



**Acquia**  
EXPERIENCE DIGITAL FREEDOM

***WHY DIGITAL EXPERIENCE  
MANAGEMENT NEEDS  
AN OPEN PLATFORM***

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# ***SECTION 1***

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**Competing on  
“Experience” Isn’t Easy**



## Competing on “Experience” Isn’t Easy

According to the latest [Gartner Customer Experience Survey](#), 81% of marketers surveyed expect to be competing mostly or completely on the basis of customer experience by 2020. At the same time, 90% of customers believe that when it comes to delivering a good customer experience (CX), most brands fail to meet their expectations.

Winning at CX is hard. Why? Because today, customers experience your brand through an ever-expanding array of channels. Take Shake Shack as an example. They climbed to the pinnacle of the fast-food industry – selling burgers and shakes like everybody else – by focusing on store design, employee empowerment, responsive customer service and an engaging mobile ordering experience. There’s no one thing that makes Shake Shack stand out; there’s an entire constellation of elements that come together to create the Shake Shack experience.

There are few limits to the number of channels that Shake Shack could combine to enhance their customer experience, which highlights something critical: It’s no longer about the specific channels a brand uses to engage customers.

On the contrary, it’s about how the customer experience is orchestrated across every channel. And as customer interaction with brands becomes increasingly and, in many cases, primarily digital, it is this orchestration that creates a superior digital experience (DX).

Domino's Pizza, another food service giant, understands the importance of orchestrating multichannel DX. As a company long associated with delivery, they haven't focused on in-store experience as Shake Shack did. Instead, they focused on the ordering experience, making it possible to order a pizza via any available digital channel including mobile, desktop, connected car, Apple Watch and Twitter. They also made it possible to track your order from the kitchen to your front door. The result? Domino's had the best performing stock on the New York Stock Exchange between 2010 and 2018, rising more than 2,000% and outperforming Amazon, Google and Apple over that period of time! [[Investopedia](#)]

With an already broad set of digital channels poised to grow, and as new technologies make it possible for marketers to reach customers in new and innovative ways, brands have to become increasingly sophisticated in their efforts to provide a consistent and unified DX wherever customers might encounter them. The brands that get this right will grow the way Domino's has over the last decade. Those that don't will fall by the wayside.

On the one hand, getting it right depends on a comprehensive, forward-thinking vision for DX. On the other hand, brands will need the necessary technology to deliver on that vision. Here is precisely where a serious problem arises: Most marketing technologies were not built with multichannel experience orchestration in mind and weren't engineered to facilitate it.

**Most marketing technologies were not built with multichannel experience orchestration in mind and weren't engineered to facilitate it.**

# SECTION 2

## Challenges with Delivering Consistent Digital Experiences



## Challenges with Delivering Consistent Digital Experiences

Customers expect brands to deliver consistent and convenient digital experiences. There are three factors that make doing so challenging.

### 1. Proliferation of Digital Channels

In a simpler time, digital interactions with customers took place through email and a brand's website. The situation began to change drastically with the advent of mobile, social media and the app revolution. While brands initially tried to keep up in a piecemeal way – creating a mobile site; building out a social media presence; launching an app – this stitched-together approach could not support a consistent experience. And, frankly, customers noticed. In research conducted by Acquia, 65% of consumers agreed with the statement, “I often notice that the brands I work with provide different and/or inconsistent experiences across different channels (physical store, website, mobile app, etc.)”

As more and more innovations change the digital relationship between brands and customers, brands have the choice of simply continuing to add channels in a patchwork way or adopting an open platform approach.





## A Multichannel Winner

In order to better serve its citizens, the State of Georgia wanted to migrate its web properties off an aging proprietary platform and onto a more flexible, open platform. The State also wanted to “think beyond the browser” and offer citizens new ways to access relevant information.

First, the Georgia Technology Authority (GTA) worked to create a multisite architecture promoting consistency and flexibility across all agency sites, an architecture relying on the OpenPublic Drupal distribution and built on Acquia Cloud Platform.

**With this architecture in place, the authority was able to launch 55 new agency sites in 12 months.**

Second, the GTA partnered with Acquia Labs to develop an Alexa Skill that would provide citizens and others a new avenue for interacting with the government site.

In the interest of keeping things open, the team built the skill using site search on Georgia.gov, rather than coupling it tightly to the site’s information architecture and editorial interface.

