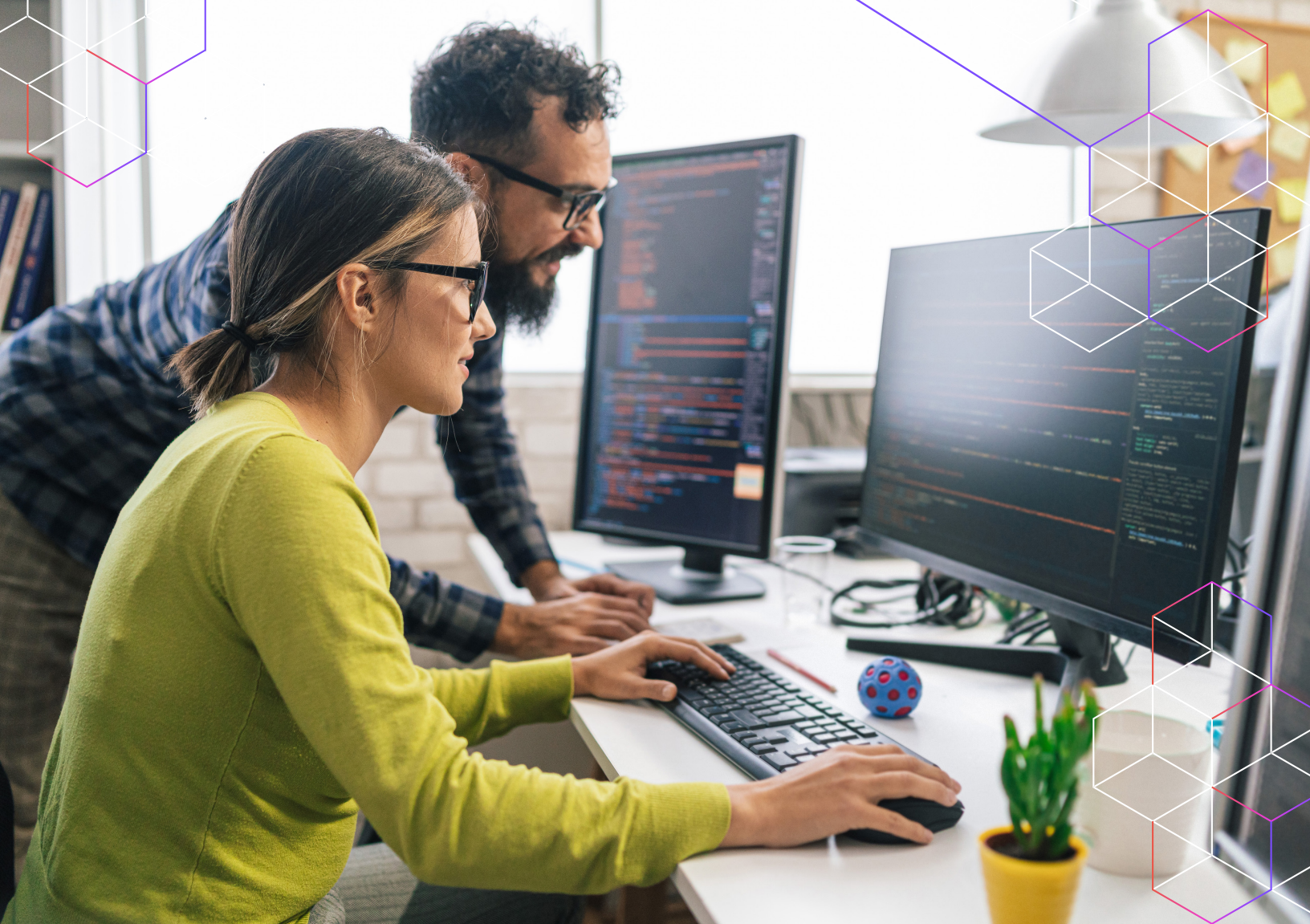




The challenges of legacy DXPs

And the solutions your company needs to succeed



How we got here

Over the past few decades, digital experience platforms (DXPs) have witnessed a series of major shifts. Each successive platform type promised to redefine how enterprises engage with their audiences. The journey has been transformative, from the early days of simple content management systems (CMS) to today's sophisticated, all-in-one platforms.

