Acquia
EXPERIENCE DIGITAL FREEDOM

THE DXP VISION

Open Content and Unified Data

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INTRODUCTION

Content Management Systems Are No Longer Enough

In June 2020, Gartner **retired their Magic Quadrant for Web Content Management (WCM).** Gartner remarked that this decision was triggered by the "commoditization of WCM" and that the report was being replaced by a Market Guide. Gartner further noted, "the growing commoditization of WCM functionality and its development into part of a broader digital experience platform (DXP) landscape will exert downward pressure on prices."

"For more than a decade," Gartner added, "the term 'WCM' has been 'overloaded' by its inclusion of technology areas such as web analytics, personalization engines, elements of customer data platforms, elements of multichannel campaign management and digital asset management."

They also predicted that, "The future of WCM lies in CMSs that can manage any content type in a highly modular, granular, composable and reusable fashion."

The ever-increasing variety of content types as well as the proliferation of channels, devices and modalities for content – such as voice and wearables – indicate that web content management should no longer be a category unto itself. This raises the question: If content management is just a subset of digital experience management, are all approaches to content management effectively equal?

The answer is a definitive no. In this e-book, we will show exactly why that is.

"Application leaders have known for many years that WCM technology needs to work with an ecosystem of adjacent technologies in order to deliver its inherent value. It is only relatively recently, however, that the concept of the DXP has been defined, and gained technological form, as well as recognition and popularity – and therefore also that a DXP market has emerged. WCM functionality now constitutes a subset of a DXP.

GARTNER, "GARTNER RETIRES 'MAGIC QUADRANT FOR WEB CONTENT MANAGEMENT' AS COMMODITIZATION FUELS DIGITAL EXPERIENCE MANAGEMENT OPPORTUNITY," JUNE 2020

