DXP Journey Creator

DXP is purpose built to solve technology and business problems inherent in complex environments.

Let’s talk centralized creation of customer journeys. Journey Creator achieves what was previously impossible with ease.
What Do TMT Companies Want?

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

DXP Helps Companies Achieve (What Was Previously) Impossible.
When it Comes to Creating Customer Journeys, Companies **Have a Choice Between**...

**This**

**Legacy Enterprise SDLC**
- Focus on solving the tech problems before solving the business challenge
- Require many technical specialists
- Spend significant effort communicating and collaborating across large teams

**Or, This**

**Digital Experience Management**
- Focus on the business challenge, not the technology issues
- Run smaller and more efficient teams
- Free up resources
Journey Creator is the Heart of DXP

**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 Reduces The Time and Cost of Building and Maintaining Digital Customer Journeys

In the last 10-15 years, CMS technology has shifted a lot of routine content and marketing tasks to business teams while enabling technology teams to focus on the harder or higher value tasks.

**Easy journey configuration**
Easy drag-and-drop journey editor with 150+ pre-built UI components, to configure business rules and API integration

**Simplified implementation**
SaaS platform enables implementation teams to focus on the business problem, not the technology

**Clever integration**
Simplifies connectivity to existing systems and 3rd party services

**Omni-channel journey engine**
Pause and resume functionality across channels provides a consistent experience for customers

**Business**
- Journey Authoring
- A/B Testing
- Operational Visibility
- Employee Levers

**Technology**
- Faster integration
- Improved testing
- Low TCO
- Tier 1 NFRs in

DXP enables a closer working relationship between business and technology teams: small, close, productive collaboration

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Imagine Being Able to Create a Seamless, Cross Channel Experience **You Can Pause & Resume.**

As journeys are not designed from the flow, not the UI so cross-channel is a native capability.
DXP is a Brand New Type of Tool

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

Journey Publisher Feeds Local UI/UX

Local channels can use their own UI

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

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

Journey Integrator Reads Back-End API’s

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DXP Platform Architecture

Design Time Tool

Journey Publisher: Self-Describing API

Journey Integrator: Reads Back-End API's

Journey Creator

App Engine

Product Information Manager

Identity Manager (ID3)

Insights & Analytics

Order Manager

Shared Journey Data Store

CLIENT SOA LAYER

CLIENT ESB

EXISTING WORKFLOW AND BPM FEED

JOURNEY CREATOR

CUSTOM BUILT MICRO SERVICES

ENTERPRISE SERVICES

THIRD PARTY SERVICES

CUSTOMER FACING CHANNELS

ENTERPRISE MIDDLEWARE

BSS/OSS

BACKEND SYSTEMS/SERVICES

UX Config

Dynamic Workflow

Integration

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

App Engine

Product Information Manager

Identity Manager (ID3)

Insights & Analytics

Journey Integrator: Reads Back-End API's
DXP Does For Enterprise Digital JourneysWhat 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
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
Journey Creator: Journey Composition

- Applications are composed of one or more flows.

- A flow is composed of one or more business features and/or (coming soon) flows.

- A business feature is the smallest, reusable unit that can be considered “a journey”.

- A business feature is composed of steps.
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

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**
  - Design Environment
  - DXP Application (In-Design)
  - Design Software
  - Iterate (Seconds)

- **Execute (Dev)**
  - Preview Environment
  - DXP Application (In-Preview)
  - Execution Software
  - Preview

- **Execute (UAT)**
  - Execution Environment
  - DXP Application (In-Execution)
  - Execution Software
  - Iterate (Daily)

- **Execute (PROD)**
  - Execution Environment
  - DXP Application (In-Execution)
  - Execution Software
  - Iterate (Sprint)
  - Iterate (Release)
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.

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.
DXP Differentiators: Journeys, Logic Design

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
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.

**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...

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We’d Love To Talk More.