

THE QUICKSAND, THE LABYRINTH AND THE HYDRA

Overcoming Your Top 3 Digital
Transformation Challenges



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Acquia's Open DXP

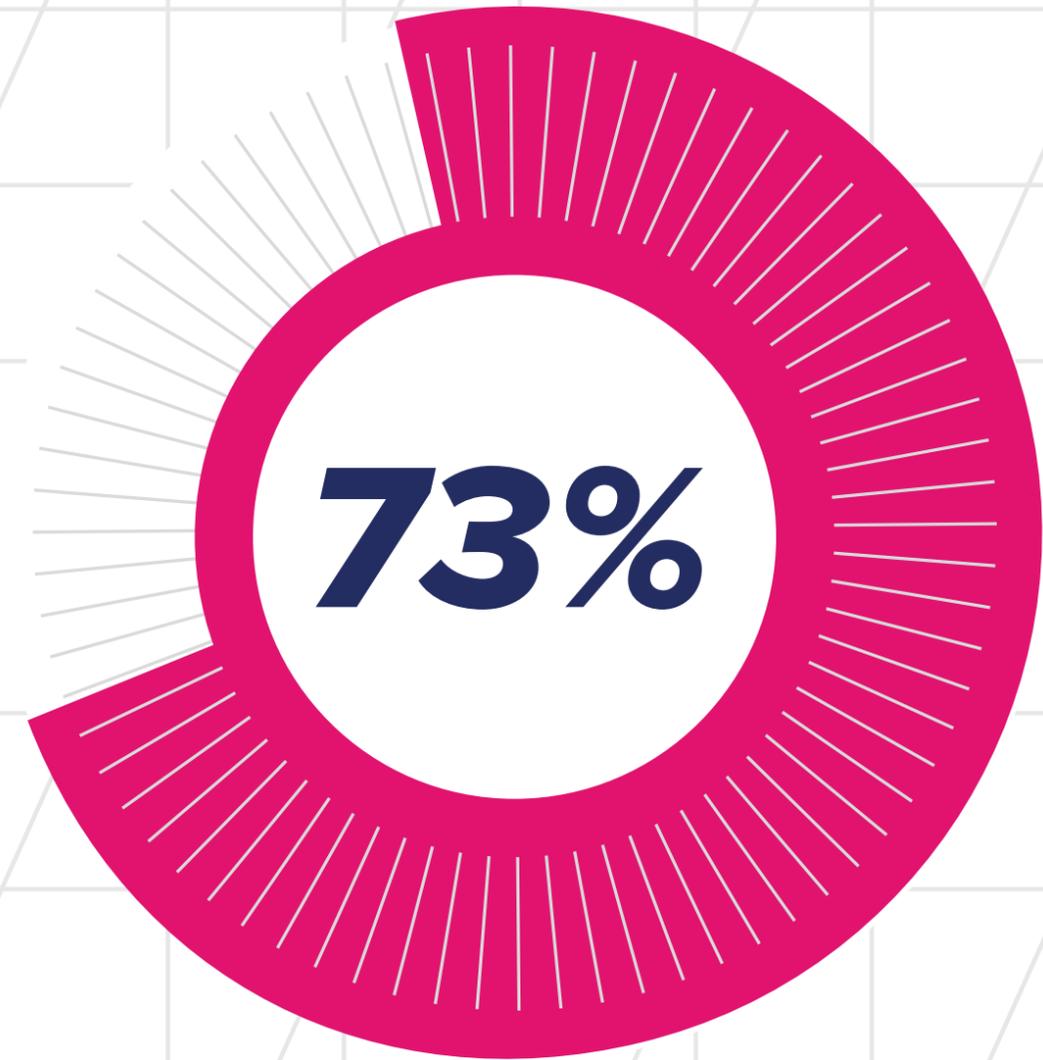
THE REALITY OF DIGITAL ACCELERATION

Customers Are Now in the Driver's Seat

Customer interactions today are primarily digital. In fact, in many sectors customer interactions have become exclusively digital. While customer behavior had been trending in this direction for some time, the pace of change has accelerated.