Legacy solutions, like Sitecore and Adobe Experience Manager (AEM), promised a one-stop-shop experience, simplifying the intricate web of digital content management. Yet, with the rapid technological advancements and increasing business demands, these once revered monolithic systems are now showing their age — and limitations.

In this e-book, we'll uncover the shortcomings of the monolithic approach and explore the rise of composable DXPs championed by industry leaders like [Contentstack](#).

The challenges

Over time, monolithic solutions have morphed into cages of complexity. Companies have critical decisions to make when allocating their dollars to the right tech strategy, and maintaining legacy DXP seems less and less like the right move.

Legacy DXP users often encounter the following obstacles:

Slow development

Rigid monolithic structures hinder business agility, causing missed opportunities and lost competitive edge.

Skyrocketing costs

The complexity of monolithic suites drives up training and maintenance costs, creating a long-term financial burden for enterprises.

Technical complexity

Legacy suites require specialized expertise, hindering IT productivity and delaying innovative solution launches.

Legacy systems impact more than just tech teams. They can slow marketing and stifle innovation, making them a strategic misstep for businesses seeking agility.



78%

of tech industry leaders¹ feel that outdated networks hinder progress in cloud innovations and digital evolution.

Cracks in the legacy system

Legacy suites promised simplification by consolidating functionalities, aiming for faster deployment, reduced complexities, and better alignment. The appeal of vendor consistency and interoperability seemed ideal for fragmented digital tools.

However, as business ecosystems grew more complex, the flaws of legacy suites became evident.

Specialized talent challenges

Legacy suites require specialized skills, making hiring or training talent challenging and expensive.

Lack of vendor innovation

Vendor lock-in slowed innovation, leaving businesses dependent on outdated software updates.

High total cost of ownership

Hidden costs like training, maintenance and upgrades challenged the perceived cost-effectiveness of initial investments.

A survey by Forrester Research involving 3,700 companies found that IT leaders estimated they allocated

72%

of their budgets² to maintaining legacy systems

Instead of the promised seamless experience, companies are now grappling with rigid structures, escalating costs and a need for more agility and innovation.

Pitfalls of notable legacy platforms

Legacy platforms, like AEM, Optimizely and Sitecore, have inherent technical debt and complexity due to their monolithic roots. To that end, AEM, Sitecore, and Optimizely all scored 3/5 in the [Forrester Wave Digital Experience Platforms](#), Q4 2023 report. Contentstack aced the test, recording a score of 5/5.

Below are a few other obstacles you'll want to be aware of.



Adobe
Experience
Manager

Pricing and cost

AEM is known for its premium pricing. The Total Cost of Ownership (TCO) stands out as being significantly higher than that of many other vendors in the industry.

Complexity and learning curve

AEM's suite of digital experience management tools is intricate. Users often highlight the steep learning curve, emphasizing the need for specialized training and skill sets to navigate and use the platform effectively.



Lack of versatility

Some feedback points toward Optimizely's DXP as potentially lacking the adaptability required for specific use cases, especially compared to other DXPs.

Acquisitions and volatility

Optimizely's frequent acquisitions might introduce volatility in its roadmap. Prospective and current customers should brace themselves for shifts in product direction stemming from the integrations of these acquisitions, which might affect sales and customer service.



SaaS transition issues

Sitecore's pivot to Software as a Service (SaaS) is seen as a potentially disruptive move, especially for its existing customer base that predominantly relies on self-hosted or vendor-managed solutions.

Pace of innovation

Feedback from the market suggests that Sitecore has been somewhat sluggish in staying current. Notably, it has been slower in acquiring and integrating products that would enhance its offerings in customer data management and personalization.



The freedom of a composable DXP

Flexibility, adaptability and speed have become the bedrock of successful digital platforms in the ever-evolving digital experience landscape.

Enter the composable DXP — a paradigm shift that promises to revolutionize how enterprises can deliver timely, personalized digital experiences.

From monoliths to composability

Composable DXPs are built on the principle of modularity. This means enterprises can choose best-of-breed tech to craft a solution tailored to their unique needs rather than conforming to the limitations of an all-in-one system.

Flexibility

Organizations can integrate or replace components as required without overhauling the entire system.

Rapid innovation

Without the constraints of a monolithic structure, businesses can deploy features and updates in real-time.

