



# Ibexa Content

**A multichannel and headless content management system (CMS) designed for marketing, e-commerce and self-service apps**

Digitalize Your Business with an Agile Content & Experience Platform



# The Imperative of Digital Transformation

Digital Transformation is everywhere. Organizations across the globe, in all industries and of all sizes are on a race to find the best way through the Digital storm. And the Corona Pandemic has added made this a crucial strategy, as Gartner\* confirms in its statement: "COVID-19 has escalated digital initiatives into digital imperatives."

B2B manufacturers and wholesalers are facing the need to reinvent how they work with their customers and suppliers; traditional service providers of all sorts – consultants, accountants, health professionals – have to digitalize their services; publishers and media outlets are shifting their business online; banks and insurance companies are abandoning physical point-of-sale in favor of a digital self-service approach, government bodies want to find cost savings in citizen transactions by transferring their services online, the list goes on.

Entering the Digital Era, organizations everywhere face common challenges. With the right approach, planning, technologies and skills, they can overcome these challenges and make a difference. Key for success is the selection of a digital experience platform with a strong content engine at its core.

## The Promises & Challenges of Every Digital Transformation

There are different reasons for enterprises to digitalize their business.

These include:

Staying competitive by reducing costs while simultaneously improving operational efficiency thanks to digital technologies.

Leveraging new business opportunities by digitalizing business processes and reaching new customers.

Discovering and adopting new business models only made possible by digital technology.

Delivering better customer experiences ensuring a smooth and enjoyable customer journey.

Enterprises that opt for the status quo are simply doomed to lose their competitive edge, fail in their new projects and see their businesses shrink and sink.

## The Successful Digital Enterprise

The road to success can be bumpy and although different for each organization, there are some key guiding principles that are true to all:

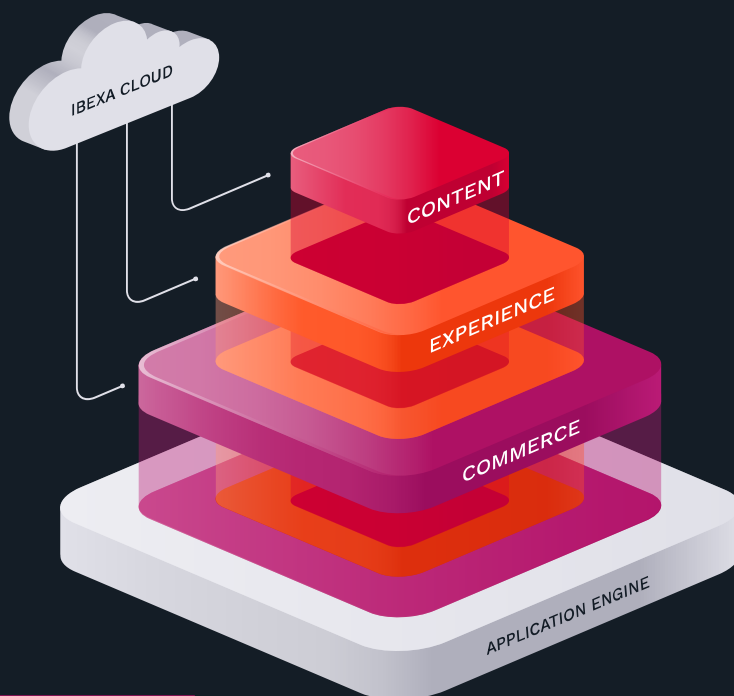
User experience first. Offering a streamlined user journey, from early engagement to the purchase stage and beyond across multiple channels, intertwining the digital and physical worlds.

Continuous and fast. Creating digital user experiences is not a one-off exercise. It requires continuous effort, constantly experimenting, improving existing services and launching new services quickly, faster than the competition.

Ability to adapt. Beyond speed to market, it's crucial to adapt to new conditions to unlock unforeseen opportunities thanks to the digital economy.