This made it possible to adapt the conversational interface to the evolving needs of the government and accommodate a wide range of requirements: acquiring content, exposing it for consumption and interpreting user-generated responses for a variety of needs.

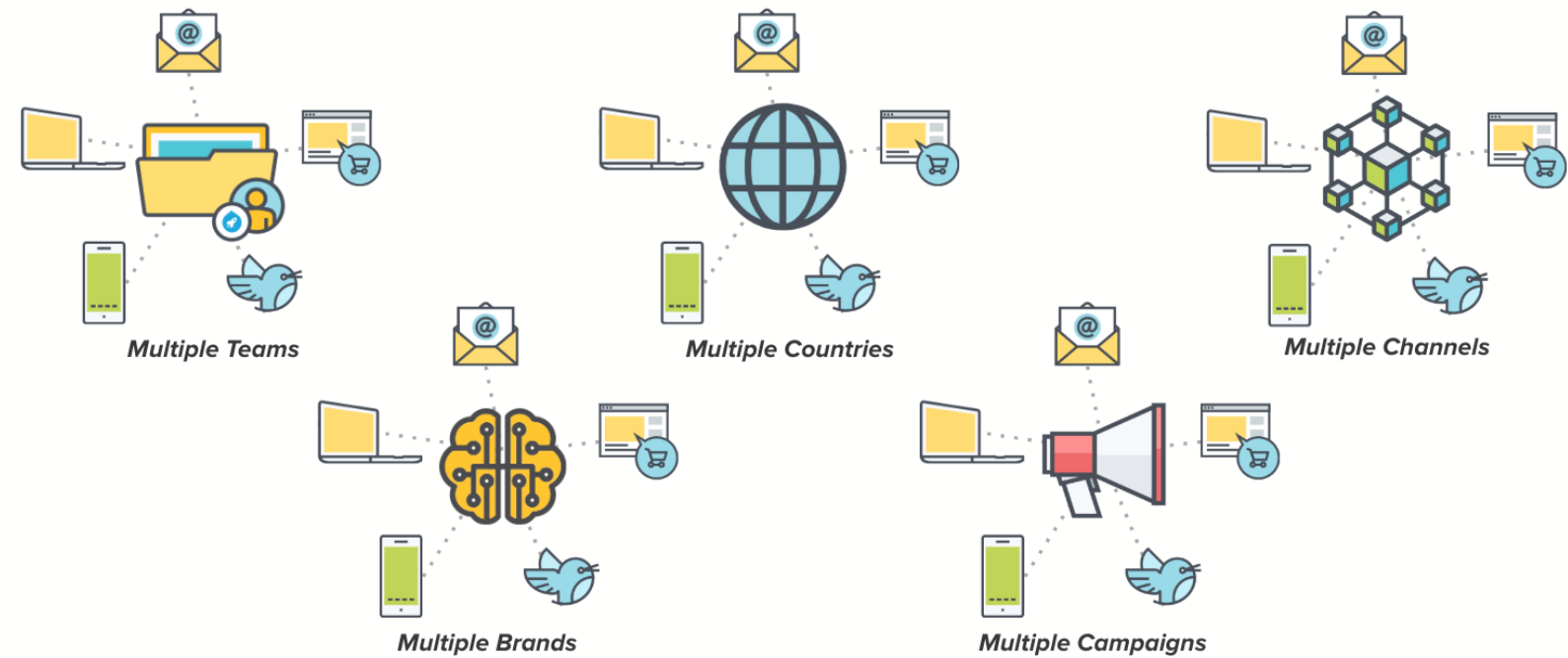


## 2. The “Multi-Multi” Problem

Keeping up with the proliferation of digital channels can be challenging enough. Now, multiply those challenges across multiple brands, multiple regions, multiple campaigns, multiple apps, websites and devices and you have the “multi-multi” problem. Far from uncommon, this problem affects any brand (from pharma to CPG) that offers multiple products, any retailer that does business across multiple countries or any institution of higher learning that features multiple schools and programs.

The need for coordination that this introduces into the equation can be overwhelming. Combine that with the need to ensure that all these experiences are consistent, convenient and, wherever possible, personal, and the orchestration challenges facing brands become quite daunting.

