Modern DXP Solutions
with **Agility CMS**

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agility

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 success 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.

Shift to the Cloud

Tools evolve over time. Where once a sales team might have had an on-premise CRM, they might now use a cloud based solution like Salesforce or Dynamics.

The shift to cloud-based tools has been spurred on by several factors, and the net effect is that many organizations have already shifted a significant portion, if not all, of their digital toolset to the cloud.

For CMS, the move to the cloud brought with it a new breed of platform that can communicate easily with other tools, becoming the central hub for all digital content in an organization. Each tool that used to sit in its own silo can now be part of the overall solution, forming a modern Digital Experience Platform.

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 the 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.

Modern DXP

Your organization has a specific toolset that your probably pretty comfortable with, more or less. CRM, Marketing Automation, Finance, Ecommerce. You probably don't want to lose the investment of time and resources that has gone into establishing those tools, but you don't want to be held back by them, either.

Which leads us to the reason you're reading this: you want more from your website, and hence you're reading about CMS and DXP. I'd like to you to think about DXP solutions a little differently – especially when we're trying to be more agile. Instead of thinking of the elements of DXP as a hub with spokes and connections, let's think of it as a recipe.

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 want 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.

It Grows with You

Many companies have found their toolset expanding quickly in recent years. Your solution recipe may look something like this:

1. CMS
2. Website Hosting
3. Marketing Automation
4. CRM
5. E-commerce

What's amazing to me about the Modern DXP approach is that we don't have to work too hard to add on #4 and #5 from this set of tools to the previous approach. Maybe we have Salesforce as your CRM and Shopify as your e-commerce platform. Each of those platforms can work in your solution "recipe." Even more exciting?

If you haven't decided on your strategy for a given aspect of your solution yet, perhaps you don't know how you're going to handle e-commerce, that's ok – you can still move forward with the other pieces as phase 1. Then later, when you're ready to add in e-commerce, you can go ahead with that.

Traditional DXP platform often aren't sold with the notion of being able to easily add-on the ingredients for a solution as needed. Many companies end up paying big money for components that they aren't ready to use simply because they chose a particular platform because it had that feature. The key with modern DXP solutions is that you don't need to pay for something until you're ready to **benefit** from it.

"We were paying six figures for a DXP feature my team has never really used."

![agility logo]

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.

Let's look at a few more statements:

- I want my website visitors from USA to see different content than European visitors.
- I want my checkout flow to be faster.
- My website doesn't work for people using screen readers or other assistive technologies.
- My websites and my apps all have different content, but it should be the same.

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.

An Example DXP Solution

Let's take a look at the first set of problems above.
Here is an example of a conversion I often have:

My website doesn't allow me to generate revenue.

Question*: Sounds like e-commerce might be needed here. What are you selling?*

We sell subscription boxes for skincare products.

My brand presence isn't as strong as my competitors.

Question*: How are you currently measuring this?*

Our competitors rank higher on Google Search than us for several keywords.

My conversion rate is too low.

Question*: What is your target conversion rate?*

We need to have 200 paid subscription signups per month.

When I send promotional emails, my website crashes with the rush of traffic.

Question*: What's your process for sending promotional emails?*

We copy and paste email addresses from a Google Sheet that gets populated from the contact us form into Mailchimp.

This is just an example of a conversation that can lead to some possibilities for creating a solution. Let's extrapolate some ideas based on that conversation:

- The website should never crash, and it should be able to handle an onrush of traffic from emails.
- They need an e-commerce solution that can help convert visitors to actual paying subscribers.

- They need to be able to create engaging content with fast page-speed scores to rank higher in search results.
- They need to be able to manage the leads that come in from the contact us page in an organized way, and to be able to send emails to them.

Let's look at what kinds of tools I would recommend:

agility	shopify	netlify
A headless CMS tool to create engaging content, improve SEO, and manage the website pages. **Agility CMS**	Headless e-commerce to manage the subscribers, orders, and payments. **Shopify**	Web hosting that's capable of handling traffic spikes and securely hosting ecommerce websites. **Netlify**
A tool to help manage leads and promotional emails **Marketo**	Measure website performance and conversion rates **Google Analytics**	Create personalized experiences to increase online revenue and drive conversions. **Google Optimize**
Marketo	**Google Analytics**	**Optimize**

There, we did it! We created a modern digital experience platform that's tailored specifically to your needs. And just like a recipe, we can swap out certain parts.

For instance, you could use *BigCommerce* over *Shopify* for headless e-commerce – they have similar features, but the payment model is different. I might recommend *Microsoft Azure* over *Netlify* for web hosting if you have a specific compliance need that has to be met.
In some cases, I might recommend **Salesforce** over **Marketo** for lead management and marketing automation. In all cases, the platforms that make up a modern DXP scenario all solve a problem well and can communicate with the other tools in the solution. Integration is a base capability in modern digital solutions.

