

INFORMATION SNAPSHOT

THE INSIDE VIEW ON A COMPOSABLE DIGITAL EXPERIENCE PLATFORM (DXP)

For most brands, delivering consistent, personalized experiences across online channels is both critical and challenging. But today's accelerated development and digital transformation timelines add even more complexity.

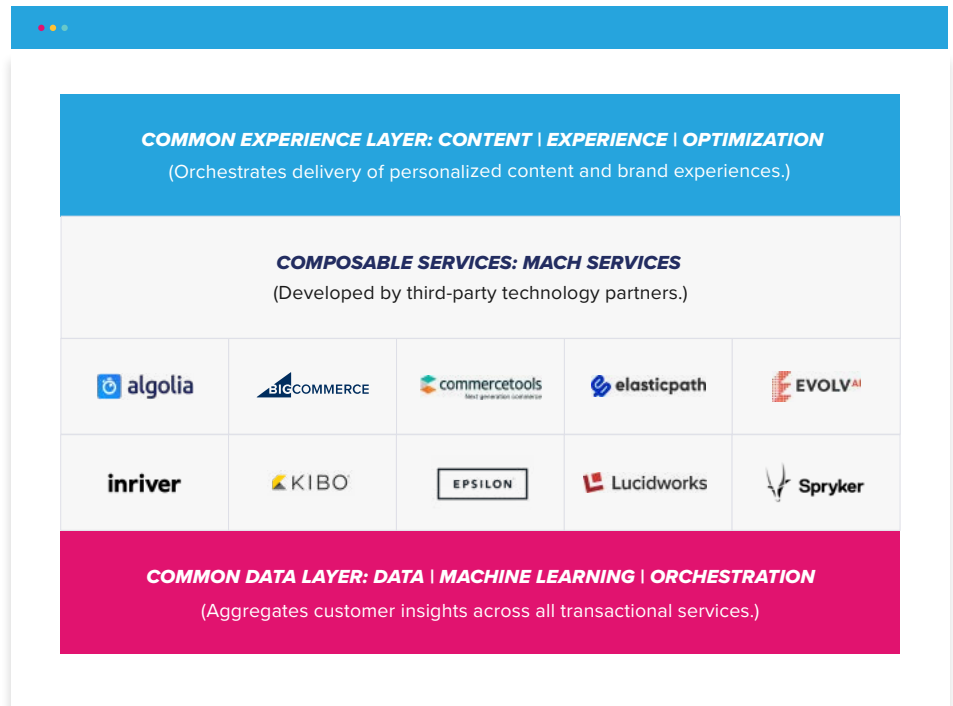
Leveraging a digital experience platform (DXP) to assemble the right experiences for your customers can prove transformational. But the kind of DXP matters. A DXP that has both content management and customer data management is powerful, and it gets even more so with composability at its core.

A COMPOSABLE DXP ENABLES YOU TO START DELIVERING VALUE FAST

One way to think about the structure of a composable DXP could be to picture the cross-section of a sandwich.

On top, you have a common experience layer that orchestrates the delivery of personalized content and brand experiences, including through voice and chat. On the bottom, you have a common data layer to aggregate customer insights across all transactional services. The contents between those layers are composable services developed by third-party technology partners.

If you're looking for technology that drives innovation rather than limits it, take a closer look at a DXP with composable architecture.



Download our new e-book, **How a Composable DXP Helps Brands Create Limitless Digital Experiences**, to learn how a composable DXP helps organizations work faster and deliver the best digital experiences.

READ THE FULL E-BOOK ►