### SCALE MAKES IT WORSE... THE MULTI-MULTI PROBLEM





## Conquering the Multi-Multi Challenge: Johnson & Johnson

Johnson & Johnson, number 37 on the list of Fortune 500 companies, has 250 subsidiary companies and operations in 60 countries. Unfortunately, their existing structure of 500+ high-traffic websites lacked strong SEO capabilities and a unified set of features, and customers struggled to find the information they were looking for.

J&J hired EPAM, a digital consulting firm, to implement a new solution, relying on Acquia Cloud Platform to do so. The task was daunting because the team had to unify these hundreds of sites under a common framework with minimal disruption to the business.

J&J and EPAM collaborated to develop CANVAS, a Drupal-based multisite platform with integration tools and templates that allowed the corporation to grow and scale as its digital demands required.

Not only did the transformation bring together the previously scattered sites, it allowed J&J to rapidly add new ones as needed. **The average cost to create a new site dropped by 59% and time to build decreased by 45%.**



## Conquering the Multi-Multi Challenge: Astellas Pharma, Inc.

Astellas Pharma is a Tokyo-based pharmaceuticals company with branding built around transparency and trust. However, it had been maintaining its 30 regional sites – all using different languages – with a legacy system that could not keep up with the company’s mission of increasing its global presence and providing visitors with relevant, up-to-date information.

A consulting firm recommended Acquia, and Acquia in turn recommended using Drupal 8 and Acquia Site Factory. This made it possible to create regional sites more quickly as well as standardize branding and features across all web properties.

The results were impressive: A new global corporate site was launched in less than five months, and 12 regional sites were added in three months. The change didn’t go unnoticed: **Astellas was named 2017 Engage Award Winner for Best Pharmaceutical Experience.**

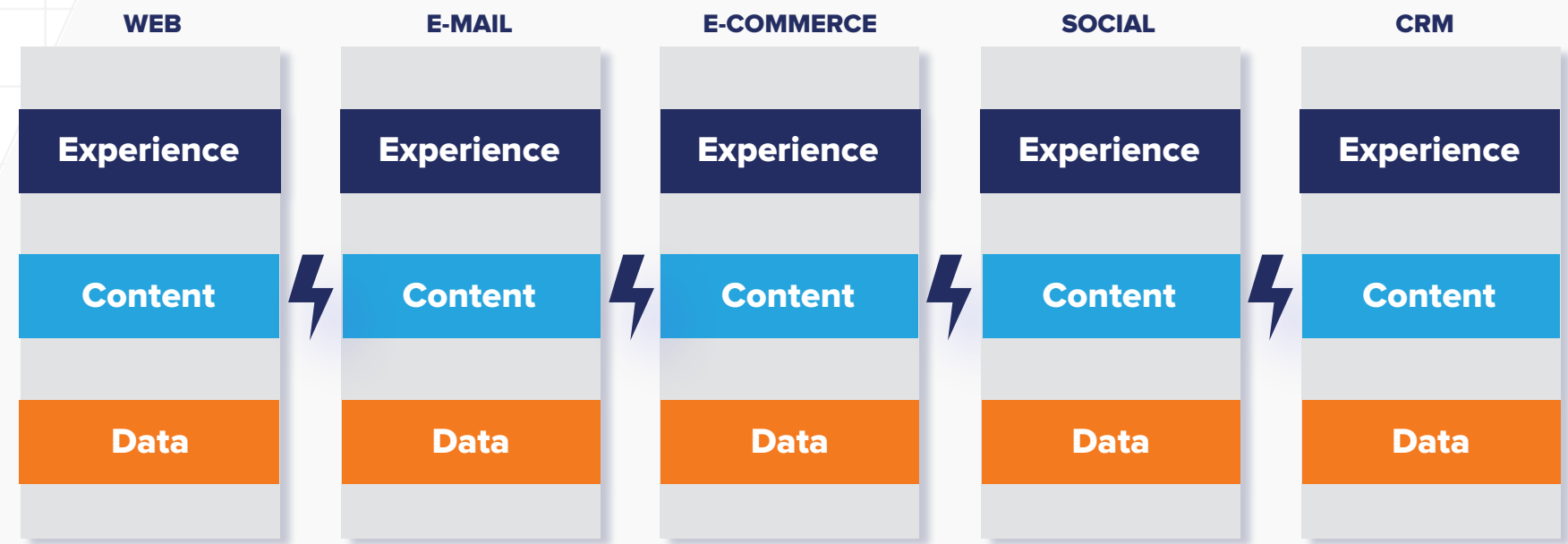
### 3. Siloed Customer Experiences

The marketing tech landscape continues to grow. And while point solutions can be very effective for solving isolated marketing objectives, when brands add a new marketing technology to their stack, they are adding another potential experience silo.

