



# **DIGITAL TRANSFORMATION GUIDE: USING MODERN DXP SOLUTIONS**

# WHAT IS DIGITAL TRANSFORMATION?

Digital transformation has become somewhat of a buzzword occupying enterprise platforms. Simply put, digital transformation is the adoption of digital technologies and experiences to improve upon culture, business processes, and brand equity.

With an overwhelming number of software platforms promising to increase leads and enhance your customer lifecycle journey, it can become overwhelming differentiating how to begin your digital transformation.

With the modern customer being more comfortable with digitized consumption, enterprises are having to modify their digital strategies at an exponential rate. Organizations are adopting mobile apps, multisite solutions, and extensive e-commerce sites, all to satisfy demand and meet customers at all touchpoints.

This e-book will take you through a future-proof digital experience platform guide so you don't have to keep searching for the best solutions.



## ***The Digital Experience Platform Transformation***

All businesses have a digital toolset. That toolset is often unique based on the various teams and departments. Every aspect of the business, from marketing and sales, finance, customer success, research, and development, each will have the tools in use that have evolved to best meet their needs.

Marketing teams use automation tools to filter leads and measure conversion. Sales teams use CRM to optimize their funnel and to hand off new customers to the successful teams.

Those customer success teams will use various tools to maintain a high Net Promoter Score (NPS).

Anchoring all of the tools is an organization's website, and the main tool for your website is a Content Management System. We will see how the CMS has become central to nearly all aspects of your organization's content and brand identity.

## ***The Role of a Digital Experience Platform In Digital Transformation***

Digital transformation spans both the user experience and the core of the operations of a business. Building a great website that satisfies customer expectations isn't enough to account for digital transformation.

Digital transformation requires processes to be rehailed and reoriented, so they focus on the customer experience.

Thus, from a DXP standpoint, digital transformation means delivering more than the basic experience. It means delivering personalized experiences, more advanced workflows, modularization of services, omnichannel marketing, and decoupling content from presentation.

Ideally, for a DXP to help you in your digital transformation journey, it needs to have both operational and marketing capabilities to gain a unified view of customer data and interactions so you can stay one step ahead of your customers and be always delivering.

## Digital Consolidation vs Agile Thinking

Digital tools should be able to communicate easily, especially those that are based in the cloud. Sadly, this has not always been the case, leading organizations to be wary of interoperability between systems.

Can the CRM and CMS integrate with the Marketing Automation system? What about e-commerce? What about finance? One of the answers to the question over interoperability and integrations is to consolidate DXP into a single platform. One system to rule them all! All problems solved, right? Sadly, this is often not the case. Not only are consolidated DXP systems more expensive than the sum of their parts, but they also often come with more features than many organizations need.

An organization that opts to use a consolidated DXP platform ends up with an extended rollout period, increased costs, and a slow website. Happily, there is another approach to DXP that follows more agile thinking. Today's digital tools have been greatly modernized to work together easily. Let's take a look at how that agile approach to modern DXP can deliver higher ROI with a faster rollout.





# Benefits of Modern DXP

## ***Are You Ready for a Modern DXP?***

The playing field is changing, and traditional CMSs and DXPs won't be able to cut through the noise simply because they aren't equipped for a post-IoT world, nor are they easy to use with new and emerging front-end technologies.

Modern DXPs built around headless CMSs give you a centralized hub where you can connect all the tools you need to build timely digital experiences that will delight your audience, developers, and marketers.

Modern DXPs give you all the tools developers need to build the best architecture while giving marketers the ease of use they require to respond to what the audience demands. With a hybrid approach, you gain not only flexibility but you're also future-proofing your business and building a solid foundation that will guide you through the digital transformation.

## ***The Benefits of a Modern DXP***

With a traditional DXP, you are using the features, and the functionalities built into this particular DXP product and rely on support from the software provider. Yes, there is a benefit of simplicity in this, but it also limits your options to only CRM and Marketing Automations built-in into the product.

In other words, you are stuck with what that particular solution has to offer. However, with the modern DXP approach, you integrate (and iterate your integrations!) to meet your exact needs. As the market evolves and new solutions emerge, you can always upgrade your DXP set up.

But flexibility is only one of the benefits of having a modern digital experience platform. There are many other things a Modern DXP can help companies with.

Let's take a look at them:

## 1 | Best-of-Breed Approach: Marketing Automations and CRMs

With the best-of-breed approach, you select the best modern software products for your company and integrate them with your API-based CMS —and your perfect modern DXP is born.

Most Headless CMSs in the market are fully integrable with other third-party Marketing Automations and CRM tools, so you get the centralized hub to build every part of your stack granularly rather than searching for an all-in-one solution.

## 2 | eCommerce Integration: Headless Commerce

Modern DXPs can integrate different third-party software to improve the performance and productivity of any eCommerce store. With tools like advanced testing and personalization, brands can tailor individual shopping experiences, enabling marketers to get data from every visitor across multiple touchpoints.

The Headless commerce architecture is similar to headless CMS architecture in the sense that a headless commerce solution can store, manage, publish, and pull content from other applications headlessly. In other words, you can pull in content from anywhere and push it out to any front-end.

With commerce in the equation, retailers and wholesalers can benefit by extending their experiences and products to new channels. Whereas a legacy CMS couldn't display products and complete checkouts on a digital sign or smartwatch, a headless commerce solution can.



