Ibexa Experience

A modern modular Digital Experience Platform (DXP) designed to build outstanding customer experiences

Digitalize Your Business with an Agile Content & Experience Platform

ibexa

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.
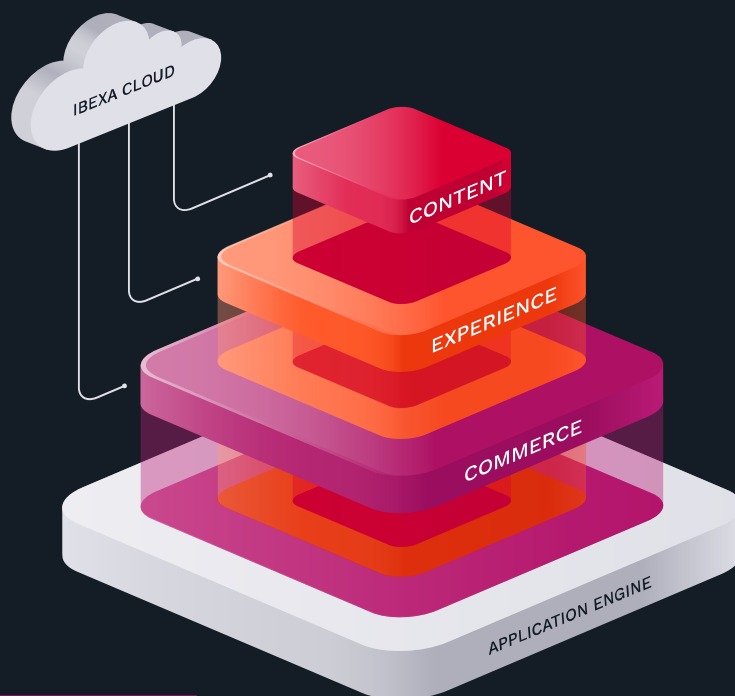
The Successful Digital Enterprise

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.

* 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

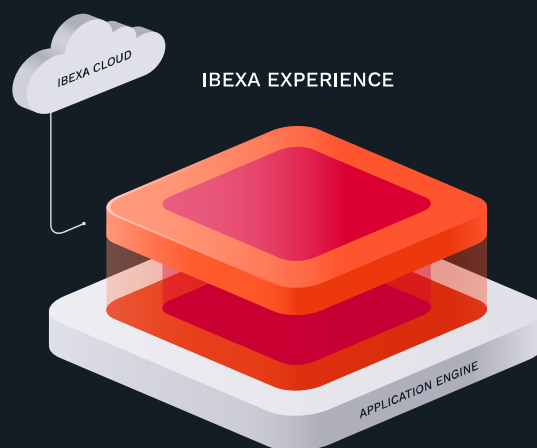## A modular digital experience platform to help you succeed in your Digital Transformation

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 Experience, the DXP that engages your customers with memorable experiences. With Ibexa Experience, you can empower customers, partners, resellers, distributors...your entire audience with modern portals to digitalize your communications and sales. We also have added a section on Ibexa Cloud, the fast solution to build and run your Ibexa projects.
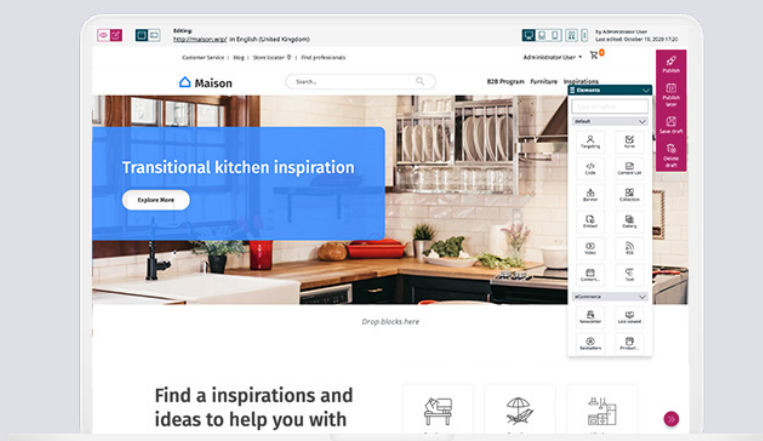
Ibexa Experience
Create Memorable Customer Experiences Faster

A modern modular Digital Experience Platform (DXP) to build outstanding customer experiences

For customer-centric companies and organizations who want to go beyond managing content and creating websites but want to create frictionless memorable experiences for their customers and partners.

