Introducing Digital Experience Platform (DXP)

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

Around the world, telecommunications, media and technology (TMT) companies - including mobile operators, broadband and cable providers - are using DXP to compete with agile global OTT providers like Facebook, Amazon, Apple, Netflix and Google.
Because Customer Experience is Everything.

And Thanks To FAANG, The Bar Has Been Set Extremely High.

Along with Microsoft, these are the biggest, most profitable companies in the world. And there’s a reason for that. It’s how they use technology to set the pace for growth, experiences and engagement.

It’s not enough to have a good customer experience, it has to be great. It’s not enough to generate new revenue, it has to be profitable. It’s not enough to be current, you have to lead. It’s not enough to be fast, you have to be faster than your competition.

Customers’ expectations are rising, and a TMT company or a retailer can easily lose consumers’ trust and loyalty if the quality of service they receive does not meet their expectations. Those expectations continue to increase. Customers now expect

- the ability to take immediate actions and see instantaneous results,
- a company to understand them holistically and interact with them with that knowledge,
- to pick the channel of their choice, rather than being told, and
- an effortless integrated experience.

To respond to these challenges, companies have to find new ways to roll back complexity and almost create a new playing field.

The Synchronoss Digital Experience Platform (DXP) does just that. It 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.
For companies, a critical part of the digital transformation process is to enable a frictionless, unified experience for customers during each and every transaction - or “customer journey” - across all channels, whether it is in-store, online, mobile, or over the phone.

Yet, customer expectations are not being met. Digital adoption has been slow, limiting channel choice and driving customers to face disjointed experiences. Current limitations are making it harder for companies to acquire, retain and grow customer relationships.

Companies have been well intentioned but have been hampered by technical debt and outdated architectural constructs. In some cases, front-end UIs are dictated and controlled exclusively by single-purpose systems of record, driving up silo-based experiences.

In other cases, digital experiences are often constructed inside each front-end channel, driving up the cost to deploy improvements across multiple channels. Products are often built in their own silos, requiring ‘people-putty’ to attempt to smooth-over back-end inconsistencies.

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In an attempt to deliver experiences, companies have engaged silo’d channel leads and developed business requirements to help ensure coordinated experiences across organizations and supported infrastructure. This approach has unfortunately led to a patch-work of point-to-point integrations that we call the “the spaghetti effect.”

Improving experiences takes time, people and money and most companies then have to prioritize across multiple initiatives to determine what and how to invest which leads to delays in time to market and some projects not getting funding.
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. Unless technology owners come up with a better answer than SOA, micro-services or a common GUI, the number of permutations and combinations of routes through these connected journeys will create a combinatorial bomb of complexity that will require ever-increasing 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.
Changing business conditions are the primary driver for new system requirements and the accompanying technology challenges. The challenges are caused by two main business factors:

1. Dwindling margins on product-only sales mean that upsell and the attachment of compatible products or services are the new profit drivers. This adds a lot of complexity to what were previously simple transactions.
2. Omni-channel has become a must-have – not in terms of just having the different channels but enabling the customer to move between channels in ways that feel natural to them. Systems that handle these experiences can’t impose artificial friction such as having to re-enter the same data multiple times or not completing an operation that was started in one channel in another channel. To make things more complex, the number of engagement channels continues to increase with Voice (e.g. Alexa, Google Home etc.) being the newest addition to the list.

These complex, API-led transactions coupled with an increasing number of channels and channel-hopping customers making it extremely difficult to stay competitive. This complexity threatens to grind the speed of business change to a crawl at a time when it’s imperative that companies move fast and react faster than ever before to survive.

Faced with the sort of technical issues described above, the default position for most technology teams is to try to fix the system challenges themselves and then expect that success will follow if delivery is efficient. The assumption is that picking the right architecture and modern development tools and frameworks (like what is seen on stackshare.io) will enable good execution and that this is enough.

