



Leverage Amazon Web Services (AWS) and Crownpeak to Create Blazingly-Fast Digital Experiences

Today's consumer is highly sensitive to latency in modern digital experiences. A combination of slow-loading content and short attention spans limits a marketer's ability to acquire new customers and deliver strong digital experiences.

What contributes to poor load speed? Template structure, infrastructure deployment, data center location, integrations, and web tags all lead to sluggish load times. Often, traditional monolithic content management systems can be a prime indicator of a creaky infrastructure and limit your ability to leverage AWS and cloud capabilities.

AWS and Crownpeak's SaaS solution framework delivers speed, security, scalability, distribution, and interoperability in one package, built from the ground up. Together, our solution provides low-latency, high-speed digital experiences leveraging AWS S3 buckets, Amazon Cloudfront, and a decoupled CMS architecture.

Let's break down the five key benefits of the Crownpeak/AWS solution framework

Speed – Experience the hallmark of the Crownpeak/AWS framework

Crownpeak's decoupled architecture means pages load instantly because they don't require server-side processing. Asynchronous loading for CSS and JavaScript improves page speed and gives you the freedom to pick the technology that delivers the fastest experience for your customers.

In terms of speed to deployment, Crownpeak's native SaaS solution allows you to stand up new marketing campaigns in days and new projects and websites in weeks – not the months enterprise-grade solutions require.

The Crownpeak platform takes care of all the architectural buildout requirements. Start building your customer experiences without burdening IT and waiting for systems to be deployed.

Security – Deploy the safest solution in market

In today's world, information security and control are paramount. You can trust that Crownpeak and AWS together is the easiest solution to deploy that ensures long-term compliance. In addition to the certifications and audits already carried on the AWS platform, Crownpeak also carries its own industry certifications to ensure the industry's most complete security approach.

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- AICPA SOC 2 Type 2
- ISAE 3402
- FISMA (Moderate - NIST 800-53)
- TRUSTe Certified Privacy
- Swiss-U.S. Privacy Shield
- EU-U.S. Privacy Shield

The safest solution on the market

crownpeak
www.crownpeak.com/privacy/

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amazon web services™
aws.amazon.com/security/

- SSAE 16 SOC 1 Type 2
- SSAE 16 SOC 2 Type 2
- ISAE 3402
- FedRAMP
- FISMA (Moderate – NIST 800-53)
- NIST 800-37
- DIACAP
- PCI DSS Level 1
- ISO 27001
- FIPS 140-2

TRUSTe CERTIFIED PRIVACY
Privacy Shield Framework
AICPA SOC
FedRAMP AGENCY
ISAE 3402
PCI DSS
CERTIFIED POINT

Scalability – Realize the full scale of Amazon

Crownpeak's network setup utilizes the full scale of Amazon's storage power with unique elastic load balancing and the full scale of network protections available in the market with AWS.

Distribution – Reach all geographies

Distribution of content is every bit as important as managing it. If you have a large number of PDFs, videos, images, and other content needs distribution across geographies and timezones, then Crownpeak integrated with the AWS CloudFront application is a must.

Interoperability – Use your existing tech stack

The Crownpeak/AWS solution is the most interoperable platform on the market with a SaaS model and mature API approach ensures that you can incorporate a suite of technologies to support the needs of your global teams. Solutions not born in the cloud, aka monolithic all-in-one stacks, may not support the direction your team is trying to go.

Interested in deploying rapid digital experiences using Crownpeak and AWS framework?

Contact Jason Breed at Jason.Breed@crowpeak.com.



Crownpeak provides the leading, enterprise-grade, cloud-native Digital Experience Management (DXM) platform. The Crownpeak DXM platform empowers Fortune 2000 companies to quickly and easily create, deploy, and optimize customer experiences across global digital touchpoints at scale.

Crownpeak is an Amazon Web Services (AWS) Digital Customer Experience Partner for the Content Management Category, recognized for its deep AWS expertise and proven customer success in building enterprise-class solutions on AWS.