2019

dotCMS Product Brief

Authenticated Customer Experiences

Trusted, Continuous & Connected
Customer Experiences

dotcms

Inside the Brief

When it comes to customer experiences, top enterprises know it doesn't stop with the acquisition of new customers. This is why modern Content Management Systems, like

dotCMS, help enterprises build & manage customer experiences for both external and internal customers, beyond just the acquisition phase.

However, the drive to differentiate by focusing on customer experiences and hyper-personalization, all while complying with GDPR-like legislation, calls for authenticated customer experiences.

Key Benefits:

- **Increased customer trust** through secured access

- Authenticated, personalized **customer journeys**

- **Single sign** on for ease of use

- **Operational & Customer Experience Excellence**

Authenticated Customer Experiences

Acquisition is the Start

In many organizations, a majority of focus and efforts is spent on net new customer acquisition, especially by marketing teams and CMS vendors supporting them - especially vendors like Adobe, Sitecore, IBM, and Oracle.

These platforms have all the bells and whistles for acquisition, but little to no resources for the rest of the customer lifecycle.

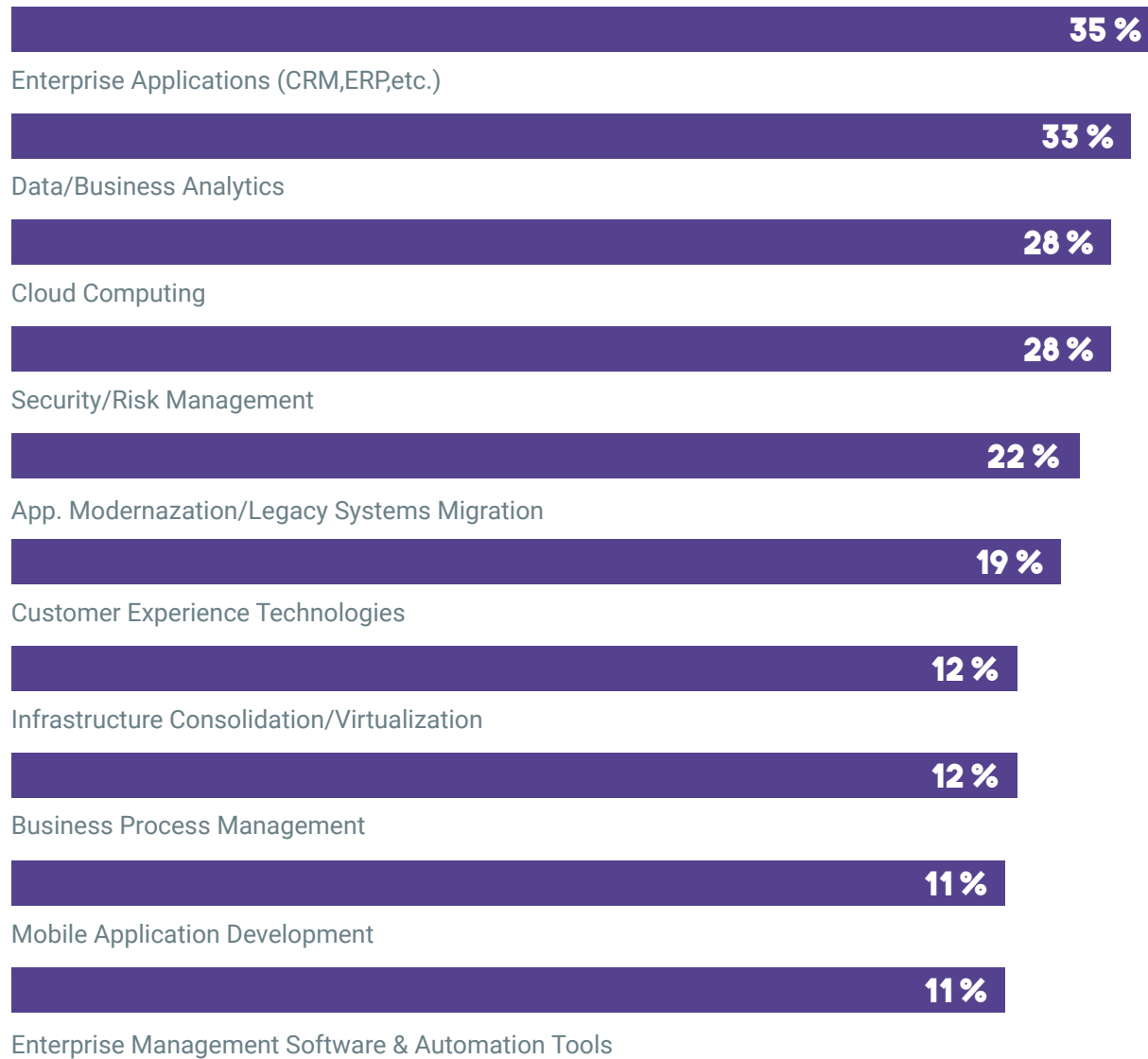Acquisition is just one portion of the customer experience (CX) lifecycle &

it's important that your platform not only extends to the remaining part of the lifecycle, but supports and drives CX as well.

