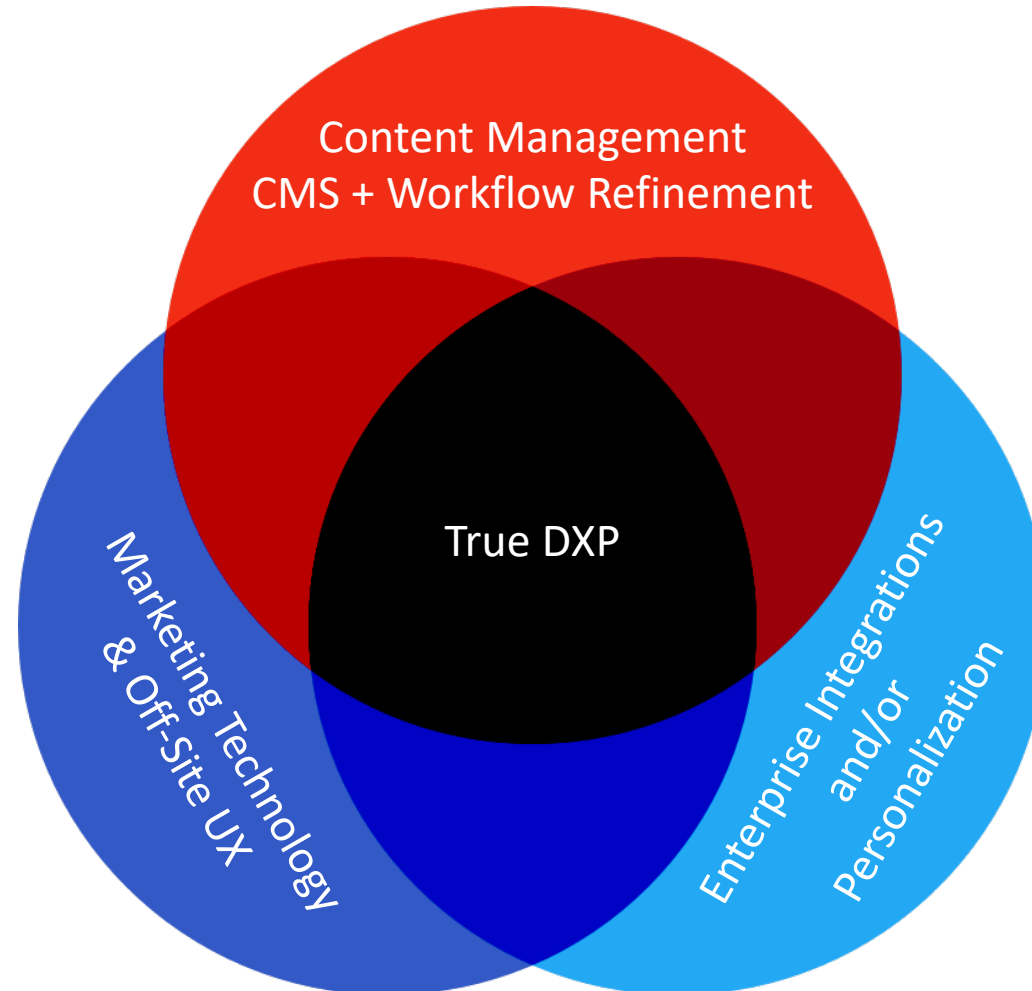
- Sales Management Software
- ERP Software
- Legacy Product Data