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\* Gartner: Create Effective Messaging by Separating Internal and External Digitization as a Tech CEO by Rene Buset & Chrissy Healey. Published 13 August 2020



## Ibexa DXP

A modular digital experience platform to help you succeed in your Digital Transformation

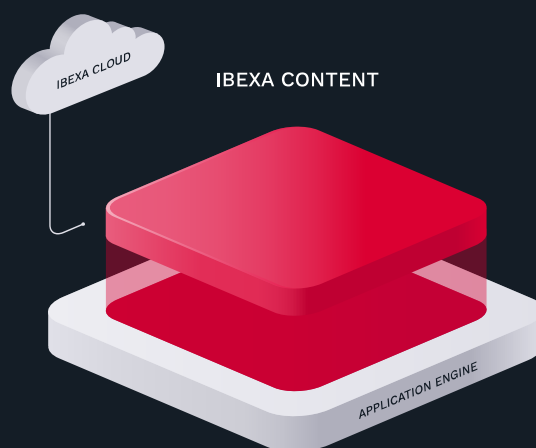
**Ibexa DXP** has three modules:

- Ibexa Content
- Ibexa Experience
- Ibexa Commerce

**Ibexa Cloud:** A modern PaaS for agile teams to build and run projects faster and at a lower cost.

**Ibexa Platform Application Engine:** Design, build and deploy new features faster than ever before with Ibexa DXP Application Engine. Based on Symfony, the leading PHP development framework offers to offer you a faster, more agile, high-performance development experience.

This brochure features Ibexa Content, the Headless core at the heart of your digital platform on which you can create engaging, scalable digital experiences for multiple audiences, delivered to any channel. We also have added a section on Ibexa Cloud, the fast solution to build and run your Ibexa projects.



# Ibexa Content

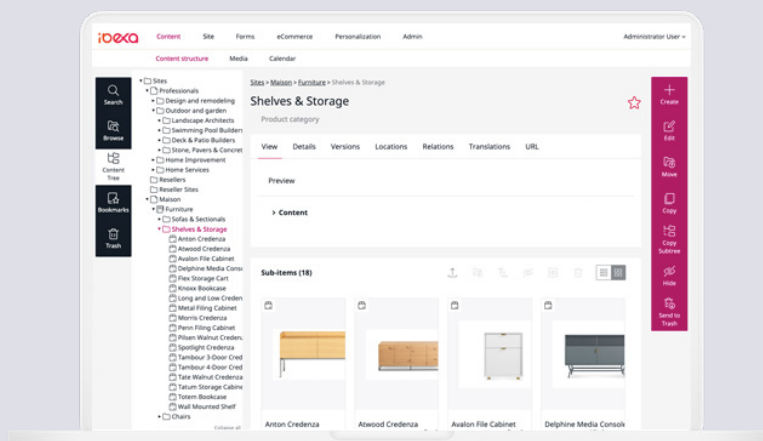
Put content at the center of your customer experience

A multichannel and headless content management system (CMS) designed for marketing, e-commerce and self-service apps

Ibexa Content is for organizations who need to create content hubs and content services to use as a core component of their digital platform and services, and deliver content to any channel.

Manage and deliver complex content architecture to support your marketing, e-Commerce or self-service applications. Give business teams the freedom to spend less time on administrative or operational tasks and focus on delivering high-impact content for better results.

From commerce and marketing websites to mobile apps, IoT devices, and more, easily structure and deliver targeted campaigns and personalized content across all your digital channels, at every stage of your customer journey.



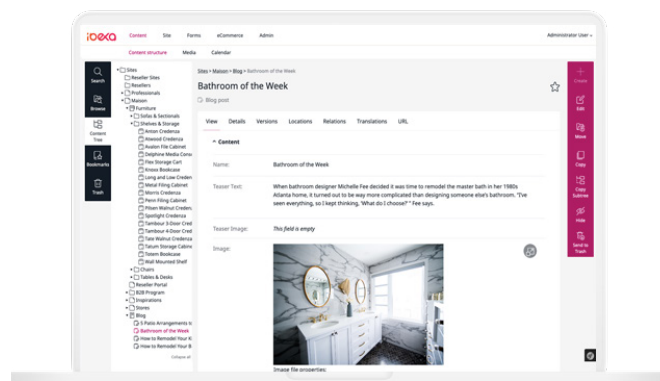
# Key Capabilities

Universal content types support

## Manage all types of content in a unified way

Product information and specs, content marketing, brand content, rich media and digital assets, editorial pieces, legal and technical documentation...manage all your content in a unified, structured and secured content repository.