However, a **recent survey[1] on IT-spend shows operational efficiencies and**

customer experience as the top priorities for 2018, respectively. In other words, CX-centric business processes that drive both operational efficiencies and customer experiences dictate that CIO should be looking to spend their budget on a content foundation (experience) that allows for building authenticated and open business applications (operational efficiencies).
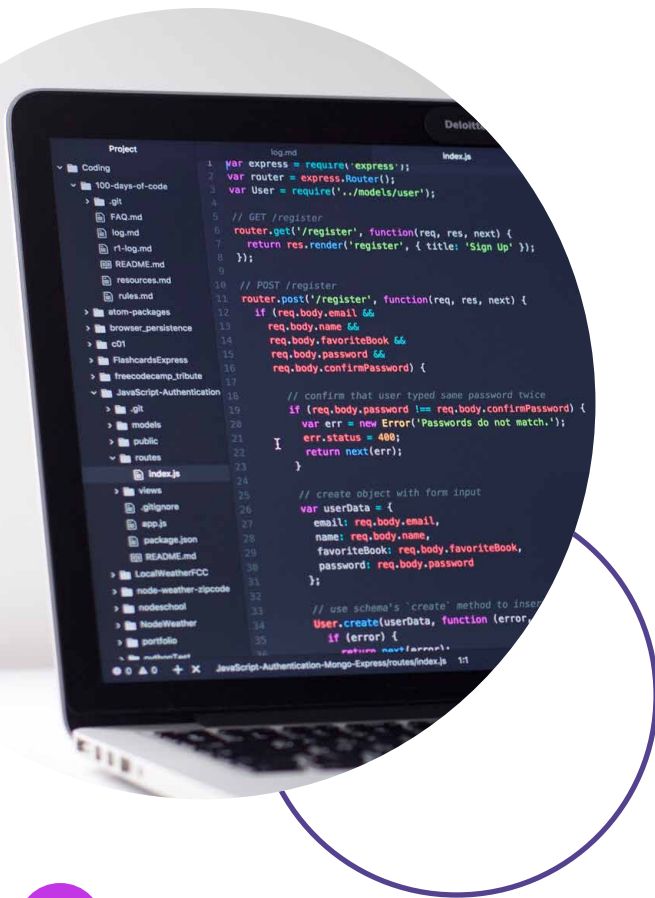
dotCMS is the foundational platform to support all business priorities: for customers, business partners, & employees.

Top 10 IT Invesments in 2018

Category	Percentage
Enterprise Applications (CRM,ERP,etc.)	35 %
Data/Business Analytics	33 %
Cloud Computing	28 %
Security/Risk Management	28 %
App. Modernazation/Legacy Systems Migration	22 %
Customer Experience Technologies	19 %
Infrastructure Consolidation/Virtualization	12 %
Business Process Management	12 %
Mobile Application Development	11 %
Enterprise Management Software & Automation Tools	11 %

Intranet

The most common authenticated business application to build for the internal organization is an intranet. **Key business functions** that are supported are **internal communications and knowledgebase applications** to support functions with any level of subject matter expertise when dealing with customers, such as customer service and finance departments.

Extranet

An extranet provides secure, authenticated, and personalized access to content and data.

For publishers, this is the crucial pillar for their online business model, but this type of application fits well in other industries as well: personalized data on the portfolio (wealth management) and product support information to support dealers (retail and manufacturing). An extranet is also a great application to extend public-facing websites.

B2C Portals

A B2C portal typically supports environments where **back office processes and customer communications are offloaded and automated**(operational efficiencies). Combined with self-service scenarios, B2C Portals **can be used to make changes to subscriptions** (telecoms) **and support reimbursements processes** (healthcare insurance). Also, self-service support coupled with **chatbots drive** significant operational efficiencies for the business and, if done correctly, can improve user experiences tremendously, making tedious busines processes easy and fun.