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SECTION 1

THE EVOLUTION OF WEB CONTENT MANAGEMENT
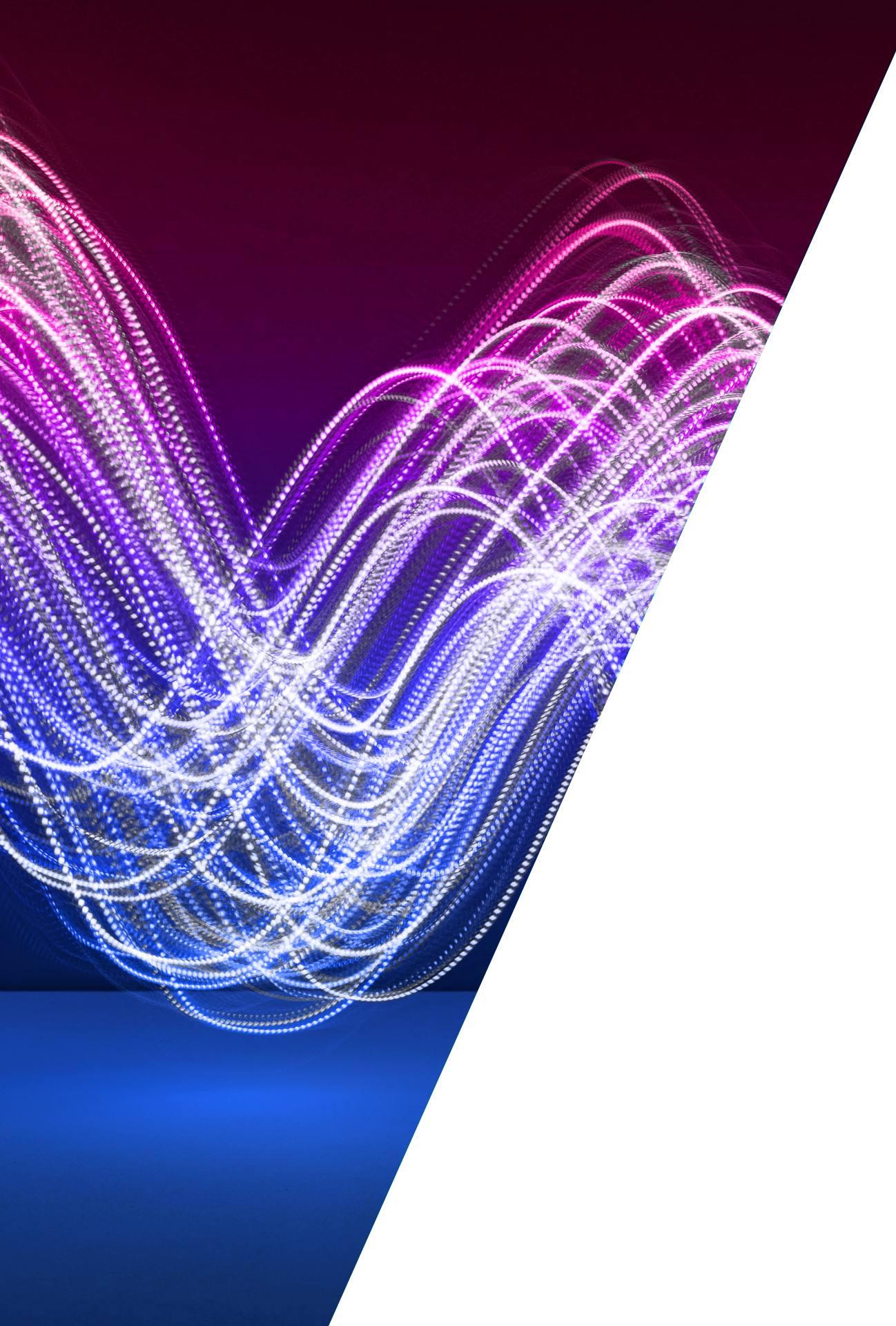
THE EVOLUTION OF WCM

Until recently, web content management systems helped companies manage content on their websites. Over time, WCM evolved to support multiple channels, e-commerce, marketing automation, personalization and integration with other emerging tools. Today, effective WCM depends on the system's ability to create and publish content to any digital channel, the speed with which this can be done and ease of use for both marketers and developers.

The growing importance of digital channels led to the emergence of DXPs. These platforms make it possible for brands to ensure that customers have a consistent, personalized experience across all channels. Since content is essential to digital experience, it's not surprising that DXPs have absorbed the function of content management systems (CMS).

Digital experience management in a multichannel world requires more than content. It also requires data. That's why comprehensive digital experience management calls for a platform that combines both content management and customer data management, ideally in the form of a customer data platform (CDP).

WHAT YOU NEED IN AN ENTERPRISE CONTENT MANAGEMENT SYSTEM

Making meaningful connections with customers involves meeting them where they are and delivering relevant content through their preferred channels. In order to do that, team members across the organization need to be able to quickly create new content that customers can access anywhere. A truly enterprise-grade CMS makes this possible. Specifically, your CMS must:

Be prepared to pivot quickly.
Open architectures are optimal for agile site building and integrations with both internal and external channels or systems.

Offer ease of use plus enterprise functionality.
The best of both worlds means non-technical stakeholders, such as marketers and content editors, are able to create and deploy content across all digital properties within the guardrails set by IT.

Provide superior security and strict governance.
IT departments must be certain that stringent
security and compliance standards are applied
across every one of your sites. Poor governance
can result in reduced brand awareness, missed
sales opportunities and even have regulatory or
legal repercussions.

Scale quickly and efficiently. Whether it's scaling
traffic on a single site or deploying content across
a portfolio of digital properties, you need the ability
to meet changing demands.

Finally, an enterprise CMS must also be able to scale
as your digital footprint grows. New technologies will
emerge. Customer behaviors will change, as will your
marketing strategy. Only an open platform capable
of evolving at the pace of innovation can ensure your
organization is ready for whatever the future might bring.

SECTION 02

BENEFITS OF OPEN SOURCE CMS

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BENEFITS OF OPEN SOURCE CMS

Proprietary CMS technology simply can't provide brands with the flexibility necessary to adapt to evolving customer needs or all the new, emerging channels and modalities. Open CMS technology can.

Drupal is the open source CMS of choice for over a million websites around the globe and continues to be a leader when it comes to delivering ambitious digital experiences. Supported by a vast community of users and developers who are continually enhancing and extending the platform to adapt, Drupal's open source model fosters perpetual improvement and innovation.

In addition to constant, community-driven innovation, a Drupal CMS offers organizations of all sizes the benefits of adaptability, interoperability and speed.

ARCHITECTED FOR ADAPTABILITY

Drupal is inherently flexible and adaptable. Architected as a framework, Drupal users are not locked into a particular vendor's tools and channels. The work of the Drupal community facilitates the rapid adoption and integration of new tools and channels. This makes it easy to pivot on digital strategy whenever the need arises.

Drupal's built-in adaptability means your organization is always future-ready. The reason for this is simple: An open system supported by a thriving group of developers adapts and evolves faster and more effectively than any closed, or proprietary system ever could.

