

A fast and effective way to create and manage digital experiences

Uniform DXC platform helps deliver next-gen, composable digital experiences and accelerates time to value

To convert prospects and retain customers in today's hypercompetitive market, brands must offer engaging, personalized, and fast digital experiences that accomplish the following:

- Rank well in search engines.
- Capture consumer attention.
- Reinforce the brand's story, voice, and message.
- Share relevant information to inspire purchases.
- Differentiate the company from competitors.

But how should they build and maintain these compelling experiences?

Ideally, with flexible, scalable, collaborative, and fully integrated tools that work well for both technical and business users. That's why many enterprises are adopting composable services, which, however, come with three major issues:

<p>Usability Complex tools for composable architectures are not user-friendly for the marketers and other business users who regularly create, launch, and iterate experiences</p>	<p>Complexity Connecting composable services requires countless hours of developer time to build "glue code," the labor-intensive, low-value logic for integrating those services.</p>	<p>Adaptability Manually building connections for services is time-consuming, and adding or removing them is expensive. Changes are, therefore, difficult to implement.</p>
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Uniform DXCP as an ideal solution

Thanks to [Uniform DXCP](#), brands can use composable solutions with ease. Here's why:

FOR DEVELOPERS Uniform DXCP dramatically cuts projects' time-to-value and unlocks the promise of composable technology with prebuilt integrations that remove the need to build and maintain custom "glue code" between each service, saving weeks or months of developer time. In addition, reduction in implementation cost and faster delivery of digital experiences translate to enhanced time-to-value.

FOR BUSINESS TEAMS For business users, Uniform Canvas creates a consistent experience for accessing data from any service, previewing the content in context, and publishing it with control over the presentation. Accordingly, business users can work independently with high-performance composable services without developer support and craft experiences much more efficiently.

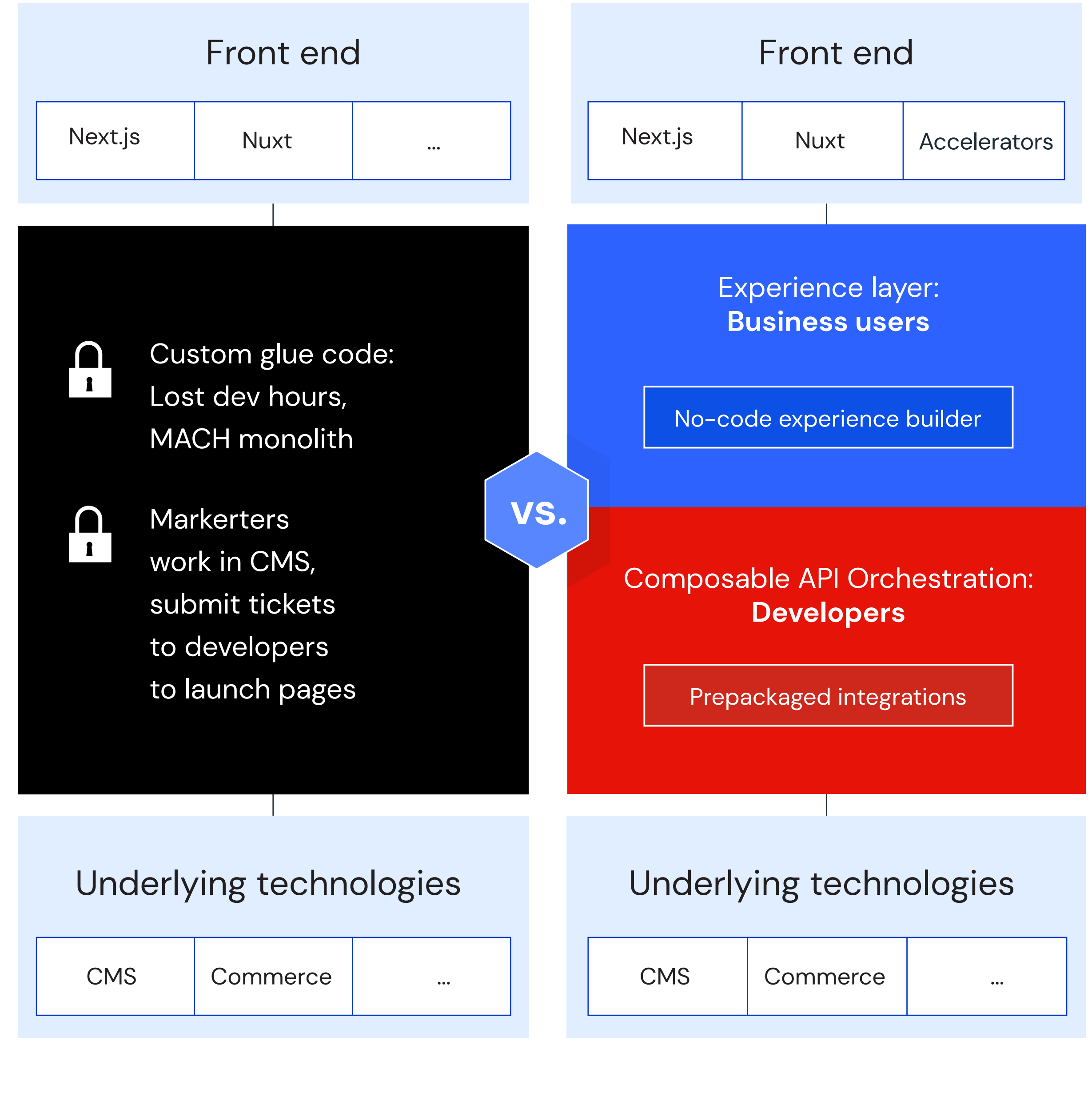
Uniform DXCP offers three key components:

- 1. An experience builder**, a no-code or low-code interface through which business users can build and manage digital experiences from multiple sources for any channel without developer assistance.
- 2. API integration**, a prebuilt connector for the content and data systems for creating digital experiences. As a result, developers no longer need to build and maintain the "glue code" that integrates services and to the front end.
- 3. Front-end orchestration**, a management tool for the composable solutions in the front end, which affords business users control of the presentation layer.

Uniform DXCP enables truly composable experiences. Unlike stacks integrated with "glue-code," Uniform realizes the composable vision of adaptive stacks that can quickly respond to changing business needs and market shifts, as well as adopt innovative technologies.

Uniform DXCP encompasses effective and intuitive tools for A/B testing and personalization. Organizations can then find out what matters to their audience through the audience's on-site behavior or the customer data platform (CDP) and to serve relevant content that drives conversions.

Uniform natively integrates with Sitecore and will soon support more legacy systems. Brands can then integrate their existing systems with modern tools, including CDNs, instantaneously boosting performance, incrementally transitioning to modern tools, lowering risks, and lightening the burden of training users in the case of a "big-bang" implementation.



Uniform DXCP enables lightning-fast personalization by delivering content at the CDN edge so that brands can retain the time-to-first-byte characteristics of a static page and deliver it to visitors worldwide in less than 50 milliseconds—at scale.

Consequently, organizations can drive conversion with personalized content without the normal performance penalties that impact user experience and SEO ranking.

Here's why personalization matters:

- 71%** Seventy-one percent of consumers expect companies to deliver personalized and interactive sites, and 76 percent of them become frustrated with unpersonalized sites.
- 76%** Seventy-six percent of consumers are more likely to consider making a purchase from brands that personalize.

Better tools for everyone means better results for everyone

Uniform DXCP benefits developers, business teams, and end-users alike by eliminating the two main issues with modern composable tools: complex and expensive integration of services and usability for business teams.

With Uniform DXCP, developers can quickly build their stack and adapt it at will—a tremendous benefit in today's world in which the current best-of-need tools could become table stakes in two years. Plus, developers can complete and show the value of their projects much faster.

For business users, Uniform DXCP offers a single, consistent interface for managing content from all sources to all channels with no need to switch between tools, "publish and hope" without preview, or wait for developer support. Correspondingly, without having to support routine publication, developers can plan sprints more efficiently and focus on value-add features.

By virtue of Uniform DXCP's model of fostering collaboration rather than interdependence, all digital teams can deliver better results and faster.

Ready to unleash the true potential of your composable systems with Uniform DXCP? Download our comprehensive ebook on that subject or contact us to schedule a demo.

- [Download the ebook](#)
- [Schedule a demo](#)