Most companies weren't prepared for this acceleration. Before Covid-19, only 8% of companies felt ready to compete and survive in a digital-first world, according to a report from **McKinsey**. By April 2020, 73% of companies **reported** that they are now accelerating their digital transformation initiatives or continuing transformations they'd started.

For years, digital transformation efforts were strategic initiatives led by the C-Suite. The digital acceleration we are seeing today is different. It is customer-led. Customers don't just prefer the instant access provided by digital devices, they depend on it.



**73% OF COMPANIES
REPORTED THAT THEY ARE
ACCELERATING THEIR DIGITAL
TRANSFORMATION INITIATIVES**

And they have high expectations for digital experiences. Not only do they expect convenience from these experiences, they expect personalization. Indeed, 81% of consumers want brands to understand them better and know when (and when not) to approach them, according to **research from Accenture Strategy**. Unfortunately, getting the experience component of digital transformation right is complicated.

There are several reasons for this:

- / New technologies emerge quickly.** In the last five years alone we've seen the emergence of voice-activated devices, wearables and chatbots. AR and VR technologies continue to advance and, as AI matures, more and more brand interactions will take place via digital assistants.
- / Customer behavior changes as customers adopt these new technologies.** As a result, brands frequently find themselves playing catch-up.
- / Brands must unify their customer data in order to deliver personalized experiences.** Unfortunately, customer data can live in multiple systems across the organization. Connecting these systems often requires costly, ongoing integration.



/ Personalization and customer insight require the analysis of customer data. Aside from the data unification challenges just mentioned, few organizations have the machine learning-driven analytical capabilities this calls for.

/ Launching new digital properties is costly and time consuming.

The challenges of digital experience management are shared by both marketing and IT. In order to overcome these challenges, a digital experience management solution must address the unique needs of each team and create opportunities for effective collaboration. This collaboration is what makes it possible to deliver personalized digital experiences at scale.

As we will show, an open digital experience platform (DXP) — one built on an open architecture using open source technology and focused on open APIs — addresses these challenges comprehensively and sustainably. We will also show how an open DXP helps brands quickly create consistent digital experiences, simplify the customer journey and ensure adherence to brand standards, regulatory compliance and security requirements.

