



**Kentico**



**Ebook**

# **How to accelerate business growth with a composable DXP.**

[kentico.com](https://kentico.com)

# Table of contents.

<b>What is a composable DXP?</b>	<b>3</b>
<b>Three approaches to DXP composability.</b>	<b>4</b>
Best-of-breed composable DXP	5
Pre-composed integrated DXP	7
Single-vendor composable DXP	9
<b>Single-vendor approach to composability empowers rapid growth.</b>	<b>11</b>
<b>Get the right ingredients to compose your solution.</b>	<b>12</b>
<b>Create a high-value composable solution.</b>	<b>13</b>
<b>Accelerate your growth with a single-vendor composable DXP by Kentico.</b>	<b>14</b>
<b>What's in your future?</b>	<b>14</b>



# What is a composable DXP?

A composable digital experience platform (DXP) is a set of technology components for managing content and executing digital marketing campaigns. The core idea behind a composable DXP is to provide a foundation that can adapt and scale as business needs evolve.

It comprises so called packaged business capabilities such as content management, personalization, analytics and optimization, customer journey mapping, customer data management, search, multichannel support, and many others.

Unlike monolithic CMS and DXP, which offer a pre-packaged suite of capabilities, each part of a composable DXP can be changed for a different choice. As a result of its modular and flexible approach, you can select best-of-breed technologies, services, and tools.

## Benefits of a composable DXP

### Modular

The platform consists of separate parts that can be managed and updated independently. Changing or fixing just one part is simpler than the whole system.

### Flexible

Putting components together in various ways lets you create unique user experiences that match your requirements.

### Reusable

You can reuse the DXP components on the platform or in other projects to save time and maintain a consistent approach.

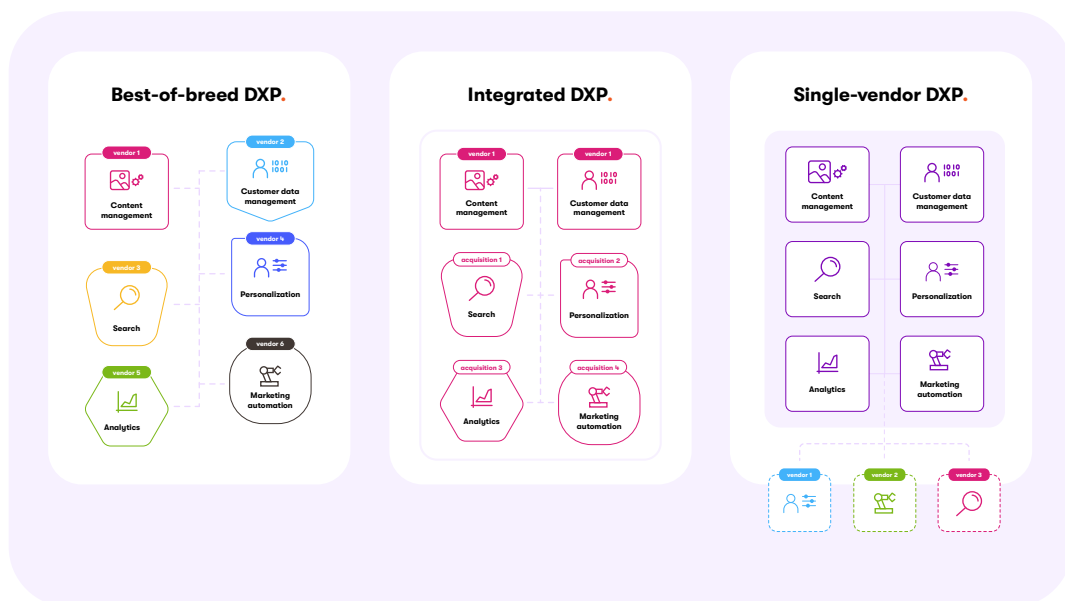
### Upgradable

Because components are loosely coupled, you can upgrade or change individual parts without significant issues throughout the system.



# Three approaches to DXP composability.

Many analysts, industry experts, and solution providers seem to recognize only two types of DXP architecture – composable and monolithic. Fortunately, the market offer is much more varied. Let aside the monolithic CMSes and DXP; we can see three levels of composability suitable for different business needs.



graphics: composable DXP approaches.



