



# 10-Point Checklist: Do I Need a DXP?





## INTRODUCTION

# Evaluating Your Need For A DXP



A Digital Experience Platform (DXP) allows organizations to deliver a personalized, consistent, and engaging digital experience at scale. But these benefits don't hold the same value to every organization.

If a DXP is not the right fit for your organization, you can quickly get lost even though a DXP comes with many benefits. This is why before implementing a DXP, it's important to evaluate if a DXP is needed.

Use this checklist to assess if implementing a DXP solution makes sense for your organization.





# Checklist

- 1. Is your legacy tech becoming challenging to manage and integrate?
- 2. Do you want to future-proof your technology platforms and integrate new technologies using APIs?
- 3. Does your marketing team need more editorial control and flexibility in your digital platform?
- 4. Do you want to leverage the power of personalized experience to optimize the customer journey?
- 5. Do you need to maintain several digital assets?
- 6. Is delivering exceptional omnichannel customer experience essential for the success of your business?
- 7. Do you need real-time analysis and insights into what's working and what isn't?
- 8. Do you want the agility to quickly integrate and adopt new tools and services for your dynamic marketing requirements?
- 9. Do you need to take an integrated approach toward content, data, and commerce?
- 10. Will automation improve efficiency?

If you have answered any of these questions with a resounding yes, then you need a DXP.





# Contact Us

Implementing a DXP solution is a process. It is not something that you can accomplish overnight. And this process starts with you evaluating your organization's digital maturity.

At Axelerant, we have helped organizations transform their digital experience one step at a time. We customize our DXP solution to deliver the highest value to you. This means that wherever you are on your digital journey, we'll meet you there.

Schedule a call to speak with our experts.

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## WHERE ARE WE?

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