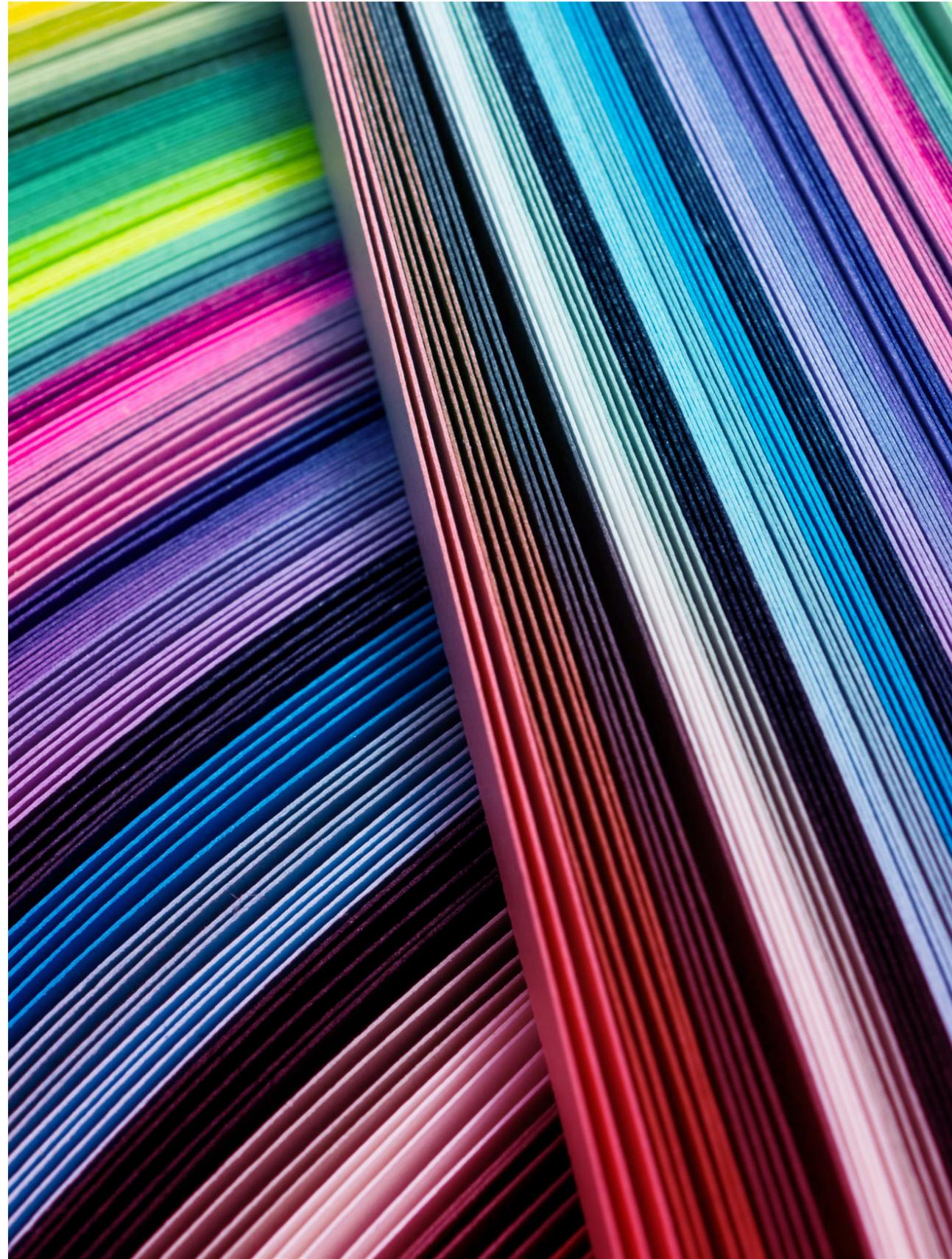


SECTION 02

THE CHALLENGE

Better Experiences, Fewer Silos





THE CHALLENGE

Better Experiences, Fewer Silos

The customer journey today is self-directed. As hard as brands work to craft and orchestrate customer journeys, customers are going to do it their way.

Meeting customers where they are — whatever channel, whatever device, whatever modality — calls for flexibility and agility on the one hand and thoughtful governance on the other.

Brands are tempted to build or buy point solutions to handle different types of customer interactions. It's an understandable impulse: Organizations want to act quickly in response to emerging channels, newly observed customer behavior and ongoing competitive pressure. But in the attempt to communicate on multiple channels, organizations have actually created newer, even bigger challenges than the one they aimed to solve.

MORE SOLUTIONS, MORE SILOS

Unfortunately, a short-term focus creates long-term problems. Why? Because every new solution creates a new silo:

- ▮ They create **content silos** by locking content into specific applications so it can't be used for multiple channels.
- ▮ They create **data silos** by locking data into specific systems, making it impossible to integrate, analyze or even trust.
- ▮ They create **organizational silos** that undermine effective governance.

The inefficiencies created by these silos slow things down. By approaching digital transformation impulsively, solution by solution, organizations just end up making it harder.