## **| Future-Proof**

Developers and marketers are under pressure to meet the needs of customers, especially those who expect consistent Omni and cross-channel marketing across every touchpoint.

The good news is that the modern DXP approach is advanced enough to accommodate and integrate the changes in both the technology and organizational landscapes. Also, if you choose carefully, you will get a platform that will accompany and support your company through its life cycle.

## **4 | Visibility**

While most CMSs in the market offer analytics and dashboards, you can integrate Headless CMS with any advanced analytical tools. This Modern DXPs go beyond simple analytics.

They show customer data and all the associated information on a digital interface where workers can see everything at a glance, allowing them to make informed business decisions by bringing together all digital channels with the internal operational systems.

## **5 | Customer-Centric Approach**

One of the major benefits of a Modern DXP is that it can help you build a better brand identity and connection with your customers.

With a Headless CMS in your heart, you not only get a robust system that does your bidding but also a solution where you can build content for a specific customer profile.

## 6 | Marketer-focus

Marketers are continually finding ways to deliver their content in the best way possible. However, this can be a gargantuan task in a siloed environment.

Modern CMS-based DXPs prevent these silos and make it easy for marketers to create integrated experiences with agility and autonomy.

## 7 | Cloud-based

The major benefit of the cloud for modern DXPs is that headless CMSs enable different team members to make changes and edit content in real-time without damaging what the rest of the team members are creating.

## 8 | Enhanced Collaboration

As we said before, modern headless CMSs are designed to be simple to use for marketers.

Still, they also foster collaboration between the marketing team and the developers because it serves as an environment where both parts of the content equation can work together to delight the audience with unique content.



A person is seen from the side, looking at a large computer monitor. The monitor displays a web-based content management system (CMS) interface. The interface has a header with navigation links and a main content area with several cards, each featuring a landscape image and text. To the right of the main content area, there is a sidebar with a list of items. The person's hand is visible near their chin, suggesting they are in deep thought or reviewing the content. The background is a blurred office environment with windows and other computer equipment.

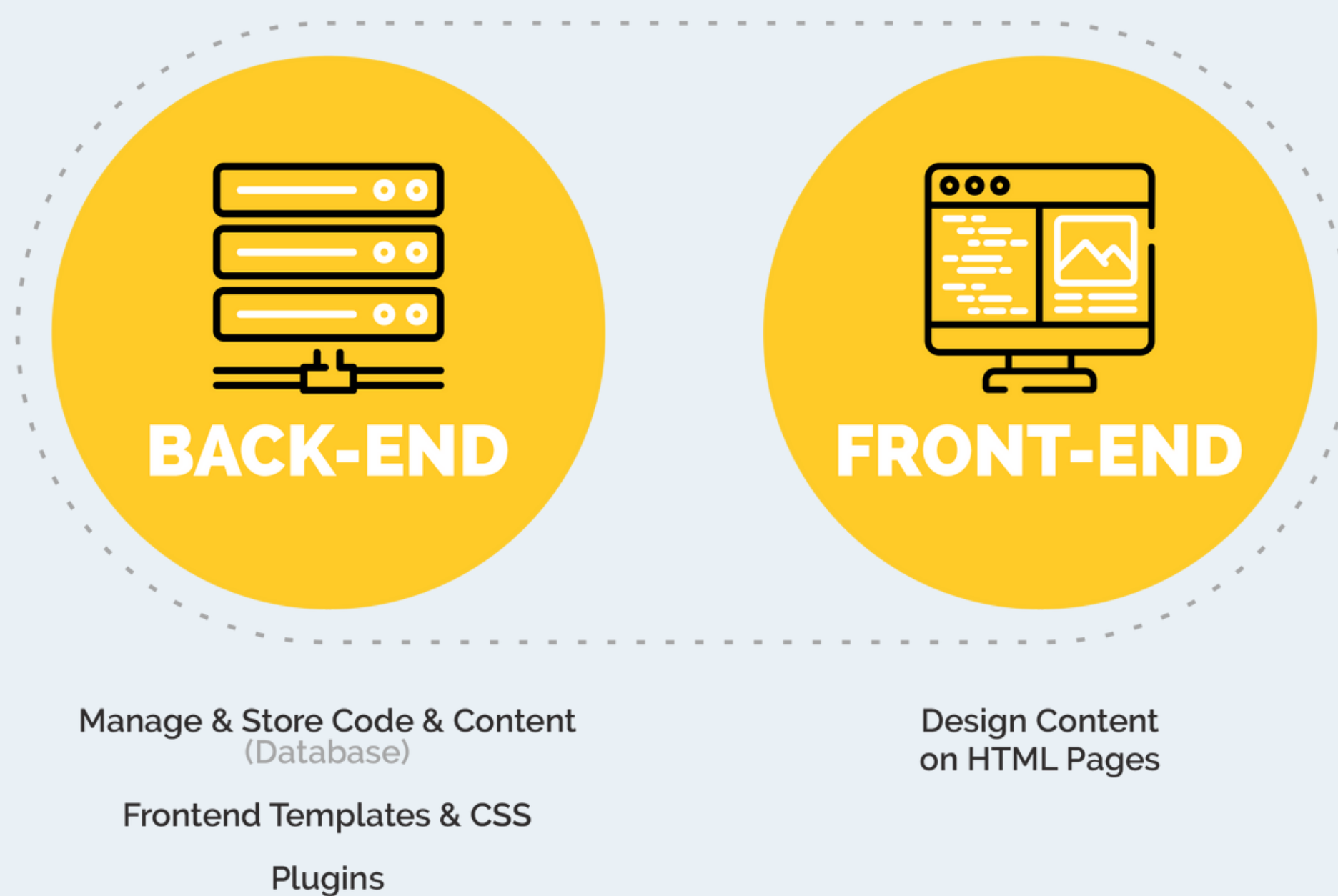
# Benefits of Modern Enterprise Content Management Software

## What is a CMS?

The more traditional type of CMS is often referred to as a "coupled" solution. The term itself refers to the close relationship between the tools you're using to create content and the way that content is eventually delivered to your site.

