

Mired Down by Monoliths?

Why stacks not suites accelerate organizations and how composable DXPs are leading the way.

Enterprises feel stuck with monolithic suites

Legacy monolithic suites for digital experience creation have hit the end of the road. It is a road marked by slow development times, rising cost structures and cumbersome technical processes that lead to a lack of agility in-market, an inability to reach new markets, and an overall poor return on investment.

Existing monolithic suites are simply not geared to meet the customer needs or business objectives of the modern enterprise.

Legacy digital experiences



**Slow
development**



**Rising
costs**



**Vendor
lock-in**

UI Design

Templates

Content



Suites are not so *SWEET*

Specialized talent required

With a legacy suite (e.g. Adobe, Optimizely or Sitecore), specialized developer talent is required, which is extremely expensive and increasingly hard to find. With API-first technology, you do not need specialized developer talent, so engineering expertise is much easier to find and less costly. On average, when transitioning to a composable digital experience approach, customers report a 3-5 fold increase in developer velocity and a 2-10 fold increase in content velocity. This is due to how quickly teams can stand up, create and publish content with API-first technology compared to legacy technology.

Limited vendor innovation

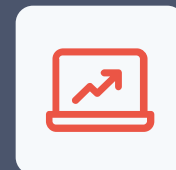
Given the technical debt typically present in all-in-one suite environments, customers often suffer, saddled by vendors busy integrating their own products at the expense of technical innovation and customer support. With a composable approach, you can ensure you always have access to the latest industry-wide innovations when available, getting you out from underneath any one vendor, and putting an end to vendor lock-in.

High total cost of ownership

The digital world is evolving fast. When your customer and business needs change, you run the risk of expensive, time-intensive upgrades every few years with a legacy suite solution, significantly driving up your cost of ownership. A composable approach changes this by making upgrades a thing of the past. All systems in a composable stack are always up-to-date, meaning you have the most capable system all the time with the least downtime.



3-4x ↑
in publishing
velocity



2-10x ↑
in content
velocity

What the analysts say

Legacy digital experience platforms (DXP) offerings are lagging in the market. According to the Gartner report "Adopt a Composable DXP Strategy to Future-Proof Your Tech Stack":

"By 2023, organizations that have adopted an intelligent composable approach will outpace competition by 80% in the speed of new feature implementation."

To future-proof your technology stack and modernize your digital experience, new composable solutions are required to achieve greater functionality, market agility, market reach and competitive differentiation. In February 2023, Gartner's DXP Magic Quadrant called out the following cautions for customers considering a legacy DXP:

Cautions ahead

Adobe has a **premium-priced product portfolio**. Its **total cost of ownership (TCO) is very high** compared to other vendors in the industry.

Adobe has a very complex set of digital experience management tools, resulting in an **extremely steep learning curve, and specialized skill set and training**.

Optimizely's DXP may not be as versatile across use cases as some other DXP offerings.

Limited security and access control, as well as narrowly applied collaboration and knowledge-sharing capabilities, make Optimizely's DXP a difficult fit for many B2E use cases. Prospective customers considering Optimizely for employee experience scenarios should examine carefully the additional capabilities they would require.

Optimizely has recently made a substantial number of acquisitions. **Prospective and existing customers should plan for potential volatility in its roadmap, including evolving integrations of acquired technologies and disruption to sales and customer service.**

Sitecore's shift to SaaS is a multiyear program of work that has the **potential to disrupt Sitecore's installed base**, which primarily operates in self-hosted IaaS and vendor-managed PaaS cloud environments.

Sitecore has been **behind the market pace in acquiring products to improve its customer data management, personalization and other capabilities.**

The verdict?

