

Go from composed to composable

With digital experience composition – DXC

DXC accelerates time-to-value and unlocks the promise of composable technology by orchestrating workflows across systems and enabling marketers and business teams to seamlessly create compelling digital experiences in a low-code environment.

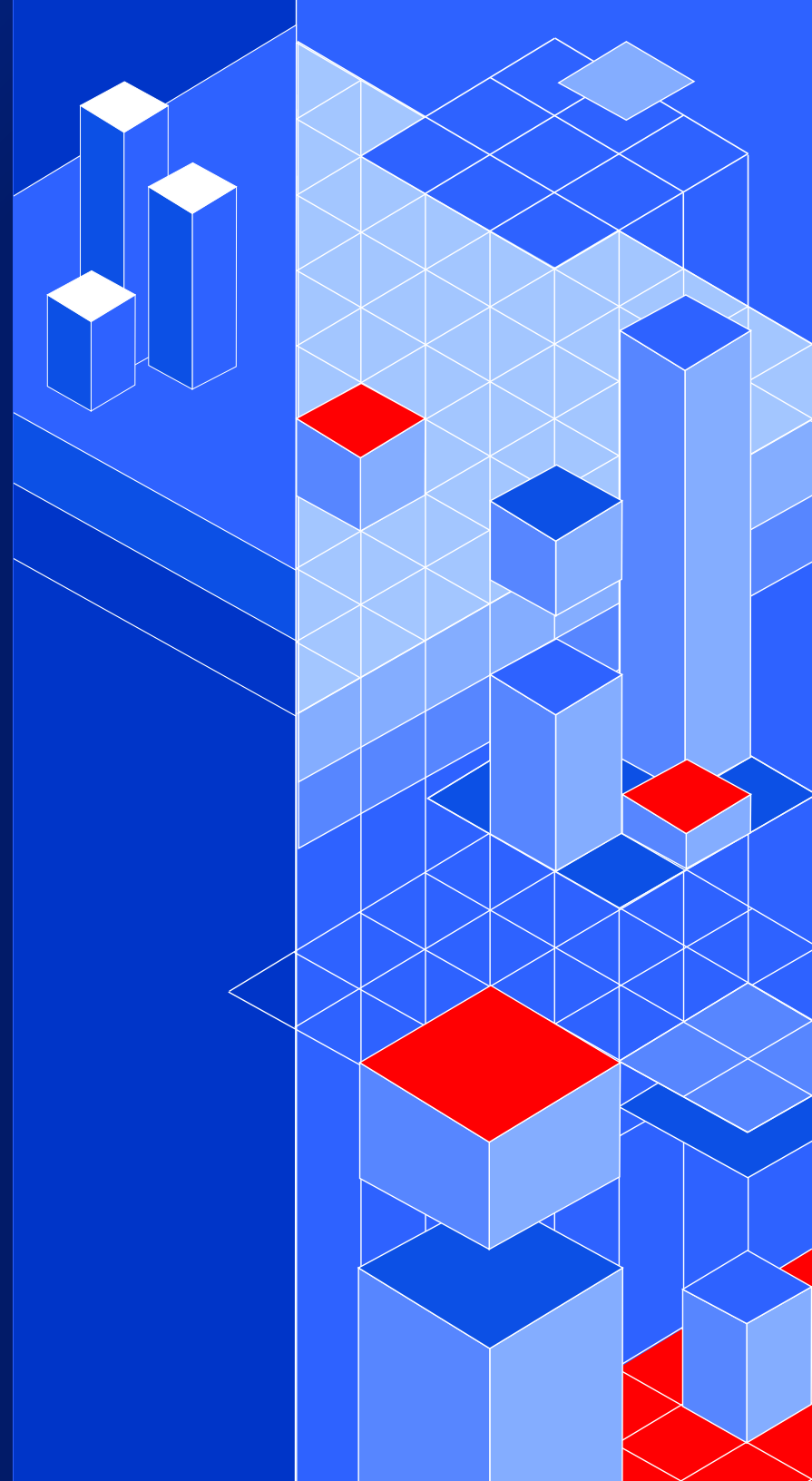




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The world is going composable

Faced with an ever-expanding demand for high-performing omnichannel digital experiences, brands are frequently turning to composable solutions with which they can efficiently respond to changing market conditions or competitors, adopt new systems, replace outdated systems, and become more agile in business and technology workflows.