Think about it like the engine of a car - it lives inside the car and propels the car forward as you need. It provides you with both a way to create that content and a method to publish it (your site is often built on the rules dictated by your CMS) and as a result, is something of a one-stop-shop for your larger content marketing strategy.

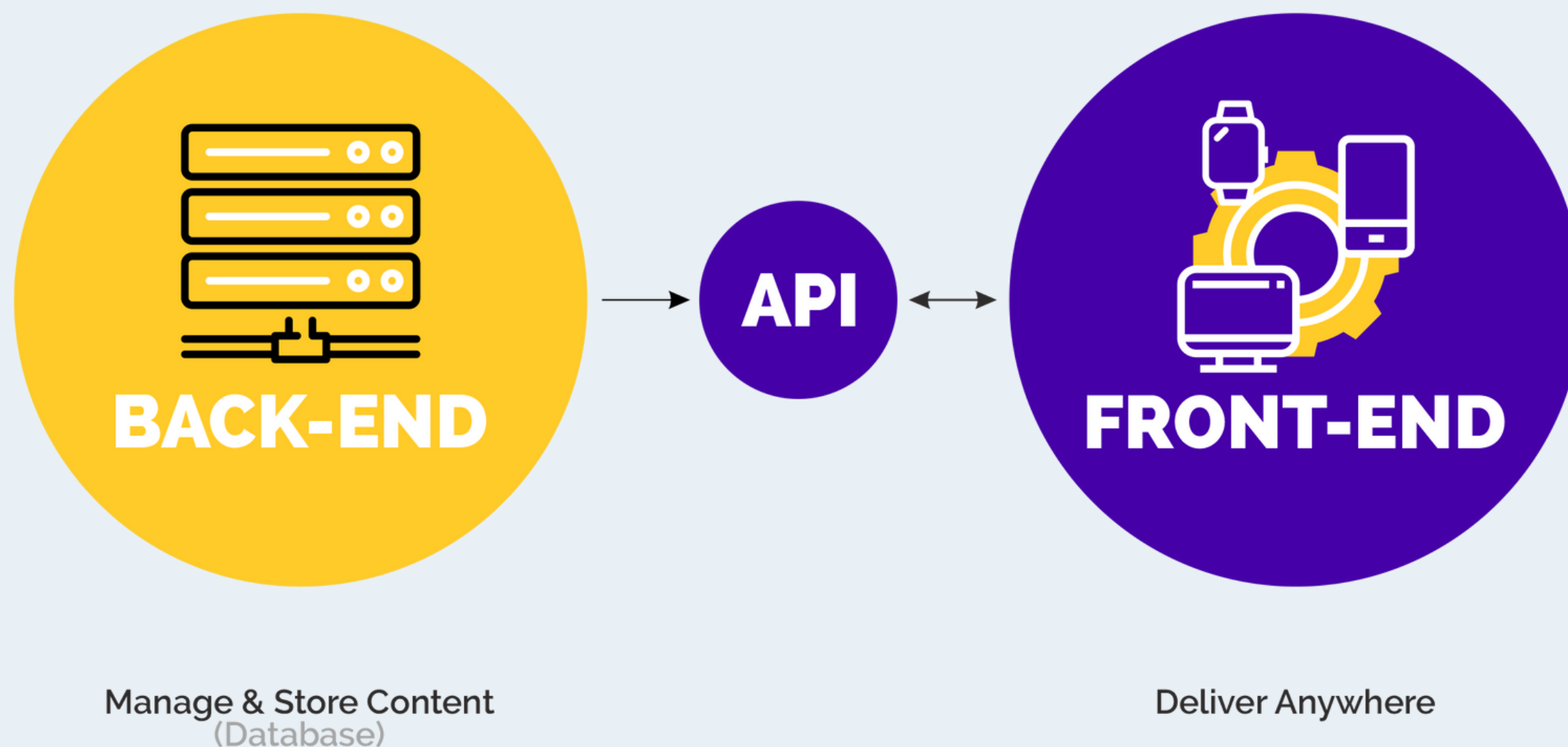
### TRADITIONAL CMS



[Talk to a CMS Expert](#)

## What is a Headless CMS?

### HEADLESS CMS



As enterprises rush to provide more custom and engaging user experiences, they are reevaluating their current commerce platforms and solutions.

Enterprises that use traditional commerce are restricted by pre-built solutions that result in generic experiences for customers.

Many companies are transitioning to headless commerce to provide a robust infrastructure to serve their customers.