Case Study:

Rolling out a Powerful
DXP for Cineplex
Entertainment

In 2007, Cineplex chose Agility's CMS to be the centerpiece of their modern DXP, citing its scalable, flexible platform that could easily be expanded as the site grew.

The Challenge

When Cineplex first came to Agility, they were using a system that didn't allow freedom of design and it was extremely limiting in terms of performance, scalability, usability and multi-lingual capabilities.

Additionally, at the time Cineplex had just completed a major merger that resulted in a number of different web properties that needed to be brought together.

Through the ensuing years, new components and digital properties would be added onto the DXP as needed to handle the expanding business, which was in the process of acquiring many theatres across the country.

The brand needed a back-end system that would unite its team and provide a seamless and consistent user-experience that allowed them to make frequent updates to the site as new films and show times get frequently added and refreshed through Cineplex's back-end systems.

At the time, Cineplex also wanted to expand its website to include online sales and ticketing which would include optimization to their movie search functionality.

The Solution

With Agility CMS, Cineplex has been able to successively incorporate more tools across an increasing array of digital channels.

DXP Tools

A modern digital experience platform, that's tailored specifically to Cineplex needs, was created with Agility CMS being a foundation for all integrations:

Headless CMS: Agility CMS
Serves as a content hub across all websites and apps.
Allows marketers to add pages and update content in moments.

| CRM: **Salesforce**	Ticket Sales: **Vista**	Analytics: **Adobe Audience Manager**
Handle corporate-level sales data from web properties such as the Cineplex Digital Signage website.	Works in conjunction with the CMS to provide ticket sales through web, mobile apps, and point-of-sale.	Allows the content team to target content from the CMS to audience segments and measure results.

Channels

Cineplex uses Agility CMS to manage content for many diverse digital properties, including:

- The main "dot com" website, cineplex.com, one of the top web destinations in Canada.

- Several additional websites used to promote the services Cineplex provides, such as digital signage and additional media products.

- Mobile apps targeted to iOS and Android users.

- The Cineplex Store, an omni-channel movie purchase and streaming service available on web, mobile apps, and smart TVs platforms, including LG WebOS, AndroidTV, and Apple TV.
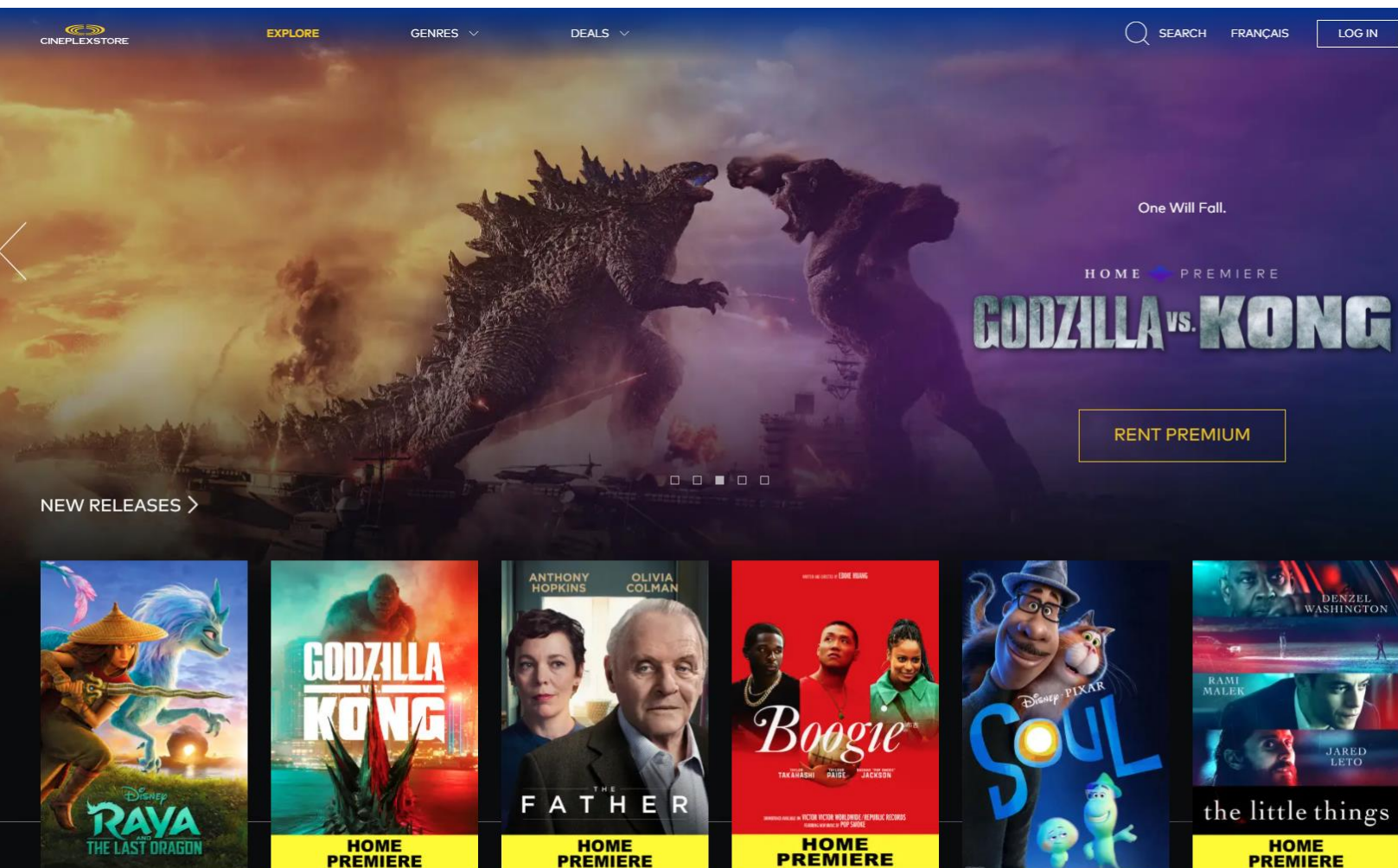
The Results

