

EXECUTIVE BRIEF

Digital Experience Platforms— the CFO perspective

Many organisations are investing heavily in Digital Experience Platforms (DXP) to gain competitive advantage in an omnichannel world. However, a strategic approach to how DXP software is purchased and consumed can make the difference between seeing ROI or best-of-breed software that may make marketers' lives easier but has a very high TCO attached.



**High ROI,
Low TCO** with
unlimited license



**Modern CX
capabilities**
provided by
market-leading
applications



Enterprise class—
scalable, robust,
secure

We live in a world where pricing is transparent, where cost—in effort or money—to switch from one supplier or service provider to another is very low; today it's customer experience that is providing brands with a competitive advantage, driving revenue growth, and securing customer loyalty. A modern customer experience is also an omnichannel one—where customers move from one point of engagement (web, contact-center, social, or real-world) to another, based on their need and preference. Orchestrating a cohesive, contextual experience that meets brand standards, while achieving business goals, across all channels and touchpoints, and while delighting customers is a massively difficult task. Increasingly, customer-centric businesses are investing in **digital experience** platforms to help their marketing, operations and customer service teams meet this challenge.

What is a DXP, and what does it do?

According to Gartner, "A digital experience platform (DXP) is an integrated and cohesive piece of technology designed to enable the composition, management, delivery and optimization of contextualized digital experiences across multiexperience customer journeys."

The exact composition of a DXP varies based on the requirements of how that business acquires and serves their customers, but normally will include software to handle "traditional" digital channels (such as Web, mobile, and Apps), Contact Centre/Voice, email, or direct mail, and offline (e.g. in-store). This would typically include, for example a Content Management System (CMS) which is the primary tool for running the website, or Customer Communications software for generating

“OpenText should appear on your short list if you require comprehensive DXM capabilities, particularly if you are a SAP user.”

OpenText now has an extremely robust DXM portfolio. OpenText’s headless and decoupled architecture means that enterprises no longer have to rip and replace entire portfolios but can retain existing technologies such as DAM and analytics...It can also be used in hybrid use cases, for example, providing the experience layer to best-of-breed solutions... OpenText’s close relationship with SAP means that there is tight native integration with the ERP system, and it also makes OpenText the DXM of choice for many SAP users.”

Omdia Universe: Selecting a Digital Experience Management Solution, 2020–21

either printed to digital statements or communications, but would also generally include cross-channel solutions, such as Digital Asset Management (DAM) which handles creation and distribution of images and video across multiple channels, or analytics for understanding performance metrics, Voice of the Customer and driving optimisation.

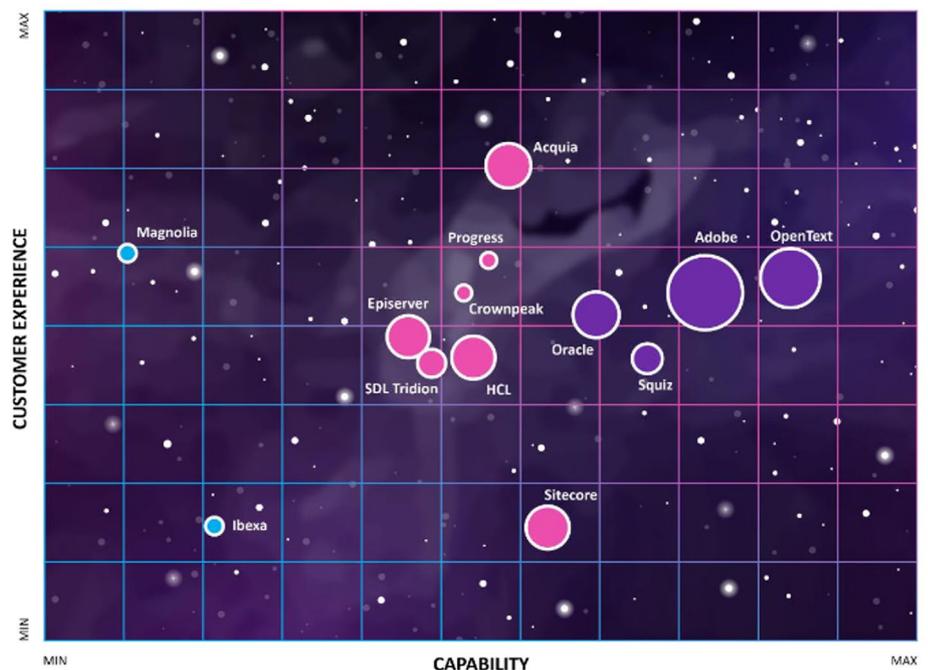
How is a DXP different from the existing technologies you already use?