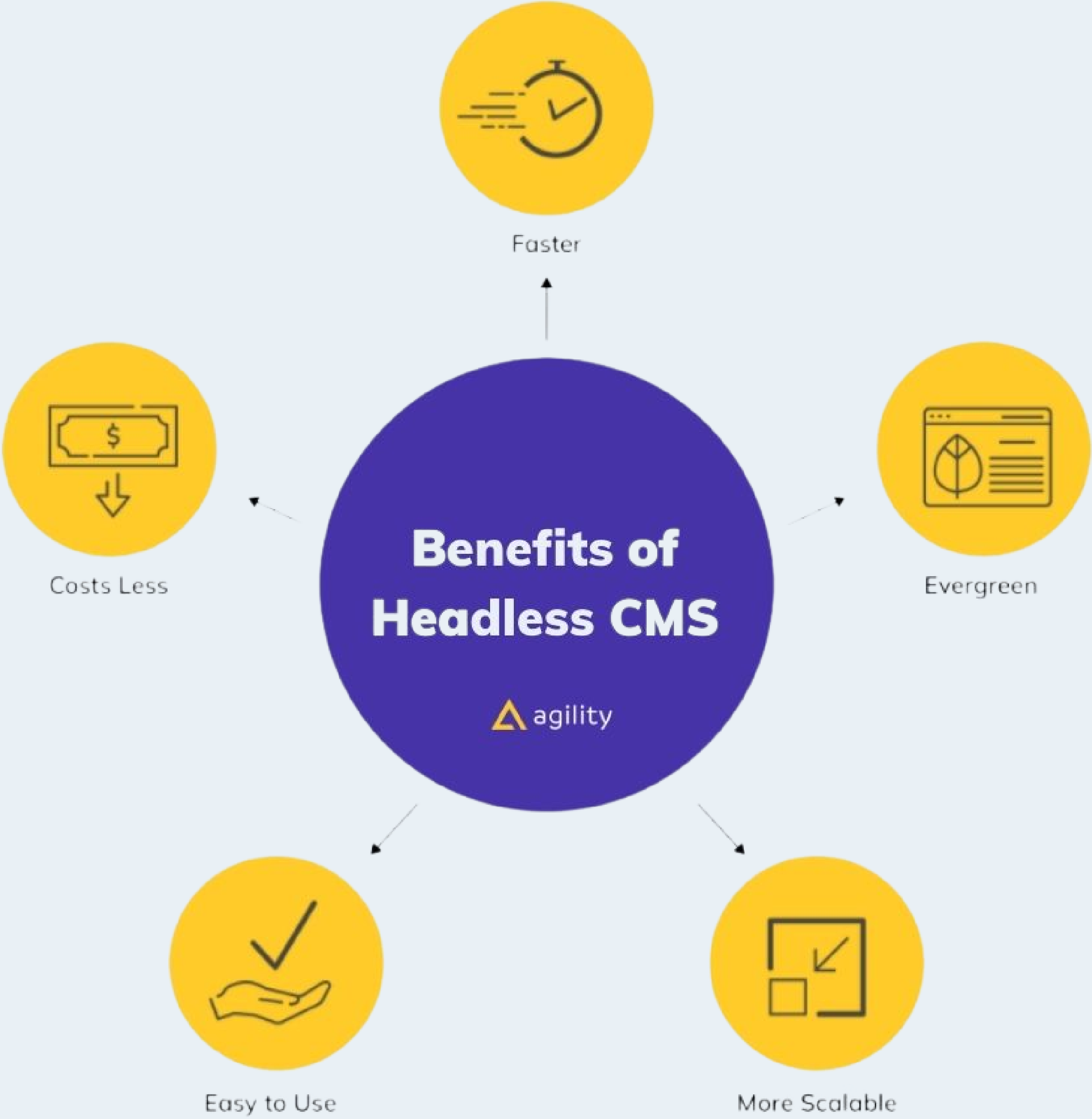
A headless content management system is entirely decoupled from the presentation layer or frontend, which is referred to as the "head".


The backend is your content repository and content management system, known as the "body."

When you separate your content repository "body" from its presentation layer "head," it becomes a headless CMS.

With a content-first approach, a headless CMS enables you to author your content through the RESTful API and deliver that content wherever you need it — not just to a templated website or application.

# 9 Benefits of Headless CMS for Enterprises



A photograph of a business meeting. A man with a beard and glasses, wearing a dark blue suit, is leaning forward and talking to a woman with long red hair who is seen from the back. They are in a modern office with a large skylight in the background. The man is holding a pen and pointing towards the woman's work area. The woman is also wearing a light-colored blazer. The overall scene is professional and collaborative.

# Benefits of using Headless CMS for Enterprise Ecommerce

## 9 Benefits of Headless Ecommerce for Enterprises

### Personalization

A key added value of switching to headless commerce is added personalization for both the enterprise and the customer. The modern consumer is used to personalized shopping experiences due to giants like Amazon using endless software to provide recommendations based on a customer's behavior.

With headless commerce, you can provide a similar personalized experience for your customers. Since the backend and frontend are decoupled, you can make changes to your frontend without impacting your infrastructure.

This allows you to continuously experiment with frontend experiences to make your user experience as personalized as possible.

With headless commerce, you can use the backend data on your customers' previous purchases and activity on your site to inform your frontend experience.

You can customize merchandising, use chatbots to help with customer service, streamline payments and get further insights on browsing behavior with headless commerce.

