

Unlocking the promise of composability

With digital experience composition – DXC

Why the evolving technique is essential for marketers to accelerate time to value and deliver next-gen, composable digital experiences.

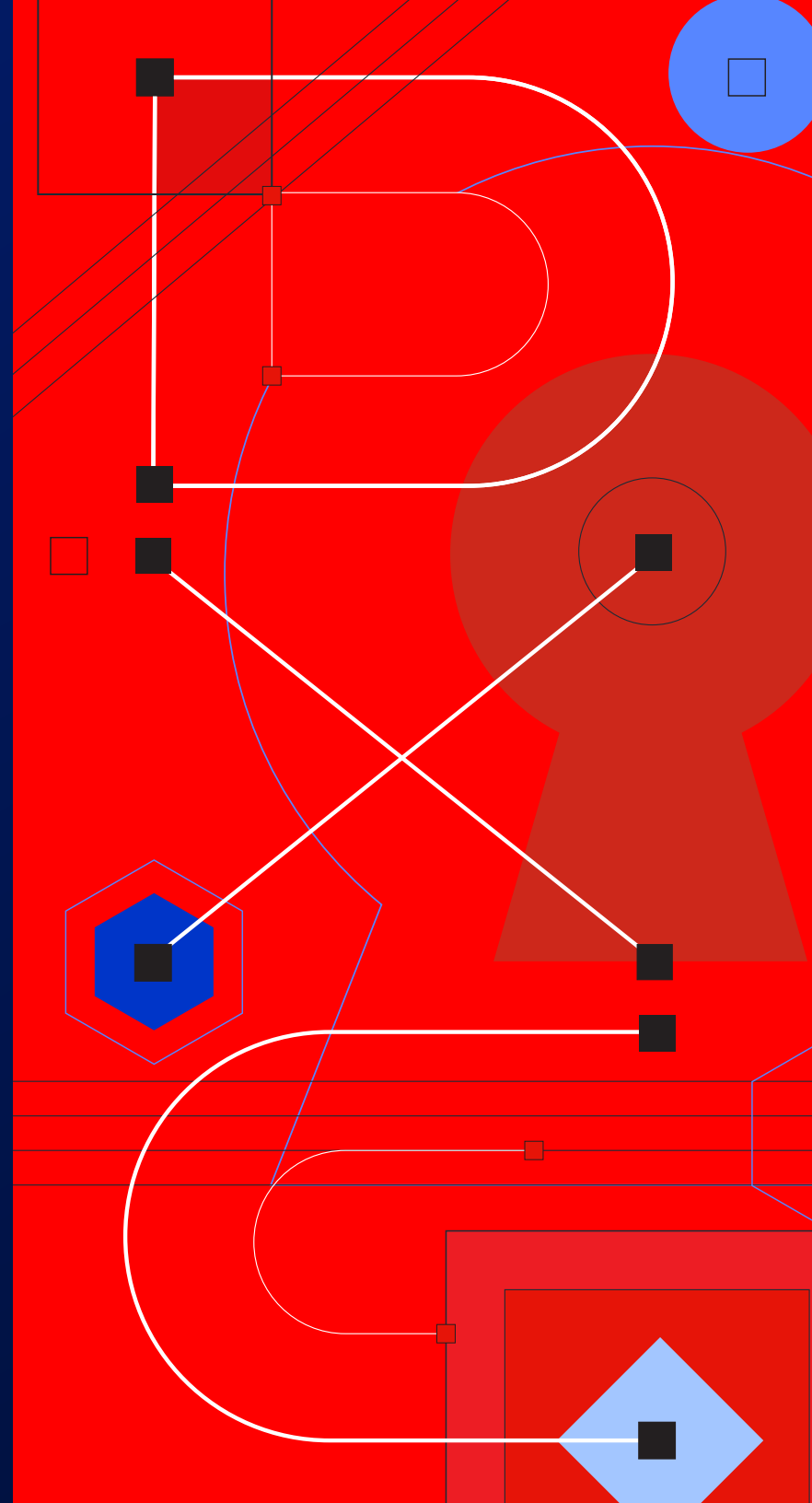




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In today's hypercompetitive market, brands seeking to convert prospects and retain customers must lead with engaging, personalized, and performant digital experiences.

Since doing so requires numerous martech tools that evolve just as quickly as customer demands, companies must embrace agile, composable solutions for rapid innovation to capitalize on emerging trends in a timely manner.

The quest for flexible, scalable, and collaborative delivery has led many enterprises to implement headless, API-first services like CMS, commerce, and DAM for building digital experiences. Even though those are powerful developer tools, two major barriers impede broad adoption:



Complexity

Connecting the services requires hundreds of man hours of hard-coded integrations.



Usability

Those complex tools are not user-friendly for marketers and merchandisers who regularly create, launch, and iterate experiences from within the infrastructure.

Thanks to an emerging technique called [digital experience composition \(DXC\)](#), developers can readily integrate composable solutions and make them available for marketers. Correspondingly, companies can adapt at the speed of change.

This ebook delves into what makes DXC the ideal approach for delivering superb digital experiences across channels—and how to make that a reality.

Thriving in modern retail: Omnichannel is a must

Today's businesses must adopt omnichannel experiences to survive and thrive. Delivering a compelling, personalized, and high-performing experience on one channel is not enough—you must replicate the experience on other channels, or your visitors are likely to walk, click, or scroll away.

With omnichannel experiences, you can leverage and integrate touchpoints (web, social, mobile, text, smart TV) throughout the customer journey, presenting the right message at the right time and connecting with customers, driving sales, and converting prospects. Studies have shown eye-opening results:

Companies with omnichannel engagement strategies retain on average [89 percent](#) of their customers, compared to a retention rate of only 33 percent for companies with weak engagements. Shoppers who buy both in store and online have a [30 percent](#) higher lifetime value than single-channel shoppers.