Scalability

As businesses grow, composability ensures their DXP can grow with them, easily integrating new modules or services.

Benefits of a composable DXP

Embracing composability propels enterprises forward. Some of the most significant benefits of composable DXPs include:

Quick feature implementation

Say goodbye to prolonged development cycles. Adding new features or updating becomes a swift process with a modular setup.

Adaptable to market need

With the ability to integrate cutting-edge tools or services, businesses can quickly pivot their strategies based on market demand or emerging trends.

Cost-effective

Without the overheads of maintaining bulky, outdated systems, businesses often find composable DXPs more cost-efficient in the long run.

Gartner predicts that companies using a smart composable strategy will implement new features

80%

faster³ than their competitors.

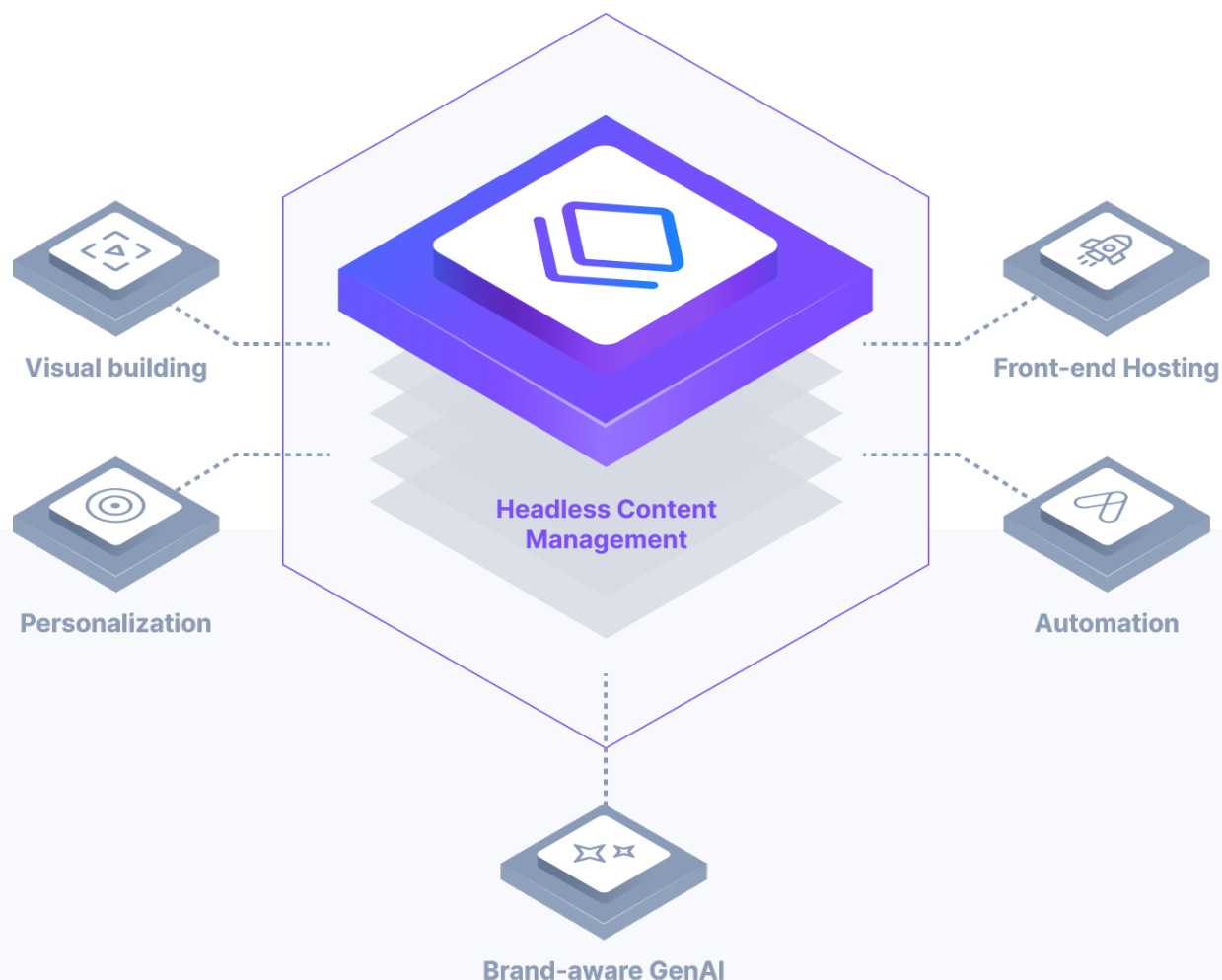
Contentstack

Leading the composable revolution

Charting a remarkable journey from a mere integrator to an industry frontrunner, Contentstack exemplifies the transformative potential of Composable DXPs. Let's explore how Contentstack has redefined the paradigms of content management.