# Best-of-breed composable DXP.



This approach expects designing and building a bespoke solution from the ground up. The final solution is unique, with a combination of capabilities such as CMS, email marketing, commerce, and DAM provided by multiple vendors. These tools are made by different companies, but they can work together through API connections. You can change or add tools without changing the whole system.

To build this highly composable platform, you need the expertise of a solution architect. The implementation typically requires a skilled and digitally mature development team. The result is a custom solution consisting of best-of-breed technologies that excel in specific areas.

## Who is it for?

Bespoke composable DXPs are designed for multinational and often multi-brand enterprises with large budgets and specific needs. These high-profile brands require premium products and only the best options on the market.

In the language of our [digital experience maturity model](#), we can imagine such a company as a digital megacity having its dedicated internal team of developers.

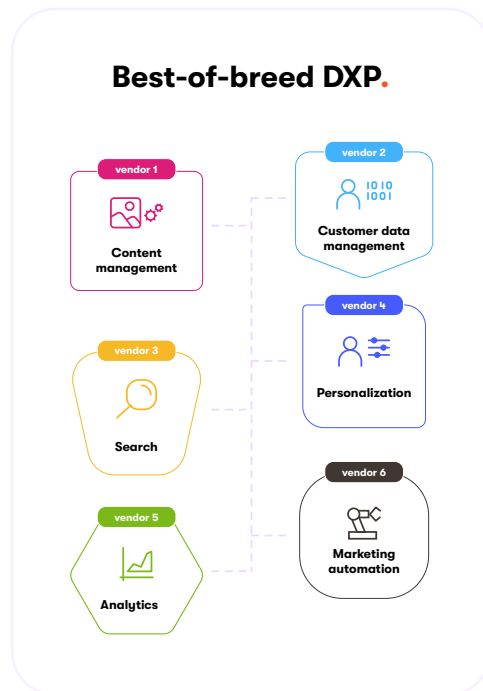


## Pros:

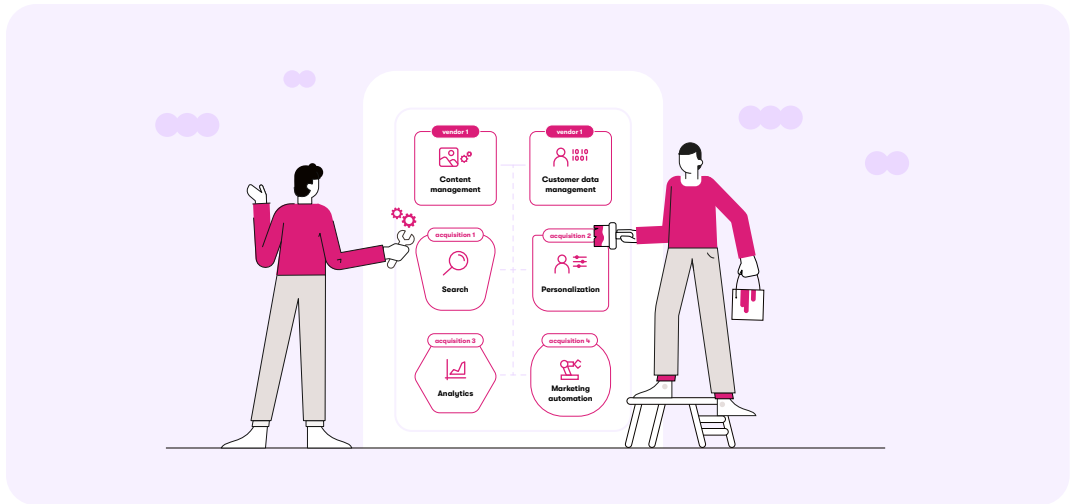
- Customization: Flexibility to adopt new technologies and features
- Best-of-breed tools: Freedom to select the best tools and services
- Scalability: Vendors are responsible for scaling their services, not customers

## Cons:

- Complexity: Teams of solution architects and developers are needed for implementation, maintenance, and upgrades; the complexity of the integration grows with more components
- Long time to market: The solution needs to be custom designed from scratch
- Long onboarding: Digital marketing teams need to understand the relationships between the products in the system, knowing when and how to use each one
- Cost: Multiple contracts with different vendors



# Pre-composed integrated DXP.



In this situation, the parts of this platform are already picked and joined by the company that made it. This saves the need for a solution architect and makes things cheaper. The DXP vendor has already decided what capabilities it has. But there's a question about how they choose the parts.