Enabling marketers to seamlessly create optimal omnichannel experiences is an important benefit of DXC.

Understanding the importance of digital experiences

Today's enterprises operate as finely tuned machines that focus on turning engagement into sales. To that end, marketers must craft high-performing digital experiences with martech tools for content, multimedia, personalization, etc., which work together to maximize engagement and conversion through digital experiences. Altogether, the marketing effort involves four crucial tactics:

1. Capture consumer attention.
2. Reinforce the brand's story, voice, and message.
3. Share relevant information to forge purchases.
4. Differentiate the company from competitors.

Given the remarkable power of digital experiences for omnichannel brands, tools with which marketers and developers can effectively ideate, design, build, personalize, manage, and analyze those experiences are a top priority of company executives.

It's in the numbers: why you must get digital experiences right

2.14
billion

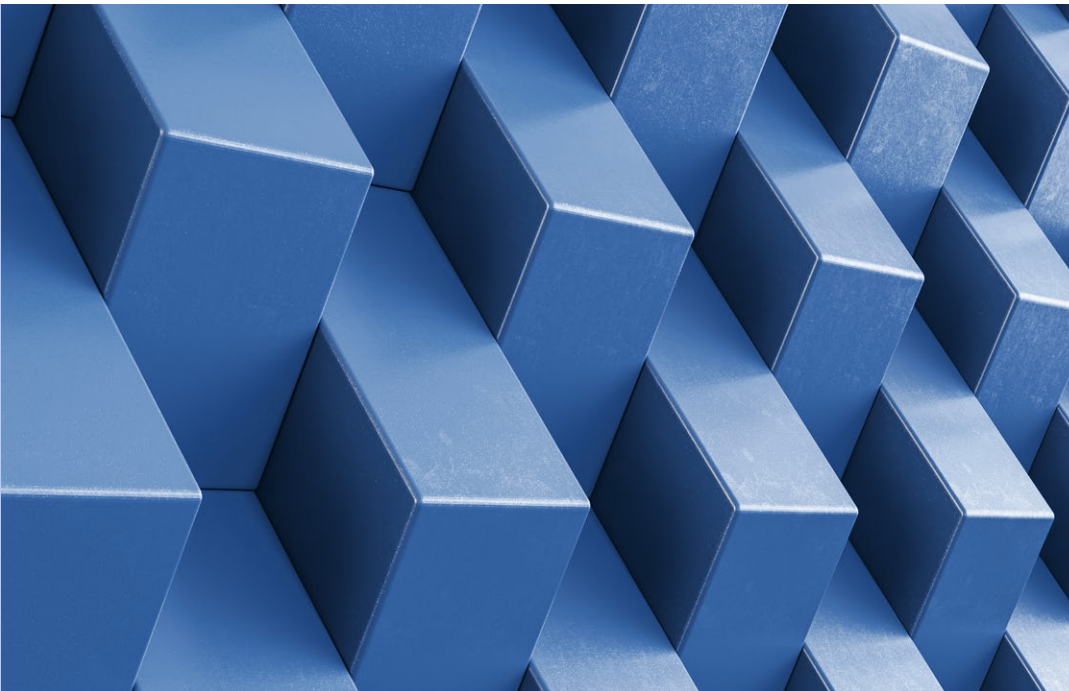
Approximately, [2.14 billion consumers](#) shop online worldwide, yet only [2.17 percent](#) of e-commerce visits convert into purchases.

\$4.7
trillion

Digital experiences that don't meet consumer expectations cost businesses up to [\\$4.7 trillion](#) annually.

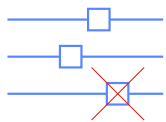
More than 65%

More than [65 percent](#) of consumers say that their experience on a website or app is a very important factor in their willingness to recommend a brand.



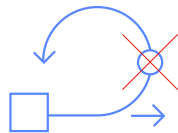
Setting the stage for DXC: the journey from monolith to composable

To get digital experiences right, companies are trending away from the traditional, all-in-one (aka monolithic) tech suites. Instead, a decoupled, i.e., composable architecture is the new darling. Why? Simply put, legacy systems cannot satisfy the consumer demand for engaging, personalized, and performant experiences. Following are [three major deficiencies](#) of monolithic systems:



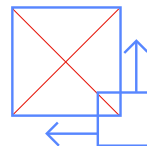
Lack of customization

Monolithic systems offer only a limited scope for tailoring.



Lack of agility

Monolithic systems cannot keep up with the rapidly changing trends.



Lack of scalability

Monolithic systems are notoriously difficult to scale, hence ill-suited for fast-growing companies.

“There is a shift away from monolithic applications that deliver wide functionality but come with precloud software architecture—remaining hard to update, release, adapt, and scale. There is also a shift away from reliance on megavendor ‘suite plays’ that provide very wide feature sets, not all of which may be class leading.”

Gartner, Innovation Insight for Digital Experience Composition, John Field, Mike Lowndes, et al, 28 July 2022

What are composable architectures?

Even though they've long used multivendor products for creating and delivering digital experiences, brands had to figure out in the past how to get those products to work together. Today, brands are buying products built with the expectation that they work in a multivendor environment and, when a brand builds its tech stack from them, a [composable architecture](#) results.

Forward-thinking companies are now choosing composable martech and commerce stacks for benefits like flexibility, speedier implementation, and a multivendor environment, free from the constraints of a single system. Accordingly, those companies can build a stack that taps into a wide net of tools with which people, processes, and technologies can all work together in pursuit of customer-centric digital experiences. Also, besides being able to select those "best-of-need" tools, brands can easily integrate them with other products in their martech stack. In other words, brands, not vendors, are in control.

IN ACTION

A decoupled, composable commerce stack might look something like this:



Where does MACH fit in?



