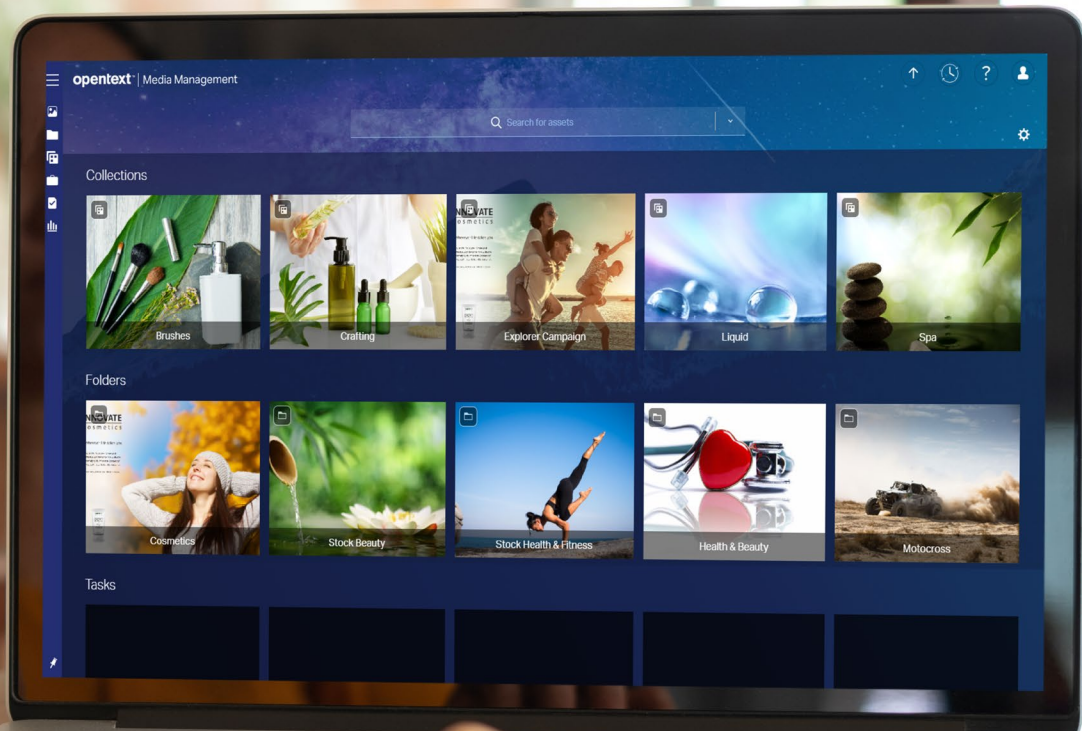


# 7 modern digital experience management must-haves



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## Introduction

50 milliseconds. In the blink of an eye, users have already formed an opinion on your website.<sup>1</sup> It's a vanishingly short window to make a good first impression. Is your website showing your brand in the best possible light?

Legacy systems—commonly defined as 10 or more years old—are a major barrier to agility, making it challenging to adapt to changing market needs and new technologies.<sup>2</sup> This inflexibility can hinder innovation—impeding development of new products or services or improvement of existing ones. These systems can also pose a major security risk at a time when the average cost of a data breach incident across companies worldwide has risen to \$4.45 million.<sup>3</sup>

Many of these legacy systems, such as web content management and digital asset management, have been built and deployed in isolation, making them disparate and siloed today. Digital experience management is an evolution to a connected, holistic approach that draws these threads together for greater efficiency and security. It drives multichannel experiences that are highly personalized and can be used across a customer journey from acquisition to retention and loyalty.

Are your digital experience management tools up to the task? This guide explores the requirements driving innovation forward.

