Digital Experience Platform (DXP)

DXP guarantees superior experiences for customers in a personalized fashion as they traverse multiple touchpoints in complex environments.

DXP Architecture & Specifications
DXP Helps Companies Achieve (What Was Previously) Impossible.

- Low/No-code Architectural Pattern
- Drag and Drop Journey Creation
- Total Control of UI/UX
- Legacy Back Office Integration
- Centralized Resource Model
- Low Cost, Fast Time to Market

What Do TMT Companies Want?
Today’s Patchwork of Point-to-Point Integrations Suffocates Companies’ Efforts to Innovate.

There’s almost a “hole” in the IT Stack that creates immense complexity.

• All channels must be integrated, individually to the back end.
• Each channel requires its own work flow
• Each customer experience is hand coded
• The complexities choke the ability to develop and operate advanced customer experiences.
Companies Today Face a **Combinatorial Bomb of Complexity**.

As business processes across multiple channels become more complex and increasingly connected to a larger number of enterprise and third-party systems and services, it creates exponential complexity in the underlying IT systems. Number of permutations and combinations of routes through these connected journeys have created a combinatorial bomb of complexity that will require amounts of budget and time for less and less output.

- Mapping and integration to every channel to back end systems is complex and expensive.
- Similar business logic, rules and work flow are required in each channel.
- Partial journey data is replicated in each channel but not coordinated or shared.
- Enterprise and 3rd party system changes impact integration of the whole system.
Synchronoss is a technology leader that has been called upon to create innovations that solve the industry's most complex technology problems - we could not leave this one alone. We created a platform called Digital Experience Platform (DXP) to diffuse the combinatorial bomb through a surprisingly easy-to-use, low-lift new feature (or box) in the modern enterprise ecosystem.

DXP is essentially a tool kit of capabilities that citizen and IT developers can use to simply and quickly design, deploy, manage and optimize customer journeys across multiple channels from one platform, ensuring a consistent and seamless single and/or Omni-channel customer experience.
Common **Technology and Market Drivers** Underpinning DXP

- To ‘shift-left’ certain repetitive categories of business requests
- Enable SMEs of backend systems to actively use their expertise as part of a journey creation team with minimal training
- To facilitate the transition to, or accelerate the use of, a microservices architecture
- Isolate the channel from journey logic and integration detail, decoupling channel release cycles
- Consolidate common processes to achieve simplification and reuse by defining and maintaining them in one place
- To define a new box in the enterprise architecture for a journey management system
DXP Solves The Pain of Complexity and Superpowers IT in the process.

DXP fills the hole in the IT stack and allows companies to create innovative customer experiences.

DXP centralizes the journeys, exposes them as a self-describing API, uses a customizable and non-opinionated data model and has an intuitive GUI suitable for use by both technical business users and IT professionals. It completely alters the process of change itself, moving it from a software delivery and deployment lifecycle to a configuration and publishing exercise that is orders of magnitude faster.

DXP puts real-time tools in the hands of individuals which were formerly scattered across technical experts accessible only through complex and lengthy project plans.

DXP cuts the cost of maintaining the spaghetti wire and puts the customer on new plane of innovation. The cost of adding channels drops, so the company can more easily expand their distribution footprint and acquire customers faster. Buy-flows become more effective and lead to higher close rates.
DXP is a Lot of Things, **But it is Not...**

- a system of record
- an app building platform or GUI creator
- a content management system
- an ESB or general integration middleware
- a BPM engine
- a marketing cloud
All aspects of an integrated, multi-channel customer journey can be configured using the DXP Journey Creator:

- **Application Data Model (ADM):** Build a representation of the data your application needs to interact with by consuming API schemas and models.
- **Data Mappings:** Map and transform third-party data models to your data model using visual mapper.
- **Workflow and Orchestration:** Build user-focused, interactive flows with multiple service integrations.
- **Service Integrations:** Define integrations into third-party services (REST, SOAP, XML).
- **Business Rules:** Visual business rule editor (outputs Groovy script).
- **UX/UI:** Template-driven UI available OOTB. Various extension mechanisms exist.
- **Insights Metrics:** Journey analytics.
Overview of Digital Experience Platform

Capabilities

Customer Needs
- T/F/D Value Proposition
- Human-Centered Design
- Behavioral Design

CX Strategy
- Journey mapping
- Discovery of segments and personas
- Acting on journey insights
- Personalization of messaging, offers & content

Design & Planning
- Content interaction
- Journey design and planning
- Journey testing and optimization
- Workflow automation and orchestration

Testing & Optimization
- Channel implementation (e.g. contact center, email, retail, web, IoT)
- Channel performance and optimization
- Globalization
- AI powered Analytics

Automation, Orchestration & Delivery
- VoC
- VoE
- AI powered Predictive
- Analytics

CX Measurement
Synchronoss Digital Experience Platform

**Journey Creator**
A low/no-code, drag and drop tool set for customer journey creation and management.

**Journey Integrator**
Seamlessly integrates into any legacy IT system, extracting data, work flows and enterprise services.