MACH, which stands for microservices, API-first, cloud-native, and headless, describes a design with products that can be part of a composable architecture. MACH tools enable companies to craft digital experiences with independent components that are vendor agnostic, pluggable, scalable, and replaceable. Additionally, MACH's API-first approach ensures that applications in the stack work with microservices and other APIs, seamlessly communicating with one another.

Keep learning through the [MACH Alliance](#).
 The MACH Alliance, of which Uniform is a member, is an industry consortium that promotes the value of MACH architectures and that supports companies that are transitioning to MACH. Uniform is dedicated to advocating the Alliance's [mission to accelerate composability](#).

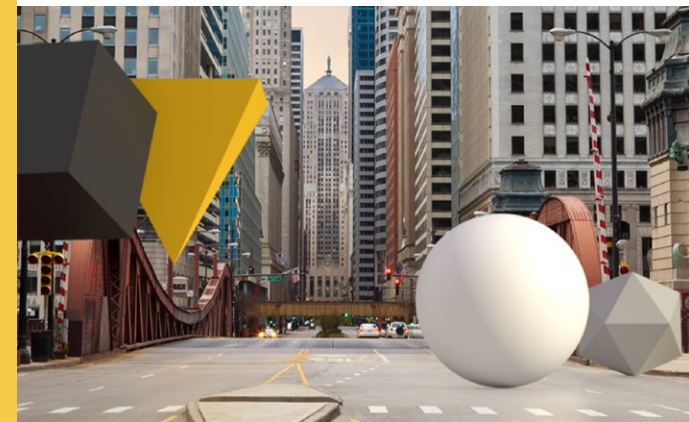
As beneficial as it is to swap a monolith for a composable or MACH stack, it's not always a slam dunk. Challenges—most notably around integration—also abound:

PROS	CONS
<ul style="list-style-type: none"> Provides greater flexibility and scalability than monolithic tools. Enables companies to build and manage digital experiences fast. Offers a nimble and agile way to build and manage digital experiences. Addresses rapidly changing business requirements more readily. 	<ul style="list-style-type: none"> Transition or implementation is complicated and time consuming. MACH is best suited for large companies with plentiful resources. Developers might balk at managing a large number of solutions. Marketers are frustrated with their perceived lack of control over the process of creating digital experiences.

What creates a backlog?

As they use composable technologies, teams must also manage and consistently integrate the elements involved throughout the delivery lifecycle. Developers end up spending hours and hours on complex integration coding while marketers struggle to build experiences in a composable environment.

What's missing is a layer in the tech stack that not only frees up developers from having to integrate composable elements, but that also empowers business teams to build and maintain digital experiences by themselves, hence the rise of DXC.



Defining DXC

Notwithstanding the benefits of headless and composable martech and commerce products, brands have been hard pressed to effectively integrate them and enable business teams to work productively with them. Defined by Gartner in June 2022, DXC identifies a solution to those two well-known problems.

What is DXC? And why is it necessary?

Here's how Gartner defines DXC:

“A new paradigm is emerging, called composable applications. Digital experience composition (DXC) is a step toward complete composability, providing a packaged business capability (PBC) for composable experience.”

“DXC combines the ability to safely innovate in total experience for business and development users while relying on and retaining the integrity of the API-packaged underlying application base.”

In essence, DXC restores balance to architectures that lean heavily in favor of developers at the expense of business teams, reducing the amount of custom code required for business teams to incorporate [composable, API-first services](#) into digital experiences and rendering the stacks convenient, cohesive, and collaborative.

Since each capability in a decoupled world is a separate system, developers must integrate all those systems with the systems' APIs. The result? Developers can set up and modify digital-experience architectures without recoding, and business teams can build and manage digital experiences with no-code or low-code tools and with content from multiple systems.

HOW IT WORKS

DXC has three key components:

Front end as a service (FEaaS), which offers a presentation layer with front-end components to accelerate the development of applications and static or dynamic sites.

Experience builder, which affords business teams control of the layout and composition of experiences based on content and services from underlying systems through drag-and-drop in a visual editor.

API integration, which renders mediation and consolidation of headless technologies so that relevant assets (content, products, and images) or interactions (forms, search, access control, and basket) from source services can connect and transform as a unified experience.

What are the benefits of DXC?

Even though headless and composable products offer numerous technical benefits, those benefits haven't filtered down to business users, for whom the technical complexity of composable compromises the productivity and control they are used to. Roadblocks include uncertainty over which composable service holds the relevant data and the cumbersome need to log in to multiple tools to make edits. Launching a page often means submitting an IT ticket and waiting.

With DXC, companies can unleash the true power of composable architecture, gaining a slew of advantages, including the following:

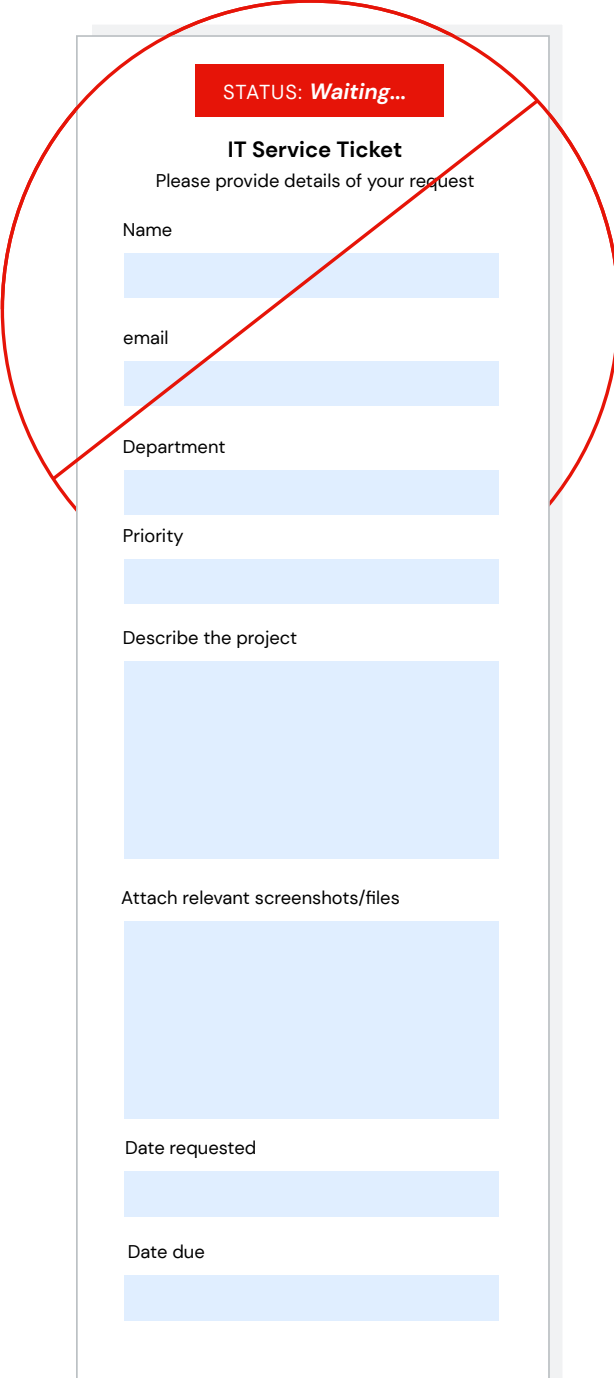
Compatibility Creating high-performing digital experiences requires brands to leverage numerous tools from multiple vendors. Orchestrating the stack with DXC ensures that those tools work together without the need for low-value, manual coding that requires modifications in case of changes in the connected tools.

Agility With composable tools orchestrated through DXC, marketers and other business teams can efficiently do their job without involving developers, and developers can work fast in a composable environment with tools of their choice.

Sustainability DXC overcomes the challenges and risks of integrating composable and legacy solutions by providing out-of-the-box integrations so that developers need not maintain connectors for a large number of systems.

Affordability DXC eliminates the need for replatforming because brands can easily and cost-effectively add, change, and remove services without impacting business workflows

Availability DXC makes composable architectures available to all brands—not just the digitally sophisticated ones—by reducing the need for expensive developer resources and maximizing the efficiency of business users.



STATUS: *Waiting...*

IT Service Ticket
Please provide details of your request

Name

email

Department

Priority

Describe the project

Attach relevant screenshots/files

Date requested

Date due



**Thanks to DXC,
marketers are back
in the driver's seat.
They get to do what
they do best—
driving conversion
and engaging with
customers.**

Implementing DXC: empowering marketers to create

Adopting composable technologies is a first step for marketers to proactively create high-performing digital experiences, which brings challenges, however. For one thing, composable architectures are not as agile as they are promised to be. Developers must frequently incorporate new services through additional coding—an inconvenient step that slows marketers down in their quest to compete with innovative, engaging experiences that leverage the latest martech tools.

In addition, marketers in a composable environment lose control over their lead-generation and customer-engagement tools and must depend on IT to launch pages or make changes, keeping those developers from working on other important tasks.

DXC offers the right tools for working with composable architectures. By adding an experience layer to a composable architecture, marketers can build experiences regardless of back-end sources or front-end technology, retaining control over processes like personalization and A/B testing in a low-code or no-code environment. In addition, the experience layer separates experience creation from orchestration of the back end, giving developers the freedom to add or replace back-end tools without disrupting marketers' workflow.

Thus, thanks to DXC, marketers are back in the driver's seat. They get to do what they do best—driving conversion and engaging with customers, unhampered by a lack of technical expertise. Simultaneously, instead of being bogged down by integration tasks, developers can architect, strategize, and orchestrate across the various platforms of the composable architecture.

How does DXC boost composable martech capabilities?

Below are the features in the martech and commerce arsenal that drive the need for DXC and the ways in which DXC enables and improves them.

Composability

Composability makes it possible for a tech stack to evolve over time by connecting various headless and composable services together or to a legacy suite. The benefits are flexibility, cost effectiveness, and an increased ability to capitalize on new martech and commerce solutions from best-of-need vendors. However, composable systems can be hard to implement, and they still don't empower marketers to independently build experiences.



The DXC effect: DXC enhances composability by orchestrating the way in which tools work in concert with one another, enabling business teams to build compelling experiences with minimal or no coding.

Atomic or intelligent content

[Atomic or intelligent content](#) refers to small content elements (i.e., atoms)—copy, images, promos, CTAs, etc.—that are intentionally combined to create dynamic and engrossing marketing assets. It's not a new concept, but one that has typically required cumbersome customization to pull off.



The DXC effect: DXC boosts the efficiency of atomic content by offering tools with which business teams can assemble and personalize content by reusing components in various channels. DXC also aggregates elements from content or commerce systems into larger, reusable components, making for smooth development and deployment of atomic content.

Information architecture

Since information architecture is inextricably linked to digital-experience creation, having the back-end tools to strategically guide site visitors through the front-end path is vital. Unfortunately, a missing link often exists in composable or headless tools for connecting the back end and front end. Frequently, elements like sitemaps, taxonomy, redirects, and nodes are not properly identified or defined, resulting in a site lacking in back-end structure.



The DXC effect: DXC eliminates that gap because content strategists can plan and manage information architecture in advance, decoupled from the underlying, subject-to-change content sources.

How does DXC differ from similar solutions?

DXC is a separate layer that differentiates itself from other similar martech and commerce tools through a focus on composition and orchestration. Here are three important distinctions:

FEaaS \neq DXC

DXC is not just another term for front end as a service (FEaaS).

