

# 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 “best-of-breed DXPs”) are rapidly gaining ground with marketers as they look to future-proof their digital experiences, and move away from the slow-moving monolithic platforms of the past.

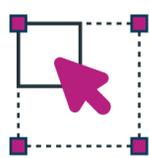
Adopting a composable DXP strategy will position you ahead of the game and enable you to reap significant competitive advantage going forward. However it can be difficult to know how to begin.

Here are seven key steps to get you started.

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.”<sup>1</sup>

## Your composable DXP roadmap

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**STEP #1:**  
**Define your strategy and scope**

Articulate what you are trying to achieve and define your strategy and specific goals, be they pain points to overcome or new channel opportunities to explore. Knowing the business case for why you want to implement a composable DXP will help you set the framework for planning, prioritization and implementation.
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**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.
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**STEP #3:**  
**Do your research**

Take time to research different capabilities across your current marketing technology stack and identify the gaps. Ask your team which features they use often and which they would like to change. These types of questions will help you define which elements you'll want to include as you compose your DXP.
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**STEP #4:**  
**Plan your perfect composable DXP ecosystem**

Map out what your perfect composable DXP ecosystem will look like – the features and capabilities you want and preferred solutions for each. From here, you can start to see the separate, independent components that will make up your composable DXP.
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**STEP #5:**  
**Work out your roadmap, costs and any dependencies**

Define a high-level roadmap and identify relative costs and dependencies, considering things like pricing, licensing agreements, data privacy and compliance regulations and any technical issues that may have an impact. You'll also need to consider the support you'll require short and long-term, so you'll want to involve your IT team here.
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**STEP #6:**  
**Make your business case and line up providers**

Armed with your research, plan and roadmap, you are ready to make your business case to key management and IT stakeholders. Tools such as Crownpeak's [CMS Carry Costs Calculator](#) can help establish the true cost of your existing solution, including the often overlooked infrastructure and maintenance costs. This can help you sell-in the cost and efficiency advantages of a composable DXP approach.
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**STEP #7:**  
**Start your composable DXP journey**

Starting your composable DXP journey is a change. Expect bumps in the road. Remember, that the incremental nature of a composable DXP roadmap is a significant advantage, allowing you to make changes based on real-world usage and feedback, working around the pressure of busy operational periods for your team, learning as you go and scaling when the time is right.

## Composable DXP Buyer's Guide

Build Future-Ready Digital Experiences

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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 [hybrid headless CMS](#), [AI-powered personalization & experience optimization](#), [digital quality & accessibility](#), [content-driven commerce](#), [privacy & consent management](#), and more.

Marketing Maestro, it's time to unleash your creative genius. [Request a demo, today!](#)



Turn marketers into digital experience maestros, with Crownpeak's agile, composable DXP.

Learn more



<sup>1</sup> [1] Gartner, "Adopt a Composable DXP Strategy to Future-Proof Your Tech Stack," Irina Guseva, Yefim Natis, Mick MacComascaigh, Mike Lowndes, Gene Phifer, 16 December 2020.

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