## Off Property



# So What is a DXP in Plain English...



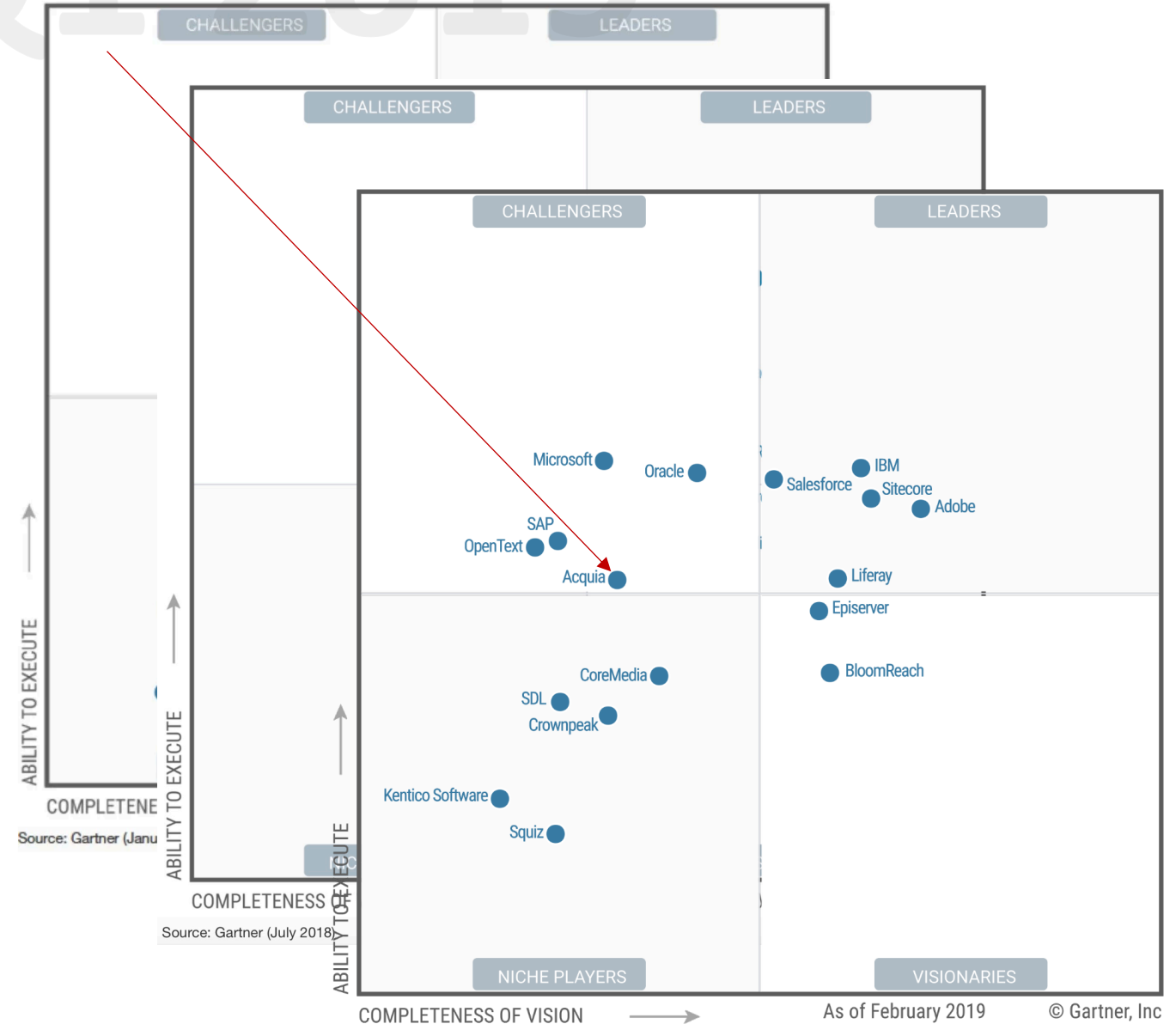
# What Does The DXP Market Look Like?

February 2019

... And How Fast Is It Moving?