**Journey Publisher**
Ability for Journey Creator to instruct and populate existing UI in any existing channel – dramatically reduces need for software releases.

**Data Analytics**
Insights and AI to track and fine-tune the effectiveness of customer journeys.
DXP is a **Brand New Type of Tool**

Channels become simpler and uncoupled from underlying changes allowing focus on UI/UX

Business rules and logic, journey data and workflow defined in Journey Creator instead of every channel.

Journey creation & management can be staffed by a single team vs multiple separate teams.

Local channels can use their own UI

**ENTERPRISE MIDDLEWARE**

**BACKEND SYSTEMS/SERVICES**

**CUSTOM BUILT MICRO SERVICES**

**ENTERPRISE SERVICES**

**THIRD PARTY SERVICES**
DXP Platform Architecture

Design Time Tool

UX Config

Dynamic Workflow

Integration

Journey Publisher - Self-Describing API

Journey Creator

App Engine

Product Information Manager

Identity Manager (ID3)

Insights & Analytics

Order Manager

Shared Journey Data Store

Journey Integrator - Reads Back-End API's

CLIENT SOA LAYER

CLIENT ESB

CUSTOM BUILT MICRO SERVICES

ENTERPRISE SERVICES

THIRD PARTY SERVICES

CUSTOMER FACING CHANNELS

ENTERPRISE MIDDLEWARE

BSS/OSS

BACKEND SYSTEMS/SERVICES

Removes System Duplication

DXP layer removes journey complexity and duplication from channel systems and provides native cross channel capability.

Flexible Data Model

DXP is not a system of record and uses a 100% flexible data model to work with existing enterprise/3rd party systems.

API - First

UI is decoupled from the journey detail, while retaining existing tech stack and UI control.

Low Code Toolkit

Configuring of integrated journeys, from UX to data mapping all done via a single easy-to-use, low-code web GUI.

HOW IT WORKS: DXP SOLUTION

SHARED JOURNEY DATA STORE

ORDER MANAGER

Journey Creator

App Engine

Product Information Manager

Identity Manager (ID3)

Insights & Analytics

Order Manager

Shared Journey Data Store

DESKTOP

ONLINE CONTACT CENTER

RETAIL

MOBILE APPS

CHAT BOT

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DXP Does For Enterprise Digital Journeys What CMS Did for Content Publishing

DXP consolidates tasks, removes duplication and silo’d development, simplifies and accelerates change and deployment

1. **API First**
   - UI is decoupled from the journey detail while retaining existing tech stack and UI control

2. **Removes System Duplication**
   - DXP layer removes journey complexity and duplication from channel systems and provides native cross-channel capability

3. **Flexible Data Model**
   - DXP is not a system of record and uses a 100% flexible data model to work with existing enterprise/3rd party systems.

4. **Low Code Tool Kit**
   - Configuring of integrated journeys, from UX to data mapping, all done via a single, easy-to-use, low code, web GUI

**HOW IT WORKS: DXP SOLUTION**

- **Journey Creator**
- **App Engine**
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**Sharing Journey Data Store**

**Order Manager**

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**CLIENT SOA LAYER**

**CLIENT ESB**

**CUSTOM BUILT MICRO SERVICES**

**ENTERPRISE SERVICES**

**THIRD PARTY SERVICES**

**CUSTOMER FACING CHANNELS**

**ENTERPRISE MIDDLEWARE**

**BSS/OSS**

**BACKEND SYSTEM/SERVICES**
What If We Told You Ours Was Also Easier To Drive?

With DXP, cross-channel and complex integrated journeys can be configured by small teams of business users and non-specialist IT people with low/no-code and publish at real time.
Our Platform Works With Your Existing Technology to Crush the SDLC.