Decoupled or headless, API-first services, including CMS, commerce, and DAM, are the new favorites for building digital experiences.

By 2023, [60 percent](#) of organizations will seek composability for their software investments. Also, a Gartner report points out that organizations that have adopted a composable approach by 2023 will outpace competition by [80 percent](#)ⁱ in adding new features.

Even though they offer numerous features—and have been marketers' technology solution of choice for years—monolithic systems are built on a black-box architecture and are difficult to update, release, adapt, and scale. In addition, because they attempt to be Jack-of-all-trades solutions, monolithic systems don't always extend industry-leading capabilities across the suite.

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ⁱ Gartner's Reference Model to Deliver Intelligent Composable Business Applications

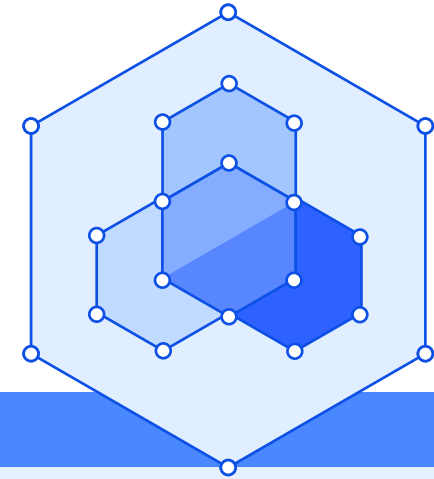
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What is composable?

Instead of being a single-vendor suite, [composable architectures](#) comprise multivendor solutions that are designed to work together and that communicate with one another through API integrations. As a result, to build a composable commerce stack, brands can select the solutions that best meet their needs from the vendors they prefer, e.g., a customer-data platform, a marketing-automation platform, and systems for managing content and digital assets.



What are the benefits of composable?

1.

Flexibility

You choose the solutions that best serve your business.

2.

Best-of-need approach

Instead of settling for a monolithic system's prepackaged tools, you adopt the solutions of your choice.

3.

Scalability

Your commerce stack can grow as the business grows.

4.

Multivendor environment

Free from the constraints of a single system, you—not the vendor—are in control of commerce choices. companies.



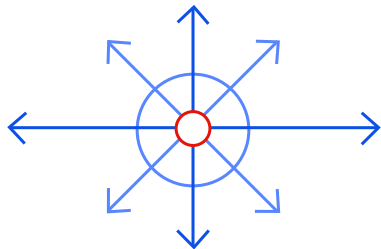
But composable is hard

Despite the many promises of composable, enterprises that adopt composable architectures still face numerous challenges. Complications—and expenses—can arise when switching to and maintaining a composable commerce stack.

Chief among those concerns are the following:

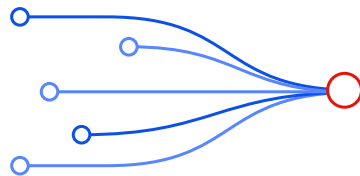
Implementation

Connecting composable systems is time-consuming and expensive—and those complexities multiply with additions to the stack. Developers must build and maintain the connections, learn new APIs, and keep up with changes. All those meticulous tasks take away valuable time from developers.



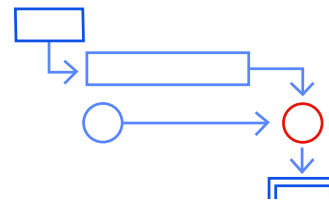
Bottlenecks

The technical complexity and developer-centric API approach of composable removes marketers and business teams from the driver's seat in building digital experiences, leaving those teams at the mercy of IT in a workflow with cross-system tasks. The typical workflow requires that marketers solicit developer support to build, launch, or make even minor changes to digital experiences. As a result, scalability and agility are down the drain.