- Marketing content
- Product information & catalog
- Editorial content
- Legal and technical documentation
- Structured content
- Component content.



Team Productivity

## Faster, better content collaboration

Content production is usually a team effort. Ibexa Content enables multiple teams to collaborate effectively across various types of content and content locations. Great for both creating and managing localized and global content collaboration across teams.

- Quick Review
- Version Control and Version Compare
- Content Calendar
- Production Workflow
- Granular custom user permissions to manage access, editing, & publishing

API-driven Headless CMS

## Go Headless for true digital content management cross-channel

The Content Engine employs a decoupled, headless architecture for smooth content delivery to multiple channels. Structured Content is accessed remotely, via either REST or GraphQL APIs to be used (or re-used) by any front-end environment, from REACT and JamStack applications to IoT devices and more.

- Decoupled content presentation
- Integrate any front-end framework (Jamstack, Gatsby, etc...)
- Digital signage, IoT, interactive TV and other
- Speech to text & text to speech
- Native app and business app integration





# Other Features

## Multi language

### **Simplify global & local content management**

The Content Engine makes it super simple for your different teams to manage global and local content with multiple language variations. Content localization and translation support let teams create and organize translations in seconds.

- Simple translation interface
- Automated translation (optional add-on with third-party services)
- Your users can set their UI language preferences.

## Scaling and security

### **Scale your Content Operation**

Ibexa Content is designed to scale with you and your brand with millions of content items for multiple brands and channels.

From managing vast numbers of documents or product content to complex Content Trees and extensive taxonomy, and many content types, the Content Repository provides a secure, scalable solution for your current and future content.

## Automated Content workflows

### **Streamline content production**

Editorial Workflows let you define and automate tasks within your content production and publishing processes. Work efficiently with writers, editors, designers, and other stakeholders to streamline content review and feedback, and publish with a robust quality assurance framework.

- Customizable workflows
- Instant notifications
- Automate scheduling and unscheduling
- Automated translation.

## Integration

### **Integrate with all your systems**

Ibexa Content can integrate your existing systems simply and without heavy development thanks to its numerous APIs and extension points. It can not only deliver content to existing front-end systems and applications but it can also work hand in hand with other applications and services when producing content.

- Use our DAM connector framework to integrate and synchronize your content with assets managed in your DAM solution
- Connect our translation services with your preferred translation API, Google Translation Service is provided out-of-the-box
- Integrate with ERP, PIM or other business systems to retrieve sensitive product information
- Expose your content through REST and GraphQL APIs to make it available to any application.

## User management

### **Granular user permissions & roles**

Manage multiple teams and users with granular user permissions and custom user roles. Customize content access based on language versions, brand, job function or more. Restrict publishing permissions to streamline quality control processes for large teams.

