

5 Reasons Your Composable DXP Needs to be True SaaS



Consumer expectations for highly relevant, visually arresting content continue to grow. To deliver such experiences over the complete customer journey, web content management systems (CMS) must have the flexibility to integrate different frameworks and languages and to support omnichannel delivery. For this reason, traditional CMS is losing ground to more agile Digital Experience Platforms (DXP).

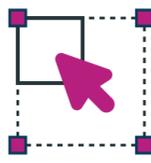
Analysts in the content management space are increasingly recommending composable DXPs as the way forward for organizations looking to future-proof their content management strategies. But, if you are embracing a DXP with an eye to the future, be sure that the component technologies are all “True SaaS”.

What is True SaaS?

A multi-tenant Software-as-a-Service (SaaS) platform designed to enable a single instance of the software application to handle a multitude of customers. It's important to distinguish True SaaS solutions from the multitude of fake SaaS pretenders, which attempt to simulate cloud benefits by installing on-prem solutions on cloud infrastructure, but deliver none of the inherent advantage of a true multi-tenant approach.

The True SaaS Advantages

1



REASON #1:

Upgrades and Scalability

- ▶ True SaaS is built to scale; you don't have to add and configure new servers to handle more users.
- ▶ You don't have to manage costly and time-consuming upgrades.
- ▶ You get new features as soon as they are released.

2



REASON #2:

Security

- ▶ A primary factor in many security breaches is unapplied updates that organizations fail to make on their own.
- ▶ With True SaaS solutions security patches are automatically applied so enterprises can be confident that they are protected at all times.

3



REASON #3:

Connectivity and Integrations

- ▶ The ability to integrate with a variety of frameworks and languages is crucial to delivering cutting-edge customer experiences. Due to their decoupled or headless architectures, many SaaS DXPs are interoperable by design.
- ▶ When a non-SaaS DXP releases a new version, it often breaks your integrations, so in addition to the pain of upgrading, you have to rebuild and test your connectors.
- ▶ A SaaS DXP using APIs for content delivery can typically accommodate multiple upgrades while retaining the ability to send content to a number of channels via the APIs.

4



REASON #4:

Emerging Technologies

- ▶ Most SaaS DXPs are designed to be composable, empowering you to take advantage of the latest technologies and seize competitive opportunities.
- ▶ Bundled technology solutions are never best-of-breed, and can lock you into aging toolsets and paying for components you don't want or need
- ▶ Single-technology vendors have more incentive to innovate and stay ahead of the market.

5



REASON #5:

Support and Customer Success

- ▶ SaaS vendors rely on renewals for income. As a result, they are incentivized to be partners, not just providers.
- ▶ If customers aren't seeing results, they can simply terminate their subscription, so SaaS solutions are invested in helping you reach your goals.



→ Crownpeak - A DXM You Can Build On

Crownpeak Digital Experience Manager (DXM) is the perfect base to build your content management efforts around. DXM features:

- ▶ True SaaS that scales with you
- ▶ Engineered to facilitate integrations
- ▶ Offers a stable of best-of-breed partner technologies
- ▶ Strong commitment to customer success

Want to see Crownpeak's DXM in action?

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