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Summary

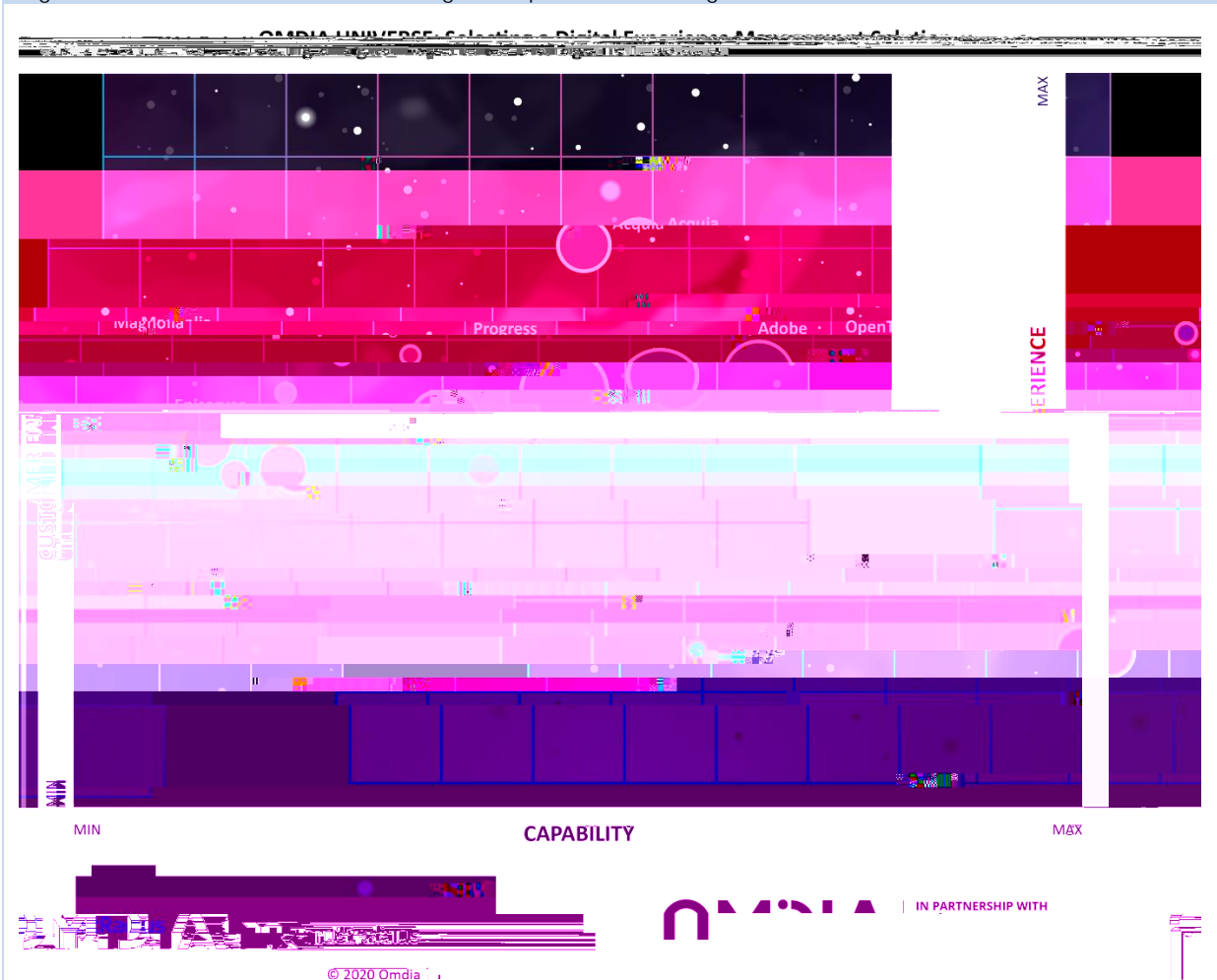
Download 1: Selecting a Digital Experience Management Solution, 2020 21

Source: Omdia

Catalyst

COVID19 is a defining moment in the technology space: it has highlighted the importance of digital transformation, particularly in the digital experience management (DXM) space. This Omdia Universe will help the CMO, CIO, and business managers select the DXM platform that provides the capabilities they require and that helps to achieve digital transformation strategies.

Figure 1: The Omdia Universe for digital experience management



Source: Omdia

Omdia view

Many enterprises that had not commenced digital transformation had been adapted to changing circumstances, and were still using legacy systems have already ceased trading because

they were unable to compete with more agile competitors. Enterprises that have been able to adapt to the changing circumstances, find new ways of interacting with customers and employees, and create engaging experiences in an accelerated manner are those that are in the strongest position to survive the pandemic. However, it is not too late to take action. Implementing one of the new breed of DXM platforms that can be deployed in a headless or traditional format no longer means having to rip and replace an entire portfolio: existing applications such as analytics and digital asset management (DAM) can easily be integrated. Furthermore, adopting software-as-a-service (SaaS) cloud-based options can lead to greatly reduced implementation times and costs. If there is one good thing that has come out of the COVID-19 pandemic, it is that it has reinforced the importance of being able to connect with customers through new and emerging channels as face

There is a surprisingly large number of vendors in the DXM space, despite the fact that there have been several acquisitions and mergers over the past few years.

Adobe, OpenText, Oracle, and Squiz are cited in this report because of their comprehensive DXM capabilities and innovative approach.

There are a large number of challengers in this report, and if they deliver on their roadmaps, they will be well positioned to move to a leadership position in the future.

Although Ibexa and Magnolia are prospects, the fact that they have fewer features will appeal to enterprises that do not want to pay for features they will never require and that also desire less complex solutions.