As these silos themselves proliferate, it degrades the ability to create a single view of the customer and deliver consistent, personalized digital experiences. Customers find it jarring when their experience with a brand is disjointed from one channel to the next. Even worse, they find it annoying when brands don't seem to "remember" them, especially when brands they've interacted with before ignore their personal preferences and treat them like generic consumers.

Brands make these painful missteps when customer data and relevant content are siloed. An open platform addresses this problem directly by breaking down silos, making data and content available across your DX ecosystem.

### Experience, Content And Data Are Replicated



### Examples of bad experiences silos can cause:

- Repeatedly asking customers to provide personal or payment data they have already provided.
- Retargeting campaigns promoting a product that the customer has already bought (or even returned).
- Renewal and upsell offers when the customer has a support ticket open.



## Breaking Down Silos to Better Serve Customers

Conagra Brands recognized the need to **reinvigorate its digital platform**, as 40% of consumers learn about food and recipes through websites and mobile applications. However, without a unified content management system (CMS), individual brand managers spent more time maintaining and updating individual websites than devising new ways to connect with customers.

Conagra's agency partner, POSSIBLE, oversaw the Acquia Site Factory build to standardize site development among all of Conagra's brands. The flexibility of Acquia's platform helped Conagra Brands integrate its preferred back-end systems, such as a CRM and DMP, with Drupal 8. What's more, this approach let Conagra break down silos and deliver content from Conagra's in-house recipe database to every Drupal website.

Conagra also launched its **Ready Set Eat** site on Acquia Site Factory. The mission of Ready Set Eat is to inspire consumers to "go beyond [their] usual 'go-to' recipes and cook like never before." The site provides visitors with recipes and food content that is relevant to a variety of modern consumer preferences and needs.

# ***SECTION 3***

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**The Open DXP Imperative  
and What “Open” Truly Means**



## The Open DXP Imperative and What “Open” Truly Means

Just as every company needs a website, every company needs an open digital experience platform. In a “multi-multi” world, an open DXP is the only way to facilitate seamless orchestration of digital experiences across all digital channels at scale.

While there are many technical aspects to the “open” concept, “open” has an organizational impact beyond technology:

### “Open”

Enables a culture that thrives on partnership, collaboration, community, shared innovation and mutual success.

Represents freedom by providing an open architecture – pre-built integrations, open data platforms, APIs and microservices – as well as supporting headless and decoupled models.

Gives you control over your data, meaning it won’t be held hostage by a particular solution or provider.

Allows you to avoid vendor lock-in.

Promotes agility in the enterprise through a services and support structure that enables flexible deployment models.

**“Open” enables a culture that thrives on partnership, collaboration, community, shared innovation and mutual success.**