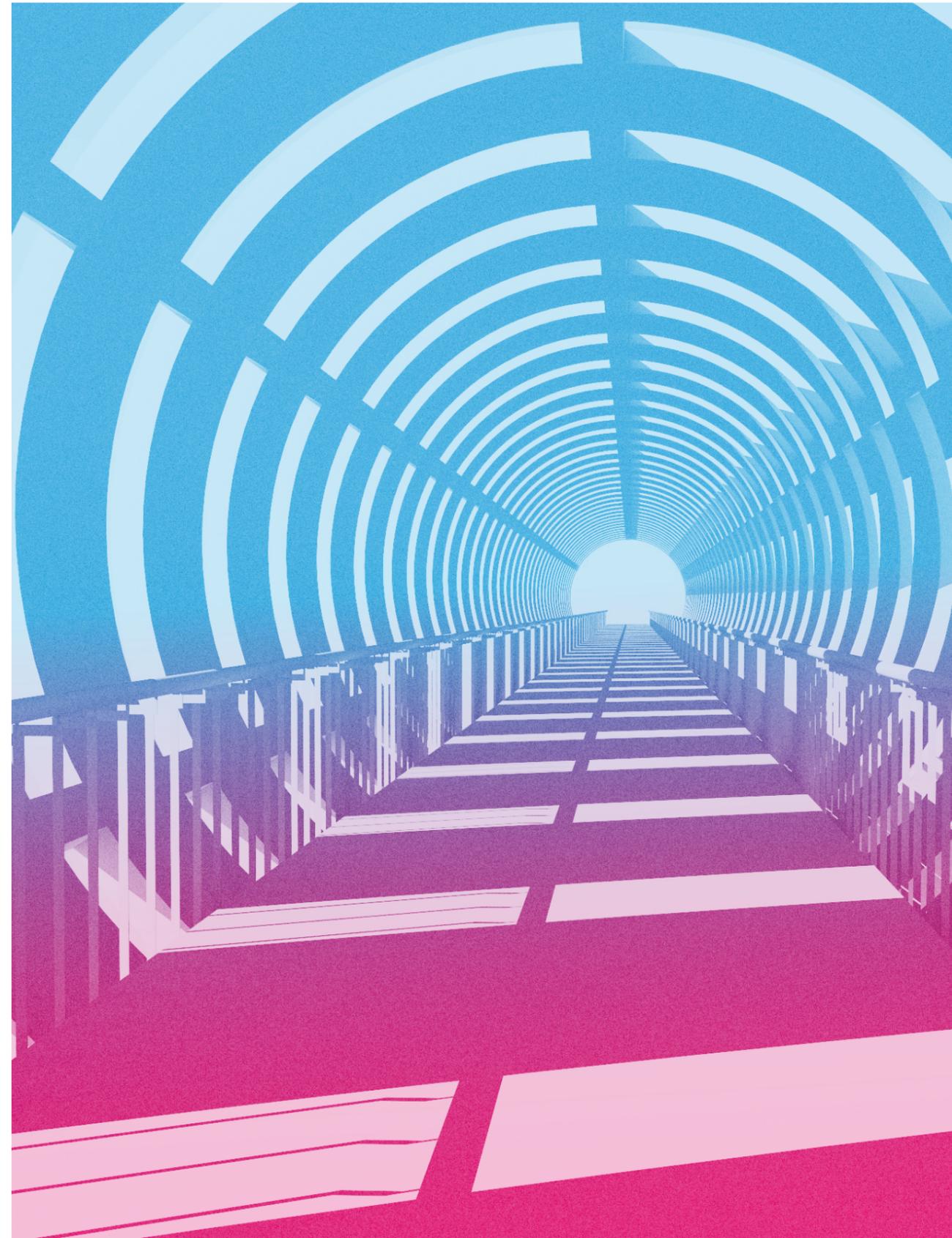
THE OPEN ALTERNATIVE

Organizations need to fundamentally change their approach to digital experience creation and management. Specifically, they need an **OPEN** approach, one that positions the organization to easily adapt to changing customer behaviors and rapidly adopt new technologies and tactics.

From a technical perspective, an open approach means relying on solutions that are **architected for adaptability**. This means supporting any framework (such as React or Angular) used to build applications. It also means **open APIs**, supporting any API type (REST, JSON, GraphQL) in order to facilitate integration with any and every system the brand may require — bought, built or not even invented yet.

Finally, an open approach calls for systems that allow for the free flow of content and data across the organization. This allows teams to move quickly and create engaging, personalized experiences for customers while fostering more cross-functional collaboration.

The best way to ensure this level of openness and adaptability is to embrace open source technology. Open source relies on a world class community of developers to drive ongoing innovation and timely responses to technological evolution.