This approach is common among rapidly growing DXP vendors acquiring new capabilities through business acquisitions. It lets them quickly create a complete DXP with CMS, digital marketing, and commerce. But users don't get to pick the best pieces for themselves, yet some parts of the platform look and work differently.

## Who is it for?

Pre-composed DXPs are a good choice for large corporations that need a wide range of high-quality digital marketing capabilities and don't worry so much about costs. They are often offered by well-established companies with solid brand awareness, providing a strong argument for a CIO who needs the investment approved by the executive board.

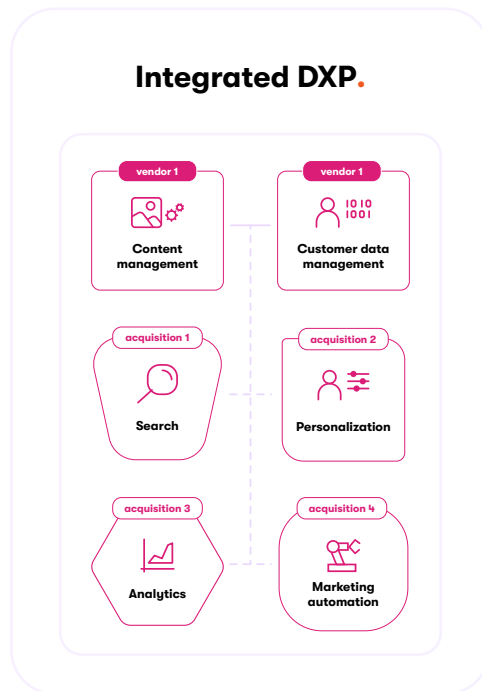


## Pros:

- Vendor's brand awareness: Eases inter-departmental consensus about the DXP purchase
- Extensive set of features: Each component developed with a full range of functionalities

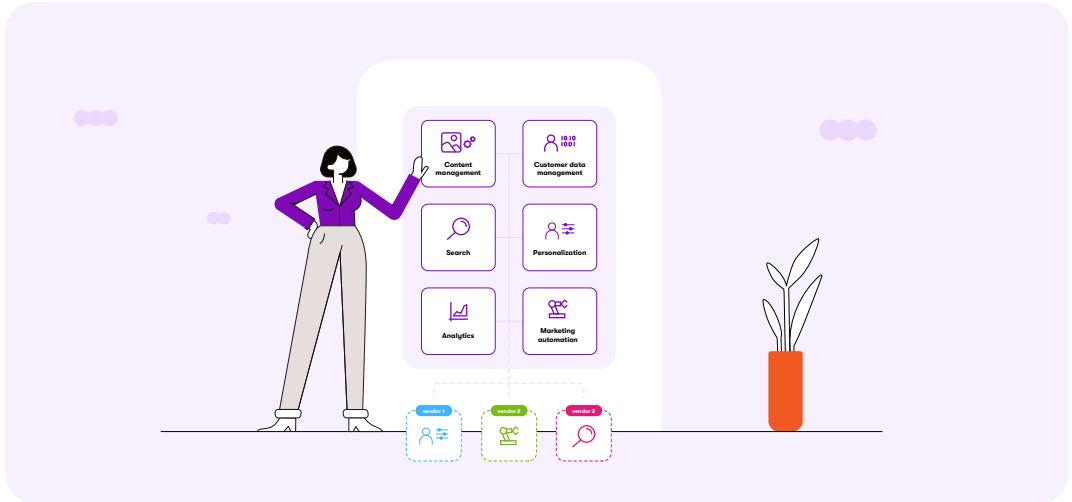
## Cons:

- Slow time to market: Different UX, steep learning curve
- Cost: The inconsistent system results in high implementation, maintenance, and upgrade costs
- Difficult upgrades: Marketing teams are subject to the vendor's strategic direction with acquisitions and technology selection





# Single-vendor composable DXP.



This approach takes the best from both worlds – composable and monolithic. It’s a DXP with native content management and digital marketing but ready for the capabilities to be replaced or extended if needed. The built-in capabilities are all developed by the same team, following the same standards and best practices. They all have the same user interface (UI) and underlying software foundations to ensure the best user experience for the admins.