Q1 2019

DXP MARKET IN THE LAST 18 MONTHS

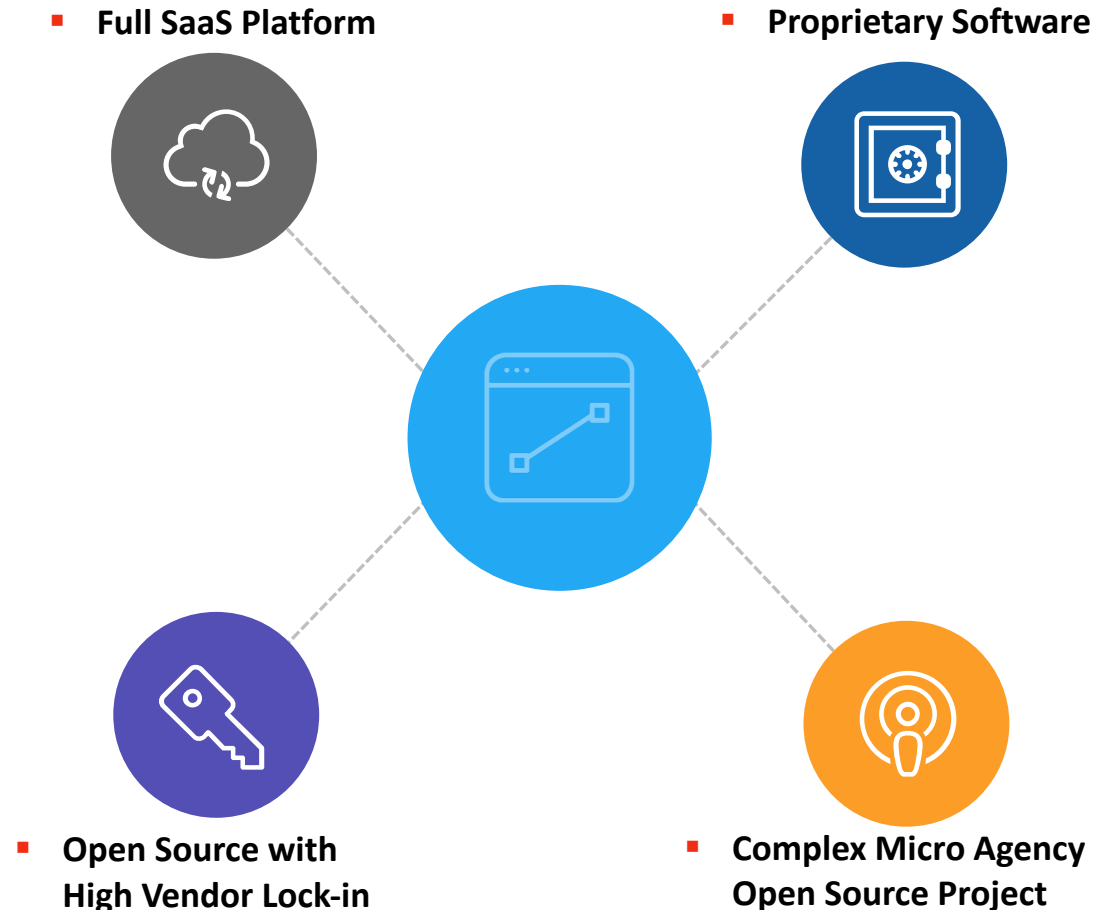


When You Look Past  
the Marketing of the  
Products in the Field  
today...

Brands are left with  
Only Four Choices of  
Software Models,  
and None are Truly  
Open Source.

WHAT ALL THE DXP'S TODAY HAVE IN COMMON

## No Current DXP is a True OSS Project



THIS HAS HAPPENED BEFORE, AND WILL HAPPEN AGAIN...

Macromedia Director

Mezzanine for Python

ATG Dynamo

Ghost

Flash

Documentum

Cold Fusion

Adobe AIR

# Out of These Moments , Opportunity is Born

Vignette

Mambo

Java Virtual Machine

Interwoven

StoryBuilder

FutureTense

EPiServer

Delphi's Object Pascal

Magento - M1 Open Source version

# So ? What's the Opportunity ?

Sounds like its only about the the top 1 to 5 % of sites?