<sup>1</sup> SEM Rush, Above the fold: best practices for your website, 2023

<sup>2</sup> CIO, What legacy tech teaches IT leaders about projects that last, 2023

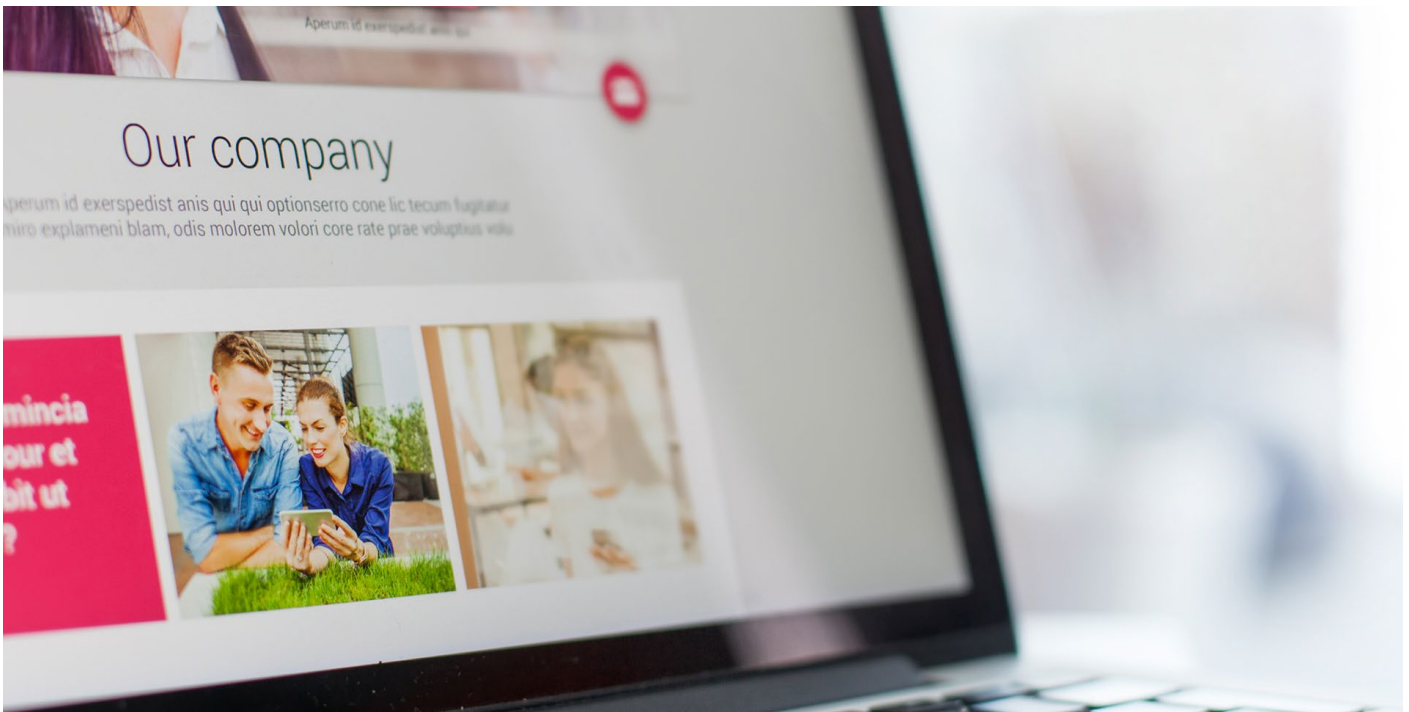
<sup>3</sup> Statista, Data breaches worldwide, statistics and facts, 2024

## Modern experiences happen where science meets art

Delivering modern and seamless experiences is tough when the average enterprise has 976 applications and only 28 percent of them are integrated.<sup>4</sup> Complexity, data silos, and manual processes abound. Up to 70 percent of technology leaders view technical debt—extra work caused by past tactical decisions—as a hindrance to their organization’s ability to innovate and the number one cause of productivity loss.<sup>5</sup> Close to 78 percent of developers felt that spending too much time on legacy systems had a negative impact on morale; other impacts include employee and customer churn, along with lost deals.<sup>6</sup>