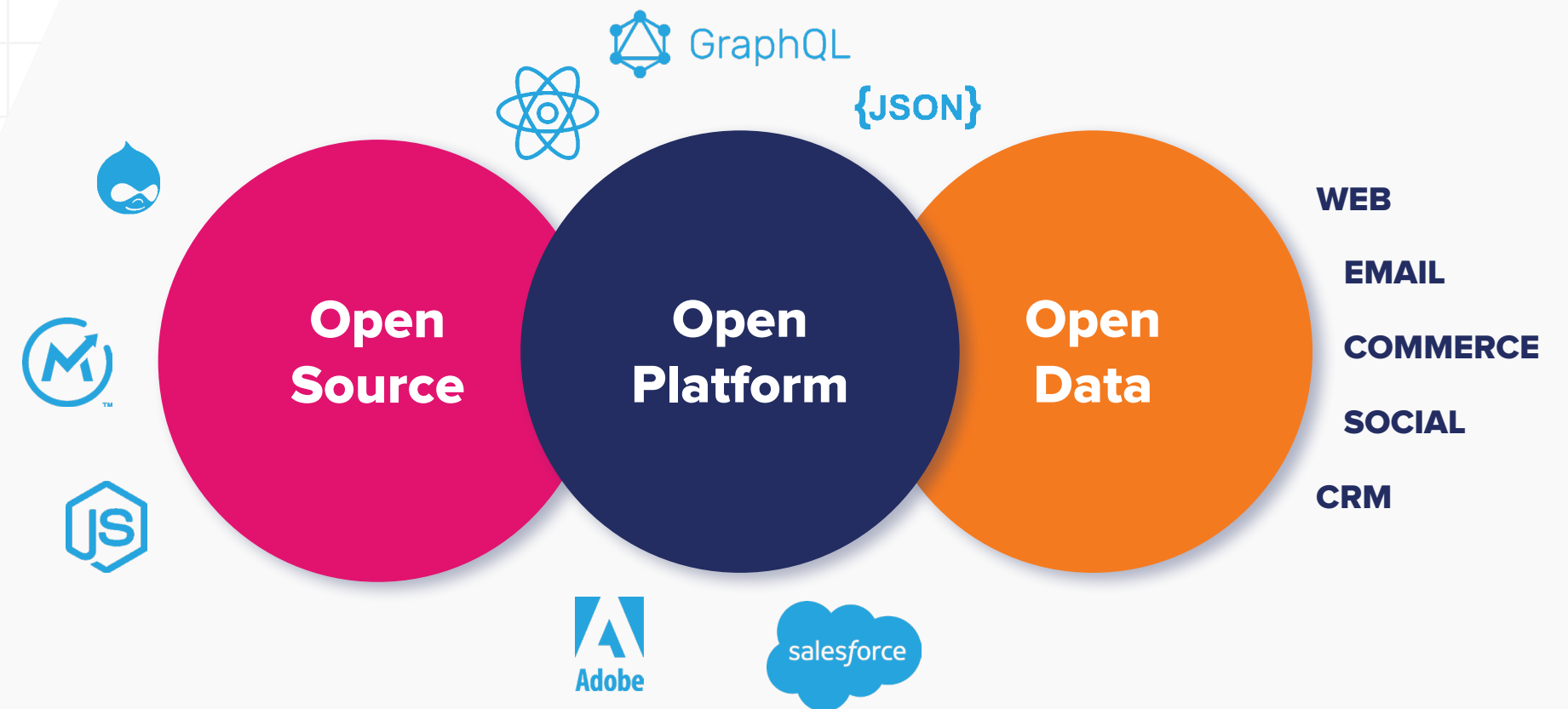
## Open Source

Today, 98% of developers use open source tools because the software evolves faster, the code is trustworthy and auditable and developers have the freedom to adapt the software on their own terms. In the end, open source is recognized as the fastest way to build the foundation you need. [\[Gitlab\]](#)

Additionally, in a survey conducted by Red Hat, 68% of respondents indicated an increase in adoption of open source software within their organization, with lower total cost of ownership, better security and access to the latest innovations cited as the top three reasons for choosing open source over proprietary alternatives. [\[Red Hat\]](#)

Starting with open source means an open DXP is open from the ground up.

## Open Is More Than Open Source





# Reliability, Scalability, Security

A brand's strength depends on its ability to deliver what its customers want, protecting the security of their data all along the way. Failing to meet customer expectations or, even worse, exposing them to potential harm, has real consequences.

Some recent examples:

- Not only did HBO websites crash during the premieres of “Game of Thrones” Season 7 and Season 8, but in 2017 HBO experienced a major hack in which scripts, unaired episodes and employee emails were stolen.
- Thanks to a misconfigured firewall, a hacker gained access to more than 100 million Capital One customers' accounts and credit card applications in 2019.
- In addition to having its brand reputation damaged by hundreds of cases of food poisoning, in 2017 Chipotle saw customer credit card information breached by point-of-sale malware and, in 2019, numerous reports of hackers accessing customer accounts.

It is in an organization's best interest to perform due diligence on any vendor's compliance with applicable industry standards and regulations, and as a vendor, Acquia works just as diligently as you do to build trust with our customers. We are deeply committed to the digital security of our customers. Our secure platforms, as well as our track record, prove it.

As part of that commitment we strictly and enthusiastically adhere to a comprehensive compliance portfolio that validates the security of our platform. This compliance portfolio includes a variety of industry-specific audits and certifications performed by independent third parties. These independent evaluations rate the design and operational effectiveness of Acquia's security controls.