Through microservices in the cloud, FEaaS platforms enable brands to select from digital-experience components, such as content, shopping cart, checkout, and chatbots, instead of having to build them. Those platforms are slated for smaller use cases and teams whereas DXC is meant to be the “control center” for digital experiences across applications, teams, and channels. Besides creating front-end pages, DXC assembles atomic content into reusable components for multiple channels.

CMS \neq DXC

Your headless CMS does not offer the same functionality as DXC.

A headless CMS functions mainly as a content repository; DXC facilitates the use, reuse, and reassembly of content across channels. However, business-class sites cannot run on CMSes alone because those systems are not built for orchestration. To work well with other headless services, CMSes need hard-coding, which is costly and time consuming. Consequently, even though brands can manage content with headless CMSes, it takes DXC to mix that content with additional capabilities for full orchestration of digital-experience composability.

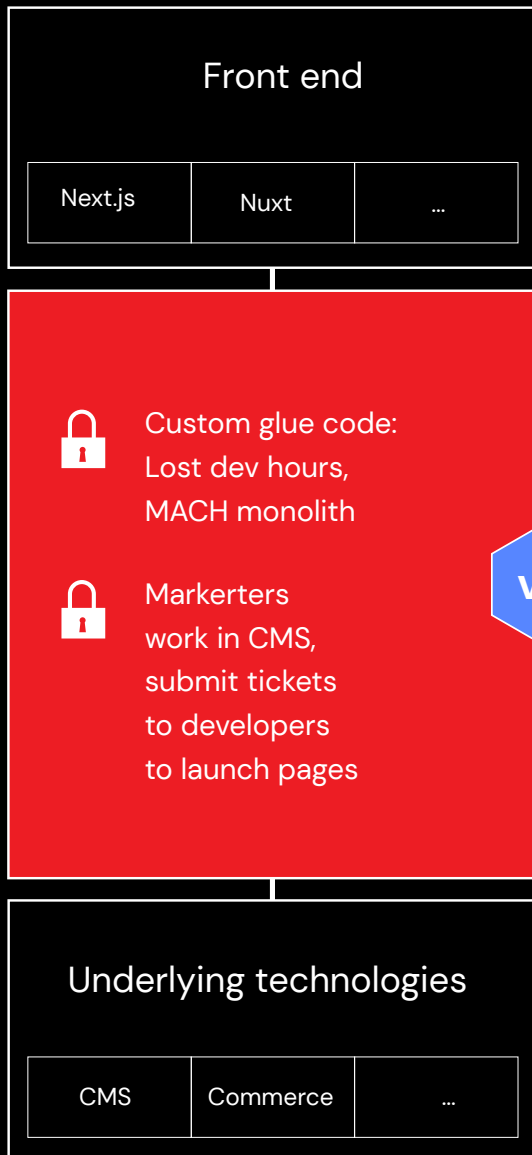
DXP \neq DXC

Having DXP is not the same as having DXC.

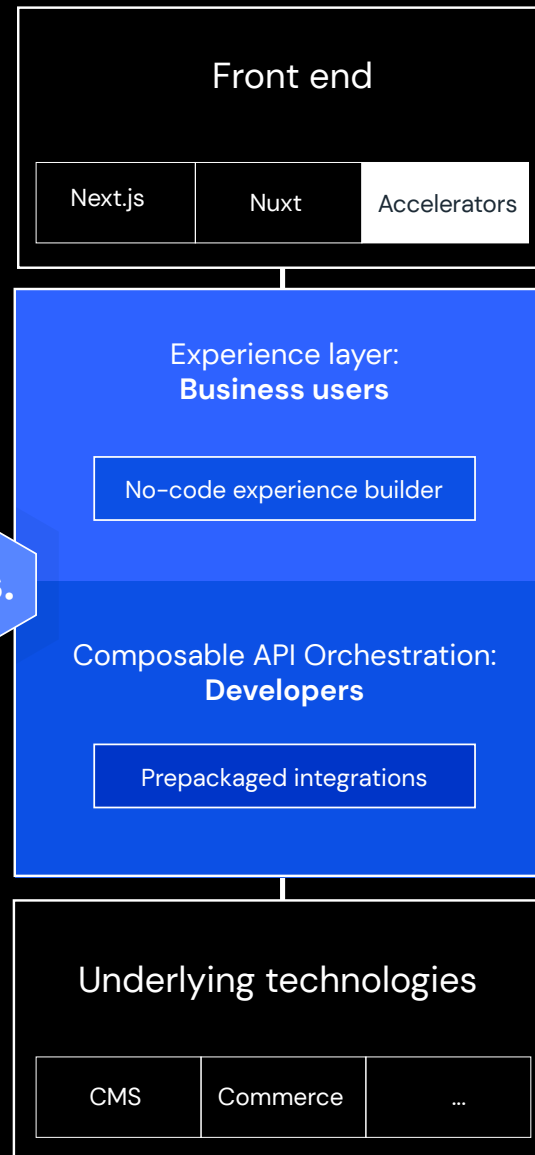
Digital experience platforms (DXPs) are monolithic tools marketers use to compose, manage, optimize, deliver, and maintain multichannel experiences. However, those tools are notoriously expensive, slow, and inflexible. Attempts by vendors to reposition themselves as being composable are limited to attaching APIs to outdated architectures.

By contrast, DXC converts the DXP features that marketers need to a composable architecture. In consequence, marketers need not give up their familiar environments for a developer-centric solution.

Without DXC



With DXC



VS.