Ibexa Experience lets you build these memorable experiences with speed and agility. Your business and marketing teams are able to craft these experiences all along your customer lifecycle and orchestrate your customer journeys.

From multi-brand and localized websites to one-off microsites or event sites as well as emerging digital channels such as bots, wearable or in-store kiosks, go from concept to execution as smoothly as possible. With Ibexa Experience, it's easy for marketing teams to build memorable experiences quickly without any support from IT.
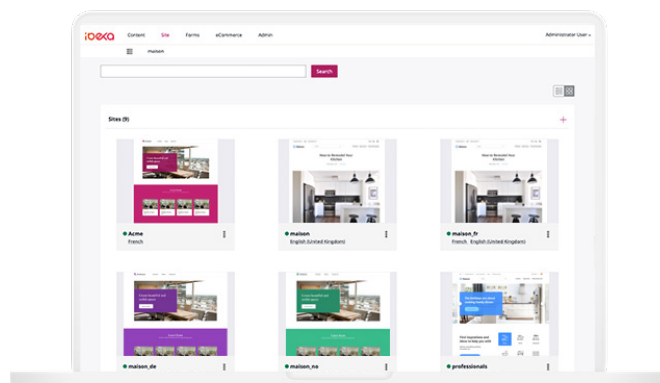
Key Capabilities

Site Factory
Create beautiful websites & campaigns in moments

Product Build and manage microsites, sub-domains, and multiple brand sites.

Create a new website in just a few clicks, using Ibexa's Site Factory together with the Site Blueprint. Simplify how your marketing team manages new campaign sites, multiple brands, and localized web content.

- Simple website templates
- Reuse content & functionalities across sites
- Manage translations cross different sites
- Unlimited site domains.

A.I. based Personalization
Each of your Customer deserves to be treated like a VIP

Driving great customer experiences is about more than just delivering fantastic content. No two customer journeys are the same, with different interests, preferences, and needs for each user. You need the ability to deliver the right content to the relevant channel or device at the right time.
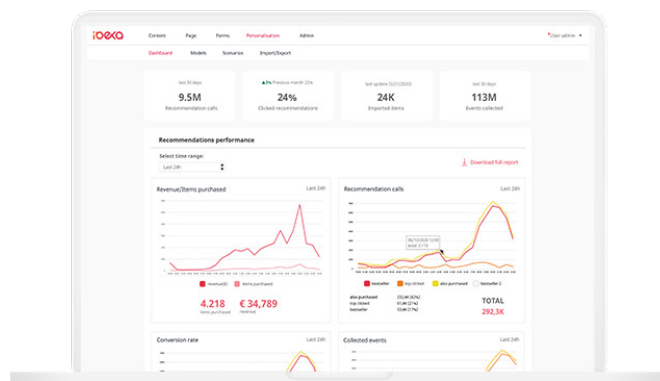
SEO and Digital Marketing
Boost your Digital Marketing Performance

Quickly and easily implement SEO and social media content strategy at scale across all your sites. Automatically generate SEO metadata and social media images together with semantic data, and benefit from advanced management features further to customize SEO data, including for local language versions.

- SEO optimization for multiple sites and languages
- URL redirect management dashboard
- Connect social media channels for optimized content sharing.

Other Features

Drag 'n drop Page Builder
Build new pages faster

Bring web pages to life with the Page Builder tool's visual drag 'n' drop functionality to easily add and remove content. Integrated with the Ibexa DXP Content Engine, it's super simple to deliver any of your content across multiple pages and sites.

- Build and manage web page in no time
- Out-of-the-box content blocks ready to use
- Simple on-page editing
- Create custom content blocks for Page Builder tool.

Cross Channel Experiences
Meet your customers where they need you

Ibexa Experience goes way beyond websites and can provide content and experiences across channels, from PWA or native apps to other more innovative channels such as wearables, bots, IoT or in-store kiosks.

Ibexa ensures a consistent, continuous experience for your customers across all channels of communication.