B2B Commerce

eCommerce for B2B integrates the transactional portion of the business with authenticated, content-driven **Authenticated Customer Experiences capabilities to support the buyer's journey with features** such as:

- **Segmented & Targeted Content**

- **Search (faceted)**

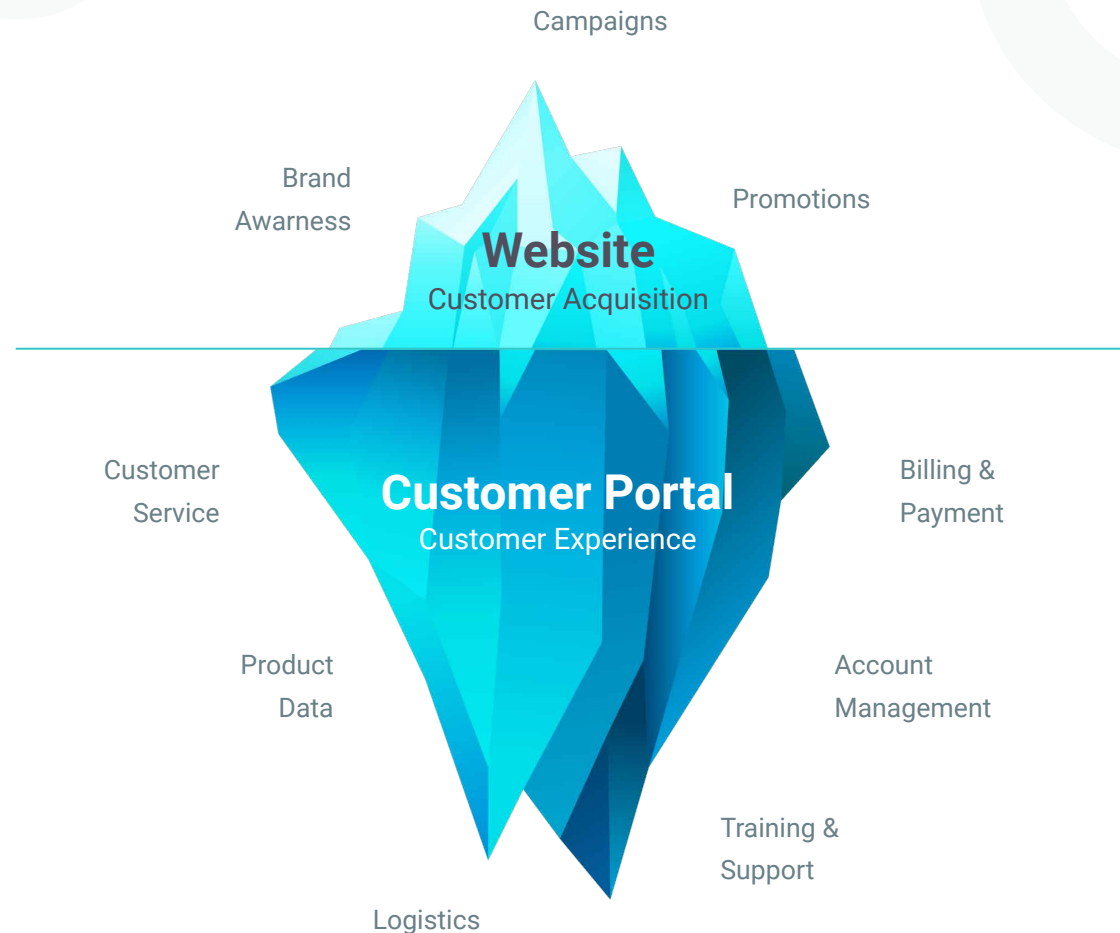- **Permissions, & Workflows** to enhance & optimize the experience.

Community Portals

Supporting communities with an authenticated environment is common these days with technology vendors and contributes to the vendor's success in number of ways:

01. Ideation: Supports the process for members to submit product ideas and drive the roadmap and product NPS.

02. Quality Assurance: Provides early access, like beta releases, to communities to help solidify the product release.

03. Adoption: User forums help both new users and existing to adopt the technology in their organization.

Campaigns

Brand
Awarness

Website
Customer Acquisition

Promotions

Customer
Service

Customer Portal
Customer Experience

Billing &
Payment

Product
Data

Account
Management

Training &
Support

Logistics

Data-driven 360 View

Say goodbye to data silos! Seamless integration of Customer Data Platforms (CDP) and Data Management Platforms (DMP) will enable a

360 degree view of every customer interaction with the brand.

Relevant **insights and data support** every business function to excel in their respective area by focusing on the customer experience whenever the customer engages.