These advancements made in your user experience and backend with personalization will allow you to make tangible improvements in your clicks, conversions, and sales.



## 9 Benefits of Headless Ecommerce for Enterprises

### Flexibility

One of the key pain points for enterprises that use traditional commerce is the static storefronts and operations of their website. Although pre-built templates can be good to get a minimum viable site and hit the market, it's not sustainable for a growing enterprise. Headless commerce solves this pain point by giving the ultimate flexibility to enterprises. With headless commerce, all that is needed is to get data through an API call. There are no backend limitations and you can craft your user experience from the ground up and personalize it.

The agility provided by headless commerce also enables you to test frequently and continue to optimize the experience for your users.

Since the frontend does not impact the backend, you can set up A/B testing and other controlled experiments to see exactly what your customers respond to best and incorporate that throughout the whole site.

Additionally, your site can adopt new trends fairly easily. Your developers can set up specific APIs that will enable new functionalities on your site and allow you to capitalize on any emerging trends related to your customers.



## 9 Benefits of Headless Ecommerce for Enterprises

### Integrations

A great benefit of headless commerce solutions is the limitless amount of integrations possible. With traditional commerce, your business is limited by plugins that require continuous updates and patches. Additionally, the plugins are not custom-made for your operations and cannot provide tailored services. Headless commerce enables enterprises to use APIs that can easily integrate with existing systems.

These integrations can enable you to improve your marketing automation, get more detailed analytics on your operations, and more.

Examples of integrations you can use with a headless commerce solution include tools like a CMS, CRM, etc. Since the integration for headless commerce is done by APIs, the possibilities for integration are virtually endless.



## 9 Benefits of Headless Ecommerce for Enterprises

### Employee adoption

When choosing a commerce solution for your business, a key element you should consider is the ease of use for employees. Adding a new technology or solution into your online business will often need at least a little bit of training for employees, but some solutions are far more complex than others. Fortunately, using a headless commerce solution is one of the easiest technologies to adopt in your business.

This can be a great opportunity for creative employees that don't have the technical expertise to make improvements to your front end.

This can include staff like designers, writers, UX personnel, and more. By removing the technical barrier to the front end of your website, you can have extensive improvements made on the front-end interface of your website.

Your technical staff and non-technical staff can collaborate and create the most engaging experience for your customers. This is also a great way to improve employee engagement and satisfaction.

[Get an Enterprise CMS Demo](#)



## 9 Benefits of Headless Ecommerce for Enterprises

### Time to market

The time to market for your enterprise can be reduced dramatically when you adopt headless commerce. If you have an enterprise of any scale, you know how time to market can be slowed down by adopting new channels, selling omnichannel, selling internationally, etc.

This can slow down your operations significantly and it can be detrimental if you're in a competitive market. Since headless commerce has independent backend and frontend operations, your developers can work on technology, while your marketing team deploys campaigns and other initiatives. This allows your marketing team to reach the market within days instead of weeks or months.

With headless commerce, the content publishing and products of your site can be delivered by APIs virtually anywhere. This directly reduces the time to market for enterprises and allows products and services to be launched and iterated on faster. By reducing the time to market, you can get customer feedback quickly and gain a competitive advantage over competitors.



## 9 Benefits of Headless Ecommerce for Enterprises

### User experience

User experience is one of the main reasons headless commerce emerged. For decades, companies were limited to the static and stationary experiences provided by traditional commerce. Unless you were a multi-billion dollar corporation, having a headless commerce system simply wasn't feasible. With the accessibility of headless commerce today, you can create virtually any user experience for your website.

With the versatility of the backend of headless commerce, there are limitless user experiences options for your website.

Headless commerce allows you to design channel-specific user experiences, omnichannel customer experiences, and more.

You can segment your audience and create personalized experiences based on their demographics, interests, and behaviors. This will allow you to create engaging experiences which ultimately lead to more conversions and sales for your business.





## 9 Benefits of Headless Ecommerce for Enterprises

### Cost savings

A common misconception amongst businesses is that headless commerce costs more than traditional commerce. With all of the benefits provided by headless commerce solutions, it's mistakenly assumed that it costs a lot more than traditional solutions. Switching to headless commerce can actually result in significant savings for an enterprise.

Traditional commerce solutions often have significant licensing costs and hosting costs for frontend operations. **The high costs of traditional commerce still come with pre-built permissions and a lack of customization.**

Since headless commerce requires less infrastructure spending and fewer costs post-launch, it's more affordable than traditional commerce.

Additionally, the higher ROI generated by headless commerce makes it much more cost-effective than traditional solutions.



## 9 Benefits of Headless Ecommerce for Enterprises

### Improved security

Since the frontend and backend systems of a headless commerce solution are decoupled, this prevents a breach from the frontend reaching backend systems like customer records and payment systems. Additionally, headless commerce provides additional security options for enterprises to use like least privilege principles, API authentications, and more.

The decoupled infrastructure of headless commerce makes it more resilient to cyber attacks, but you can also add additional features to ensure your enterprise has extra layers of security.

It's also important to note that your backend systems are following all of the data compliance programs relevant to your business. This will prevent you from violating any data security regulations where your business operates. Examples of these compliance programs include GDPR, PCI, CCPA, and more.





# Digital Customer Experience Trends for 2022

It is no secret that the importance of providing a stellar customer experience has grown to the point of becoming a necessity for longevity in business. In fact, 87% of business owners and executives view the customer experience as their highest growth engine.