Years of world-leading expertise in complex integrations as the secret sauce

**DESIGN TIME**
An intuitive and modern web-GUI that enables syntax-free configuration of cross-channel journeys

**RUN TIME**
Enterprise-grade NFRs for confident and secure running of mission-critical processes
DXP Can Build Journeys and Applications

**No code or low-code?**
- DXP is a no-compile, low-syntax platform
- Journeys are designed using DXP authoring tools
- Journeys are text published to one or more execution environments
- Journeys can be previewed within the Design Environment or via client applications

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**Design**

- Design Environment
- Design Software
- DXP Application (In-Design)
- Designs
- DXP Application Designer

**Execute**

- Execution Environment
- Execution Software
- DXP Application (In Execution)
- Uses
- DXP Application User

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DXP is purpose built for real-time publishing and collaboration for cross-disciplined teams and skill sets.
DXP Platform Lets Teams Continuously Optimize & Deliver Improvements

Design

Execute (Dev)

Execute (UAT)

Execute (PROD)

Design Environment

Preview Environment

Execution Environment

Execution Environment

Execution Environment

DXP Application (In-Design)

Iterate (Seconds)

Iterate (Daily)

Iterate (Sprint)

Iterate (Release)

Design Software

Execution Software

Execution Software

Execution Software

Execution Software

Preview Environment

Execution Environment

Execution Environment

Execution Environment

Preview Environment

Execution Environment

Execution Environment

Preview Environment

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DXP Differentiators: Data Modeling

Customer Journeys comes with a sample data model that can be extended within minutes and can vary by geography and even by project. The drag-and-drop GUI is simple enough that non-technical users can create new data elements and immediately use them within Customer Journeys.

1. Create new data elements as needed on a project and simply drop them in a step in a journey to begin using them. Digital Journeys adapts to your business rather than expecting the business to adapt to it. DxP is not schema bound that allows addition or modification of data to the model a trivial activity.

2. Set the security rules around each element as it is created. Every module in the Platform will respect the security setting and treat the element in the same way.

3. The Platform handles storage and retrieval of the data without any manual effort. No need to write SQL or code even when handling complex structures such as arrays or objects.
Journeys and business logic are defined in a single place rather than replicated in each channel. The integrated toolkit approach reduces the need for written communication and allows a high level of productivity even in small teams.

1. Create workflows via drag-and-drop editor
2. Add calls to enterprise APIs and 3rd party services
3. Drag-and-drop GUI for creating business rules and logic which can be inserted into a journey or applied as a precondition to any step of a journey or data field
DXP Differentiators: Integration

Integration is typically carried out using the IDE from a specific ESB technology. With Journeys, the data mapping and configuration is done in the web-based GUI, allowing configurators to do work that would previously have required specialist developers.

1. Graphical drag-and-drop API mapping to SOAP/XML/REST APIs. Integration layer respects the data elements definitions regarding masking of logs, data retention, etc.

2. Handle complex mappings with transformations, reference data lookups, and even build custom rules using the graphical business logic editor.

3. Integration supports all patterns that include synchronous, asynchronous, fire and forget, scatter gather and wiretap.
Are You A Match for DXP?

DXP’s target market is any company that has multiple channels, legacy back end systems, and/or moderately complex products that is interested in a single platform to build, deploy and manage all of their customer service and sales journeys/episodes.

From an industry vertical perspective, the primary target markets include telecoms operators, Technology, Media, Technology (TMT) companies and retailers given the high engagement they have with consumers.

From a target audience / role perspective, we find the primary decision makers to be:

- Chief Information/Technology Officer & Staff
- Chief Marketing Officer & Staff
- Chief Digital/Experience Officer & Staff

**Chief Information/Technology Officer & Staff**

It’s about changing the SDLC process for good. Increase the efficiency of IT developers, allowing existing teams to focus on core back-office optimization. Enable IT developers and Citizen Developers to publish experiences with a fraction of the resources, testing and complexity.

**Chief Marketing Officer & Staff**

You can invent the experience you want. DXP creates a simple, low-code tool to allow for unheard of collaboration between channel owners, analysts and IT. DXP gives you access to data from all back office systems and operates with existing channel UI’s letting you create consistent experiences across all touch points.

**Chief Digital/Experience Officer & Staff**

Finally, autonomy. DXP gives you the perfect platform to work, collaboratively, with IT and business owners to craft continuous experiences that work with existing back office systems and channel UI. The result is a canvas to paint your perfect customer experience and refine it real-time as the results come in.
If you’d like to know more about changing the way you run your digital business...

digital@synchronoss.com

We’d Love To Talk More.