Workflows

In some cases, the decoupled approach of composable systems mandate that business teams use multiple tools to accomplish what the one legacy solution could. What follows is a complicated, disconnected workflow that slows down time to market.





Despite their many benefits, composable solutions have inherent drawbacks that impact various teams.

Business teams

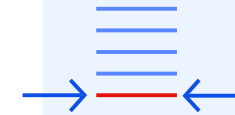
- Lackluster speed: Business teams cannot deliver new digital experiences to market fast enough to meet demand because many marketing tasks require developer involvement.
- Suboptimal productivity: To perform even routine tasks, business users must switch among systems.

Developers

- Low speed to value: The payoff isn't always there for composable investments.
- Never-ending backlog: The dependence of business users on developers creates a bottleneck and a burdensome workload for developers.

CXOs

- Complex integration: Developers must learn the APIs for numerous systems and write and maintain the logic for integrating those systems
- Poor resource allocation: Developers are stuck modifying and publishing pages instead of working on value-added projects.



To reap the full promise and rewards of composable, brands need another layer of technology to properly orchestrate the products for building and maintaining digital experiences. Such a layer would rid developers of the burden of integrating composable elements and empower business teams to build and maintain digital experiences in a low-code or no-code environment, where they can independently pull content from decoupled systems.





Why you need digital experience composition

Brands must perform two key tasks in composable architectures:

1. Manage and integrate the components of the composable stack throughout the entire delivery lifecycle.

2. Balance the architectures that lean heavily in favor of developers at the expense of business teams.

A new product category called [digital experience composition \(DXC\)](#) contains an experience layer, which is a win-win.

With DXC, developers can readily integrate composable solutions and make them available for business teams, who can then build and maintain digital experiences pronto instead of being left in the backlog of development and IT tickets.



What is DXC?

DXC has evolved alongside headless content and commerce systems.

DXC turns composable-but-clunky solutions into a convenient, cohesive, and collaborative commerce stack with these three components:

Experience builder

No-code tools with which business users can efficiently build and manage digital experiences without developer involvement.

API integration

Prebuilt connectors for the content and data systems for creating digital experiences. Developers can then focus on value-add tasks instead of having to code and maintain integration logic for those systems.

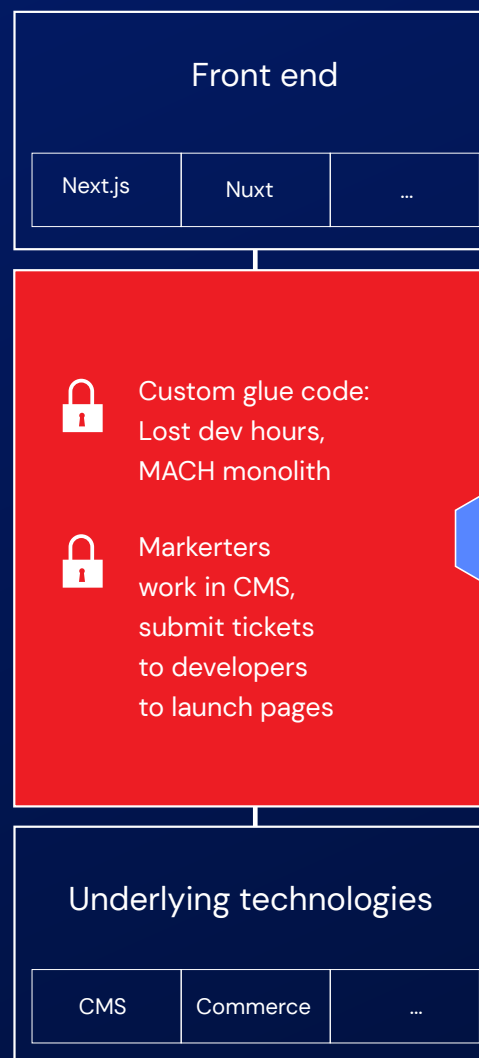
Front-end orchestration

Tools with which business users can implement and deliver experiences and, consequently, expeditiously collaborate with developers and IT teams.

