

SWOT Assessment: Crownpeak Digital Experience Management

Analyzing the strengths, weaknesses, opportunities, and threats

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Summary

Catalyst

Digital experiences must be relevant, with personalized, engaging content that is easy to update; available on the device of the recipient's choice; optimized, with no broken links or typos; consistent across channels, languages, and devices; protected from cyberthreats, highly available, and resilient; and transparent by being respectful of customer privacy. In order to deliver these digital experiences, modern, intuitive web experience management (WEM) platforms are required. Crownpeak offers a comprehensive WEM solution, Digital Experience Management (DXM), which is available solely as a cloud service delivered on Amazon Web Services (AWS). It includes content and asset management, personalization and testing, search, social media, integrations with legacy systems and third-party applications, data quality management, and digital governance with consent and monitoring tools.

Key messages

- Crownpeak DXM has a flexible architecture in that it is decoupled, but it can also be deployed as headless if required.
- Crownpeak DXM offers a wide range of capabilities, including authoring and experience management, digital asset management (DAM), security, access features, workflow, functionality for compliance, data-driven testing, targeting, personalization, data quality management, analytics, advanced site search, development and deployment, integration, and digital governance.
- The applications are deployed on AWS in a multitenant environment, while the websites and other digital experiences are deployed into any destination, including Crownpeak Hosting leveraging multiple AWS regions and availability zones, as well as customer-specific, dedicated hosting, which can be in AWS, on-premises, or in a third-party cloud.
- Social content can be published directly to social media sites.

Ovum view

Most WEM platforms claim to be headless, where the content is separated from the presentation. The advantage of this approach is that content can be reused anywhere, with APIs providing the integration between the content and its presentation. Although Crownpeak can be deployed as a headless solution, it is a decoupled solution by default, in that the management of the digital experience is completely separated from the delivery of the experience, allowing full flexibility of deploying into any number of technology platforms of choice, while keeping the presentation layer managed alongside the content. This technology-agnostic approach means that DXM can generate and/or power applications and digital experiences by direct deployments, APIs, or content injection into legacy platforms, which offers customers maximum flexibility in the way they create experiences, without compromising the authoring experience in any way. Crownpeak has a major differentiator over its competitors in that it is available only as a cloud service, and it has not had to rearchitect its product for the cloud, unlike its competitors, which were developed as on-premises platforms. Deploying on AWS allows Crownpeak to ensure data sovereignty should that be a requirement of

multinational brands that deploy the product. This is a product that will appeal to organizations of all sizes that are looking for a flexible cloud solution.

Recommendations for enterprises

Why consider Crownpeak DXM?

Crownpeak DXM offers extensive authoring and experience management, DAM, and analytics capabilities, which will appeal to marketers authoring content, personalizing experiences, and running campaigns. Security, compliance, and access controls will reassure IT and legal departments that need to control these aspects, particularly with the introduction of the General Data Protection Regulation (GDPR) in Europe in May 2018. Developers will find the flexible development and deployment environment attractive, with support for any web development environment and coding language, including JavaScript, HTML5, .NET, Java, and PHP, and open integration making it easy to integrate with back-end systems as well as third-party platforms such as e-commerce, CRM, and marketing automation products.

SWOT analysis

Strengths

Extensive authoring and experience management capabilities provided

The core content management system has been designed to allow nontechnical users to create, preview, and manage digital experiences across a wide range of channels, including websites, mobile applications, and portals driven by back-end systems. Content can be edited inline, forms can be created, templates and reusable components are provided using a drag-and-drop interface, testing and targeting rules can be built from the page editor, and content can be published directly to social media platforms. Content localization and translation tools are just some of the many features.

A number of features help marketers target content

Web Content Optimizer allows business users to create and configure data-driven, contextualized, dynamic customer experiences with little or no coding required. Simple business rules and complex data-driven criteria are supported, and A/B and multivariate testing are available directly from the page editor. Users can be targeted using ambient, behavioral, form, or third-party data, and integrated forms can be built using a drag-and-drop interface.

Using APIs, Crownpeak DXM can integrate with best-of-breed applications

Crownpeak's integration capabilities allow for dynamic connections with best-of-breed applications and key customer data sources. Any data source can be used to personalize and target offers across digital customer touchpoints. Connectors and integrations are available for more than 50 applications, such as MAP, CRM, ERP, and analytics. Back-office systems are supported with a REST-based, bidirectional, 25-method API. In addition, custom interactive dashboards can be built for integrated applications.