Investing in CX results in big returns because customers are willing to pay a premium for a meaningful customer experience. Not only that, but many consumers will only do business with companies that offer top-notch customer experience.

What constitutes a great customer experience in the digital world? As cloud technology and artificial intelligence continue to advance and provide new opportunities for better CX, the demand for a digital customer experience that is personalized, seamless, and convenient has been increasing just as rapidly.

## **Headless CMS**

Headless CMS has been gaining popularity quickly and usage will continue to increase. The Headless CMS Market was valued at \$328.5 million in 2019 and it is estimated that the market value will be up to \$1,628.6 million by 2027.

Traditional CMS simply doesn't allow for the customizability and flexibility that is necessary for a competitive modern digital customer experience. Headless CMS allows frontend developers to strategically design content with the user experience in mind while customizing the content for different channels.

Headless CMS also provides better security than traditional CMS. Data protection has become a very important part of the overall customer experience. Many consumers will not trust a company that has had a data breach, even over a year later.

Seeing a large increase in the adoption of Headless CMS is essentially guaranteed because headless CMS helps with nearly every other digital customer experience trend, from omnichannel customer service to personalization.

## Omnichannel Customer Service

Most SMBs have now embraced a multichannel approach to customer service. For several years now, customers have been communicating with friends, family, and businesses using a variety of communication methods.

Generation Z is quickly turning into one of the largest spending groups. They are tech natives and prefer to communicate with businesses on a variety of channels including SMS, live chat, phone, email, social media, and more. According to Google Research, 98% of Americans will switch between different devices on the same day. Of course, many will switch devices within only an hour.

Simply providing multiple channels isn't enough, because many customers will use different channels at different times while having the expectation that each agent they interact with will have access to the customer's history.

Omnichannel platforms have been trending for several years and the trend is sure to continue into 2022.

**Omnichannel features make the digital customer experience faster and more convenient for consumers because they have access to a brand regardless of where they are and what device is available to them.**

Omnichannel customer service also helps to create a more personalized customer experience because consumers can communicate using whatever channel they are most comfortable with whether it be on the phone, through text, or in an email.

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# Marketing in 2022: Omnichannel Approach



## Responsible and Transparent Data Management

When it comes to business, trust is always important. Without trust, there is no customer relationship. However, the increasing demand for personalized customer experience creates a dilemma when it comes to data management. The more personalized the customer experience is the more customer data that is needed. Managing customer data can be a tricky balance. On one extreme, not collecting any data and giving random irrelevant product recommendations is almost offensive at this point.

According to a report from Formation.ai, 81% of polled consumers stated that they would be willing to provide basic personal information in exchange for a more personalized customer experience. This is good news for businesses, but the key to hitting the sweet spot in data management is transparency. From the poll mentioned above, 83% of consumers revealed that they would be more likely to share personal information if the company they were sharing it with was transparent about how the data would be used and what security measures were being taken.

Beyond being transparent about how they are using data and collecting data in an ethical way with consent, companies should focus on gathering the best data they can in order to provide a stellar customer experience.

This means gathering data from as many sources as possible including first and second hand, third-party, unstructured, semi-structured, structured, batch, streaming, anonymous, transactional, and behavioral.

Featuring the good that your company is doing through social media campaigns and content marketing strategies will become just as important as implementing those policies. People want to know that the companies they are doing business with care about the issues that are important to them.

Customers can become loyal brand advocates when they understand not only why, but how a company is addressing humanitarian and environmental issues.



## Artificial Intelligence and Machine Learning

The rise of artificial intelligence in business communication is nothing new, but in 2022, we will see AI and machine learning play a bigger role in the digital customer experience. For example, AI Chatbots are becoming more advanced and “human-like” through the use of real-time customer data analysis.

Artificial intelligence and machine learning obviously play a huge role in data analysis. AI is offered on most call center software platforms and is generally used on the backend to analyze large amounts of customer data, but we will likely see AI move increasingly to the frontend. On the front end, AI can be used to help agents by offering real-time coaching and suggestions and can be used to help customers by interacting with them directly through chatbots and virtual assistants.

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## Embracing Customer Reviews

The importance of customer reviews to consumers cannot be ignored.

According to Brightlocal, 93% of those polled said that they read reviews of local businesses before doing business with them. It is easy to see why. Being able to read the honest thoughts of previous customers who have made a decision you are considering can be extremely helpful. It can also be confusing, but as reviews become more common, consumers are becoming better at sifting out the extremes and getting the information they need from reviews.

Customer reviews also offer very helpful information for businesses and they should not be overlooked. Businesses who take the time to find out how and where customers are reviewing their products and services might very well be rewarded with persuasive commendations along with actionable feedback.

Often, when a customer leaves a bad review, they simply want to be heard and have their issue addressed and for whatever reason, they have been unable to do this through communicating with the company directly. Reaching out to these customers in good faith may not only keep them from leaving your business but may expose an issue that needs to be addressed company-wide.

