

# Crownpeak Digital Experience Manager (DXM) Overview



**Launch engaging and secure digital experiences in just 6 weeks**

Crownpeak empowers digital marketers and business leaders to create, manage, and evolve digital experiences that increase customer engagement and conversion with personalized, engaging content. Our innovative SaaS platform lets you manage any digital experience, from global corporate sites to mobile-optimized experiences, intranets, e-commerce sites, portals, microsites, landing pages, and more.

The Crownpeak digital experience platform is truly cloud-native – built for providing scalable and secure, world-class websites and more. Move your organization faster than ever before, integrate with all your existing applications and tools, and deliver experiences that are accessible, brand consistent, and web compliant – no matter which device or audience you're serving.

## The challenges we address:

In many organizations, non-technical people rely on IT to:

- ✓ Procure and configure hardware and software projects to launch and run web properties
- ✓ Deploy web content to engage with customers
- ✓ Access valuable data about customers for marketing purposes

## The legacy WCM challenge



- + Requires substantial time, resources, and involvement from IT to manage web initiatives
- + Lacks self-service for business users

This reliance on IT can slow down a rapid launch of the rich, unified, modern digital experiences that today's customers demand.

## What Crownpeak DXM enables you to do:

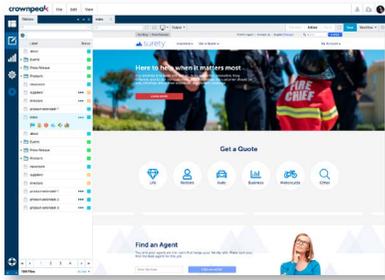
- ✓ Skip the elaborate, lengthy hardware/software procurement projects (thanks to the platform's SaaS delivery)
- ✓ Collect customer data directly and securely from different sources across the enterprise
- ✓ Publish rich, personalized customer web experiences rapidly across different websites, channels, and devices
- ✓ Control the look-and-feel of web portals and line-of-business functions typically managed by IT

## The Crownpeak solution



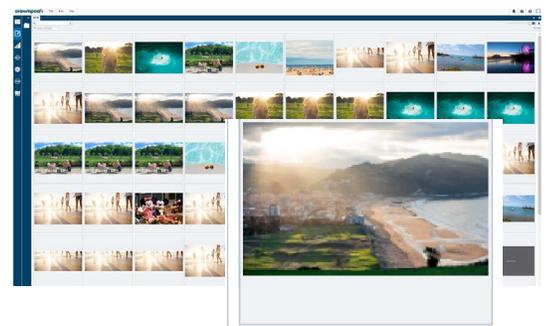
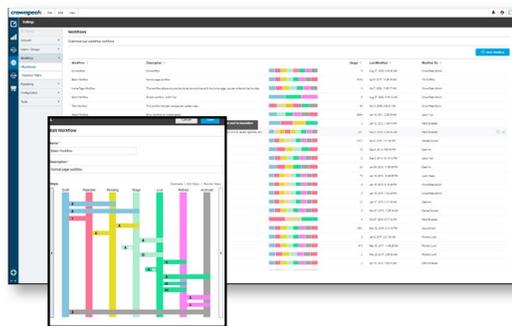
- + Less time, resources, and involvement needed from IT to manage web initiatives
- + Self-service for business users
- + Easy and secure access to data

# Build and manage websites with ease



## Content authoring

- Enable non-technical users to intuitively create and manage enterprise websites, mobile sites, landing pages, and more.
- Edit content in-line or leverage form editing, with fully configurable WYSIWYG controls.
- Use custom models and templates to meet any content need. Create testing and targeting rules right from the page editor. Publish directly into social media platforms.
- Count on intuitive version control to recover content.
- Increase authors' productivity with immediate content creation that requires minimal training.
- Speak to global audiences with content localization and translation tools, such as the Translation Model Framework.



