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CROWNPEAK DIGITAL QUALITY MANAGEMENT (DQM)

Seamlessly integrated with Adobe Experience Manager

Organizations with multiple websites, multiple channels and globally-distributed digital teams need control over the quality and consistency of every digital touchpoint.

Otherwise, issues ranging from broken links to outdated content or SEO errors can go undetected, and become serious and costly – or worse, compromise the integrity of your brand and put your organization at risk.

That's why the world's top brands rely on the leading SaaS solution for digital governance, Crownpeak DQM.

Protecting your brand and your organization.

There's no other DQM product as comprehensive, advanced or trusted as Crownpeak's solution, which delivers these best-in-class benefits:

Ensures consistency of brand image and messaging across your entire digital presence, based on criteria you set.

Minimizes risk and exposure by helping safeguard legal and regulatory compliance.

Makes it easy to correct the same issue in multiple locations on hundreds of sites, even across geographies, from a single dashboard.

Routinely checks for errors, inconsistencies, brand adherence, UX issues, SEO opportunities, outdated assets, prohibited words and phrases, and flags concerns for immediate attention.

Flexible reporting offers advanced analytics and KPI reports to expedite and simplify management in complex, multi-stakeholder environments.

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Powerful quality assurance across all your digital experiences

Crownpeak DQM banishes the silos and brings it all together in one powerful but simple to use dashboard, providing visibility and control across all your global digital properties. The solution includes checkpoints tailored to ensure your sites stay compliant in these key areas:

FEATURE	BENEFIT
Accessibility Fully supports Web Content Guidelines (WCAG) 1.0 and 2.0 and Section 508 accessibility.	Users can universally access websites, content and functions regardless of browser or platform; legally mandated in many countries.
Branding Checkpoints Customized brand + presentation rules based on your branding guidelines.	Ensures your websites and digital touchpoints stay on-brand for all users.
Editorial Checkpoints Your content and display rules, terminology, prohibited terms/phrases, styles and more are embedded.	Maintains clarity and consistency of your content, correctly optimized for display on any screen.
Legal Checkpoints Ensure all legally mandated content is present on your site including: data protection, privacy policies, terms and conditions, intellectual property protection and corporate disclaimers.	Protects your intellectual property and helps you control risk and exposure.
Mobile Web Optimization Optimized content, image and technical formatting for UX on mobile devices.	Assures an effective user experience no matter what mobile platform they're using to access your content.
Search Engine Optimization (SEO) Ensure effective implementation of your SEO strategy and best practice protocols.	Drives more traffic through better search engine rankings thanks to effective use of tags, keywording, linking and more.
Site Integrity Monitoring Providing rapid detection of broken links, orphan files, and quality assurance of other site integrity components.	Ensures a clean, solid foundation for your websites with all key components in proper working order.
Spell Checking Our multi-lingual spell checker works even on multi-language web pages.	Detects misspellings, assuring consistency and quality of user experiences on all sites and pages.
Usability Assurance Embedded UX/UI standards for readability, language clarity, rich media and more.	Guarantees users have a more efficient, positive digital experience, driving more conversions.

Complete integration with Adobe Experience Manager

Crownpeak DQM AEM integration builds Digital Quality Management directly into your publication workflow, closing the gap between content authoring and digital quality assurance. So your digital marketing team can test and optimize content without ever leaving the AEM environment.

Award-winning AEM Integration

Winner of the 2015 Industry Game-Changer Award at Adobe Summit EMEA.

"At Shell, our global web teams use Crownpeak DQM alongside AEM on a daily basis to protect the quality and compliance of our digital content."

— **Digital Development Manager for Shell International**