Unfortunately, the actual business need isn’t solved, even if the project is well executed and the business requirements are all delivered. This type of problem requires general solutions rather than specific ones since the issue isn’t just the day one problem but a need for continuous change in the days, months and years after the system goes live. These types of problems ultimately need to hand some level of control over to the business teams and give rise to products or platforms for solving them such as ERP, CMS and CRM systems.
The modern enterprise needs can only be solved if the business is provided with a platform that solves for any customer journey, no matter how integrated, complex or cross-channel it is. This type of system is so new that it doesn’t have a well-recognized name so, we call it the Digital Experience Platform (DXP) and it’s a vital new box in the modern enterprise architecture.

**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.
DXP is a Paradigm Shift In IT From SDLC to Publishing. Yes, Publishing.

Remember life before content management systems?

Digital Experience Platforms (DXPs) like Synchronoss are brand new. They act as a “CMS-like” programmatic experience management layer for customer engagement IT systems.

Before Content Management Systems, administrators had to manage content – everything from documents to databases – manually. CMS solved this problem. It automated the content management process, reducing complexity and increasing productivity. Customer experience and engagement systems now face the same problem. Currently, customer service agents must manually create and manage customer journeys across multiple sales and service channels – online, in-store, via an app, via a chatbot, via a call center – all at a local level.

Rules, workflows and data reside in each individual channel and are not replicated, connected or shared between the other channels. This increases complexity and reduces productivity.

Synchronoss Digital Journeys solves this problem for creating and management customer journeys. It acts as a central repository and stores the capabilities that usually sit in each channel.
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.

The solution to this non-trivial problem lies with a new-type of capability, a Digital Experience Platform, DXP. 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 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.
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

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.

Local channels can use their own UI

(Journey Creator) Reads Back-End API’s

(Journey Publisher) Feeds Local UI/UX

CLIENT SOA LAYER

CLIENT ESB

CUSTOM BUILT MICRO SERVICES

EXISTING WORKFLOW AND BPM FEED

JOURNEY CREATOR

ENTERPRISE SERVICES

THIRD PARTY SERVICES

CUSTOMER FACING CHANNELS

ENTERPRISE MIDDLEWARE

BACKEND SYSTEMS/SERVICES
DXP Platform Architecture

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

Design Time Tool
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

Journey Integrator
Reads Back-End API’s

Journey Creator

App Engine
Identity Manager (ID3)
Insights & Analytics
Order Manager

Journey Publisher
Self-Describing API

Shared Journey Data Store

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.

Local UI/UX

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

UX Config
Dynamic Workflow
Integration

HOW IT WORKS:
DXP SOLUTION

Shared Journey Data Store

Order Manager

Customer Facing Channels

Client SOA Layer
Client ESB

Custom Built Micro Services
Enterprise Services
Third Party Services

EnterprisE Middleware
BSS/OSS

Backend Systems/Services

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Synchronoss DXP is easy to implement and configure and interfaces effortlessly with existing legacy CRM systems and complex back-end systems. Its intuitive “drag and drop” dashboard radically simplifies digital journey building for customers. Staff with no developer or coding experience can quickly and easily create, configure and launch simple, frictionless, end-to-end digital customer journeys, across multiple engagement channels.
Journey Creator is essentially a tool kit that citizen developers can use to design, test and publish customer journeys across one or multiple channel touchpoints. The model-driven execution and run-time logic enables Journey Creator to (1) understand the different channel touchpoints in a given journey, (2) define the data elements required in a given journey, (3) determine what back end connectivity system needs to be integrated to support that touchpoint. From there, Journey Creator can send those “instructions” to each and every customer touchpoint or channel of engagement such that the customer has the same experience regardless of the channel touchpoint they engage with. So long as the channel that the customer is having this touchpoint with enables API connectivity, Journey Creator can support the delivery to it.

In this regard, Journey Creator changes the touchpoints from individual customer micro experiences to a single, continuous experience across all touchpoints a single customer has with a given company. We support this through integration and presentation to a client’s desired user interface, be it via tablet to help both end customers as well as face to face agents, via online web portal or via call center CRM. Journey Creator sends the appropriate information to the appropriate channel user interfaces to meet the channel specific needs to ingest it.
DXP Spans Across and Impacts All Touch Points In A Customer Journey

Clients can also use pre-built / defined UI templates that can then be replicated like reusable blocks of logic across channel touchpoints, helping facilitate time to market and enhance productivity so as not to reinvent the wheel. As an example, we have journey flows for a review product, purchase and check out journey flow that can then be sent to multiple channel touchpoints to ingest and be represented in their desired user interface.