While Cineplex's main business is centered around its physical theatres and venues, their brand image and main customer transaction point is now online through their websites and mobile apps. An increase in website traffic directly related to increased ticket sales. In 2018, Cineplex easily handled:

- 500M page views
- 82M visits
- 32M unique visitors

In 2020, however, the global pandemic caused a major shift for Cineplex.
No longer were movie-goers allowed inside many of their theatres.
Luckily, the recent addition and subsequent expansion of their online,
on-demand movie store meant that revenue could still keep coming in.
 Through their various digital touchpoints, Cineplex was able to
encourage their large audience to enjoy new-release and
classic films through their online store.

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Case Study: Headless ecommerce solution with Agility CMS increases revenue by 20%

VisitOrlando

The Customer

Visit Orlando is the official tourism association for Orlando, the most-visited destination in the United States with over 1000 participating companies. Visit Orlando's digital strategy was in need a major revamp. Organization urgently needed a fresh and fast DXP to stay competitive.

The Goal

visitorldando.com needed a new modern DXP in order to increase engagement and conversion rate metrics to drive more ticket sales, both online and in their Visitor Centers.

Visit Orlando's main goals for new DXP were:

1. To create a better user experience,
2. To easily manage their content across all domains,
3. To increase ticket sales while decreasing overall costs,
4. To personalize their marketing campaigns to a more targeted audience.

The Challenges

Their website with a traditional monolithic DXP couldn't handle the traffic and ticket demand they were receiving.

Their major pain points with using a DXP with traditional architecture were:

- Staff had to manually issue tickets because their former DXP and eCommerce system couldn't handle a ton of traffic and would crash during their busy times.

- Tickets had to be processed in batches (once a day), and because of this, the staff was burdened with the workload while customers were upset that they couldn't purchase last minute tickets.

- The point of sale (POS) and online ticket purchasing flow was encountering a high decline rate from their online payment processor. Uptime on occasions such as Black Friday and the holiday seasons was also a significant concern.

The Solution

Agility CMS provides a central hub at the centre the vast digital tools that Visit Orlando utilizes as part of their own business, and with their own technology partners, including Disney and Universal Studios.

DXP Tools:

A lightweight flexible digital DXP was created to meet Visit Orlando's needs

Headless CMS: **Agility CMS**

Allows the content team to manage Tickets, approve content, and add pages to the website.

CRM: **Salesforce**

Connects the customer contact and ticket delivery information gathered from the website and ticket sales into the team's Salesforce account.

Financial Reporting: **Microsoft Dynamics 365**

Connects the financial sales reports from ticket sales to the Finance team's highly customized Dynamics tenant.

Agility Headless Ecommerce + Ticketing

Provides fast and scalable ticket sales on the website, point-of-sale, and through the call center.

The Outcome

With new DXP designed around headless Agility CMS, the user experience was immediately improved not only for the customers browsing online to purchase tickets, but also for the employees taking orders in person, and for the content management team using the backend.

Moving forward, the content team can breathe and roll out ticket purchases quicker and easier with the new POS system and ticketing integrations.

With new DXP rollout:

- Online Revenue was increased by 20%
- Conversion Rate on the website was increased by 10%
- Online Engagement increased by 25%
- CIO and Director both remarked that they had taken a 4-day weekend for Thanksgiving for the first time in many years!

Watch case study <u>video</u>:

"In November, my team took a 4-day weekend for Thanksgiving for the first time in many years, thanks to Agility CMS!"

Shawn Hart, Director of Web Development & Enterprise Applications Visit Orlando