7 Steps to Getting Your Composable DXP Strategy off the Ground

Get the speed, flexibility and scalability advantages you need today, while future-proofing your business for whatever tomorrow brings.

The future of digital experience

Composable DXPs (also known as “headless” DXPs) are rapidly gaining ground with marketers as they look to future-proof their digital experience, and move away from the slow-moving monolithic platforms of the past.

Adopting a composable DXP strategy will position you ahead of the game and enable you to reap significant advantages you need today, while future-proofing your tech stack, a composable DXP must be used to deliver composable user experiences.

Gartner states: “Application leaders can not meet market needs or business objectives with monolithic digital experience platforms and must update tech stacks, decompose monoliths and deliver task-oriented capabilities. To future-proof the stack, a composable DXP must be used to deliver composable user experiences.”

Your composable DXP roadmap

STEP 1: Define your strategy and scope

In defining your strategy and specific goals, the key is to outline a clear plan that aligns with your business objectives.

Your Composable DXP

7 Steps to Getting

STEP 2: Involve stakeholders early

If a composable DXP is a new approach for you, you’ll need buy-in and input from your customer experience teams and IT partners. Building consensus early will help you succeed.

Involve stakeholders early

STEP 3: Do your research

Take time to research different capabilities across your current marketing technology stack and identify the gaps. Here, you can start to see the separate, independent components that will make up your composable DXP.

Do your research

STEP 4: Map out your roadmap, costs and any dependencies

Define a high-level roadmap and identify relative costs and dependencies, such as your current marketing technology stack and any technical issues that may have an impact. Determine how much you can expect to spend short and long term.

Map out your roadmap, costs and any dependencies

STEP 5: Work on your technology stack, costs and dependencies

Define a high-level roadmap and identify relative costs and dependencies, such as your current marketing technology stack and any technical issues that may have an impact.

Work on your technology stack, costs and dependencies

STEP 6: Make your business case and line up providers

Armed with your research, plan and roadmap, you’re ready to make your business case and line up the providers that help to implement a composable DXP.

Make your business case and line up providers

STEP 7: Start your composable DXP journey

Start your composable DXP journey is a change. Expect bumps in the road. Starting your composable DXP journey is a significant advantage, allowing you to make changes based on real-world experiences, without the pressure of a complete overhaul of your tech stack.

Start your composable DXP journey

STEP #1: Define your strategy and scope

STEP #2: Involve stakeholders early

STEP #3: Do your research

STEP #4: Map out your roadmap, costs and any dependencies

STEP #5: Work on your technology stack, costs and dependencies

STEP #6: Make your business case and line up providers

STEP #7: Start your composable DXP journey

Make every marketer a maestro with Crownpeak’s composable DXP

With Crownpeak’s composable DXP, you have the tools you need to create engaging, market-winning customer experiences, with the agility and flexibility to do it faster and at a lower cost.

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