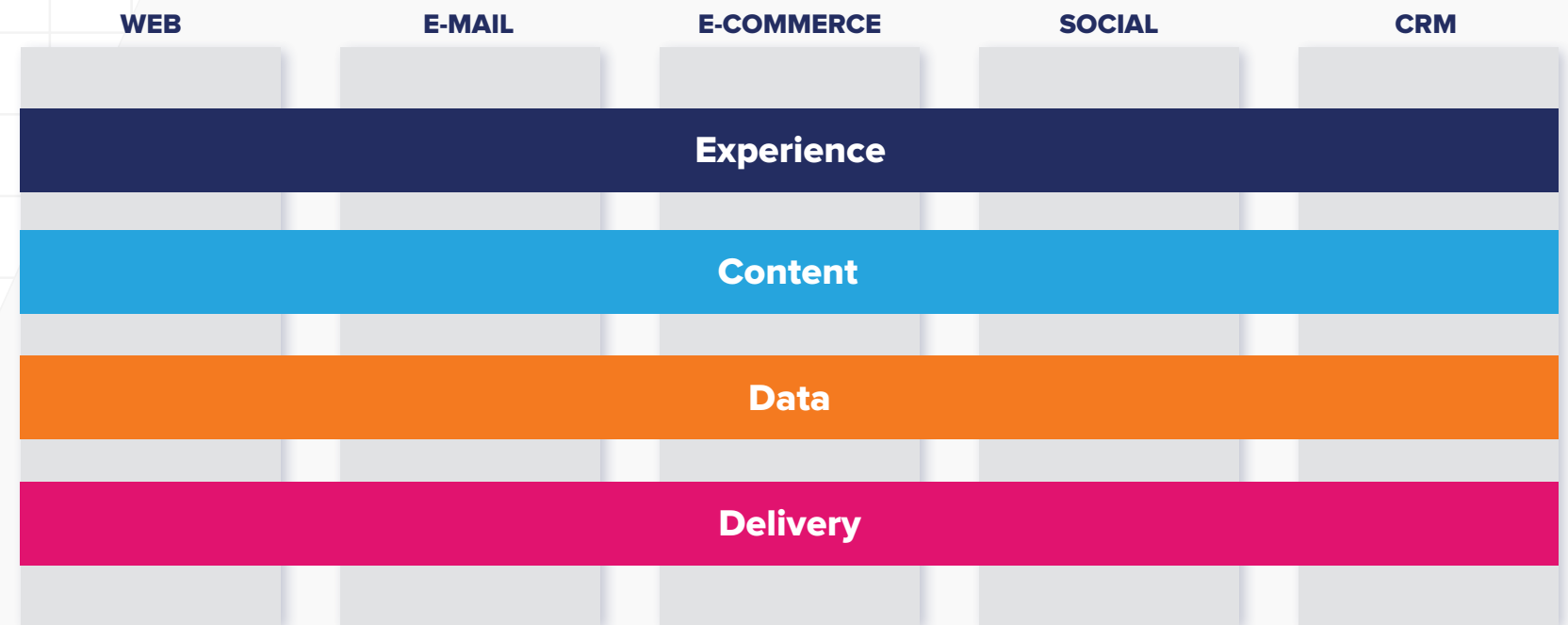
## Open Platform

An open platform is engineered for extensibility, meaning that it readily supports integrations and open APIs, allowing you to connect the marketing technology assets you already own.

Thanks to this extensibility, an open platform allows you to tackle the multi-multi problem, eliminate data and content silos and scale as needed.

The point of adopting an open platform isn't to rip and replace your existing solutions. The point is to allow you to quickly integrate the point solutions you already own while enabling you to add in new solutions as your marketing objectives and the expectations of your customer evolve.

## Eliminate silos to deliver great digital experiences



## Open Data

Every organization today struggles with data silos. You have so much data locked up in your CRM, in your customer support systems, in your e-commerce platform and so on. When you cannot access, analyze and act upon all the data you need to make the most strategic decisions or achieve the levels of consistent personalization your customers expect, your brand and your bottom line suffer.

Companies that need to gain a deeper, more holistic view of their customers have been looking for an open data solution for some time. The “missing piece” in this endeavor has been an intelligent layer capable of unifying internal customer data and data from third-party sources.