With Drupal, your organization will be nimble enough to quickly respond to technological advances, fluctuations in business or market dynamics, increased or decreased scalability needs or global events such as unforeseen economic instability and pandemics.

INTEROPERABILITY

The platform's architecture and expansive community supports and encourages ongoing innovation. This in turn facilitates unparalleled interoperability. The sheer number of developers working on Drupal means that no matter what your project, the plugin or module you need probably already exists. To pick one example from thousands, let's say you need to connect your CMS to Salesforce. Well, there has been a Salesforce module available to Drupal users for over a decade.

This wide availability of tools saves time and money that would otherwise be spent on developing custom integrations or workarounds. With modules available for anyone to use, thousands of developer hours are saved. You simply get the module, plug it in and you're ready to go.

Combined with the Drupal-specific tools developed by Acquia, such as our low-code site-building tool Site Studio, organizations using Drupal can build and deploy digital properties faster than ever before. What's more, they can move quickly without relying on IT or incurring exorbitant expenses.

WHAT IS A "MODULE" IN DRUPAL?

ACCORDING TO DRUPAL.ORG:

"A Drupal module is a collection of files containing some functionality and is written in PHP. Because the module code executes within the context of the site, it can use all the functions and access all variables and structures of Drupal core [that is, all of Drupal's basic functionality]."

SPEED

Users can get their projects done more quickly thanks to Drupal's unparalleled adaptability and interoperability. The Drupal community adds robust features and capabilities faster than on any closed platform, greatly expediting time to value and time to market.

For example, prior to the availability of public APIs, the Drupal community was already working on Facebook integrations. Drupal's support for Facebook's BigPipe made it possible for any Drupal site to use BigPipe without the need for BigPipe-specific code. And when Google released its standards for Accelerated Mobile Pages, Drupal already had a module that converted Drupal pages to fit that standard.

As one final example, the most recent update to the **Individuals with Disabilities Education Act (IDEA)** mandates that any public online educational services or digital experiences be tailored to meet the needs of children with disabilities. Almost immediately the community created a Drupal theme built on the **U.S. Web Design System** (USWDS) for anyone to use.

Drupal grows at the pace of innovation and rapidly responds to emerging standards, platforms and market requirements. Acquia, built on top of Drupal, gives you thousands of pre-built connectors to systems and channels. No one else offers this level of flexibility and connectivity.

THOUSANDS OF AVAILABLE MODULES SUPPORT INTEGRATION WITH PLATFORMS INCLUDING:

EMAIL

/ Salesforce Marketing Suite
/ Salesforce CRM
/ Acquia Campaign Studio
/ Marketo
/ Epsilon Harmony
/ JanRain connector

SOCIAL

/ Facebook Page plug-in
/ LinkedIn Posts
/ Instagram Block
/ Social Feed - for various social networks
/ Avatar Kit
/ Twitter API Block
/ Twitter Tweets

COMMERCE

/ BigCommerce
/ ElasticPath
/ Kibo
/ PayPal
/ DrupalCommerce
/ Hybris
/ Magento

EMERGING

/ Chatbot API - Alexa or Google Home
/ Digital Signage Framework
/ Telephone International - Voice
/ Wearables API

CRM

/ Salesforce Sales Cloud
/ Salesforce CRM
/ Sugar CRM

/ Hubspot CRM
/ RedHen CRM
/ CRM Core

WEB/CONTENT

/ Google Analytics
/ Google Cloud
/ Google Tag Manager
/ Google API for Apps
/ Google Analytics Search API
/ Tealium
/ Salesforce web forms
/ Spectra Analytics
/ Smart AdServer
/ Adobe Analytics
/ SiteImprove

/ Search API
/ Youtube
/ Adobe Creative Cloud
/ Apple News
/ Bynder
/ BrightCove
/ Acquia DAM
/ UBER cart

SECTION 03

DIGITAL EXPERIENCE MANAGEMENT

The Power of Content PLUS Data

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DIGITAL EXPERIENCE MANAGEMENT

Because customer journeys today involve multiple channels, devices and modalities, content management solutions have had to evolve. And as we have emphasized, in order to connect the right content with the right person on the right channel — all as part of a consistent and unified strategy — content management systems need to be open.

As our research has revealed, customers not only expect brands to remember and use their data to personalize experiences, they expect this personalization to happen at every touchpoint and interaction with the company.

> **Customers expect personalization at every touchpoint and interaction.**

Maintaining this level of personalized relevance calls for more than just data. It requires insight. Insight means stitching together the data collected from multiple systems and applying machine learning to that data to provide understanding of customer behavior. Without insight, operationalizing that data isn't possible.