Customer data capture
A native form builder for your websites

The Form Builder is a native addition to the Page Builder tool. The drag 'n' drop functionality lets you create new website forms and easily add them to your websites. It can be easily integrated with existing business systems like marketing automation and CRM platforms, while developers can easily add new custom form fields.

- Create simple forms or complex user surveys
- Add forms via Page Builder
- Add custom form fields.

Targeted Content
Target customers with the right content

Not every content bring value to all customers. Enable your Editorial and Marketing teams to target different segments of users with different curated content.

- Segment based on customer preferences
- Segment based on external customer data
- Target anonymous or logged-in users
- Manage fallback rules
- Preview your experiences for different users.

Scheduling
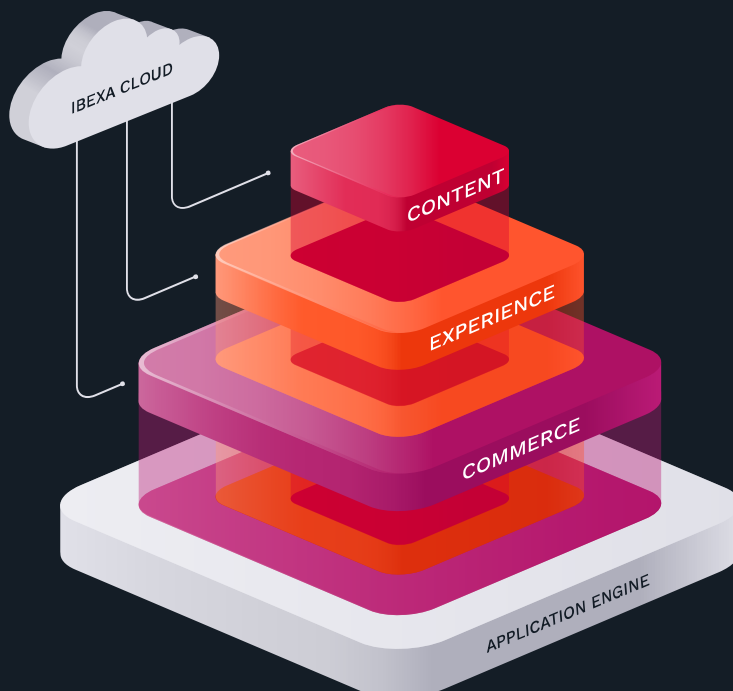## Plan, orchestrate and automate your campaigns

Thanks to the unique scheduler in Ibexa Experience, teams can plan ahead and automate the evolution of their websites ahead of time, saving precious time and having the opportunity to test and preview.

- Schedule publishing and unpublishing
- Schedule content teasers and blocks
- Integrate with your editorial calendars and with other scheduling systems
- Ensure a steady rotation and change of content in your key pages without having to have your team on the deck.

Integration
Integrate with business systems and break down data silos

Leverage a fully integrated e-Commerce solution, not separated by data and operations silos. Ibexa DXP's deep interoperability enables seamless integration with your key business systems. Easily manage your e-commerce operations together with your existing technology to build more complete customer data.

- Integrate with marketing automation & CRM systems, ERPs, PIMs, and more
- Bespoke integration implementation
- Optimize business operations across systems for inventory management, customer information, order management, invoicing, and more.

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
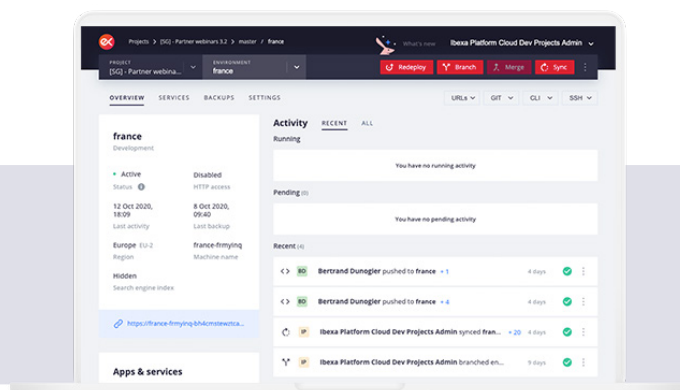
Accelerate your digital projects with continuous development

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 fun 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