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Crowd  
Favorite

*A Truly Open Source DXP  
Framework With  
Enterprise Standards*

***THE  
FUTURE  
IS OPEN***



# Today's Assumptions about Major DXP Features

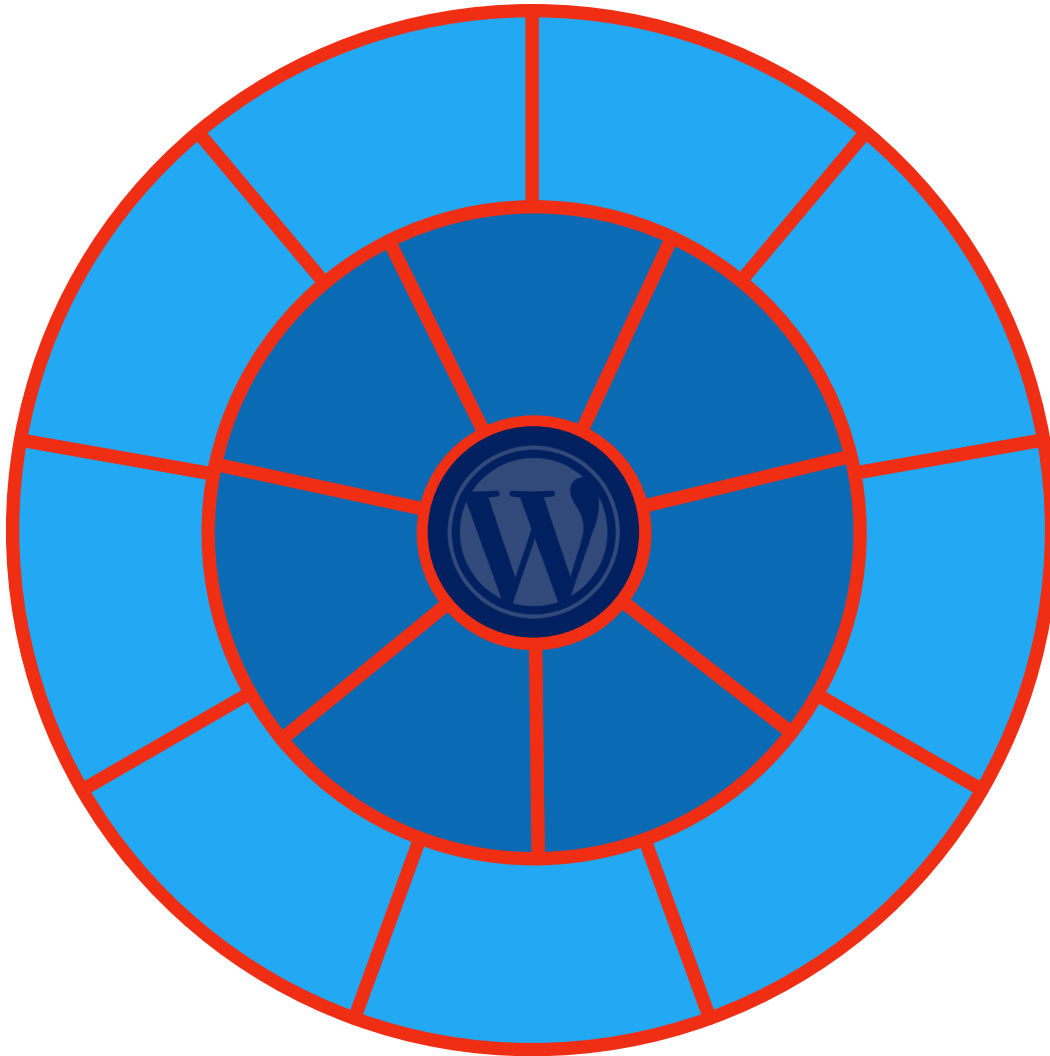
FEATURE	SITECORE	ADOBE EXPERIENCE MANAGER	WORDPRESS
Search Engine Optimization	✓	✓	✓
Advanced Editorial Experience	✓	✓	
Multilingual, Multinational	✓	✓	
Enterprise Scale Search	✓	✓	
Complex User Profiles and Security	✓	✓	
Web Forms for Marketers	✓	✓	
Advanced A/B and Multivariate Testing	✓	✓	
Personalization / Artificial Intelligence	✓	✓	

# Today's Assumptions about Automated Marketing Features

FEATURE	HUBSPOT	MARKETO	WORDPRESS
Marketing Automation / Blog	✓	✓	✓
Social Media Integrations	✓	✓	
Campaign/Landing Pages	✓	✓	
Dynamic Content	✓	✓	
Email Marketing Tools / Drip Campaigns	✓	✓	
Lead Management / Built-In CRM	✓	✓	
Live Chat	✓	✓	
Reporting and Metrics	✓	✓	

All Right, So, Again,  
Why Should I Care?

# Because You Are Already Delivering These Features



## Core DXP Publishing Functions

- Advanced Page Building
- Technical SEO
- Multilingual - ready
- Complex User Profiles
- Advanced Marketing Forms
- Advanced Editorial Workflow
- Advanced AMP/Mobile Tools

## Advanced DXP Features & Integration

- Multisite Creation and Management
- Independent Content Promotion
- Custom Team Based Workflows
- Custom Client API Integrations
- Standardization of the Admin Interface

## Customized DXP MarTech Functions

- Advance Visitor Personalization
- Progressive Profiling
- Conversion Optimization Tools
- Internal Ad Management
- Lead Management
- Advanced Campaign tools
  - Landing Page Process
  - A/B Testing
  - Campaign URL Mgmt
  - Social Media Integrations
  - Email Marketing Integrations

## Discussion Topic:

# How Will These Very Complex & Expensive Enterprise Needs Trickle Down to the Advantage of the WordPress Community

## COMMON OPEN SOURCE DXP FEATURES

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Let's build something truly remarkable with WordPress!

**Thank you!**

@KarimMarucchi



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