Composable DXP for Marketers

Turning marketers into digital experience maestros with fast, high-impact, future-ready digital experiences.

What is a composable DXP?

A composable DXP is a best-of-breed digital ecosystem that delivers all the capabilities of a traditional, monolithic digital experience platform – enabling the creation, management and optimization of highly personalized digital customer experiences – via a modular set of components that all work together seamlessly.

**Benefits of a composable DXP**

- More autonomy
- Faster DXP implementation
- Lower costs and scalability
- Less vendor lock-in & speed
- Increased /flexibility

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Benefits of a composable DXP vs Monolithic DXP

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<thead>
<tr>
<th>Monolithic DXP</th>
<th>Composable DXP</th>
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<tbody>
<tr>
<td>Increased agility &amp; scalability</td>
<td>Reduced opportunity to mix and match the features you need, and to change, adapt and scale in line with your markets.</td>
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<tr>
<td>Lower costs and savings for you</td>
<td>More reliance on IT teams and partners, requiring more overall investment to get operational, potentially with signifcant initial spend and paying for features you don’t use.</td>
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<td>Faster DXP delivery</td>
<td>Typically, longer implementation time with dependencies across the platform limit and slow teams experimenting with new approaches.</td>
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<td>Teams experiment with new approaches</td>
<td>More reliance on the main vendor roadmap limiting the autonomy of marketing teams.</td>
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<td>Easier at your own pace</td>
<td>More reliance on IT teams and partners, requiring more overall investment to get operational, potentially with signifcant initial spend and paying for features you don’t use.</td>
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<td>More control over the roadmap</td>
<td>Requires more overall investment to get operational, with the agility and flexibility to do it faster and at a lower cost.</td>
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Crownpeak states: “By 2023, organizations that have adopted an intelligent composable approach will outpace competition by 80% in the speed of new feature implementation.”

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Make every marketer a maestro with a composable DXP

With Crownpeak’s composable DXP, you have the tools you need to create engaging, market-leading customer experiences, with the agility and flexibility to do it faster and at a lower cost. Our suite of composable capabilities is designed to support every stage of the customer journey and includes best-of-breed digital experiences, with the agility and flexibility to do it faster and at a lower cost.

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Composable DXP Buyer’s Guide

Built Future-Ready Digital Experiences

GET THE GUIDE →

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