Power of One

Integrated business functions with embedded data and UI/UX in an authenticated environment make it possible (and much more comfortable) to break through the workflows and silos (data/insights) that exist between teams.

It increases the collaboration in multi disciplinary customer touchpoints and contributes significantly to the customer experience.

Industry Overview

Industries	Fiserrv	Retail	Manufacturing	Higher Ed	Goverment	NGO	Technology	Publising	Healthcare
Intranet	✓	✓	✓	✓	✓	✓	✓	✓	✓
Extranet	✓		✓	✓		✓	✓	✓	✓
B2C Portal	✓	✓	✓		✓		✓	✓	✓
B2B Portal		✓	✓		✓				✓
Community Portal				✓		✓	✓		

Foundational CMS

A CMS is a foundation for any authenticated experience application.
Key capabilities that are needed to build them are:

- Secure access [2]
- Permissions [3]
- Approval Workflow [4]
- Personalization [5]
- Publishing [6]
- Interoperability [7]
- Time Machine & Archiving [8]
- (Faceted) Search

dotCMS provides industry-leading and enterprise-grade capabilities in all of these critical functions.

Quote

"I do think we have a missed insight & opportunity here. If we think about operational efficiency in terms of redefining customer centric processes that are tied to helping them quickly achieve a personal outcome, we can drive not only customer experience but unlock greater gains in operational efficiency because unnecessary, duplicative, time consuming, or simply broken systems, workflows, & decisions can be identified and eliminated.

What is operational efficiency long-term if not 100% aligned with speeding time to value for your customer?"

- Kevin Cochran,
   CMO SAP CX & C/4Hana
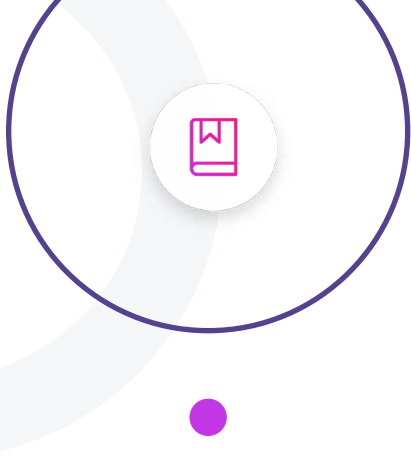
What's Next for dotCMS

What was and is new in previous & upcoming dotCMS releases:

- [What's New in dotCMS 5.0 >>](#)

- [What's New in dotCMS 5.1 >>](#)

- [What's New in dotCMS 5.2 >>](#)

Complimentary Evaluation Support

dotCMS offers a variety of tactics to test-drive and proof out your key use-cases around your personalization strategy.
It is our investment and helps you to evaluate dotCMS effectively, way beyond shiny product demos and slick sales presentation.

More on our evaluation support

[Here>>>](#)

About dotCMS

dotCMS is a leading, open source content and customer experience management platform for companies that want innovation and performance driving their websites and other content-driven applications. Extensible and massively scalable, both small and large organizations can rapidly deliver personalized and engaging content across browsers, mobile devices, channels, second screens and endpoints -- all from a single system.

Founded in 2003, dotCMS is a privately owned US company with offices in Miami, Florida; Boston, Massachusetts and San Jose, Costa Rica. With a global network of certified development partners and an active open source community, dotCMS has generated more than a half-million downloads and thousands of implementations and integration projects worldwide. **Notable dotCMS customers include:** Telus, Standard & Poors, Hospital Corporation of America, Royal Bank of Canada, DirecTV, Thomson Reuters, China Mobile, Aon, and DriveTest Ontario.

Miami
3059 Grand Av.
Miami,FL,33133
U.S.A

Boston
200 Portland St.
Boston,MA,02114
U.S.A

Heredia, Costa Rica
Eurocenter
Primera Etapa, 2nd Floor
106 Heredia, Costa Rica

ON-DEMAND DEMO

dotcms.com   +1-305-900-2001   sales@dotcms.com

References

1 https://www.cio.com/article/3281387/top-it-spending-priorities-for-2018.html

2 http://go.dotcms.com/dotcms-cloud-security-guide

3 http://go.dotcms.com/dotcms-cloud-security-guide

4 http://go.dotcms.com/content-approval-publishing-workflow-dotcms-product-brief

5 http://go.dotcms.com/personalization-content-targeting-dotcms-product-brief

6 https://dotcms.com/docs/latest/push-publishing

7 http://go.dotcms.com/integration-philosophy-white-paper

8 https://dotcms.com/docs/latest/time-machine