DXC in action

An easy way to build a product-detail page

To learn how DXC raises the efficiency of your day-to-day work, consider the process of building a product-detail page (PDP), which requires information from—

1. The commerce platform for a product carousel
2. The DAM for detailed product images
3. The CMS for articles or other content that shows potential customers how to use the product

In a traditional composable model, you'd need to use at least three different systems to build a PDP and retain the context throughout. Making formatting changes would require assistance from IT.

By contrast, DXC gives you a clear outline of the page, with slots for the content and control of the front-end components. Marketers can then quickly bring in what they need to build an ideal experience by assembling prebuilt components and delivering it to the appropriate channels.



Going beyond DXC with omnichannel personalization and delivery

Recognizing DXC's role in unlocking the promise of composability and adopting DXC is an important first step. Uniform goes beyond DXC, however, with extended capabilities for managing content at scale, enabling reuse of aggregated content, publishing to multiple channels, and fostering team collaboration with a findability- and reuse-focused UI. Additionally, Uniform improves conversion and customer experience with omnichannel personalization without sacrificing page performance or scalability.

Specifically, Uniform DXC platform is a fully charged experience layer that performs five important tasks:

1. [Orchestrate composable tools.](#)
2. [Personalize digital experiences.](#)
3. [Enable advanced API connections.](#)
4. [Create omnichannel experiences.](#)
5. [Run A/B tests to raise conversions.](#)

In addition are these capabilities:

- Vendor agnostic, edge-side rerendering.
- Orchestration instead of integration through bidirectional connectors.
- Omnichannel experience editing instead of web page building.
- Generation of real-time intent profiles for visitors, simplifying the tracking, personalization, and testing of digital experiences at optimum speed.
- Personalization of omnichannel experiences at the edge, leading to more conversions, higher search-engine rankings, and an improved CX.
- Unification of the existing martech solutions with legacy tools, connecting them so that they can work together as content sources and orchestrating those connections into workflows. Thus, Uniform brings together back-end data from headless and composable services, including CMS, PIM, ERP, DAM, and commerce, and enables connectivity to the front-end framework through APIs.

Hence, Uniform DXCP speeds time to value for composable architecture, lowers development cost, and enables business teams to build digital experiences fast.

How you can respond:

Customers demand personalization

According to [McKinsey's Next in Personalization 2021 Report](#), the value of getting personalization right—or wrong—is multiplying:

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

Seventy-six percent of consumers are more likely to consider making a purchase from brands that personalize.

Additionally, a recent [Google customer survey](#) reveals that shoppers are 40 percent more likely to spend more than planned when served with a highly personalized shopping experience.

Therefore, business users must personalize their digital-experience toolkit and consumer experiences in a tactical way that doesn't negatively impact site performance. For details, read this blog post on [tactical personalization](#) and [this whitepaper](#) that demystifies personalization.

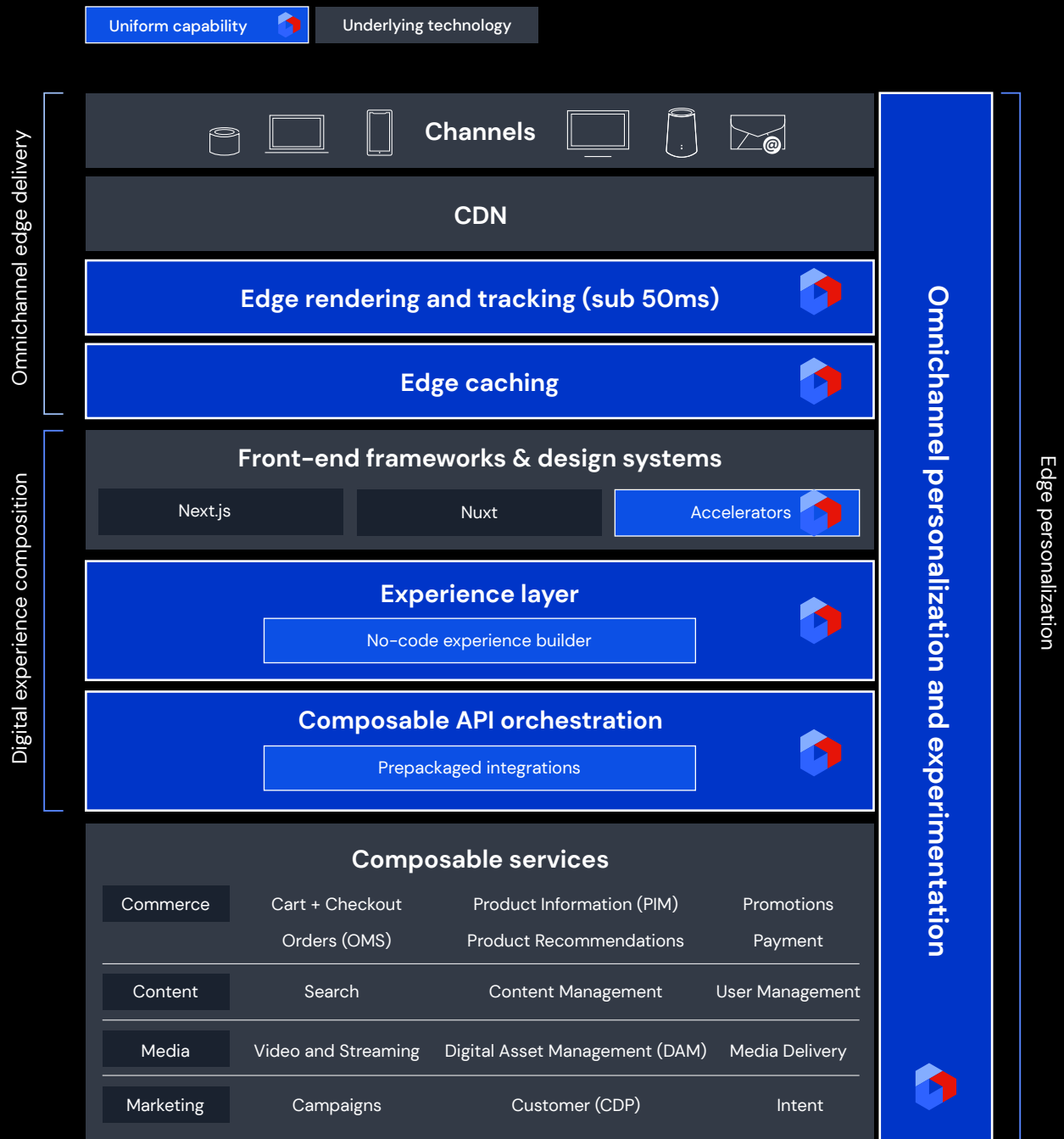
To learn more about how to enable tactical personalization in your organization, read this blog. And this whitepaper can help you demystify personalization.

