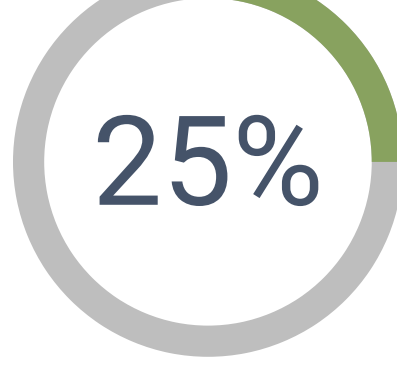


# Digital Experience and It's Role in Transformation



## STATISTICS

ONLY



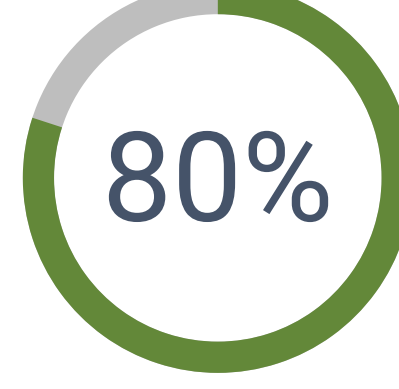
Have a clear understanding of digital transformation

AND YET



Are currently undergoing digital transformation efforts

AND OVER



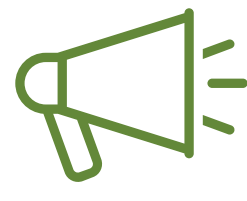
Of all digital transformation projects fail

Source: The 2014 State of Digital Transformation by Brian Solis

A new type of platform has risen to help organizations create and manage the digital experience across any channel or device:  
**Digital Experience Platforms (DXP)**



DXP refers to an integrated software foundation to manage, deliver, and optimize experiences consistently across every digital touchpoint.



DXP serves multiple digital channels or touch points including the web, mobile, social, email, and connected devices.



DXP serves multiple user audiences such as customers, partners, employees, suppliers, and others, and allows interactions between these audiences.

By 2020, the demand for an **omni-channel customer experience** will be amplified by the need for nearly perfect execution.

Source: PricewaterhouseCoopers



Stantive's OrchestraCMS is a **powerful content and digital experience platform** that seamlessly integrates an omni-channel digital strategy with mission critical apps and data.



When organizations leverage DXP effectively, they serve as the **on-ramp to digital transformation**



Learn more about the digital experience and its role in digital transformation

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