Websites are the backbone of a company’s digital strategy and the primary gateway for attracting customers. That backbone can no longer stand alone: it needs to be well integrated into multichannel, full customer journeys. A study by Boston Consulting Group found that almost a quarter of all URLs have at least one website issue—bloated pages that load sluggishly, broken pages that don’t load at all, pages that are not linked internally—and on average, nearly 40 percent of these issues are critical in nature. Lost visitors erode the effectiveness of marketing spend by as much as 20 percent—and organizations are wasting thousands of dollars a month.<sup>7</sup>

Here are seven modern must-haves to consider when it comes to building faster, more engaging digital experiences:



<sup>4</sup> 2022 Mulesoft and Deloitte Digital Survey

<sup>5</sup> Deloitte Insights, Core workout: From technical debt to technical wellness, 2023

<sup>6</sup> 2022 Mulesoft and Deloitte Digital Survey

<sup>7</sup> Boston Consulting Group, The Real Cost of Poor Website Quality, 2020

# 1. Faster content creation and omnichannel delivery

The ideal platform allows business users to easily create, edit, and publish content once, then distribute it anywhere. With an intuitive interface, staff can easily manage sites, projects, and content from a single location and instantly deliver it to any display.

Requirements	A modern solution should
<b>AI for intelligent content creation and improved discoverability</b>	Leverage generative AI, applied to both text and images, to repurpose longform content. Receive relevant content suggestions with indexing, metadata analysis, and automatic tagging.
<b>Translation automation</b>	Localize content and view real-time translations. The workflow connects with both in-house and third-party approvers.
<b>Centralized management</b>	Manage sites, projects, and content from a single location and instantly deliver it to any display. Should include advanced features, such as URL management for permalinks (vanity URLs) to pages and items as well as localized URLs to match the audience's language and improve region-specific SEO.
<b>A way for non-technical users to build and edit content without IT help</b>	Offer easy to use web authoring with drag-and-drop tools and on-the-glass editing capabilities along with the ability to preview and edit content as it will appear on nearly any device. Create custom groups to test content on common devices prior to going live with the mobile emulator.
<b>Mobile-first approach</b>	Use a template design that is mobile-optimized and responsive out of the box. Create and design content for hybrid apps, automatically generate mobile apps, and publish updates without having to republish and generate app notifications.
<b>Template-driven content creation</b>	Design pages easily with WYSIWYG editing and predefined templates. Automatically componentize and convert HTML from creative agencies into web templates.
<b>Search, sort, and filter</b>	Use pre-built widgets and connectors to enable website indexing and crawling to support website search capabilities, including faceted search and recommendations.
<b>Pre-built functionality</b>	Choose from a comprehensive library to quickly build lead generation forms, site search, dynamic hyperlinking, and targeted promotions.
<b>Total compliance</b>	Rollback to previous versions on-demand. Offer options for robust tracking for regulated industries out of the box.

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## 2. Drive a data and AI foundation: Lean into personalization, experimentation, and optimization.

First-party data, coupled with AI and machine learning, enables ultra-personalization at scale to lift engagement and conversion rates. Your competitors are optimizing their websites based on customer behavior and insights. Are you?

Requirements	A modern solution should
<b>Personalization</b>	Target visitors with relevant customer experiences. Automatically extract metadata and organize content, including keyword suggestions, for website search, dynamic personalization, and SEO.
<b>Web optimization and A/B testing</b>	Build and manage different versions of the same page to generate the most effective user experiences via A/B and multivariate testing. Target cloud segments with an optimization tool. Combinations of copy, offers, layouts, and more can be tested to determine the best design to quickly adapt to changes in visitor preferences.
<b>Put data and AI to work in your digital ecosystem</b>	Unify customer data to orchestrate and manage customer journeys with greater personalization. The ideal digital experience management platform connects to multiple data sources, using customer data like audiences and segments to improve targeting, while harnessing generative AI in content creation.
<b>Content atomization</b>	Store each content element at the lowest possible level of complexity, whether that's an image, text, or HTML format. This allows remixing and recombining to create endless variations without starting over.