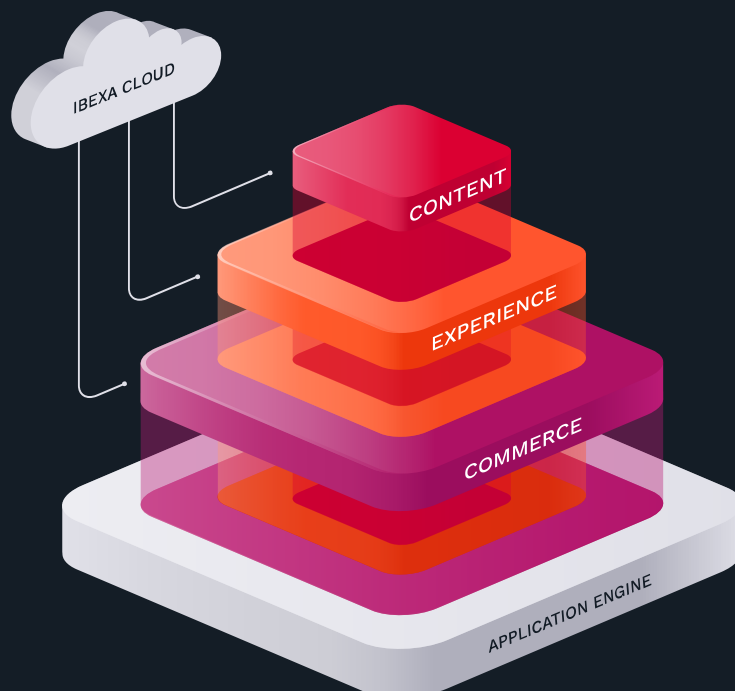
- Granular permissions editing for better user management
- Custom user roles
- Integrate existing SSO identity providers & User Directory for secure user login
- Custom admin user roles.

## Content Discovery

### **Simplify complex content & brand assets**

Simple, intuitive search options save your team time when working with large content repositories. The Ibexa DXP Content Engine is used to manage content architecture built with millions of content items, thousands of taxonomies, and dozens of hierarchical levels.

- Easily navigate & view hierarchical content using the Content Tree
- Browse the Content Repository with the Universal Discovery Widget
- Star content items in your Bookmarks
- Fast content search with an internal search engine (Solr or Elasticsearch based).



# Ibexa Cloud

Build, run, and scale your Ibexa DXP project - end to end

A modern platform-as-a-service (PaaS) for agile teams to build and run projects faster and at lower cost

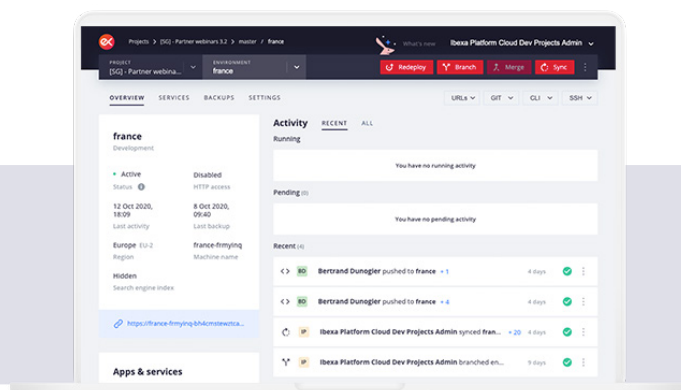
## Accelerate your digital projects with continuous development

Ibexa Cloud is an end-to-end cloud hosting platform for your Ibexa DXP software for more efficient development-to-production processes. With streamlined back-end infrastructure and services, your dev team can work more efficiently and deliver faster at every stage.

- Simpler, faster onboarding for new developers
- Enjoy better, high-speed testing with agile development
- Deploy new features to production faster and easily perform rollbacks
- Help dev teams be more innovative as they can build and iterate more effectively.

## Focus on creating business value, not everyday operations

Free up developer resources from lower-value operational tasks required to maintain your back-end infrastructure. Ibexa Cloud is fully delivered as a service, being configured and managed within your application code base.





### Reduce your hardware infrastructure requirements

We take care of your hosting capacity so you don't need to maintain any hardware, plus you can scale instantly.



### Fewer low-value operations tasks

Increase productivity by reducing daily functions for managing databases, queues, search engines and operating systems.



### Build better applications

Instead of managing back-end infrastructure, dev teams can dedicate more resources to extending business applications with new features.

## Robust quality assurance processes help increase productivity beyond Devops teams.

### Optimize QA without slowing down your dev team

Ibexa Cloud provides increased capacity for testing and development environments to better replicate production at scale. This means provides greater agility to build high quality solutions with improved QA testing, faster than ever.

Boost productivity for developers, product managers, product owners and QA engineers.

- Easy to spin up new testing instances
- Streamline merging and feature deployment
- Instant cloning, CI/ CD and Github integration
- Testing automation and automated back-ups.