THE QUICKSAND, THE LABYRINTH AND THE HYDRA

For brands, “open” accelerates digital readiness and makes it possible to meet the demands of the new era. As a result, brands gain velocity, build more intelligence into experience initiatives and deepen their governance capabilities.

Thanks to the power of open, brands can overcome the most common silo challenges — often created by impulse buying — associated with digital experience management. To better illustrate these challenges, we have dubbed them the **Quicksand**, the **Labyrinth** and the **Hydra**.

***BY APPROACHING DIGITAL
TRANSFORMATION
IMPULSIVELY, SOLUTION BY
SOLUTION, ORGANIZATIONS
JUST END UP MAKING
IT HARDER***



SECTION 03

ESCAPING THE QUICKSAND

Finding Solid Ground for Rapid Content Creation



ESCAPING THE QUICKSAND

Finding Solid Ground for Rapid Content Creation

THE PROBLEM

New devices, channels and modalities for digital experience emerge continuously. Customer behavior changes as more and more people adopt new digital technologies. Marketing teams struggle to meet customers where they are with new digital properties and experiences. Overburdened IT and development teams get bogged down with sites and content, constantly managing maintenance requests.

The continual need to create new content and build new sites and digital properties that must be maintained and updated can leave everyone involved feeling like they're sinking in **quicksand** — an inescapable trap in which no one ever catches up.

THE SOLUTION

An open approach to digital experience throws marketing and IT teams a lifeline and frees them from the quicksand. Businesses face a constant demand for new, content-rich digital experiences. This approach gives business users the power to create and manage them.

Everything begins with structuring content so that it is reusable from the outset. Making it possible to share content on multiple channels and in multiple form factors eliminates the need for recreating content for individual channels. As a result, content can be used where it needs to be without delay.

Getting content where it needs to be requires building sites and other digital experiences. An open approach enables IT to create pre-approved templates and presentation components that can be used by teams of different technical backgrounds to bring digital properties to life. This speeds things up by eliminating bottlenecks.

Finally, when marketing teams can manage and update content, sharing digital work across the organization, it frees up IT teams to focus more on innovative, profit-driving activities, like integrations, spinning up new services or contributing to the growth of emerging business units.

A person is snowboarding down a snowy slope. The person is wearing a dark jacket and shorts, and is in a crouched position. The background is a bright, hazy sky. The image is partially obscured by a dark blue diagonal shape on the right side of the page.

ELIMINATING UX BOTTLENECKS

An open approach also eliminates bottlenecks associated with web design and UX. The modularity we just discussed regarding business capabilities, content and presentation can be extended to the user experience, a critical component of the overall digital experience.

In the new multi-experience world, marketing needs to go beyond drag-and-drop assembly of web page components to adopt drag-and-drop assembly of UX design components that optimize the customer experience regardless of the screen, device or modality. The less marketing has to rely on UX and web teams to accomplish this, the faster everything can move.

SECTION 04

ESCAPING THE LABYRINTH

Let Unified Data + Machine Learning Be Your Guide



ESCAPING THE LABYRINTH

Let Unified Data + Machine Learning Be Your Guide

THE PROBLEM

With so many channels to choose from in the customer journey, and inconsistent experiences from one to the next, it's easy for customers to feel lost or forgotten. They want and need personalization to help them find their way. Unfortunately, brands often lack the insight needed to deliver truly personalized experiences.

When the customer journey gets complicated or confusing, and when messaging feels contradictory or irrelevant, customers experience frustration and inconvenience. Instead of a clear path to purchase, customers find themselves in the **labyrinth**.

THE SOLUTION

The marketer's job is to lead the customer out of the labyrinth by simplifying the journey. An open approach makes the marketer's job easier by harnessing the power of customer data.

The first step to using data to free the customer from the labyrinth involves empowering the data analyst. Unlocking data silos, using prebuilt connectors to any legacy systems in which data may be stored, makes it possible for data analysts to quickly access customer profile data. Unlocking silos also results in easy aggregation of data, a process which might otherwise require the IT team to custom build or custom code a massive data lake or one-off data integration.