From integrator to maverick

Contentstack, in its evolutionary trajectory, has adeptly transitioned from a mere integrator — a solution conforming to the diverse demands of enterprises — to a maverick in the DXP arena. Its journey epitomizes adaptability, foresight and innovation. Recognizing market voids and wielding its domain prowess, Contentstack has successfully plugged these gaps and sculpted a new trajectory for the DXP landscape. Contentstack doesn't merely adapt — it pioneers.





Central pillar: **The CMS**

At the nucleus of the platform sits Contentstack Content Management. Emblematic of the brand's essence, this headless CMS stands out for its unique architecture. Segregating the content management back end from the front-end display offers unparalleled flexibility, ensuring content delivery syncs seamlessly with diverse channels.

Surrounding capabilities: The composable ecosystem

Personalize

Our built-in personalization capabilities make operationalizing personalization at scale a reality, without needing to bolt on 3rd party applications that increase complexity.

Automate

A testament to the brand's foresight, Automate orchestrates seamless workflows and streamlines business processes across the tech stack with clicks, not code, fostering integration with myriad services.

Launch

Tailor-made front-end hosting services accentuate front-end content presentation.

Marketplace

Amplifying customization, the Contentstack Marketplace is a reservoir of plugins, extensions and integrations.

E-commerce capabilities

Contentstack offers seamless integrations and multilingual support, and ensures secure transaction processing. The platform is designed with scalability in mind, effortlessly supporting everything from small shops to large-scale e-commerce operations.

Analytics

Empowering businesses with insights, the Product Analytics dashboard dissects user behavior and provides an overview of how users in your organization use Contentstack. Mission Control allows your developers to access log data to gauge your organization's health.

Built-in search

Search is seamlessly embedded into the platform to help you find, filter, and pinpoint your assets.

PIM and DAM

To enhance its utility, Contentstack offers robust Product Information Management (PIM) and Digital Asset Management (DAM) tools.

Underlying foundation: The resilient architecture

The bedrock of the Contentstack platform is the multi-cloud infrastructure designed for adaptability and resilience. Contentstack's architecture thrives across multiple cloud ecosystems, including AWS, Azure and GCP, ensuring uninterrupted service and flexibility.

Vertical support: The customer-first approach

Whether it's the promise of Care Without Compromise™ or the robust Technical Services Organization and the educational Contentstack Academy, we deliver world-class care and support to every customer.

Proven economic benefits with Contentstack

While embracing change is essential, ensuring it's economically viable is equally imperative. With Contentstack, the benefits aren't just in enhanced capabilities — they're also visible in innovative companies financial results.

A recent Forrester Total Economic Impact™ study revealed a

295%

ROI⁴ achieved by companies leveraging Contentstack's technology over a three-year period, underscoring the tangible benefits of composable economics.

Success stories

Transformations powered by Contentstack

Nothing demonstrates the effectiveness of the Contentstack platform better than real-world success stories. Learn how three global giants made the switch to Contentstack, reshaping their content experiences and shedding their legacy technical debt.



AIRFRANCEKLM
GROUP

Air France-KLM

By adopting composable architecture, Air France-KLM has laid the foundation for reusable content that underpins a customer-first experience.

CASE STUDY →

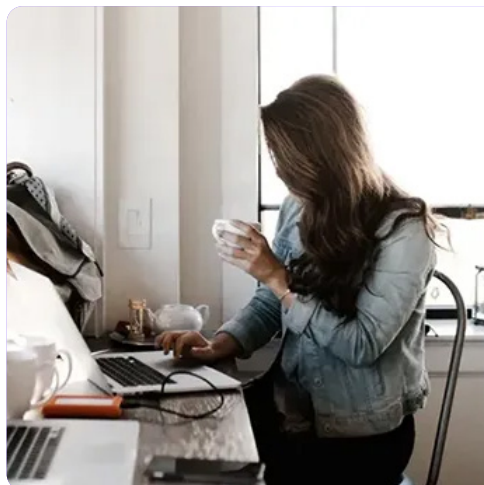


BURBERRY

Burberry

After assessing the market, Burberry knew they wanted to adopt a composable strategy and needed an agile headless CMS to make the transition confidently.