### Run and deploy in your choice of cloud provider - build with your favorite tech stack

As a Platform-as-a-Service (PaaS) solution, Ibexa Cloud acts as a layer between your preferred public cloud service and your application. Which means you can retain full control over your end-user delivery, but take full advantage of the flexibility and scalability of modern web development powered by the cloud.





### Deploy

Support for AWS, Microsoft Azure, Google Cloud Platform, Orange, or regional services.



### Any technology

Build on Ibexa Cloud using your preferred technology stack, from Symfony, node.js, to Java, and more.



### Data privacy

Comply with data regulations with regional cloud options.



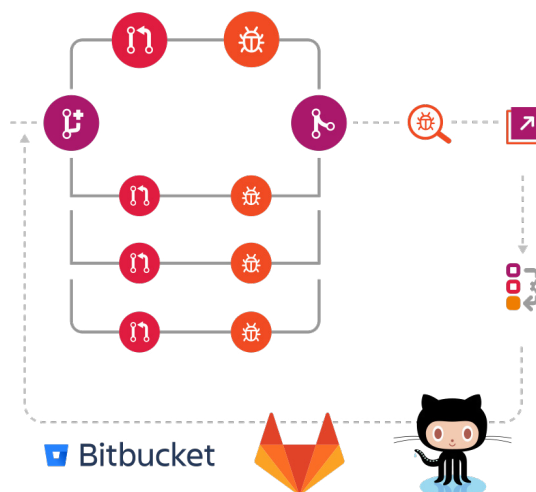
### Scale

Easy to increase your infrastructure investment as you grow.

## Embrace modern development with Git workflows at the core

Whether they use the command line or the web interface, your developers will love the simplicity of using Ibexa Cloud, with the whole development workflow based around using Git Flow.

Whether your team uses Github, Gitlab, Bitbucket or another tool, your developers will be up and running on your project in no time with Ibexa Cloud.