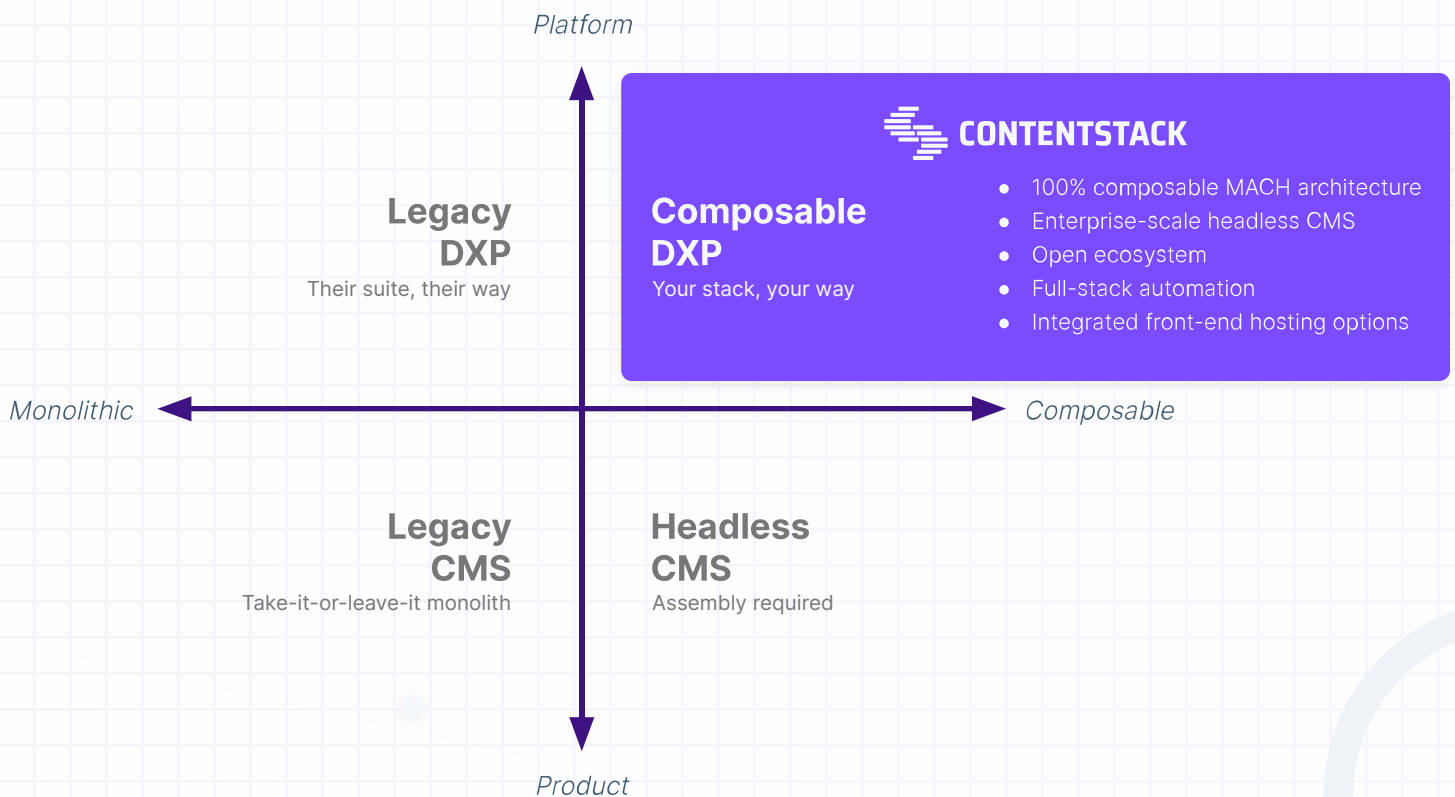
Digital leaders cannot meet market needs or business objectives with monolithic DXPs and must update tech stacks, decompose monoliths and deliver task-oriented capabilities. To future-proof the stack, a composable DXP must be used to deliver composable user experiences.

DXP done right

✓ **More capable**
than a legacy CMS

✓ **More complete**
than a headless CMS

✓ **More flexible**
than a legacy DXP



The Contentstack advantage

At Contentstack, we understand the challenges associated with monolithic platforms. As a founding member of the MACH Alliance, we are leading the way to help enterprises adopt Microservices-based, API-first, Cloud-native SaaS and Headless (MACH) technology.

We empower tens of thousands of creative professionals and developers globally to deliver composable digital experiences at the speed of their imagination. This means less time spent between ideation and launch, allowing teams to take full advantage of all possible digital touchpoints all the time. All of this is made possible through our industry-leading technology, our dedicated expertise and care, and our proven economics.

The digital experiences you want everywhere

Take your business to more places with the only fully automated Composable DXP powered by the #1 headless CMS.

[Learn how](#)