The Uniform platform

Delivery is the key to making DXC work, and delivering effective and personalized content to channels requires consistency and speed. Uniform DXCP links your underlying composable services, offering the right tools and interfaces for business teams and architects and delivering digital experiences in an extremely fast and consistent manner to customer-experience channels.

- Composable API orchestration via **Uniform Mesh**, which provides prepackaged integrations with numerous content and data sources, saving time and effort in building connections, as well as enabling developers to easily build [custom integrations](#).
- Delivery of the right content to your audience in real time through [Uniform Canvas](#), a no-code, experience-assembly interface.

The entire platform follows composable principles, i.e., all functions are enabled through patterns, APIs, and command-line interfaces so that larger organizations and agencies can efficiently build repeatable practices to accelerate delivery.



How does Uniform differ from other DXC vendors?

Even though DXC codifies two of the largest hurdles to the widespread adoption of composable architectures, companies must be able to connect, orchestrate, and accelerate those architectures for delivery. That's where Uniform comes in. For all three key components of DXC, Uniform offers tools that surpass the market standard:

Front-end services

With Uniform, marketers can focus exclusively on the experience builder, leaving all the front-end bits to the developers and benefitting from less product complexity and a more efficient workflow. Developers have complete freedom in how they build the front end with instructions from marketers.

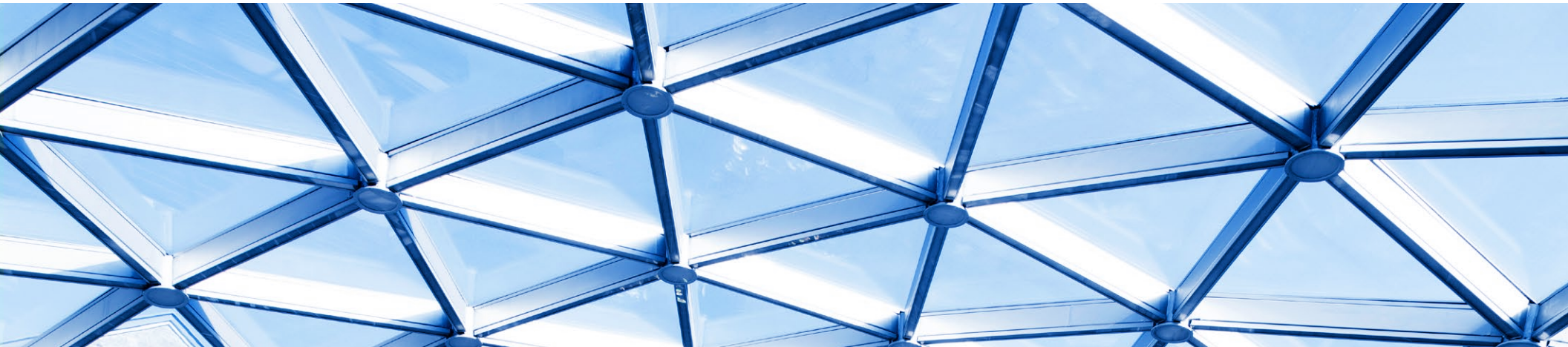
Experience builder

Marketers seek more than just the ability to change fonts and cell padding, but most DXCs offer page builders for creating webpages. With Uniform, marketers can build digital experiences while designers continue to be in control of the design.

API integration

Uniform's prebuilt connectors benefits both developers and business users. Developers need not work with all the APIs for the systems that make up the composable stack. Business users can choose and incorporate content and data into digital experiences without involving developers.

Uniform's continuous innovation in the composable arena helps businesses ideate and plan their composable architectures at the optimum level, streamlining the workflows that connect all the stakeholders and eliminating bottlenecks.





Merging composable and legacy seamlessly with Uniform DXC platform

Change is a constant to those who specialize in creating and managing digital experiences. New technologies continually emerge, making it nearly impossible to keep up. Developers must quickly integrate new solutions, and marketers must leverage those modern tools for competitive advantage.

In this fast-paced environment, companies don't have the luxury of sticking with outdated technologies, turning to composable solutions instead to replace or accompany their legacy suites. Constantly switching tools to take advantage of hot, new solutions is unrealistic, however.

How does Uniform DXCP make it easier to work with legacy systems?

There's now a better way: Uniform DXCP. Even though its capabilities are not part of the official designation from Gartner, DXC is an effective tool for brands to simultaneously leverage composable and legacy technologies—or switch from monolith to composable. Either way, Uniform DXCP is ideal for these two stages:

- 1. During integration:** By adding Uniform DXCP while integrating legacy tools with new, composable solutions, companies can migrate at low cost to the methodology of their choice. Uniform smoothes out and speeds up integrations, accelerating the transition.
- 2. Ongoing management:** Adding Uniform DXCP as part of a digital-experience workflow connects legacy and headless tools as content sources and orchestrates the content. Recall that with Uniform's no-code builder, developers can focus on the back end while business teams can independently create, manage, and launch digital experiences.