A DXP is a manifestation of a trend within Digital Customer Experience for greater connectivity between component parts of a customer experience technology ecosystem. Weaving together these different components creates a platform that is more capable of delivering the connected, contextual, hyper-personalised experiences that customers demand today. It is an evolution, rather than a revolution. As parts of their existing technology ecosystem are upgraded or replaced, enterprises with a mature Digital Customer Experience strategy make decisions about technology through the lens of this platform approach. Will the change make the platform more coherent, powerful, and capable of providing experiences that delight customers and deliver competitive advantage?

Best-of-breed vs Strategic Consumption and Total Cost of Ownership

Historically, in response to cost pressures and incredibly competitive markets, many enterprises have taken a best-of-breed approach, with individual business units purchasing the most capable (from their perspective) customer experience software that they could afford, usually from a range of different vendors. While this siloed approach can provide a set of very powerful tools – within each functional area – there is a real risk that these pieces won’t work together and can never cohere into a Digital Experience platform. If a solid integration is possible, the cost of creating that integration may be astronomical. Best-of-breed can prove to be a false economy, where a marginal advantage in capability can result in a significant increase in cost.

OMDIA UNIVERSE: Selecting a Digital Experience Management Solution



“OpenText’s DXP is well-suited to supporting logged-in, authenticated experiences, particularly for B2B use cases, thanks to its identity management, security, account services and integration capabilities.”

Gartner
 Magic Quadrant for
 Digital Experience Platforms
 January 2020

The OpenText DXP Difference

OpenText’s Market-leading Digital Experience Platform makes it faster, easier and more cost effective to adopt new capabilities, and accelerate digital transformation to deliver a completely personalized, contextualized, frictionless experience across every channel. Our proven, market-leading solutions cover the most important domains of digital CX, such as content management, digital asset management, customer communications, contact center, customer analytics and business process and collaboration – all built on powerful, scalable APIs to integrate with each other, and solutions from other vendors (even if they’re OpenText competitors).

These software solutions can be consumed using an “unlimited” license model. Deploy as much of OpenText’s DXP software as you require within a fixed term (typically 3 years) – at the end of the term, what you have deployed becomes your entitlement going forward. This approach replaces risky, inaccurate budget estimates for software expenditure with a stable, time-bound, fixed cost. Furthermore, buying from OpenText vs a selection of vendors typically results in a cost saving of more than 75%.

Flexibility In the Cloud

OpenText’s DXP supports your Cloud strategy with tremendous flexibility and value. You can deploy some, or all, of your OpenText software in the cloud of your choice. You, can either manage it yourself or take some, or all of the licensed software as a Managed Service from OpenText.

If your strategy is to “rent” rather than buy software, OpenText can provide you with a pure subscription service with discounts that scale up according to the amount of our software you use.

The Bottom Line

CFOs should understand the complexities of how their organisation purchases software that supports customer experience, and the different factors that are driving that behaviour. As the defender of the bottom line, a CFO should ensure, through the procurement process, that individual business units’ wants and needs are balanced against the overall total cost of ownership for the technologies across the organisation. OpenText’s DXP offers strong integration, true omnichannel capabilities and an unlimited licensing model that can deliver much lower TCO and significant ROI.