Thanks to that, single-vendor composable DXPs have a short time to market, a smooth learning curve, and quick value delivery. When you need to replace some of the capabilities with the best-of-breed, a composable DXP by a single vendor can be used for headless content delivery, extended, and connected with ready-to-use or custom integrations.

## Who is it for?

A composable DXP by a single vendor suits fast-growing mid-sized to lower-enterprise companies embracing digital transformation and mindful of their ROI. This type of DXP can be quickly implemented as a single solution for content management and most digital marketing scenarios.



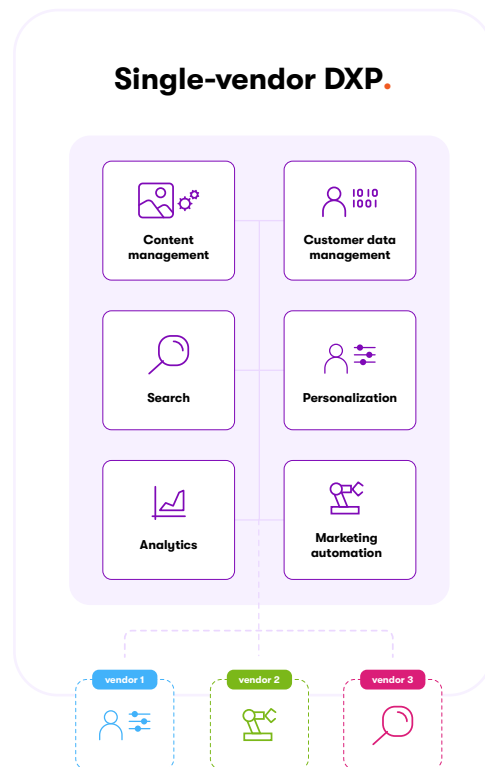
Right from the start or when your needs change, the DXP can be extended and integrated with the technologies of choice without migrating the whole system. This way, you can keep the costs under control, and the system is easy to manage.

## Pros:

- Value for money: A single contract with one vendor, one product for all essential needs Fast time to market: All ready-to-use capabilities follow the same UX and software foundations
- Extensibility: Unlike a monolithic DXP, a composable DXP by a single vendor enables composing new capabilities or connecting other technologies via APIs

## Cons:

- Not always best-of-breed: The native DXP capabilities are not necessarily the best-of-breed



# Single-vendor approach to composability empowers rapid growth.

Even though each organization has different needs for creating digital experiences, almost every project requires a standard set of core capabilities (CMS, contact management, email marketing, etc.) That's why they should be included in a single solution and ready to use.

With a single-vendor composable DXP, such as Xperience by Kentico, you can create a solid foundation for most of your digital marketing activities. This way, you can go to market quickly and add more as your needs grow. You can even create a headless solution!

We at Kentico believe this is the best way to boost your company's growth. It saves months of developing a custom solution and suits a limited budget while offering flexibility for future extensions.



# Get the right ingredients to compose your solution.

If you want your DXP to boost your ROI and business growth, go live as quickly as possible and expand your solution without needing extensive, painful upgrades and migration. Xperience by Kentico has the built-in features you know from monolithic DXP, plus it gives you the freedom to add components that suit your needs, which is typical in the composable DXP world.



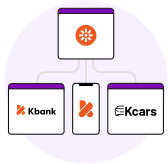
## Built-in capabilities

Kentico's capabilities are developed in-house with the same UX, UI, and code standards and one price tag. They work together seamlessly, are well connected, and when something breaks, you have one point of contact for technical support. The built-in capabilities for content management and digital marketing include personalization, contact management, and email marketing.



## Integrations

If you want to integrate your DXP with an external system such as CRM, you can use Kentico's API to connect them. Kentico has out-of-the-box integrations ready for many popular technologies, or you can use your own.



## Hybrid headless

Headless content delivery is a feature within the digital experience platform. Therefore, you can have your website as headless or head-on. You can use WYSIWYG or a modular approach to building web pages and reuse your structured content across various channels.



## SaaS and on-premises

Although software-as-a-service (SaaS) is not an essential characteristic of a composable DXP, many platforms are built that way. Creating your solution as SaaS means you don't have to worry about upgrades and hotfixes. Your platform gets updated automatically for you. However, we understand that SaaS is not for everyone, so we also keep the on-premises option available.