Data analysts must be able to generate real-time, 360° customer profiles using data from all front-end and back-end systems. Automation can

accelerate this process. The ideal data solution will automatically stitch together profiles across channels, devices, systems and anywhere else customers engage. The solution should also dedupe, normalize and cleanse data for a single view of customer interactions across the entire customer lifecycle.

The level of personalization needed to lead customers through the labyrinth — quickly and at scale — calls for an open approach to machine learning. In other words, brands need to unlock the power of machine learning for their digital experience teams. Prebuilt ML models put this power in the hands of marketers, providing insight into everything from segments and personas to relevant recommendations and likelihood-to-buy. An open framework for building custom machine learning models unlocks this power for data analysts, allowing them to optimize next-best interactions during the self-directed customer journey.

Leading customers out of the labyrinth requires more than collecting, unifying and understanding data. It also necessitates a single environment in which marketers can assemble and optimize multichannel campaigns.

THE MARKETER'S JOB IS TO LEAD THE CUSTOMER OUT OF THE LABYRINTH BY SIMPLIFYING THE JOURNEY.

By combining reusable content with customer data, marketers can drive personalized campaigns across web, email, social or any other digital channel. By linking data management and campaign management, this approach eliminates channel-specific tools and experiences, a major source of disconnected experience silos and labyrinthine customer journeys.

As much as they want to help, marketers need to relinquish control and make it possible for customers to follow their own paths out of the labyrinth. Marketers walk the line between control and customer autonomy by assembling and optimizing multi-experience journeys. This approach does away with fixed, prescribed and channel-specific journeys. Instead, it lets the brand provide guidance, information or just simple buying options to help customers quickly find their ways out of the labyrinth.



SECTION 05

**TAMING
THE HYDRA**

Creating a Framework for
Freedom and Flexibility



TAMING THE HYDRA

Creating a Framework for Freedom and Flexibility

THE PROBLEM

In a multichannel world where it's possible to sell multiple products across multiple geographies, a brand's digital footprint can seem to sprout a thousand heads. Add in rogue digital initiatives, and supporting the three pillars of governance – effective security, strict compliance and consistent availability – becomes a Herculean task. In fact, it's much like being locked in a battle with the **hydra**.

THE SOLUTION

Taming (if not killing) this hydra calls for a secure, compliant and scalable Open Digital Experience Platform (DXP). Such a platform allows both CIOs and CMOs to centrally manage the continuous integration and delivery of new digital initiatives at global scale. It also unites content and data, enforces global governance and, by providing local flexibility, ensures global adoption of brand standards.

An Open DXP tames the hydra in several ways. First, it reins in rogue initiatives by removing the bottlenecks and constraints that spawn them. It does this with a unique combination of SaaS and PaaS functionality. This enables the rapid development and provisioning of on-demand SaaS applications for IT and marketing, allowing these departments in turn to build and customize digital experiences and campaigns. Being cloud-based, an Open DXP also allows local markets the flexibility to customize and extend tools as needed. If the hydra doesn't grow heads, there's no need to cut them off!

By supporting both IT and marketing functions, an Open DXP introduces a new model for controlling the hydra's growth in the first place. Specifically, the CIO can leverage this cloud to build a center of excellence with a centrally managed digital stack. This allows brands to host, secure and scale digital experiences in one place. Leveraging a common platform to secure digital experiences, brands can

manage compliance and other corporate risks while providing the requisite security.

Furthermore, by scaling all experiences on this common platform, brands address performance challenges and ensure the maintenance of brand standards. This lets the CMO build a center of excellence, including a centrally managed marketing stack. The global accessibility of cloud resources combined with the Open DXP means marketing can manage global campaigns and share best practice blueprints for multi-experience customer journeys across the organization.

When central control actually enables local experience experiments and initiatives, the hydra doesn't stand a chance.