### 3. Flexibility is the best ability

A modern digital experience management platform allows flexibility when it comes to delivery. The right DXM system publishes to any front end of your choice, whether you're using a headless or hybrid model.

**Take a hybrid, headless, or traditional approach to operations.**

Headless	Traditional	Hybrid
Headless delivery is when the backend and frontend are decoupled. Content is delivered via APIs and the frontend can be any technology.	Traditional delivery is when the backend and frontend are joined together. Content management and presentation are together in one system.	Hybrid delivery combines both approaches, offering API-driven content delivery and built-in front-end tools. Hybrid gives a breadth of options and can be deployed as headless only or coupled.

Business users need to be able to easily contribute to page, content, and omnichannel digital creation. Developers need to be able to work in the same platform with their choice of tools (IDE) and hybrid headless options for highly interactive application experiences. Your ideal platform should accommodate both!

### 4. Engage with embedded rich media experiences

Boring is bad for business. A modern digital experience management platform is seamlessly integrated with a powerful digital asset management (DAM) solution to fuel creativity. DAM is the engine of the content supply chain—inspiring imagination, immersive rich media, interactive storytelling, and AI-powered design.

Requirements	A modern solution should
<b>Built-in digital asset management</b>	Include integrated asset management to allow dragging and dropping assets from a desktop and applying permissions to control access. Deliver high-performing rich media experiences through adaptive media delivery. Streamline delivery of finished marketing content with automated URL-based delivery of renditions for omnichannel marketing and content delivery networks. Easily deliver intelligently and automatically cropped images based on device size, such as mobile, tablet, or desktop.
<b>Centralized global repository</b>	Drive consistency and efficiency throughout asset acquisition, sharing, repurposing, disposition, and retirement for marketing, heritage preservation, commerce, and media distribution.

Requirements	A modern solution should
<b>Creative production workflow</b>	Streamline creation, revision, review, and approval for internal and agency projects with mark-up and collaborative comments on images and video.
<b>Use generative AI in the creative process</b>	Use generative AI to improve the quality of creative briefs by generating images to inspire the design team.
<b>AI rich media analysis</b>	Auto-tag images by number of people, faces, age, gender, descriptions, objects, colors, and read any text in the image. Connect to a variety of AI options including Microsoft® Azure Computer Vision, AWS Rekognition, OpenText AI Image Analytics powered by OpenText Knowledge Discovery, and Google Vision AI.
<b>AI video insights</b>	Tag video assets with time-coded, speech-to-text, on-screen OCR, speaker identification, and known celebrities from the video based on a database of one million celebrities.

## 5. Low-code dynamic development experience

The ideal solution allows your business users to help launch dynamic application experiences. Low-code options help bring decision-making back into the business, speeding time to market and allowing teams to test, learn, and make their own edits. Low code means developers can create highly interactive dynamic experiences, such as HTML 5 calculators, wizards, filters, maps, and so many others, while business users can edit, update, and deploy without needing technical skills. Using a low-code component model, a library of experiences are at the fingertips of business users with simple-to-use controls to update and change to their business objectives.

Requirements	A modern solution should
<b>Low-code and developer IDE frameworks</b>	Create, manage, and publish a variety of interactive applications via a single platform with low-code/ no-code options for users and choice of IDEs for developers.
<b>Deliver web-app experiences without friction</b>	Easily develop, manage, and deploy dynamic application experiences. Empower non-technical users to edit change variables—bringing design flexibility back into the hands of the business owner. Develop and deploy composable components with flexible data sources.



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## 6. Power connected journeys and simplify self-service

End-to-end journeys are the name of the game for building deep relationships. Going beyond one-off transactions is only possible once an organization has a 360-degree view of customer data and a journey orchestration tool. Modern customers want to complete simple transactions themselves and leading brands make it easy for them to engage. Authenticated experiences make it easy for returning customers to access their communications, re-purchase, or solve issues for themselves with ongoing support.