# Create a high-value composable solution.

*“Composing DXP capabilities is like following or creating your own recipe. The ingredients are important, but the result is where you find the real value,”* **says Sean G. Wright**, Kentico’s Lead Product Evangelist. In the composable DXP market, Kentico gives you unique value because you can start small and extend as your business grows, getting the best possible ROI.

## A solid foundation for fast time to market

The rich set of out-of-the-box capabilities means that you can launch your website quickly. From day one, you have all you need to deliver content and create a digital marketing strategy. You can store your content as structured data, setting the stage for multichannel marketing.

## Composability and integrations for growing needs

As your needs grow, you can selectively expand and integrate additional capabilities, modules, or services into the existing DXP to address new requirements or opportunities. Kentico is designed to give you maximum flexibility, from an API integration with powerful search technology to multichannel headless delivery. Adding new capabilities on-demand enables you to stay agile and responsive to changing market trends, customer preferences, and technological advancements.

## Transparent pricing for keeping budget under control

Kentico is well known for its clear pricing model; our customers only pay for what they need. This transparency enables you to plan your budget effectively. With the single-vendor DXP, you have only one license from one vendor. Selectively adding new capabilities helps you optimize your ROI and invest your resources where needed most.

## One point of contact if something goes south

Dealing with a single vendor means that there is one primary point of contact for all aspects of the DXP. This streamlines communication and reduces potential confusion when working with multiple vendors. Suppose you need a headless solution or many integrations and use Kentico as the central piece of the whole system. In that case, we take the responsibility that comes with it, ensuring that everything works as clockwork.



# Accelerate your growth with a single-vendor composable DXP by Kentico.

Outsmart your competition and drive better business results with fewer resources! Xperience by Kentico is completely built in-house with capabilities that work in unison, allowing you to expand your ecosystem. We offer regular refreshes that bring continuous business value, ensuring you leave your competitors in awe.

Our platform grows and scales with your business, and its low total cost of ownership and transparent pricing makes it easy to manage your costs. The super-fast intuitive interface helps you get work done quickly, and the low-code/no-code approach reduces dependency on developers, giving your marketers the agility to respond to market changes and trends. Thanks to the reusable content, you have the flexibility to reach your audience with personalized experiences on any platform.

## What's in your future?

Xperience by Kentico is the future of digital experience platforms. Our platform delivers customer value fast, maximizes your investment, empowers your team to do more, and helps you grow your digital presence and connect with your audience. We invite you to experience the future of digital experience platforms with Xperience by Kentico

**SCHEDULE A FREE DEMO TODAY**



# About Kentico.

Kentico is an award-winning provider of digital experience platforms that enable businesses to drive better outcomes with fewer resources using a hybrid headless approach for multichannel digital experiences. Its digital experience platform (DXP), Xperience by Kentico, minimizes overhead by focusing on real customer needs. With a wide set of capabilities, it empowers teams to deliver better customer experiences through multiple channels faster.

Kentico offers market-leading support, SaaS or on-premises deployment, and is backed by a global network of implementation partners.

Kentico was founded in 2004 and is headquartered in the Czech Republic with offices in the US, UK, Germany, and Australia. Kentico has more than 500 digital solution partners and powers over 35,000 websites across 120 countries. Customers working with Kentico include Allergan, Ingram Micro, Konica Minolta, Land O' Lakes, PPG, Red Cross and Williams F1.

## Eager to learn more?

Talk to our experts! Schedule a free live online 1-on-1 demo of Kentico and let one of our experts walk you through the features and capabilities that will help you create amazing digital experiences.

**MEET OUR EXPERTS**

### H.Q

Kentico Software s.r.o.  
Nove sady 996/25  
602 00 Brno  
Czech Republic

### CZ

Kentico software s.r.o.  
Parkview Spaces  
Pujmanove 1753/10  
14000 Prague 4  
Czech Republic

### US

Kentico Software, LLC  
15 Constitution Dr.  
Suite 2C  
Bedford, NH 03110  
USA

### UK

Kentico Software Ltd.  
68 Lombard Street  
London  
EC3V 9LJ  
United Kingdom

### APAC

Kentico Software Pty Ltd.  
Level 4, 83 Mount St.  
North Sydney, NSW 2060  
Australia

### Germany

Kentico Software GmbH  
c/o Schnorbus Helmholtz  
Wardemann Port GmbH  
Kanalstraße 2  
41460 Neuss



[kentico.com](https://kentico.com)