CASE STUDY →



Berlitz[®]

Berlitz

With franchises worldwide, Berlitz needed one central platform to help the company deliver more cohesive marketing campaigns and messaging, delivering websites in various languages in different locales under a single domain.

CASE STUDY →

A checklist for choosing **the right DXP**

Choosing the right DXP is crucial for aligning it with your business objectives and delivering a top-notch user experience.

Before diving in, consider these key elements to ensure you're making a well-informed decision.



Flexibility and modularity

Can the platform adapt to your changing needs? Ensure that the system supports modular additions without the need for significant overhauls.



Scalability

As your enterprise grows, can the DXP grow with you? A scalable platform will accommodate increased user loads and content volume without compromising performance.



User experience

It is pivotal to provide a seamless and intuitive user experience for your customers, content creators and editors. After all, a platform is only as good as its ease of use.



Integration capabilities

Does it play well with others? Ensure your chosen DXP can integrate seamlessly with your existing tech stack, including CRM systems, e-commerce platforms and more.



Vendor support and community

A responsive vendor and a robust community can distinguish between a successful and fraught implementation. Opt for platforms backed by active community support and transparent vendor communication.



Total cost of ownership

In addition to the initial investment, consider ongoing maintenance costs, licensing fees and potential costs associated with scaling or adding functionalities.



Security

A robust security framework isn't optional in today's cyber climate. Ensure the platform meets global security standards and offers regular patches and updates.

Questions to ask potential DXP providers

Engaging with a DXP provider is a significant commitment and clarity at the outset can pave the way for a fruitful collaboration. Consider these questions to help you make an informed decision:



What's your roadmap for the next five years?

The vendor's answer provides insight into the platform's future readiness and the vendor's commitment to innovation.



How does your platform handle data privacy and GDPR compliance?

With stringent data protection laws worldwide, remaining compliant is paramount.



Can you provide case studies or examples of successful implementations?

Real-world examples offer a glimpse into the platform's capabilities and fit for your industry or use case.



What kind of training and onboarding support do you provide?

Smooth transitions are essential for platform adoption, and comprehensive training can reduce your team's learning curve.



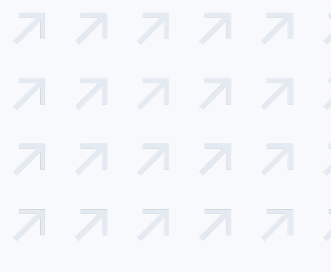
How does the platform handle multi-channel content delivery?

Ensuring consistent content delivery across all channels is essential in our multi-device world.



What kind of analytics and reporting capabilities are built into the platform?

Data-driven insights can shape your digital strategy, making integrated analytics tools necessary.



The choice is yours

Legacy DXPs are rapidly becoming outdated due to their inherent inflexibility, lack of innovation due to vendor lock-in and high TCO. These platforms were built for an era when businesses could afford to invest in monolithic systems that would remain largely undisrupted for years. However, today's digital environment is highly dynamic and ever-changing, with new technologies and channels constantly being introduced to the market.

Businesses need DXPs that can keep pace with change, allowing them to adapt quickly to new opportunities and threats.

Composable DXPs, like Contentstack, offer the modularity, agility, adaptability and unlimited innovation that enterprises need to thrive.

Are you ready to make the switch?

[Read the guide](#)

Read the **How to migrate content from AEM to Contentstack** guide to learn how we make migrating to Contentstack as pain-free as possible.

[Request a demo](#)

And when you're ready, request a demo to get a tailored walkthrough of our platform.

Footnotes

1. Forbes. [Legacy Networks Keep High-Tech Businesses Lagging.](#)
2. Tricension. [What is a Legacy System?.](#)
3. Gartner. [Gartner identifies the top strategic technology trends for 2022.](#)
4. Contentstack. [Contentstack Demonstrates ROI as New 'Go Composable' Initiative to Accelerate Composable Digital Experience Adoption Globally.](#)