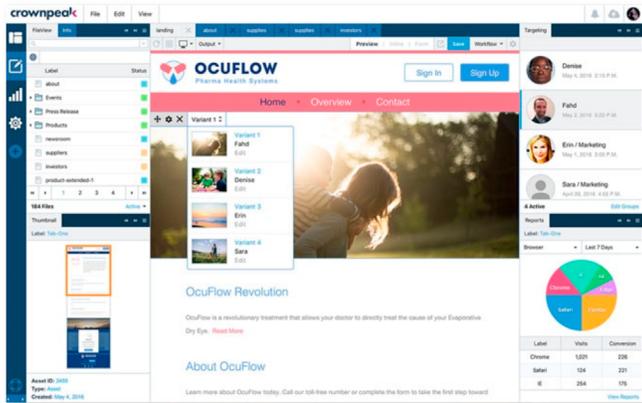
## Custom workflows and compliance

- Control publishing and access configurations for any team or scenario.
- Use standard workflows to support small and large workgroups, multi-lingual and multi-region sites, content-sharing, and other advanced workflow scenarios.
- Regulate top-down access to and flow of specific assets with the Global Distribution Framework.
- Create fully custom workflows with a graphical designer. Track and audit every action taken in the system.
- Configure platform access for Single Sign-On.

## Digital asset management

- Manage and centralize multimedia assets for use across all digital channels, regions, teams, and agencies.
- Access assets (images, audio, video, and more) all in one place. Edit images from within the platform.
- Maintain brand consistency through version control by centralizing assets and controlling permissions.
- Filter, search for, and organize content by asset type, meta-data tags, or manual collections.

# Personalize digital experiences to better engage with your customers



## Testing, targeting, and personalization

- Validate and deliver engaging, custom experiences to your site visitors with Crownpeak's **Web Content Optimizer (WCO)**.
- Edit content in-line or leverage form editing, with fully configurable WYSIWYG controls.
- Serve the right content to the right audience dynamically and on the right device, at the right time.
- Create and edit intuitively with simple business rules or complex data-driven criteria.
- Target customers based on ambient, behavioral, form or third-party data.
- Craft A/B and multivariate tests quickly and directly from the page editor.

## Site search

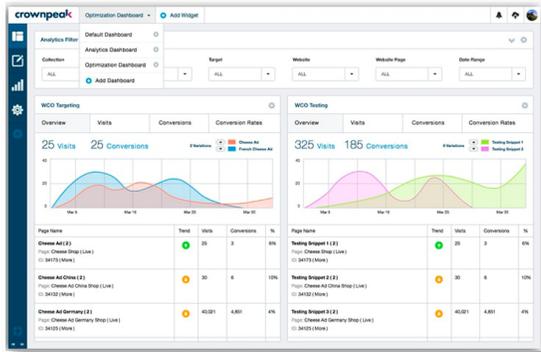
- Enable site visitors to find the content they want with Crownpeak's proprietary search functionality.
- Index any website or collection of documents whether or not they are managed by Crownpeak.
- Control search results and display by relevance and date, or even weight searches to display desired content on the top.
- Display popular content automatically.
- Utilize faceted search results, type-ahead search, tag cloud search, and synonym search for commonly misspelled words.

## Search

Forced results  
Show related articles  
Embedded search  
Targeted / personalized results  
Multi-site search  
Section & category search (Advanced search)  
Customized results  
In-context results  
Alternate spelling suggestions  
Full text search within files and documents  
Control the indexing timing and depth

Index password-protected sites  
Multiple results formats (e.g.: XML, RSS-formatted XML, HTML, JSON, etc.)  
Security management and permission-driven results  
Scheduled crawling  
Index multiple domains  
Comprehensive reporting  
Guaranteed speed (relevant results in sub-second times)  
Meta data creation and query  
Automated ecommerce links  
Content syndication

# Analyze and track your digital presence



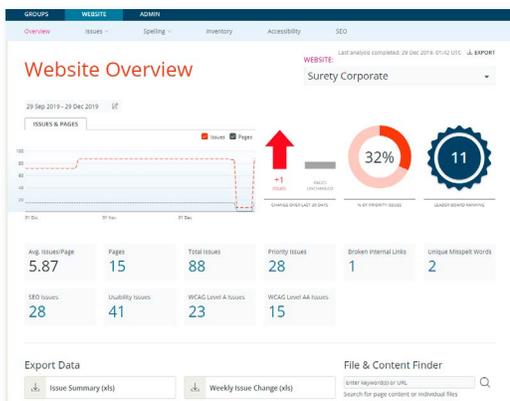
## Dashboards and analytics

- Manage content and track performance from an intuitive, customizable dashboard.
- Experience real-time analytics for campaign optimization and personalization.
- Review project task lists and error notifications.
- Easily sync third-party analytics tools and social media platforms with Crownpeak's data connectors.
- View uptime and site performance through the content administrator dashboard.
- Serve up fully personalized and dynamic content from dashboards.