Key capabilities for customer data management include:

DATA UNIFICATION

Customer data often lives in systems scattered across the organization. Unifying all of this data in one place is crucial to providing up-to-date, personalized digital experiences. Everything from identity resolution to meaningful analytics and operationalizing data depends on unification.

Having a single, accessible source of truth creates richer customer profiles and enables more focused, accurate engagement with customers. This results in better customer experiences and drives more revenue.

IDENTITY RESOLUTION

People access a company's digital properties through different channels and devices. The sooner you can connect an anonymous visitor to a known customer profile, the sooner you can ensure the relevance of the experience you provide.

IDENTITY RESOLUTION LINKS ALL ONLINE BEHAVIOR ACROSS ALL DEVICES TO A SINGLE UNIQUE IDENTITY.

For example, if a customer views a product on a smartphone but later finalizes their purchase on a laptop, identity resolution will connect the two points of contact and determine the transactions were done by the same person.

With the user's identity resolved, you can then clean, deduplicate and enrich that customer's data with other relevant sources to create a more robust and comprehensive customer profile.

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DATA ANALYSIS

The customer data you collect must be properly analyzed to provide valuable insights. Tools for data analysis must be easily accessible for all teams and configurable to account for unique business requirements. Furthermore, the tools should be able to track data over time and support the work of your data scientists, especially when it comes to integration with their preferred BI tools.
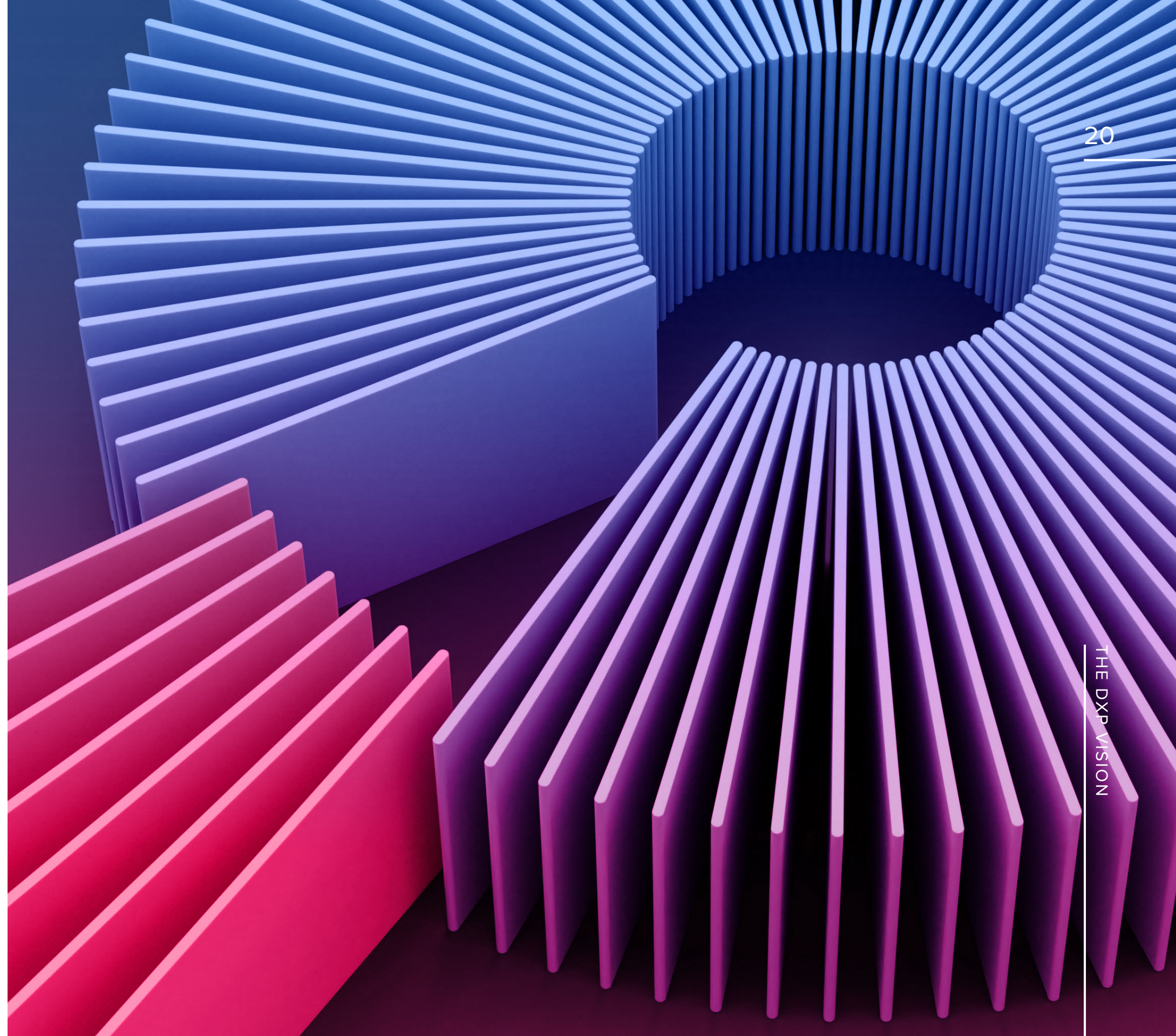
MACHINE LEARNING

