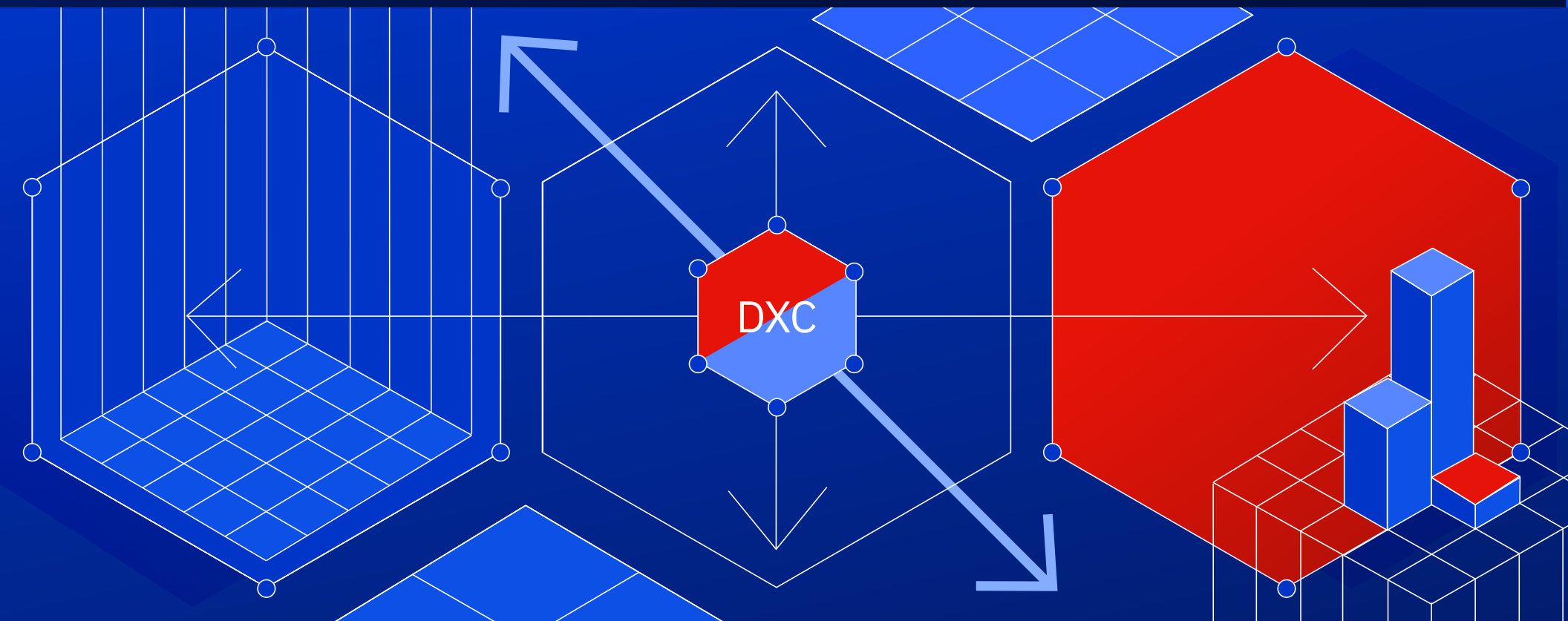


Transform how you build and manage digital experiences

With digital experience composition – DXC





Putting Uniform DXC platform to work for your brand

To satisfy customer demands across channels, brands must deliver engaging, personalized, and high-performance experiences through adaptable, flexible, agile, and collaborative technologies. That's why many brands are switching from monolithic suites, which are slow to react to change and cumbersome to update, to composable systems, which are built to respond fast to the evolving requirements in the market.

However, composable architectures come with their own challenges. For developers, the manual work of creating the "glue code" to stick each element of the stack together is time-consuming and labor-intensive, requiring constant maintenance. For business teams, composable can mean that accomplishing previously simple tasks now involves multiple tools and developer support. So, despite the promises of speed and agility, composable architectures can be slow and unresponsive in practice.

Uniform extends the scalable content-management capabilities of [digital experience composition \(DXC\)](#) by doing the following:

Forge cross-team collaboration with a UI that focuses on findability and reuse.