## Digital Quality Management (DQM)

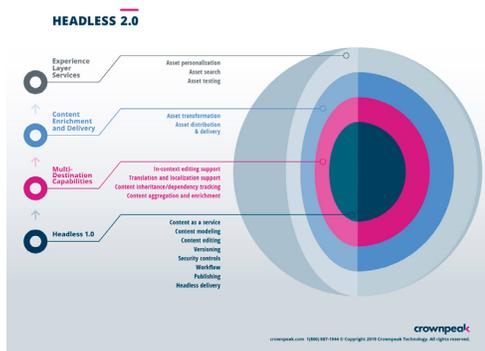
DQM is specifically designed for global multi-site, enterprise environments that need consistency across all customer touchpoints, regardless of channel.

In addition, Crownpeak also offers premium advanced SEO and accessibility checkpoints and custom checkpoints created specifically for individual organizations.



- Ensure consistency of brand image and messaging across your entire digital presence, based on criteria you set.
- Check for errors, inconsistencies, brand adherence, UX issues, SEO opportunities, outdated assets, prohibited words and phrases, and flag concerns for immediate attention, automatically.
- Correct the same issue in multiple locations easily on hundreds of sites, even across geographies, from a single dashboard.
- Minimize risk and exposure by helping safeguard legal and regulatory compliance.
- Ensure your digital experiences comply with accessibility guidelines by enforcing the Web Content Accessibility Guidelines (WCAG) 2.1 – the de facto standards for accessible web design – and ADA Section 508.

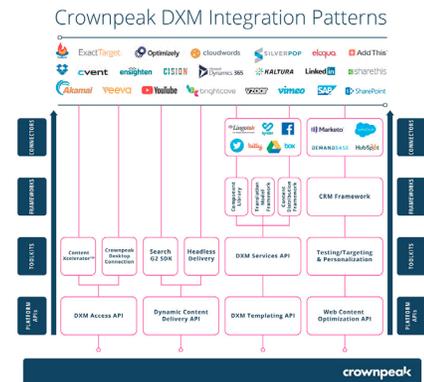
# Scale as your needs grow



## Headless CMS 2.0

Crownpeak has been a Content as a Service solution since its inception – powering headless content lies at the heart of the digital experience platform. The platform takes its headless core and layers additional capabilities on top to help you maximize effectiveness across your digital presence.

- Leverage JavaScript frameworks like Angular, React, and Vue
- Deliver content to native mobile apps
- Engage on new and emerging channels like Augmented Reality, Virtual Reality, and the Internet of Things
- Utilize emerging experience models like progressive web apps
- Adapt content to any endpoint, regardless of how smart it is: Deliver content only, content plus presentation, or componentized content fragments
- Support multi-language and localization: Harness data models and workflows to natively support translations
- Employ governance: Utilize headless delivery while maintaining corporate control at a global level
- Use content as a service without the content silos: Control where content is used and how it is repurposed
- Edit in context: See how your content will look as you create it. No more reworking of content because it doesn't fit the space.



## Third-party application integration and connectors

Our layered approach to integration areas of Crownpeak allows you to take advantage of many pre-developed and supported integration accelerators and then build upon them where you need your customizations.