Site search includes advanced features to ensure that content can be found as soon as it is published

Crownpeak search provides a highly scalable, high-performance indexing and query platform. Real-time indexing of any website or document collection, regardless of whether it is managed by Crownpeak, ensures document availability as soon as content is published. Content suggestions are made based on defined user behavior criteria, and Auto Language Recognition supports single-, double-, or multibyte (UTF-8) character sets. Faceted search, type-ahead search, tag cloud, search, and synonym search for commonly misspelled words are available. Crawling parameters and search results can be customized for different user experiences and privacy scenarios.

Weaknesses

Crownpeak DXM cannot crawl social network sites for brand mentions

Although some social network capabilities are provided, third-party products are required to crawl social network sites for brand mentions. As it is imperative that enterprises quickly detect and react to brand mentions, particularly those containing negative sentiment, the ability to monitor social network content is important. However, Crownpeak's open architecture makes it easy to integrate with third-party products.

Opportunities

Crownpeak can benefit from the growing interest in cloud solutions

Crownpeak offers a highly available cloud platform built on AWS, which provides scale, performance, and reliability, enabling the vendor to take advantage of the growing demand for cloud-based managed services. As a cloud-only solution, Crownpeak DXM is optimized for cloud, and it offers customers fast deployment times and easy integration with back-end and other third-party systems.

Crownpeak Digital Quality Management (DQM) and Digital Governance provide security, compliance, and control capabilities

DQM provides features that many of Crownpeak's competitors do not. It is especially valuable in helping enterprises with comprehensive assessment and reporting on compliance with SEO best practices, accessibility standards, regulations, and customer-defined branding standards. Additionally, Crownpeak Digital Governance helps organizations comply with GDPR as it provides visibility across all digital touchpoints and monitors and achieves compliance with the personal data collection consent requirements across multiple jurisdictions. Its tools survey and report on third-party technologies operating across the organization, which will appeal to enterprises struggling to comply with GDPR.

Threats

The WEM market is crowded with vendors

There are a large number of competitors in the WEM space, including enterprise content management vendors that attempt to provide end-to-end content management capabilities such as WEM and specialist WEM vendors such as Crownpeak. A number of vendors also are attempting to provide end-to-end digital experience management solutions by combining marketing automation, e-commerce, and WEM capabilities. However, with Crownpeak's flexible approach in supporting both decoupled and headless architectures and its integration capabilities, enterprises can easily integrate

their preferred marketing automation and e-commerce products to create a best-of-breed approach to digital marketing.

Not all enterprises are upgrading their WEM solutions to modern platforms

WEM is an important element of digital transformation, but not all enterprises are upgrading to the latest platforms. Some believe that a mobile-first platform is sufficient and thus fail to benefit from new decoupled and headless architectures that can enable them to support new channels and technologies as they emerge. Vendors such as Crownpeak need to communicate the message that new decoupled and headless architectures are required for digital transformation, and that with SaaS platforms such as Crownpeak's, customers do not have to worry about upgrades.

Data sheet

Key facts about the solution

Product name	Digital Experience Management	Product classification	Content management
Version number	Updates every two weeks	Release date	N/A
Industries covered	All	Geographies covered	Global
Relevant company sizes	Global 2000 multinational corporations	Platforms supported	Microsoft Windows, Linux, Solaris, AIX, HP/UX, z/OS, Mac OS
Languages supported	UI: English, French, German, Spanish, Korean, Italian, Russian, Japanese, Simple Chinese, Arabic, and Portuguese; customer experience: all	Licensing options	Subscription
Deployment options	SaaS	Routes to market	Direct sales, partners
URL	www.crownpeak.com	Company headquarters	Denver, Colorado, US
European headquarters	London, UK	North America headquarters	As above
Asia-Pacific headquarters	N/A		

Source: Ovum

Appendix

Methodology

Ovum SWOT Assessments are independent reviews carried out using Ovum's evaluation model for the relevant technology area, supported by conversations with vendors, users, and service providers of the solution concerned, and in-depth secondary research.

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We hope that this analysis will help you make informed and imaginative business decisions. If you have further requirements, Ovum's consulting team may be able to help you. For more information about Ovum's consulting capabilities, please contact us directly at consulting@ovum.com.

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