A customer data platform (CDP) connects, cleanses and normalizes all of your data, wherever it is located across the organization. Using AI and machine learning, it enables the intelligent orchestration of digital experiences, creating a 360° view of each and every customer and delivering consistent and compelling digital experiences across all channels.



# ***SECTION 4***

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**The Acquia Open Digital  
Experience Platform**



## The Acquia Open Digital Experience Platform

Acquia's Open DXP is built on Drupal by the largest contributor to the Drupal project. Open DXP gives ambitious brands the power to create, develop, personalize and manage digital experiences throughout the customer lifecycle and across the customer journey.

The Acquia Open DXP allows you to pick and choose the best tools and technologies for your use cases and assemble those into a single, cohesive platform for digital execution.

So, what makes Acquia uniquely qualified to create a versatile, open digital experience platform?

### Acquia Open Digital Experience Platform



**DRUPAL CLOUD**  
*Build, design and run sites and applications*

- DEV STUDIO
- SITE STUDIO
- SITE FACTORY
- EDGE CDN
- EDGE SECURITY
- CONTENT HUB
- CLOUD PLATFORM



**MARKETING CLOUD**  
*Understand, personalize and engage with customers on any channel*

- CAMPAIGN STUDIO
- PERSONALIZATION
- CAMPAIGN FACTORY
- DAM
- CUSTOMER DATA PLATFORM

## **Acquia Is Open**

Openness for Acquia means many things. It means our platform is flexible and extensible, allowing enterprises to define their own technology stack and integrate new capabilities as needed. A focus on open APIs is one element of our approach that fuels adaptability and ease of integration.

Technology aside, Acquia is open in two other important ways. First, our approach to customers and partners is inherently collaborative. For us, it's about figuring out how best to realize your vision. Secondly, as part of this collaborative mindset, we promote choice, which means, at the end of the day, no vendor lock-in.

## **Acquia Built the Only Open DXP Made Expressly for Drupal**

Acquia's connection to Drupal goes beyond the fact that Dries Buytaert founded both Drupal and Acquia. It also goes beyond the fact that Acquia supports and actively participates in the Drupal community, being, among other things, the largest contributor to Drupal.

Acquia's connection to Drupal reflects our commitment to freedom and flexibility. By building our DXP on this open source foundation, we guarantee that it will enable companies to deliver the kinds of digital experiences they aim to deliver, today, tomorrow and into the future.

## Acquia Is Trusted

Finally, openness needs to be rooted in trust. And Acquia is trusted. We have deep experience working with the world's leading brands across a broad range of industries and major government agencies at both the state and national level. What's more, Acquia is compliant with critical regulations – HIPAA, FedRAMP, GDPR – on key products and, as mentioned, deeply committed to the security of our customers and partners.

Security and compliance aside, what makes any company trusted? Dependability. Acquia has shown time and time again – to its customers, its partners and to the wider Drupal community – that we are dependable. This means that we are a stable and reliable partner who delivers on expectations.



## Conclusion

Digital experience matters. Whether you are a company or a government organization, the first interaction a customer or constituent has with you today will be digital. In many cases, every interaction they have with you will be digital. For this reason, the quality of that experience makes a big difference; it can be the difference between lifelong loyalty and losing a customer from one second to the next.

To ensure that the experiences you deliver not only meet customer expectations but are also consistent across all channels, you need a digital experience platform that supports consistency and innovation. Given the constant proliferation of channels and ways for customers to interact with your brand, such a platform has to be flexible, extensible and adaptable.

In other words, it has to be open. Without this openness, your ability to adopt new approaches, explore new methods for engaging customers and, frankly, compete in today's marketplace is drastically, even fatally, limited. No brand can afford that.

Acquia developed an open DXP to help companies rise to the challenges posed by the complexities of the digital landscape. Acquia's platform is not only open in principle; it is practically open to anything your organization, your customers or your market require.

[Learn more about Acquia's open DXP today.](#)



## ABOUT ACQUIA

Acquia is the open source digital experience company. We provide the world's most ambitious brands with technology that allows them to embrace innovation and create customer moments that matter. At Acquia, we believe in the power of community — giving our customers the freedom to build tomorrow on their terms.



[acquia.com](https://www.acquia.com)

# Acquia