- **Connectors:** Integrations built to connect DXM to specific technology vendors or third-party platforms
- **Frameworks:** Collections of Toolkits packaged together to address categories of technologies and the problems they solve (e.g., Translation Model Framework manages the translation, localization, and relationships between content items within DXM)
- **Toolkits:** Collections of APIs packaged together for low-level use cases (e.g., Content Xcelerator<sup>SM</sup> toolkit helps developers import content from other platforms for use within DXM)
- **Platform APIs:** APIs that provide programmatic access to core areas of DXM

# Safety, security, scalability, and stability

Crownpeak offers a world-class platform used by many of the world's largest companies. In our mission to offer a full-scale alternative to IT-dependent web experience management, the Crownpeak platform exceeds industry standards for security, stability, scalability and high-availability.

## Safety and security

Protecting the security and integrity of an organization's data is a critical component of the typical IT function. Crownpeak applies top-of-the-line system and data security protections at all layers of the technology stack.

In addition to standard security offerings, Crownpeak also provides premium platform security services:

- **Enhanced Data Security Services:**  
The encryption of data at rest and data in transit on the Crownpeak platform
- **Federated Authentication:**  
SAML 2.0 single sign-on tailored to customer's security requirements
- **Advanced Cybersecurity and Edge Protection:**  
A fully managed service capable of defending against the most common and damaging cybersecurity threats. Featuring multilayered defensive capabilities that extend right out to the visitor's browser, Advanced Cybersecurity and Edge Protection helps ensure the security and availability of your sites and applications while protecting customer data. Provides Application Performance Monitoring and Threat Intelligence and protects from DDoS attacks, vulnerability exploits, and spam.

## Certifications



## Scalability and stability

All Crownpeak customers – from the mid-market to global enterprise – can rest assured that their web properties maintain an SLA-guaranteed 99.9% uptime. To achieve this uptime, we've built a platform capable of scaling transparently and immediately to meet any loads and spikes, all while maintaining the highest levels of availability and performance.

- **Disaster Recovery:** All websites hosted by Crownpeak are replicated on two AWS servers located in different geographical regions within the U.S., managed by a load balancer. Additionally, a second set of servers reside in a secure UK location, should both U.S. locations become unavailable.

For companies that require greater website uptime and platform availability, Crownpeak also offers a premium Enhanced SLA, providing companies with uptimes of 99.99%.



As an Amazon Web Services Advanced Technology Partner, Crownpeak delivers its hosting and services using Amazon Web Services (AWS) Elastic Compute Cloud (EC2).

## Crownpeak

SSAE 16 SOC 1 Type 2	TRUSTe Cloud Privacy
SSAE 16 SOC 2 Type 2	US-EU Safe Harbor
ISAE 3000	US-Swiss Safe Harbor
FISMA (Moderate – NIST 800-53)	

## Amazon Web Services

SSAE 16 SOC 1 Type 2	NIST 800-37
SSAE 16 SOC 2 Type 2	DIACAP
ISAE 3402	PCI DSS Level 1
FedRAMP	ISO 27001
FISMA (Moderate – NIST 800-53)	FIPS140-2

# Features and simplified packaging: Platform and delivery

## Digital Experience Management (DXM)

Software-as-a-Service (SaaS) (Multi-Tenant)  
DXM includes:

- Digital Quality Management (DQM)
- Digital Asset Management (DAM)
- Headless Content Delivery API
- Testing, Targeting & Personalization (Web Content Optimizer - WCO)
- Workflow Management
- Social Media Publishing and Management
- Enterprise Search
- Dashboards, Reporting, and Behavioral Analytics
- Native Crownpeak Connectors

## Delivery Services (Hosting)

Fully-managed delivery includes:

- Production and Non-Production Environments
- Microsoft Windows, Ubuntu Linux, or Serverless Deployment Options
- Disaster Recovery (publishing to a second AWS Region)
- Amazon CloudFront Content Distribution Network (CDN) Support
- AWS WAF (Web Application Firewall) Support
- Data Encryption in Transit and at Rest
- DDoS Protection

## Included with DXM and Delivery Services:

- Unlimited 24 x 7 Platform Monitoring and Critical Issue Support
- Crownpeak Support: Premier (standard) or Elite (optional)
- Uptime SLA: 99.9% Standard or 99.99% Enhanced (optional)
- 24 x 7 x 365 Training Portal Access

Ask us about Crownpeak DXM and schedule a demo at [crownpeak.com/demo-request](https://crownpeak.com/demo-request)