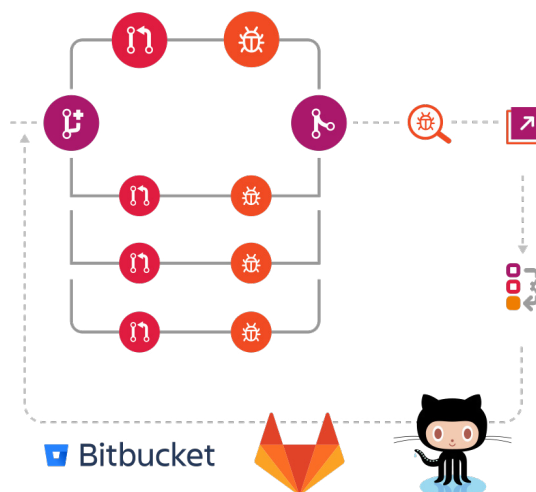Comply with data regulations with regional cloud options.

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

Bitbucket

High availability
99.9% Uptime

- Disaster recovery ready.
- Choose fully redundant, shared or dedicated
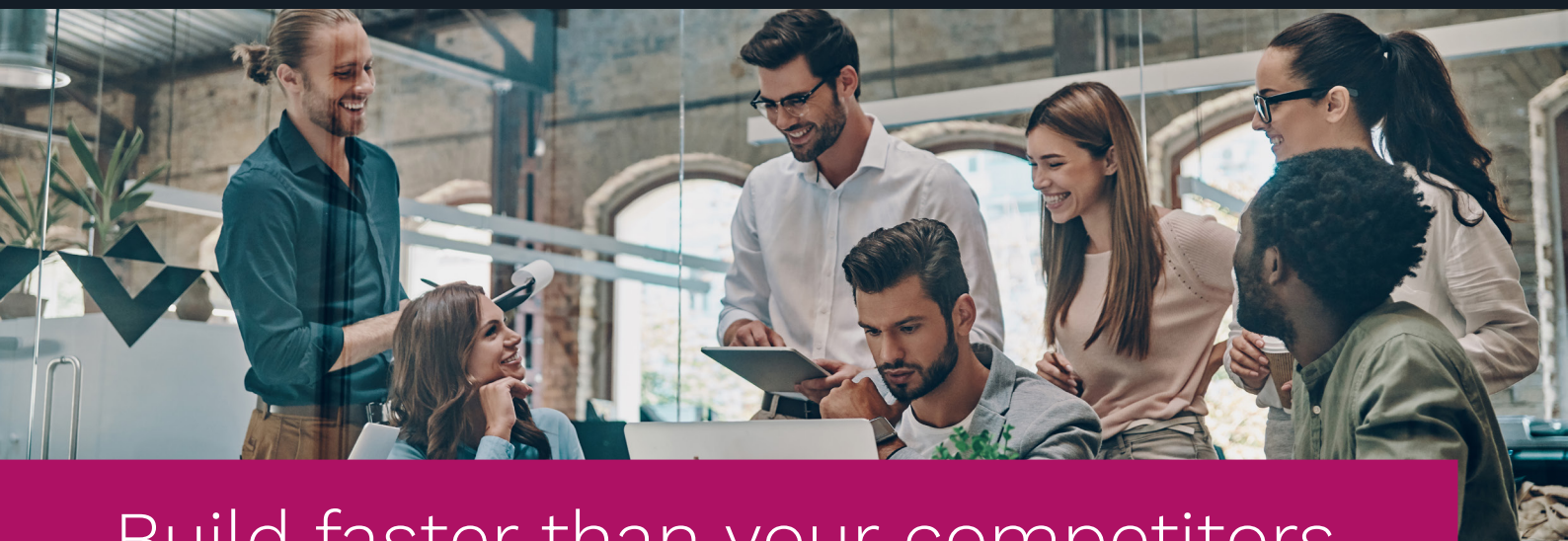
Software + infrastructure
A single provider to manage

- 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
- Request a demo: www.ibexa.co/forms/request-a-demo
- Read success stories: www.ibexa.co/success-stories
- Get the latest Ibexa news and insights: www.ibexa.co/blog
- Read our software information and documentation: www.ibexa.co/software-information
- Find an Ibexa partner: www.ibexa.co/partners

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