SECTION 06

**BRINGING IT
ALL TOGETHER**

Acquia's Open DXP



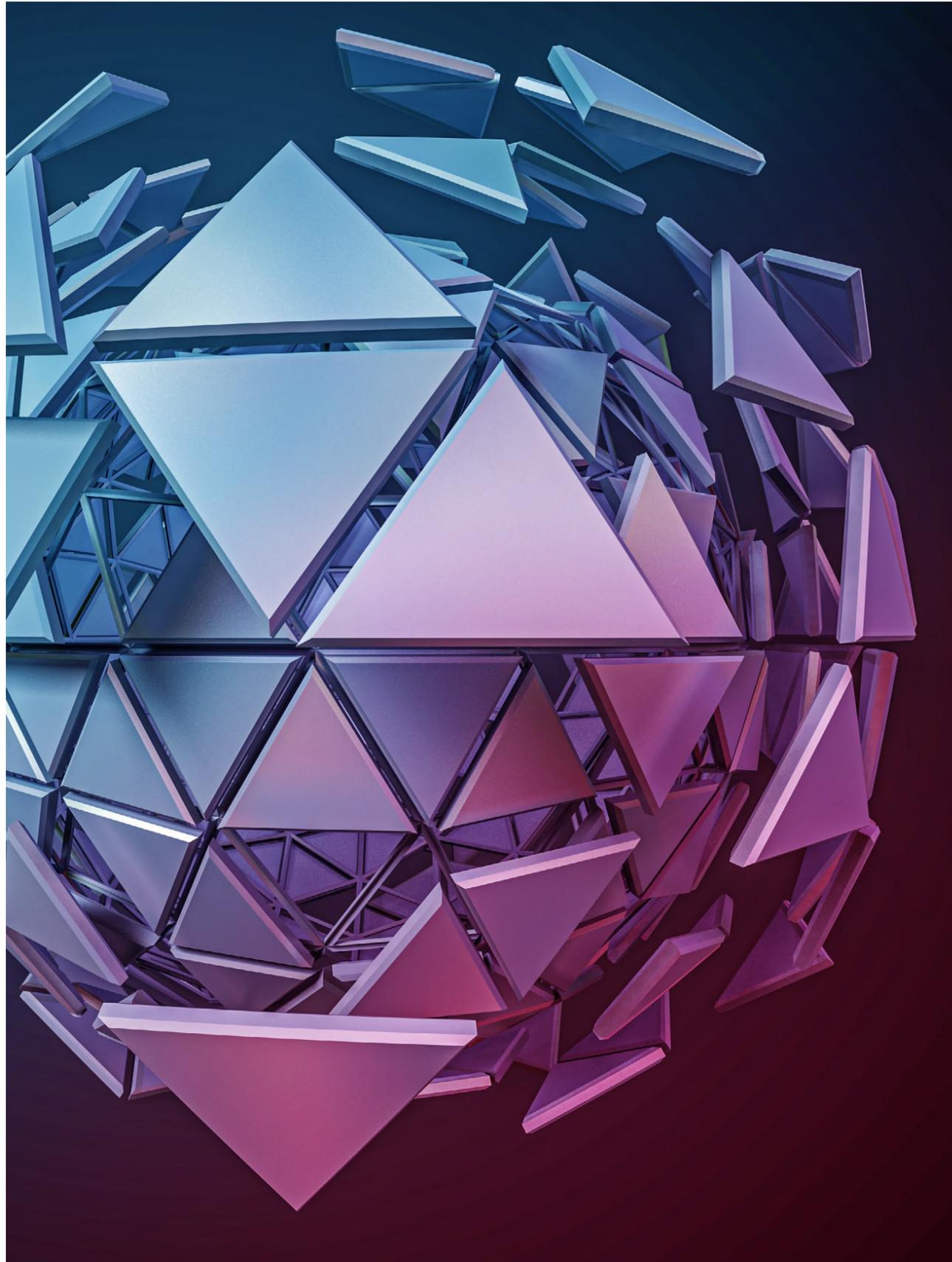
BRINGING IT ALL TOGETHER

Acquia's Open DXP

An Open DXP unifies your content and your data, overcoming the most pressing digital experience challenges that brands face.

Delivered as a unified platform, the Acquia Open DXP is easy to use for both IT and marketing teams. It supports local performance and global scale. It ensures comprehensive brand and regulatory compliance. It mitigates security risks. And it does all of this while driving operational efficiency across the organization.

