Don't wait, accelerate - with an agile, composable DXP strategy.

Organizations on traditional, monolithic CMS are struggling to accelerate their digital experiences

73% report that their organization require improvement when it comes to the speed and agility of digital experience delivery

11 months - the average number of months it has taken respondents’ organizations to implement their current CMS or DXP. For 35%, this took between one and two years

Beyond the launch of their CMS or DXP, organizations are taking significantly longer to launch digital campaigns than expected. On average, it takes:

- 2x longer to create a new landing page design
- 1.7x longer to create a new landing page
- 1.3x longer to implement a new landing page design

But why is this?

Organizations are challenged by outdated technology and lack of marketing autonomy to control the digital experience directly.

- 60% of IT decision-makers whose organization is using a CMS or DXP, say they aren’t on the most up-to-date version.
- 41% report that their marketing team asks their IT team to update software to a new version and provide technical or software support - and it doesn’t stop there, with multiple requests causing additional delays...
- 36% report that their IT team is working overtime to maintain the latest version.

Stalling acceleration coupled with the hidden costs of traditional CMS are putting a strain on organizations.

The average amount of money respondents’ organizations have spent over the last 12 months on infrastructure related to their CMS or DXP

$1.3m (USD)

55% of development teams’ time is spent each week maintaining current CMS or DXP platforms versus 45% spent creating new digital experiences

65% of respondents would rather use funds on new digital experiences

+38% average revenue uplift respondents’ organizations would experience if they improved the delivery speed of new digital experiences

Methodology:

This quantitative study surveyed 400 US IT and marketing decision-makers in November and December 2020. Respondents were from organizations with 1,000 or more employees across private sectors including financial services, IT, technology and telecoms and healthcare/pharmaceuticals. All interviews were conducted using a rigorous multi-level screening process to ensure that only suitable candidates were given the opportunity to participate.