DXP contains a UI software development kit that speeds and simplifies integration of journeys into front-end systems of engagement.

DXP provides a no/low-code model and GUI for creating customer journeys. The intuitive interface extends the platform to junior teams, significantly dropping the time to competency for new journey builders, and it significantly reduces the time to create journeys for even seasoned staff.

DXP provides an intuitive, drag and drop method of integrating journeys into back-end systems of record, speeding integrations.
With DXP, Customer Journeys Become One Continuous Customer Experience.

DXP delivers a truly seamless, Omni-channel customer experience across all customer engagement channels for end customers in a number of ways.

**Pause & resume functionality** – customers can start an interaction in one channel, pause it and then automatically resume in another channel. This a ‘pause and resume’ customer experience that literally ‘freezes the journey state’ and when the user reengages, it simply resumes…. eliminating the reliance on call center teams to have to read CRM notations or frustrating customers by putting the burden of effort on them to repeat the same information over again. End customers can seamlessly move from one channel to another with relative ease. This seamless experience is delivered through the assignment of a unique customer id that follows them throughout their interactions and across all channels and enabled by our model driven execution run time component.

**Consistent experience** – the model driven execution run time component is the ‘house’ of the customer journey flow that enables end customers to experience the same steps in a journey for a given engagement across all channels – so end customers go through the same process or workflow for a given journey in all channels, creating consistency and standardization of customer experiences.

**Optimized experiences** – within the platform, once enough data is established for a given client, our Journey analytics module will be able to continually fuel and inform improvements to customer journeys and experiences, identifying opportunities to reduce the number of steps in a transaction as an example.
Digital Experience Platform Gives Companies The Tools They Need to Compete

Incremental revenue
Synchronoss DXP delivers a more compelling, seamless and frictionless omni-channel experience for customers. By allowing customers to buy how and when they want across any channel, clients will see a great percentage of buying experiences completed.

Improved customer retention
Synchronoss DXP puts the right information into the hands of customer service agents at the right time. It combines digital and human interactions into a personalized and engaging customer experience that boosts retention and reduces churn.

IT super-power
Using the Synchronoss DXP platform reduces a company’s time-to-market and greatly simplifies work currently demanded of IT organizations. By decoupling the front end UI and back end systems, DXP allows journeys to be created, managed and updated without impacts to channels or systems. Changes are then pushed to channel UIs without the need to compile code and the standard software delivery.

Time to Market / Speed to change
By eliminating the “spaghetti effect” and the need to engage various channel IT leaders across the organization, clients can deploy customer journeys faster and more nimbly than they do today. Making changes to an experience has never been easier than with DXP -making changes in one place for all channels and deploying them simultaneously without intense IT development. Moreover, with our accelerator packs of pre-defined templates, clients can copy and reuse a set of common customer flows (e.g. purchase flow) to any other customer journey they want, saving time and energy and increasing productivity.
Digital Experience Platform Gives Companies The Tools They Need to Compete

**Data Privacy Assurance**

Because DXP is not a system of record and doesn’t retain customer information beyond the customer journey, clients can rest assure compliance to GDPR and CPNI regulations.

**Scalability**

The platform runs a model driven execution approach which enables clients to deploy the same journey across multiple channels, in multiple geographies simultaneously. So, if a client operates in 30 markets and wants to deploy a new product launch in their global online website and retail locations, DXP will enable them to do that simply, faster than current methods and from one centralized place that doesn’t require intense IT development teams to “code”.

**Interoperability Standards**

From a systems / infrastructure perspective, DXP is interoperable with any and all platforms clients use to manage their customer experience and remains agnostic to manufacturers so there is no need to “rip and replace systems” or applications. From a policy perspective, DXP is inherently compliant to CPNI, GDPR and other security protocols as we do not retain customer information beyond the duration of the customer journey.
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.