Requirements	A modern solution should
<b>Multichannel analytics and journey tracking</b>	Offer a 360-degree view using event tracking and dashboards, tracks performance with integrated analytics and perform behavioral data analysis, including clickstream, structured, and unstructured data.
<b>Create data sets</b>	Capture data from any source through data streams that are simple and straightforward to configure. Use a wizard-like process to compile a sequence of customer events from different sources. The resulting data set contains the selected customer events, business rules, and associated dashboards related to a campaign, communications, or omnichannel experience.
<b>Create journeys</b>	Use an intuitive designer to architect customer journeys from a sequence of customer interactions from different sources. The journey contains the
<b>Improve self-service efficiency</b>	Provide easy access to personalized information and self-service tools that empower users to resolve their own issues. Solve for the three dimensions of self-service: Access to documents and content, profile management and preferences defined—including desired communication channels and personalization—and finally an end-to-end process for self-service onboarding, claims processing, etc.

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## 7. Increase speed through modern operations: Cloud, Cloud Native Kubernetes, DevOps

Modernizing operations offers many benefits, including scalability, cost efficiency, better reliability, increased performance, and improved security. Moving to the cloud frees up critical IT resources, allowing staff to focus on more mission-critical tasks.

Requirements	A modern solution should
<b>Containerization for the cloud</b>	Scale production instances with Kubernetes containers. Patch or upgrade instances without losing data, content, and customizations.
<b>Optimize operations for business needs</b>	Meet operational objectives with options such as authenticated experiences, high availability, custom development, and composable UX for business users.
<b>Cloud flexibility</b>	Deploy on public clouds, such as Google, AWS, or Azure, or off-cloud, and develop headless for dynamic websites, portals, or other omnichannel experiences.
<b>API-first development</b>	Future-proof your digital experience with scalable and extensible architecture. Easily develop, integrate, and deliver highly reusable content with an open, robust, and flexible platform architecture. Ensure a strong focus on compliance and integrated identity access management.

## Resources

[Personalize the customer journey for all your digital channels ›](#)

[OpenText Web ›](#)

[OpenText Digital Asset Management ›](#)

[OpenText™ Core Journey ›](#)

[OpenText™ Customer Data ›](#)

## Make magic happen with modern digital experiences

The best digital experience management system for your organization is one that makes it easy for business users and developers to create high-performing content across all channels. OpenText™ Web simplifies the process of managing content across websites, mobile, email, social, apps, and portals. Its enterprise architecture is flexible enough to accommodate the specific needs of any organization. OpenText™ Digital Asset Management optimizes the content creation supply chain through integrations with design applications and AI-powered workflows. It also assists with dynamic personalization by holding the building blocks of components as atomized content.

Users can author, test, and target content as well as localize and manage translations through a single interface. They're equipped to incorporate rich media, build interactive applications, and manage the full lifecycle from concept to design to publish.

Build for the future with OpenText, rated a leader in both [digital experience management](#) and [digital asset management](#).

### GET STARTED

## Customer spotlights

**“With OpenText Web [TeamSite], eight people manage 18,000 pages in 15 different languages for 20 different vacation clubs and member audiences with segmentation and personalization. That’s an absurd amount of leverage to gain from a content management platform.”**

Ed O’Connor,  
Director of Global Ecommerce and Digital Marketing  
Wyndham Destination Network

[Read the full case study ›](#)

**“By using OpenText to deliver the content repository that underpins our Digital Library, we can create, publish, and reuse compelling content, helping SAP communicate its message consistently, effectively, and cost-efficiently. On average, around 20% of our content is reused at some point throughout its lifetime—and for some asset types, we see reuse rates between 50% and 70%, which significantly boosts our ROI.”**

Peter Chamberlain,  
Senior Director, Marketing Technology and Transformation,  
SAP SE

[Read the full case study ›](#)