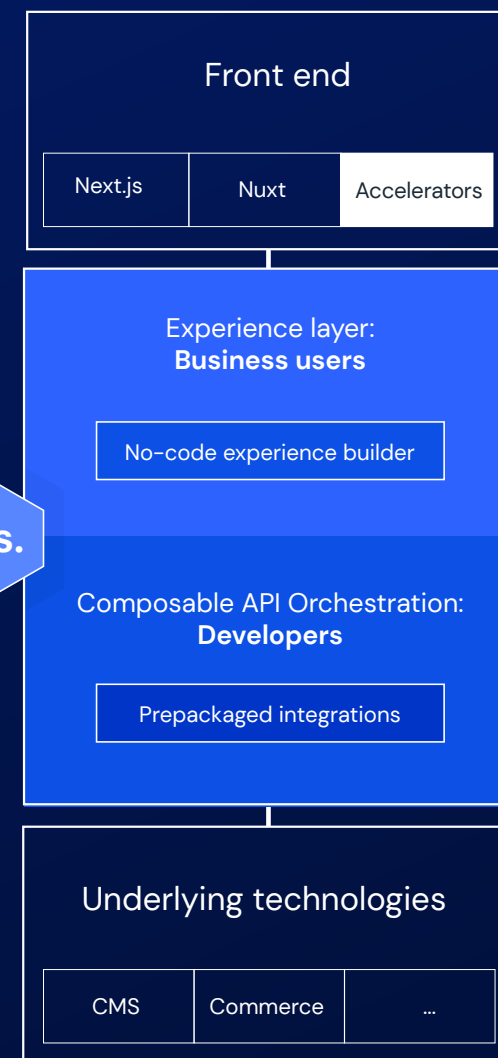


By filling the significant gaps that emerge as brands move from monolithic to composable architectures, DXC is fast becoming an integral part of the commerce stack.

Without DXC



With DXC



vs.



Why is DXC necessary?

Many brands believe that an experience layer is redundant if they already have composable tools that handle content, commerce, and customer experiences. A closer look at how DXC differentiates from those tools dispels that belief:

DXC versus FEaaS:

A part of DXC is the front-end orchestration layer. Even though FEaaS can also provide that layer, it doesn't offer API-integration and experience-building layers. If you leverage only FEaaS, you must build those layers with custom code and maintain that code long term.

DXC versus CMS:

A headless CMS manages content. DXC enables business users to create omnichannel digital experiences with that content along with content from the other systems in a composable architecture.

DXC versus DXP:

For all that they facilitate the composition, management, maintenance, and delivery of digital experiences, digital experience platforms (DXPs) are monolithic systems with all the inherent cost, performance, scalability, and time-to-market challenges brands face with legacy systems. Although they help brands overcome some of those challenges, composable architectures often lack important DXP features. DXC makes many of those missing features available.

How does DXC improve the composable experience?

DXC offers key composable commerce capabilities that makes it possible for business users to build and maintain digital experiences at scale:



Composability:

By seamlessly orchestrating the way disparate tools work with one another, DXC enables business teams to build digital experiences in a low-code or no-code environment.



Information architecture:

DXC connects back-end tools with front-end content solutions so that content strategists can plan and manage information architecture in advance without being impacted by changes in the content sources.



Atomic or intelligent content:

With DXC, business teams can efficiently use and reuse atomic content, i.e., small assets like copy, images, promos, etc.



What are the benefits of DXC?

All too often, business users do not benefit from the many technical advantages of headless and composable tools due to those tools' complexity. In fact, those tools render business users less productive and rob them of the control they are used to. A case in point is the uncertainty over which composable service holds the relevant data, let alone the cumbersome task of editing pages with multiple tools. Furthermore, page launches invariably create a bottleneck of IT tickets, causing delays and frustration.