In effect, Uniform redefines the idea of legacy systems. What was an overwhelming, all-or-nothing composable versus a legacy endeavor is now a scaled-down, plug-and-play setup in which companies can efficiently bridge the old with the new.

HERE'S HOW:

- With Uniform, brands can add tools to the mix while retaining the still-viable features of an existing system.
- By integrating or replacing legacy systems with Uniform, developers can focus on building value-adding features and handily meet project deadlines.
- By leveraging the prebuilt integrations within Uniform, brands can complete the integration process in just a few days and gain the following benefits:
 - **Reduction of duplication.**
 - **Higher efficiency of developers and marketers.**
 - **More flexibility.**
 - **Longer sustainability.**
 - **Integration of innovative stack components.**
 - **Maximized scalability.**

BOTTOM LINE:

By leveraging Uniform DXCP while integrating a legacy or composable architecture or while switching to composable, followed by orchestrating the ongoing composable workflow, also through Uniform, companies are free to choose, assemble, and deploy their tech stack's components at will.

What pain points does Uniform DXCP alleviate during the merging process of old and new systems?

Adopting and integrating composable technologies with existing tools is a time sink so most companies maintain their existing stack in the interim, thus creating an expensive and hard-to-manage “double stack.” As a workaround, many companies replace portions of their tech stack, which means that legacy and composable tools must continue to work together. That’s easier said than done.

What follows is a string of problematic scenarios. With teams strained by new workloads and new skills to learn, **engineering leadership struggles to properly manage** the processing of replacing legacy tools, and **developers and marketers are hard pressed to perform well and innovate.** As a result, teams must spend valuable time and effort **redefining workflows and retraining** people to navigate the new tools. Plus, those **new solutions might not even bring long-term gains** because challenges and options that cannot be handled by the new platform might surface during the merging process.

That’s where Uniform DXCP can be a game-changer by enabling companies to add and integrate headless, composable tools and capabilities within a legacy architecture. Uniform also orchestrates composable architectures, promptly yielding flexibility, sustainability, and integration of stack components, as well as connecting all the disparate systems. That way, brands can adapt lightning fast without having to replace their martech stack every few years.

Uniform DXCP can be a game-changer by enabling companies to add and integrate headless, composable tools and capabilities within a legacy architecture.

Uniform DXCP in action: harvest new leads with new digital experiences in just four

COBHAM SATCOM

CASE STUDY

A static website incapable of catering to the shifting demands of customers wasn't cutting it for Cobham SATCOM, a manufacturer of satellite and radio communication terminals and applications. The company needed an engaging digital presence to help develop new qualified leads and remain relevant in a fast-moving global industry.

Until recently, however, the Cobham SATCOM website could not meet those expectations. Working with Uniform was the solution.

Cobham SATCOM selected Uniform as the new engine for its digital experiences, citing the platform's ease of use and marketer-friendly capabilities for composing experiences.

Alongside Uniform, the company crafted a new composable architecture with a headless CMS from Strapi, Microsoft Dynamics 365 for lead generation, and the Segment CDP for tracking and segmenting customer data.

In just four weeks, Uniform helped Cobham SATCOM build an agile, adaptive architecture that streamlined digital delivery and accelerated 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](#)

Drilling down on DXC: How can Uniform DXCP make the replatforming process less cumbersome?

Uniform DXCP not only puts business teams in control of the process of creating digital experiences, but also insulates those teams from having to adapt to the changes in the back-end systems that provide content and functionality. The same applies to the front-end technology, which developers can modify without impacting business teams.

Adam Conn,
cofounder and
executive VP of
enablement at
Uniform



Here are some common questions about how this approach works answered by Adam Conn, cofounder and 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 applications to point to the new systems. Uniform facilitates that in two ways:

- 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 application to use data in the new system without involving developers.

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

A : The biggest source of pain and frustration in replatforming lies in the risk of timing and availability during system cutover. Uniform DXCP eliminates those setbacks by abstracting what you build from the underlying content and enabling you to easily

change content sources. Furthermore, while selecting vendors, you 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.

Q : How can DXC eliminate the interruptions that usually accompany replatforming?

A : Since, with DXC, marketers can build digital experiences in a discrete experience layer, they can 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.



Unleashing the promise of composability with DXC

The rush to composable solutions has been lined with high expectations. In their quest for a faster, more agile, and cost-effective martech and commerce stacks, brands are trading in legacy suites for composable solutions and expecting optimum freedom and flexibility to create, build, test, and manage high-performing digital experiences. Two main stumbling blocks are immediately obvious:

1. **Integration is developer-intensive, expensive, and slow.**
2. **Developers love composable tools, which are not ideal for business users, however, who lose the control they used to have and who might need to turn to multiple, disconnected tools to perform the same tasks they previously did with one tool only. In addition, business users having to work through developers for customization and other tasks translates to no scalability.**

As a result, composable architecture is still not mainstream for martech and commerce.

DXC readily overcomes the above issues with prebuilt connectors for the systems in a composable architecture and with tools that enable business users to build digital experiences. What's more, business users and developers can then perform their roles unimpeded by one another's workflow:

- Developers can make available in the composable architecture the systems that offer content and data for digital experiences without having to manually connect those systems.
- Business users can create, iterate, and deploy digital experiences with no-code composition tools, independent of developer involvement.

The net result? Brands can better keep up with changes in the marketplace by delivering engaging, personalized, high-performing, and scalable digital experiences. So, everybody wins. No wonder that, in being able to drive a faster, more effective, and more collaborative workflow for building next-gen digital experiences, DXC is fast becoming a must-have for modern, omnichannel brands.



Ready to get started with Uniform DXCP?

Contact us for a demo to learn how a DXC platform can empower your marketing team to realize the true promise of composable.

[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](#).