Analyzing the digital experience management universe

How to use this report

Omdia is a proud advocate of the business benefits derived through technology, and digital experience management is at the forefront of realizing benefits to marketers across the globe. This Omdia Universe report is not intended to advocate an individual vendor but rather to guide and inform the selection process to ensure all relevant options are considered and evaluated in an efficient manner. By using in-depth reviews on TrustRadius to derive insights about the customer experience, this report provides a comprehensive overview of the market. Typically, deployments are considered across large multinational enterprise (5,000 plus users) typically, deployments are considered across the financial services, TMT (technology, media, and telecoms), and government sectors, on a global basis.

Market definition

Omdia has defined DXM as being the technologies and tools required to create highly personalized customer experiences across multiple channels and devices. The capabilities required to achieve this include a web content or core repository to house and manage the content, analytics, DAM, online forms, developer tools, social capabilities, cloud capabilities, and integration capabilities:

Web content. This category includes the repository to store and manage content as well as core features such as development tools to create websites; capabilities for creating, editing, reviewing, and publishing content; and features to ensure website accessibility and compliance. Although the web content platform is still largely used to create and manage websites, the repository can be used in a totally headless fashion as a content repository only, and a third-party WCM system can be deployed to build and manage web sites.

Analytics. Metrics collected about interactions between visitors and enterprises are covered in this category, and include the ability to track everything from individual customer journeys

across multiple devices and channels to the effectiveness o

Vendors that have been innovative in the way in which they have used AI and ML have generally scored more highly in this report.

Another important factor is the ease with which integrations can be built between the DXM platform and the applications that need to consume the content. Some of these applications will be back-end systems, while others will be enterprise applications that display the content via new channels. The number of prebuilt connectors to common ERP, CRM, HR, and e-commerce applications is another factor that was taken into consideration in this report and affected the vendor rankings. Some vendors include marketing automation capabilities, either within their core platforms or as standalone applications within their portfolios, and while this trend

Table 1: Vendor rankings in the digital experience management universe

Vendor	Product(s) evaluated
Leaders	
Adobe	Adobe Experience Manager
OpenText	OpenText Experience Platform, TeamSite
Oracle	Content CX
Squiz	Matrix, Funnelback
Challengers	
Acquia	Drupal, Drupal Cloud
Crownpeak	Digital Experience Platform
Episerver	Digital Experience Platform

having a single repository for content and digital assets will be attractive to enterprises that want to reduce complexity and improve efficiency. Squiz is a leader because it provides an effective open source platform with the ability to integrate with a wide range of applications. Its capabilities allow it to compete effectively with the largest of proprietary vendors. Web content, developer and integration, and cloud are all strong areas for Squiz.

Adobe is positioned as a leader because of the features that support collaboration with digital agencies and its extensive range of DXM products and capabilities. Its automation and e-commerce solutions make it attractive to enterprises wanting a unified approach. Adobe is particularly strong in the analytics, DAM, and cloud areas.

Market challengers

Acquia achieves its position as a market challenger because it provides extensive capabilities for

Marketing automation, and e-commerce capabilities in a single solution make it a challenger. Its large range of capabilities that enable it to support the end lifecycle of content will make it an appealing proposition to marketers. Its strengths are in analytics, integration, and web content.

Market prospects

ibexa provides capabilities for B2B enterprises, which makes it a prospect in this report. It does not have as many capabilities as some of its competitors, but it does have content, portals and social capabilities, and integration.

of-breed approach, allowing enterprises to leverage existing technologies, makes the vendor a prospect. This is a deliberate strategy by Magnolia, and while it means that the product does not have as many capabilities or complementary applications as its competitors, it does provide a cost-effective solution that does not require enterprises to rip and replace existing investments. Many enterprises will find this approach appealing. Magnolia has strong web content, integration and cloud capabilities.

Market outlook

Despite being a very mature technology with a few greenfield sites, the content management space, which includes DXM, is still growing at a forecast annual growth rate of 10.3% between 2018 and 2023. The market is set to be worth \$20,357 million by the end of 2020, growing to \$27,119 million by 2023. Insights 2019/20 survey shows that just under 26% of enterprises plan to start in DXM. Only 9% of survey respondents said they had completed the process, while 18.7% regarded themselves as well advanced. It is encouraging that only around 13% of respondents are yet to start the process, although worryingly, nearly 10% believe that digital transformation is not relevant to their enterprises.

Since these forecasts were created before the onset of COVID-19, it is likely that the number of enterprises that have yet to start their digital transformation journeys will rapidly decrease as enterprises either accelerate the pace of change or cease trading because they are unable to adapt. Digital transformation can no longer be treated as something for the future: enterprises must act now if they are to put themselves in the best possible position to survive COVID-19.

Cloud uptake in the DXM space has been lower than in some technology areas, and ICT Enterprise Insights found that fewer than 10% of enterprises said that adopting cloud services was the number one priority. Omdia expects this figure to increase as enterprises gain competitive advantage from efficiencies gained by adopting the cloud. Again, COVID-19 is expected to have an impact on cloud adoption in the DXM space as enterprises seek faster and more cost-effective ways of implementing new platforms.

Figure 9: Omdia Universe ratings: OpenText



Source: Omdia

Strengths

OpenText has strong capabilities across most of its TeamSite platform including analytics, development capabilities, and DAM. In analytics, users are able to track cross-channel interactions using Core Experience Insights to ensure consistency of messaging as well as the effectiveness of each channel. Anonymous visitors can be matched to customer segments built using analytics and multichannel data. Core Experience Insights is a cloud data collection, data management, and experience analytics solution. It is multitenant, based on the OT2 cloud platform, and its core focus is to enable customer journey insights across different touch points and channels. It can also collect data from any system of engagement or system of record. TeamSite also integrates with multiple



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