Below are the major advantages brands gain with DXC:

Compatibility	Business teams who create digital experiences with composable, multivendor tools can do so seamlessly by orchestrating their commerce stack with DXC—without waiting for custom coding from developers.
Agility	Efficiency rises drastically with composable tools orchestrated through DXC. Business teams can quickly create compelling digital experiences, and developers can work fast in a composable environment with tools of their choice.
Sustainability	Maintaining a long-term tech stack is easier with DXC because of the elimination of integration needs.
Affordability	With DXC, it's easy to add, change, and remove solutions in the business workflow without incurring the challenges and costs associated with replatforming.
Availability	By eliminating integration and according business teams a low-code or no-code environment, DXC makes composable technologies feasible for small- and mid-size organizations that lack extensive tech resources.

DXC IN ACTION

To see DXC in action for business teams, examine the process of building a personalized landing page for an ad campaign with these composable solutions:

- A commerce platform that supports the shopper's buying process.
- A DAM tool that imports product images.
- A CMS that hosts the site.
- A CRM process that personalizes the customer experience and updates customer profiles.

Instead of toggling between systems to build the landing page—and depending on IT assistance for subsequent changes—business users can simply select the components for the page and pick the content for those components from the systems that make up the composable stack.



How does DXC impact marketers?

Marketers have two major complaints when working in a composable environment without DXC:

1. Loss of agility

Waiting for developers to make changes slows business teams down in the creation of engaging, customer-centric digital experiences.

2. Loss of control

Because composable solutions are developer-centric, business teams are stuck in the back seat with less say over lead-generation and customer-engagement tools. Plus, business teams must depend on IT to launch pages or make changes instead of being able to do that themselves.

By contrast, DXC's experience layer affords business teams the benefits of composable solutions, complete with agility and control. Instead of being hampered by lack of technical expertise, business teams can—

1. Focus on pure marketing tasks, such as driving conversion and engaging with customers.

2. Create compelling, high-performing digital experiences without developer involvement.

DXC is indeed the new MVP for marketers, merchandisers, and other business users to connect with customers on digital channels.

However, to fully revolutionize the process, brands must take one additional step.





You also need extended capabilities like omnichannel personalization

To truly capitalize on composable architectures, brands need extended capabilities, such as personalization, beyond standard DXC. Personalization is a crucial strategy for improving conversion and consumer experience because, according to research, 80 percent of consumers are more likely to make a purchase from a site that offers personalized experiences.

To deliver personalization without sacrificing page performance or scalability, you need a robust experience layer to do the following:

- Manage content at scale.
- Enable reuse of aggregated content.
- Publish to multiple channels.
- Foster team collaboration with a findability- and reuse-focused UI.

Uniform can take you there

Uniform DXC platform offers extended capabilities for managing omnichannel experiences at scale and forging team collaboration without slowing down page loads. Specifically, brands can do the following with Uniform DXCP:

Orchestrate composable tools.

Personalize digital experiences.

Enable advanced API connections.

Create omnichannel experiences.

Run A/B tests in a low-code or no-code environment.

In addition, Uniform's experience layer performs these crucial tasks:

Omnichannel-experience editing instead of webpage building.

Generation of real-time intent profiles for visitors, simplifying the tracking, personalization, and testing of digital experiences at scale.

Vendor-agnostic, edge-side personalization and A/B testing.

Unification of new and existing commerce solutions with legacy tools, enabling brands to orchestrate content sources and workflows, as well as avoid replatforming.

Personalization of omnichannel experiences at the edge, leading to more conversions, higher search-engine rankings, and an improved CX.

Ready to get started with Uniform DXCP?

To learn more about how to make Uniform DXCP the MVP of your commerce stack, reach out to us.

[Contact us](#)



About Uniform

Uniform digital experience composition speeds time to value for composable-experience architecture, lowers the cost of development, and makes it easy for business users to build digital experiences.

A composable orchestration layer for legacy systems and headless APIs eliminates the need for complex custom integration code that doesn't create business value. Powerful no-code tools let marketers, merchandisers, and other business users create digital experiences with content from any source—without submitting developer tickets. And high-performance personalization delivered at the edge improves conversion and CX for all channels.

The top brands that use Uniform to power their digital experiences include Cirque du Soleil, Life Extension, Sunweb, and Trimble.

Learn more at uniform.dev and follow us on [LinkedIn](#) and [Twitter](#).