Offer omnichannel personalization with no loss in page performance or scalability.

Enable services to be easily added, removed, and tested so that teams can stay on the cutting edge.

Consequently, development cost trends lower and creation of compelling experiences moves faster.

Let's explore how to make that happen.

DXC defined: taking the "clunky" out of composable

DXC turns [composable, API-first services](#) from complex, developer-centric interfaces into seamlessly integrated composable stacks that work well together, giving full control to marketers and other business users in creating, managing, and delivering digital experiences. Three DXC elements play a key role to make that happen:

- Prebuilt API integrations, which remove the need for developers to custom-build the "glue code" that connects the data from the services in the stack, saving weeks or even months in the setup and ongoing maintenance work so that teams can focus on value-add features.
- No-code tools for business users, which empower them to create, preview, and publish experiences from content sources without developer support.
- Front-end orchestration, which gives business users control over how their content is displayed on any channel.



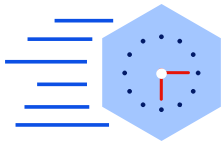
The result is a convenient, cohesive, flexible, and agile composable stack.



Bridging old and new solutions with Uniform DXCP

In today's ever-changing digital environment, outdated technologies can quickly become dead weight for brands; what's cutting edge today could easily be table stakes in two years. However, despite the allure of promising new apps, platforms, and solutions, constantly revamping your technology stack just isn't feasible.

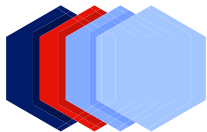
Still, a total replatforming is sometimes necessary. Other times, retaining a legacy system and updating it with new composable elements is the way to go. In both cases, Uniform DXCP acts as a bridge between the old and the new by doing the following:



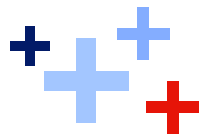
Work with legacy systems by smoothing out and speeding up integrations.

Remarkably, brands can integrate composable solutions with Uniform DXCP in only a few days, saving a tremendous amount of cost, time, and effort for the migration process. Brands also avoid what's known as the "double stack," whereby they continue to run their business on one stack while implementing a new one.

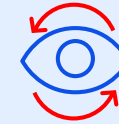
Needless to say, doing that is very expensive and stress-filled.



Maintain a mixed stack, which merges legacy solutions with new, composable components. The resultant workflow connects legacy and headless tools and orchestrates the content, enabling brands to add new tools to the technology stack while retaining legacy solutions that still have value.



Free up developers from being integration-engrossed to being focused on value-adding projects.



To recap, in addition to ensuring that brands are free to choose, assemble, and deploy their tech stack's components without the constraints of manual integration, Uniform DXCP delivers numerous other benefits, including the following:

More efficient publication flows for developer and business teams.

More flexibility in adapting to changing environments.

Longer sustainability due to the ability to easily adopt new technologies.

Months saved in stack integration.

Unlimited scalability.

Drilling down on Uniform DXCP's role in replatforming

With Uniform DXCP, brands can streamline replatforming processes—or [avoid replatforming entirely](#). Brands can also add and integrate headless and composable tools within a legacy architecture or orchestrate them, adapting to changes in strategy or market conditions and adopting new technologies without replatforming.

Additionally, by connecting content sources to the front-end components, business teams are in control of the experience-creation process with no need to work with multiple tools or rely on developer support.

Below are a few common questions on how Uniform DXCP works along with answers from Adam Conn, cofounder and executive VP of enablement at Uniform:

Q : Does Uniform DXCP help reduce the resources and expenses required for replatforming?

A : Definitely. A key task for replatforming is to update your front-end apps to point to the new systems. Uniform facilitates that in two steps:

Eliminate the need for front-end developers to write code to switch from the old system to the new one by determining the API calls required based on the systems that provide content and data.

Enable business teams to independently update the front-end app to use data in the new system without involving developers.

Q : What other benefits can companies gain by using Uniform DXCP during and after replatforming?

A : The biggest source of pain and frustration in replatforming lies in the risk of timing and availability during system cutover. Uniform DXCP eliminates all that by abstracting what companies build from the underlying content and enabling them to easily change content sources.