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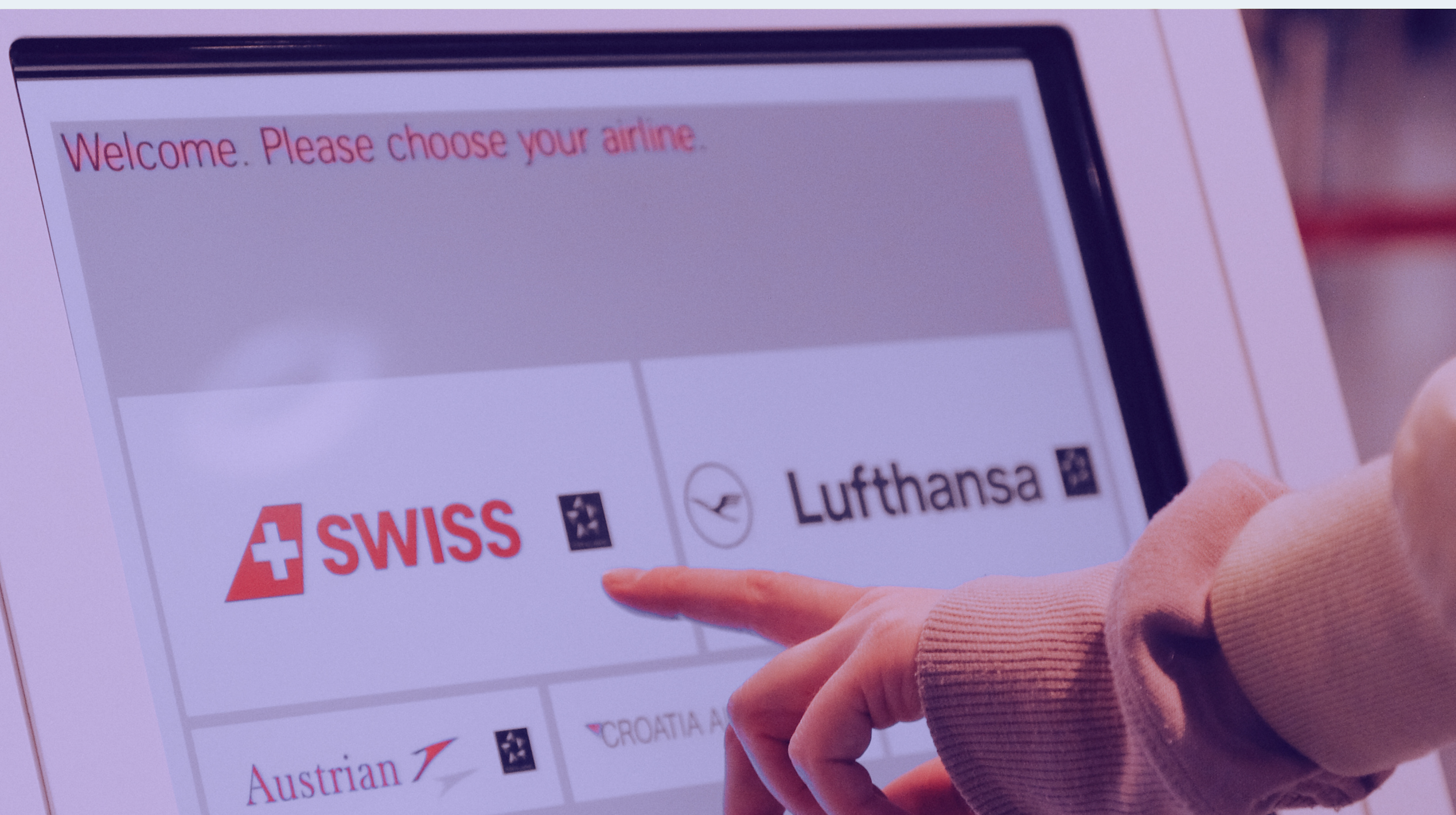
[Talk to a DXP Expert](#)

## Customer Self Service

According to the [Harvard Business Review](#), 81% of customers attempt to resolve issues using self-service before reaching out to a company. What if the vast majority of these customers found the answer they were looking for right away? This would lead to a huge improvement in CX, retention, and customer satisfaction. Simply having an FAQ section on the company website is not enough. Customers expect a robust self-service program that enables them to find the specific information they need quickly and easily.

Customer self-service can and should include tutorial videos, animations, chatbots, a knowledge base, and more. Knowledge bases should be regularly updated and include things like hashtags to make it easy for customers to find exactly what they need.

The added bonus of investing in customer self-service is that it simultaneously reduces the pressure on agents and allows them to focus only on the most complicated issues.



## Voice of the Customer (VoC) programs

VoC programs aim to capture the feedback, experiences, and expectations of the customer by collecting feedback. As advanced as business metrics are becoming, they only tell a part of the story. VoC fills in the rest with a more holistic view of the customer so that the company can respond on a deep and personal level.

VoC programs collect feedback by conducting customer interviews (either one-on-one or in a group), utilizing customer surveys, analyzing live chat and call recordings, listening on social media, analyzing website behavior, and more. All of this information is then consolidated and analyzed to gauge current CX performance and/or to find areas that need improvement.

VoC programs improve the digital customer experience because they provide a more complete picture of each customer and the company can respond to customers in a more personal way. For example, due to the efforts of a VoC program, an agent at Zappos sent flowers to a customer who had expressed in an email that her mother was sick. The customer was floored by the experience and Zappos won her loyalty for life.





**The 'How To'**

## A Recipe for Success

Your organization needs a solution to a problem. It could be that you need to replace or update one tool in your digital toolkit, like your CMS, or it could be that you need to completely rethink how your entire strategy works altogether.

