

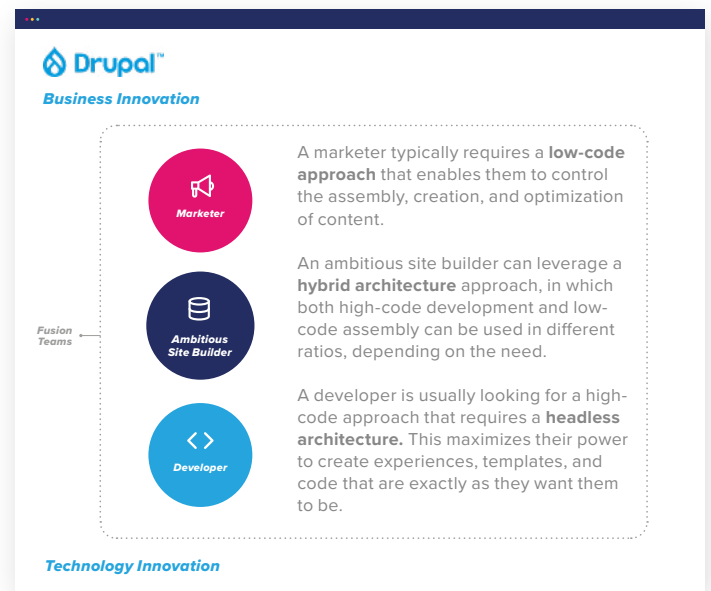


## Information Snapshot

# How A Fusion Team Can Help You Deliver Better Customer Experiences

Customers expect more seamless and personalized experiences across channels. In order to give it to them, a growing number of organizations have begun implementing what Gartner has dubbed the “fusion team” approach. **In Gartner’s model, fusion teams are made up of three different types of technology users.**

Acquia’s open and composable DXP supports Drupal with solutions that enhance and extend Drupal for the entire fusion team. In line with this goal, we’ve created a version of the fusion team concept that aligns with the market trends cited in Gartner’s research. Each of these roles needs very different things from their CMS.



## Drupal Can Support Every Member of the Fusion Team

Implementing some form of this “fusion team” approach can help organizations keep up with rapidly evolving consumer expectations, despite budget or resource constraints.

Drupal is an open source, hybrid CMS for managing digital content and experiences. With Drupal and the Acquia CMS Starter Kits for Drupal, your entire team has what it needs to create and deliver content in a headless architecture, low-code architecture, and everything in between.



## How Innovative Cross-Functional Teams Are Delivering Better Customer Experiences

To learn how cross-functional fusion teams connect people, processes, and technology to deliver exceptional digital experiences, download our e-book.

[Read the e-book](#)