Furthermore, while selecting vendors, companies can run proofs of concept with the vendors alongside one another rather than in a waterfall fashion to ensure that all the new systems work well with the previously selected vendors. Doing that also makes it straightforward to test with users in a realistic setup, lowering the risks of post-purchase issues.

Q : How can Uniform DXCP eliminate the interruptions and business issues that usually accompany replatforming?

A : With Uniform DXCP, marketers can build digital experiences in a discrete experience layer and continue to derive content from both legacy and new sources while developers work on the underlying architecture. As outgoing services are retired, the content sources for the components can be swapped without code changes, and marketers can continue to assemble digital experiences in the same manner. Training and onboarding of new tools is also a smooth sail, accelerating the realization of the value of those tools.

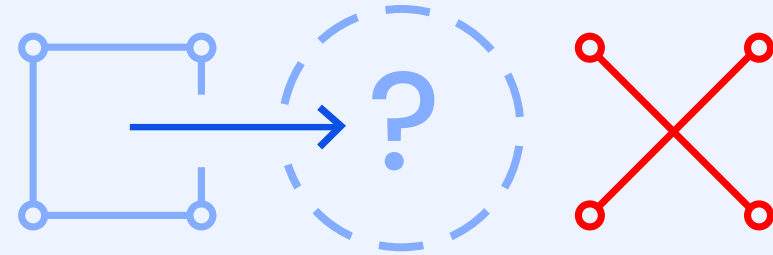
Adam Conn,
cofounder and executive VP
of enablement at Uniform



Using composable services with Uniform DXCP

Even though a [composable](#) architecture is often the choice for forward-thinking brands, it's still not mainstream for commerce **because of these two hurdles:**

1. Brands must put together the “glue-code” integration to make composable services work together, taking a huge amount of developer time and resources.
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2. Business users responsible for creating digital experiences must toggle back and forth awkwardly between composable systems to do their job, often requiring developers’ support.



Abandoning composable is the wrong move, however.

The right thing to do is adopt Uniform DXCP, which overcomes the sticking points that prevent brands from effectively switching to composable. Specifically:

Uniform DXCP uses prebuilt integrations to orchestrate the various systems in a composable architecture, including tools with which business users can build digital experiences independently.

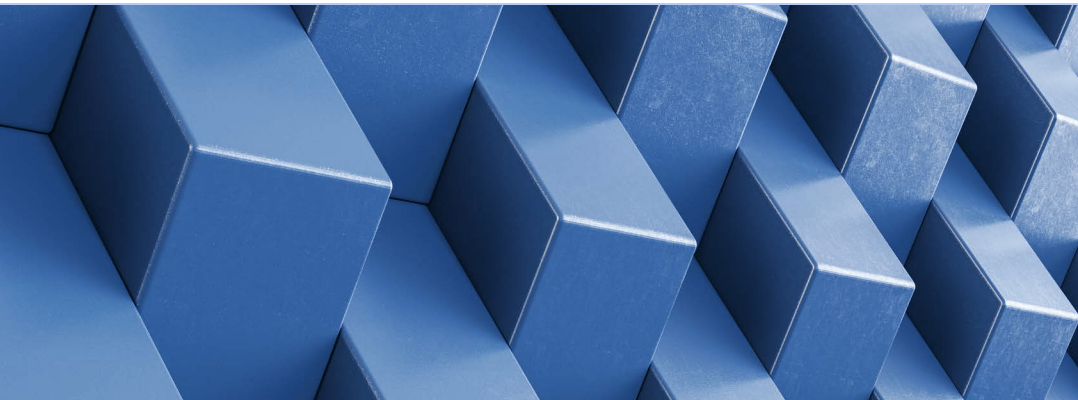


How that helps: Business users and developers can perform their role unimpeded by one another’s workflow.

Developers readily make available in the composable architecture the systems that offer content and data for digital experiences without having to manually connect those systems.



How that helps: Business users can create, iterate, and deploy digital experiences with no-code composition tools, independent of developer involvement.