Machine learning powers exponentially greater personalization by increasing the relevance of content. Connections and commonalities between customers and customer attributes are uncovered in microseconds, allowing you to cluster customers based on countless variables

The personalization enabled by machine learning can take many forms. It can inform product and content recommendations, provide customer service reps with next-best actions, help you align marketing tactics with individual customer preferences and predict customer churn, so you can take preventative measures.

Ultimately, it is the close integration of an open content management system with an open customer data platform that will give your organization the most solid, yet flexible, foundation for digital experience management.

CDP VS CRM VS DMP

COMPANIES COLLECT AND USE A LOT OF CUSTOMER DATA.

To help them manage this data, several solutions have emerged:

❙ Customer Data Platform (CDP) – A CDP can collect, organize, unify and activate your customer data, whatever the source. In addition to storing your customer data profiles, some CDPs also feature powerful tools for analyzing customer data.

❙ Customer Relationship Management Platform (CRM) – A CRM manages interactions with customers and potential customers. Generally run by sales, the CRM typically only contains customer data related to sales and marketing activities. CRMs were not designed to enable personalized customer experiences. A traditional CRM can't, for example, combine information from a customer service solution or a social media tracking system to provide a single view of the customer or deliver relevant content across the customer lifecycle.

❙ Data Management Platform (DMP) – A DMP differs from the other two systems insofar as it will tend to only collect and store third-party data. In addition to some customer-related data, these systems store customer segment and cookie data. DMPs tend to be used primarily by advertisers.

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SECTION 04

ACQUIA AND DRUPAL

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ACQUIA AND DRUPAL

Since its inception, Acquia has built tools and technology to make Drupal more secure, compliant and scalable, as well as easier to use. These tools empower everyone in the organization, from developers to marketers to the C-suite, to create and deploy meaningful digital experiences to every channel.

Acquia makes these tools available through a secure, protected cloud platform. Best-in-class security is guaranteed by an array of security features, including layered firewalls, multi-factor authentication, vulnerability management, event monitoring and permissions management. Acquia also maintains a comprehensive compliance portfolio that includes a variety of industry-specific audits and certifications performed by independent third parties.

Most importantly, Acquia merges the two most fundamental components of any digital experience platform: content and data. It does so by combining an enterprise-ready, open content management framework with a robust CDP driven by machine learning.

"Acquia's tools empower everyone to create and deploy meaningful digital experiences. "

BUILDING THE BEST POSSIBLE DXP

As brands build and adapt their digital presence, it is natural for them to focus on hitting individual or team metrics for a particular channel or discipline. Unfortunately, this can mean underestimating the importance of the overall digital experience and how content management must support it.

True competitive advantage today rests on a brand's ability to consistently deliver relevant, personalized experiences across all digital channels. This requires an unprecedented integration of content management with customer data management.

It also requires a strategic vision for digital experience management. That vision should guide the selection of tools. Above all, it should ensure that the tools a brand chooses provide the capabilities needed to compete on experience now and into the future.

Building a DXP that enables organizations to adapt to emerging customer behaviors and consistently meet customer expectations must start with the proper foundation: An open CMS combined with an open CDP.

Traditionally, you had to choose between high-quality content and high-quality data. This made it difficult for brands to deliver both. With Acquia, you don't have to choose. You get the best of both worlds – true customer insight from our CDP and rapid content creation through our CMS.

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DIG DEEPER

Learn more about Acquia's Digital Experience Platform

ACQUIA

ACQUIA.COM

ABOUT ACQUIA

Acquia is the open digital experience platform that enables organizations to build, host, analyze and communicate with their customers at scale through websites and digital applications. As the trusted open source leader, we use adaptive intelligence to produce better business outcomes for CX leaders.

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