### High availability

## 99.9% Uptime

- Disaster recovery ready.
- Choose fully redundant, shared or dedicated

### Software + infrastructure

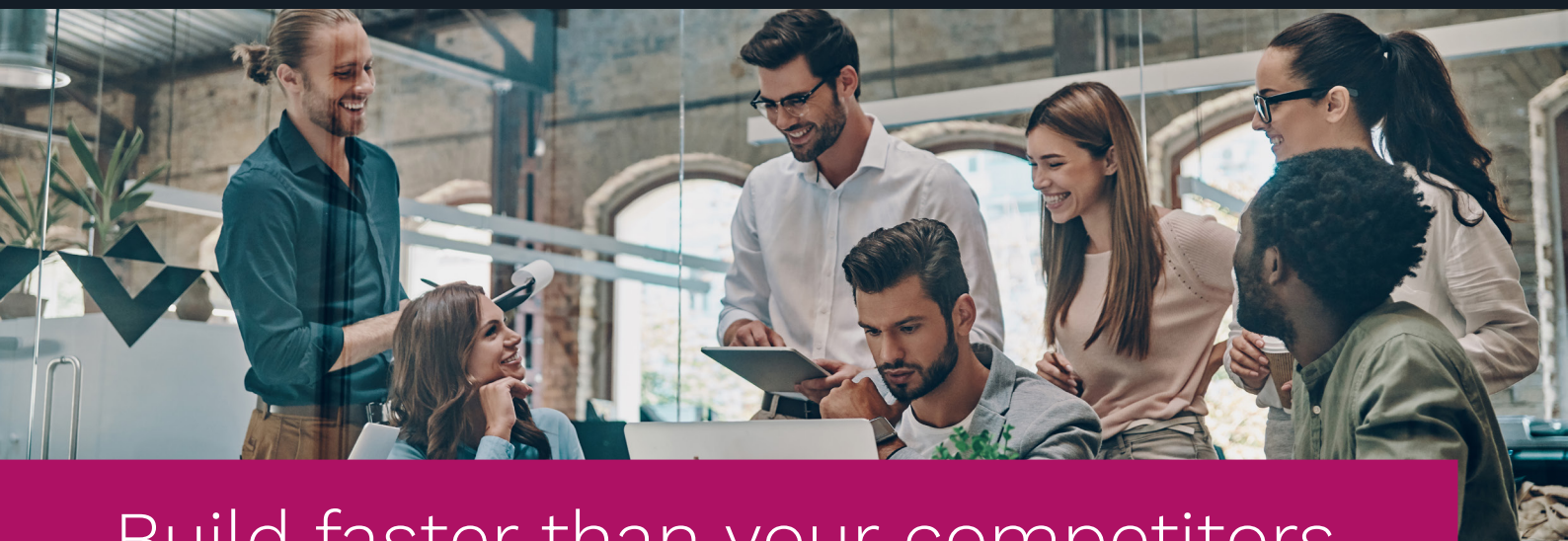
## A single provider to manage

- We deliver both your software and your hosting infrastructure in a single package.

### Proven results

## 40% increase in developer productivity

- 15% faster user acceptance testing
- 20% more deployments



# Build faster than your competitors.



## Git-native development

**Integrated with:** Bitbucket, Github, Gitlab. Instantly clone every branch of both your code and infrastructure

**Services snap-in:** add services such as MySQL, Kafka, and Elasticsearch with a line of code

**Build for any digital channel:** develop with almost any runtime or framework



## Build & test

**Built-in CI/CD:** automate run tests and compiling dependencies for faster time to production

**Extend:** webhooks to easily integrate with any workflow

**Versioning:** declarative infrastructure with versioning like your code

**Scale:** instantly spin up new test instances and add new infrastructure capacity



## Package

**Streamline operations:** fully managed databases, queues, networking, and storage

**Migrate:** change between service versions with single-line configuration

**Services:** secured and patched by Ibexa Cloud



## Optimized deployment

**Grid architecture:** automated containerization for your apps and services

**Support:** stateful or stateless apps, worker processes

**DevOps:** integrate with your current processes.



## Run in your chosen cloud

**Multicloud support:** AWS, Microsoft Azure, Orange, Google Cloud Platform, and regional partners.

**Includes:** production cloud hosting, plus additional testing environments

**Run:** no modifications required between regions and clouds



## Security & compliance

**Data localization:** strict geographic data restrictions available

**Data ownership:** you retain full ownership of your customer data defining where it's stored

**Audit:** all updates to your code and infrastructure are fully auditable



## About Ibexa

Ibexa Digital Experience Platform (DXP) enables organizations to stay competitive, optimize their revenue streams, launch new products and services and test-drive digital strategies. With Ibexa DXP, B2B companies can transform sales strategies and build frictionless buying experiences in a sustainable, cost-effective and fast manner.

Offering content creation, website building, e-commerce and personalization along with accelerated development capabilities, Ibexa helps companies to quickly embrace new business and sales strategies and build memorable experiences for their users across channels, unifying brand, content, product information, commerce and their existing business processes. With the help of our certified, trustworthy partners – digital agencies, system integrators and consultancies – they will progress in their digital transformation and quickly adapt to changing market needs while always putting the customer experience at the heart of their businesses.

Ibexa's reliable and secure DXP is trusted by thousands of users worldwide and a dedicated global partner ecosystem. Brands such as Crédit Agricole, Comscore, Hibu, Groupe Atlantic and Whirlpool rely on Ibexa as a strategic partner in their business. Founded in 1999, Ibexa is headquartered in Oslo, Norway and has offices in Germany, France, the UK, Spain, Poland, USA and Japan.

## Resources

- Explore Ibexa software: [www.ibexa.co/products](https://www.ibexa.co/products)
- Request a demo: [www.ibexa.co/forms/request-a-demo](https://www.ibexa.co/forms/request-a-demo)
- Read success stories: [www.ibexa.co/success-stories](https://www.ibexa.co/success-stories)
- Get the latest Ibexa news and insights: [www.ibexa.co/blog](https://www.ibexa.co/blog)
- Read our software information and documentation: [www.ibexa.co/software-information](https://www.ibexa.co/software-information)
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