This real-world example demonstrates how Uniform DXCP greatly expedited a company's ability to deliver engaging digital experiences through a complex stack:

COBHAM SATCOM

CASE STUDY

Cobham SATCOM, a manufacturer of satellite and radio communication terminals and applications, went composable to ramp up its digital presence and develop new qualified leads. The company tapped Uniform to make that happen in light of the vendor's ease of use and marketer-friendly capabilities for composing experiences.

Making up Cobham SATCOM's new composable stack is a headless CMS from Strapi, Microsoft Dynamics 365 for lead generation, and the Segment CDP for tracking and segmenting customer data—all of which are orchestrated by Uniform DXCP.

In just four weeks, Uniform helped Cobham SATCOM build an agile, adaptive architecture that streamlined delivery and raised site performance. The company can also implement personalization based on user information from Segment and conduct A/B testing to continuously enhance user engagement.

"Uniform lets us get up and running quickly. It's drag and drop. We can incorporate new components in very little time," explains Patricia Kunth, global digital marketing manager for Cobham SATCOM. "In the past, if a page had to be customized, it could take up to a month to make a change. Now we can do it in a few hours, maybe up to a day, depending on the complexity. We can act fast with the solution we have built using Uniform."

[Read the case study](#)



Powering up composable with intuitive personalization and A/B testing

Unlike most DXC solutions, Uniform encompasses powerful and intuitive testing and personalization capabilities, making it straightforward for business teams to learn about customers and optimize conversions in their DXC workflows. That's an important advantage for many reasons:

Personalization is key to e-commerce today. Consider these compelling stats:

- [According to McKinsey's](#) Next in Personalization 2021 Report, 71 percent of consumers expect companies to deliver personalized interactions, and 76 percent of them become frustrated in case of no personalization. In addition, 76 percent of consumers are more likely to consider making a purchase from brands that personalize.
- [A recent Google customer survey](#) revealed that shoppers are 40 percent more likely to spend more than planned when served with a highly personalized shopping experience.

Nonetheless, personalization is difficult to execute, and a suboptimal implementation could slow down site performance and reduce scalability. In addition, since marketing budgets don't always support full-scale personalization, brands must find ways to apply [tactical personalization](#) instead.

A/B testing helps brands understand how and why certain elements of their digital experiences affect user behavior and, accordingly, tweak experiences meticulously for better conversion results.

71%

of consumers expect companies to deliver personalized interactions, and 76 percent of them become frustrated in case of no personalization.

How does Uniform differ from other DXC vendors?

DXC overcomes the roadblocks that hinder widespread adoption of composable architectures by connecting, orchestrating, and accelerating those architectures for delivery.

Uniform DXCP offers tools that lead the market **in all three** of DXC's key capabilities:

In summary, thanks to Uniform's continuous innovation in the composable arena, businesses can ideate and plan their composable architectures at the optimum level, simultaneously streamlining stakeholder workflows and eliminating bottlenecks.

1. **Front-end orchestration**
 With Uniform DXCP, marketers and business users can focus exclusively on the experience builder, leaving the front end to the developers and benefitting from less product complexity and a more efficient workflow. On the other hand, developers have complete freedom in how they build the front end.
2. **Experience builder**
 Marketers seek more than just the ability to change colors and typefaces, but most DXCs offer page builders. With Uniform DXCP, marketers can build digital experiences while designers continue to control the design.
3. **API integration**
 Uniform's prebuilt connectors benefit both developers and business users. Developers need not manage all the APIs for the systems that make up the composable stack. Business users can incorporate content and data into experiences without developer assistance.



Recognizing the importance of DXC

For businesses dedicated to delivering high-performance digital experiences, optimizing publication efficiency, and quickly responding to changes in the market, DXC is the answer. By combining market-leading tools for both developers and business teams through DXC, all digital teams can deliver at their maximum, unconstrained by previous decisions.

Uniform DXCP goes even further by adding personalization and A/B testing to the arsenal of DXC tools. Brands can then keep up with changes in the marketplace with ever more engaging, high-performing, and scalable digital experiences.

For details on how to orchestrate your composable stack with Uniform DXCP, contact 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](#).