Let's look at the elements of that solution as ingredients in a recipe. For example, if you are looking at implementing a website that allows your marketing department to capture leads, you probably need the following ingredients:

1. CMS
2. Website Hosting
3. Marketing Automation

This is a simple concept – and easy to visualize. You need a CMS to manage the content on your website, somewhere to host the website, and a marketing automation tool to store the leads captured from the website.

What's "agile" about this approach is that we can pick any number of tools that will do the job exactly how we want. For instance, you may already have a particular CMS and Website Hosting in place that wants to replace, but you love your marketing automation tool. You shouldn't have to replace all 3 tools – just the CMS and the Website Hosting.

Now you're all set, and you can keep using the same marketing automation platform. It's like making the same recipe with different ingredients that can be replaced.



## Creating Your DXP Recipe

In order to create a solution that works for your organization, it's important to stay high level at first. First, focus on the problems you want to solve. Here are some examples of very general, high level problems:

- My website doesn't allow me to generate revenue.
- My brand presence isn't as strong as my competitors.
- My conversion rate is too low.
- When I send promotional emails, my website crashes with the rush of traffic.

The above problem statements are incredibly helpful as they can lead us towards a solution for the problem itself. All too often I've seen folks jump at solutions without first clarifying the actual problem they want to solve.

The beauty of today's modern digital tools is that there are many different solutions that all do a great job of working together to solve your problem. What's more, is that you can choose the best components to do each job.





# Top Digital Experience Players



## Agility CMS – Overview

Agility CMS is a Content Management System (CMS) with built-in Hybrid components for better Editor Experience.

The platform adopts all the aspect of Headless CMS that makes an omnichannel approach easy, with the understanding that Page Management is of utmost importance in any website project.

Agility is proprietary CMS with full Support and Security that gives creative freedom to both Developers and Marketers and eliminates friction between the teams.

Developers have full freedom to use any coding language and any framework and code and define custom Page Templates and Module Definitions.

These pre-defined custom Modules and Page Templates are available to the Marketing Teams to effortlessly create a variety of pages to meet their fast-changing needs and market requirements. Agility CMS believes in Content First Approach and heavily invests in helping clients to build future-proof Content Architecture.



## Netlify- Overview

Netlify is a web hosting infrastructure and automation technology company based in San Francisco.

In fact, Jamstack was initially brought to life by Netlify's Co-founder, Mathias Biilmann. Netlify provides next-generation web hosting and automation that's very affordable. They also offer web hosting infrastructure for JAMstack websites.

Netlify simplifies the process for developers to deploy and host a website. It does all the work for them that they probably don't want to spend too much time or effort on. Not just that, but it also provides several benefits for editors too! Let's explore those benefits and more below.



## Microsoft Azure – Overview

Agility is built on Microsoft Azure. Websites built on the Agility ASP.Net sync framework work best on Azure. Together, Agility and Azure help companies focus on innovating their core business offerings, not managing servers and hardware.

Azure is an ever-expanding set of cloud computing services to help your organization meet its business challenges.

With Azure, your business or organization has the freedom to build, manage, and deploy applications on a massive, global network using your preferred tools and frameworks.

True business transformation requires a stable, secure and flexible IT Infrastructure foundation to build on. True business transformation requires an underlying infrastructure that can complement other modern innovations – Containers, Microservices, DevOps, AI & Machine Learning, Internet of Things (IoT) etc.

Agility can help modernize your infrastructure leveraging Azure, elevating process-centered operations to an agile, customer-focused organization. Our efforts have boosted productivity, improved stakeholder experience, and reduced TCOs for our customers.

Agility is a Microsoft Gold Certified Partner with competencies in Cloud and ISV. You can also see Agility on Microsoft AppSource and take the developer test drive!



# Marketing Cloud

## Salesforce Marketing Cloud- Overview

Salesforce Marketing Cloud is a customer relationship management (CRM) platform for marketers that allows them to create and manage marketing relationships and campaigns with customers.

The Marketing Cloud incorporates integrated solutions for customer journey management, email, mobile, social media, web personalization, advertising, content creation, content management and data analysis.

The software includes predictive analytics to help make decisions such as, for example, what channel would be preferable for a given message.



## EMPOWERING MARKETING TEAMS: AGILITY CMS AND FIRST CANADIAN PLACE SHOPPING

[First Canadian Place](#) is a shopping center located in Toronto, Ontario that was looking for a way to keep their tenants engaged during breakfast, lunch, and dinner as well as drive traffic to their shops and services. In order to give FCP the best experience possible, [Dotfusion](#), one of our implementation partners, decided to leverage the omnichannel capabilities of Agility CMS.

With Agility CMS, users can now access search menus from food courts easily, arrange orders, and schedule deliveries with a swipe or a click, depending on the channel they're using to connect with the caterers. Agility CMS enabled FCP to integrate with other systems such as Salesforce Marketing Cloud, allowing marketers to gain greater visibility over the website's performance.

Implementing Agility CMS has brought solid gains for FCP. Among them, we've seen a 69% increase in organic traffic, a 22% increase in food sales, 24% in catering sales, and a 12% increase in new users.

Read More: Case Study - [Award Winning new Website boosted FCP Shopping Center traffic by 69% and food sales by 22%](#)