Acquia's Open DXP comprises the **Drupal Cloud** and the **Marketing Cloud**.



DRUPAL CLOUD

Acquia Drupal Cloud makes it possible to escape the quicksand of content and digital experience creation, supporting a rapid response to the needs of customers and the organization. Drupal Cloud gets teams out of the quicksand fast by accelerating the development and deployment of digital properties and enabling all stakeholders to lend a hand.

The components of Drupal Cloud that play critical roles here include:

- / Acquia Dev Studio** and **Acquia Cloud IDE**, which deliver a new developer experience to stand up new sites and applications more quickly.
- / Acquia Site Studio**, a method for marketers to easily create and maintain content without technical skills (or acumen).
- / Acquia Cloud Platform, Acquia Site Factory** and **Acquia Edge**, which equip CIOs with the necessary tools for global site management and governance, including the optimization of site performance.



DRUPAL CLOUD

*Build, design and run sites
and applications*



MARKETING CLOUD

Acquia Marketing Cloud gives marketers the tools needed to deepen customer understanding, deliver more personalized experiences and lead customers out of the labyrinth. The components of this cloud include:

- / Acquia Customer Data Platform**, the cloud's centerpiece, unifies customer data, cleanses it and uses powerful ML capabilities to turn dirty data into clean customer insight.
- / Acquia Campaign Studio** and **Acquia Personalization** give marketers tools to run multichannel campaigns, personalize digital experiences and orchestrate self-directed customer journeys.
- / Acquia Campaign Factory** gives CMOs the tools to manage and govern global marketing efforts at scale while empowering local teams to collaborate and contribute to digital campaigns.

Acquia Marketing Cloud lets you know your customers, engage them holistically and lead them out of the labyrinth.

Acquia's Open DXP, made up of the Marketing Cloud and Drupal Cloud, eliminates the bottlenecks and constraints that create the hydra while giving you the power to tame it.



MARKETING CLOUD
*Understand, personalize and engage
 with customers on any channel*

ACQUIA CAMPAIGN STUDIO **ACQUIA PERSONALIZATION**

ACQUIA CAMPAIGN FACTORY **ACQUIA DAM**

ACQUIA CUSTOMER DATA PLATFORM

OPEN IS THE ONLY WAY FORWARD

Empowering marketing and IT is important. Maintaining governance and compliance is critical. Overcoming the quicksand, the labyrinth and the hydra is liberating. Acquia's Open DXP does all that. But more importantly, it has a real business impact by allowing brands to deepen their relationship with customers.

With the Acquia Open DXP, you can respond faster to customer needs:

As the pandemic set off a baking craze, King Arthur Baking Company was able to create and post hundreds of digital recipes while successfully managing a 260% increase in site traffic.

With the Acquia Open DXP, you can grow revenue: By using ML to improve customer segmentation and increase the relevance of offers, lululemon saw a 15% increase in baseline revenue and Moosejaw's sales margin grew to 30%.

With the Acquia Open DXP, you can easily scale your digital footprint:

Partnering with Acquia, George Washington University was able to transform more than 300 sites in seven weeks, leveraging a DXP that decreases the time to provision new sites by 90% while recording site uptimes of 100%.

Acquia works with organizations in numerous industries, supporting customer needs across the entire customer journey on each and every channel of engagement. With our open approach — freeing the content and data at the core of the digital experience — we help guide customers through the customer journey on their own terms. As a result, no matter what journey that customer seeks, the brand can deliver it.

260%

**INCREASE IN
SITE TRAFFIC FOR
KING ARTHUR**



BUILD MEANINGFUL CONNECTIONS WITH CUSTOMERS

Unlock the Power of the World's Only Open DXP

LEARN MORE ▶

Acquia

ACQUIA.COM

ABOUT ACQUIA

Acquia is the open digital experience platform that enables organizations to build, host, analyze and communicate with their customers at scale through websites and digital applications. As the trusted open source leader, we use adaptive intelligence to produce better business outcomes for CX leaders.

