



DIGITAL EXPERIENCE
MANAGEMENT PLATFORM
AND PRODUCTS



WHAT DOES A CMO NEED FROM TECHNOLOGY?

It is vital to expand marketing beyond brand and demand to customer experience.

To do so means putting people back in the center of your business. The right technology helps you do that effectively and efficiently:

Digital Agility: create campaigns, landing pages and promotions without IT involvement.

Authentic Personalization: manage complexity and engage customers with trust in every connection.

Partner with CIO: to work with data, systems and workflows in delivering great customer experiences.

The new CMO is a visionary motivational leader, shock absorber and strategic go-to resource who can discover, build for and live on the leading edge all at the same time.



WHAT DOES A CIO NEED TO DELIVER?

Technology is the essential launch pad of all organizational marketing initiatives, decision-making and customer-centric operations. Your technology must break down silos and:

Be Stable and Integrate Easily: solid architecture, connect all internal disparate systems, design employee environments for safe operations with minimal training.

Protect Customer Data: manage and protect the proliferation of customer data with security and transparency through the Apache Unomi Project.

Future-Proof Industrialization: modular components that are reusable, deliver quick iterations with predictable investment and scale both horizontally (more users) and vertically (more projects).

The new CIO is a vital strategic partner in ensuring compelling customer experiences with your brand.



Form Factory – Create multi-step, multi-language, multi-conditioned and validation-ruled forms that include built-in “backs” and “forwards” actions, that automatically saves data previously keyed into the forms, with easy plug-and-play components.



Marketing Factory – Leverage complete customer profiles through real-time, infinite ‘drill down’ analytics with cross-reference capabilities to create promotions, automated marketing and personalized conversations with customers.

“With Jahia,
Marketing & IT
work together,
hand in hand”

David Roux
Europcar

“Ben & Jerry’s has been the fastest digital roll-out among Unilever brands.”

Jim Breach
Director, Unilever



DIGITAL EXPERIENCE MANAGER

Digital Experience Manager is the core customizable platform of Jahia’s technology suite. It is designed to maximize IT agility and industrialization as well as marketing agility and expansion. It lets you tailor the experience to meet your unique business needs. With it, brand integrity and personal relevance are built into all your digital interactions across devices, divisions and geographies. Your DX will be efficient, repeatable and desirable.



Portal Factory – Portal Factory makes it easy to aggregate user access points in a secure, stable environment for an intuitive, unified experience. Seamlessly pull together legacy business applications within a modern web portal interface



Private AppStore — Speed innovation, accelerate development and streamline IT productivity with with a private app store to build you own internal library of packaged, reusable applications, application components and more.



Workspace Factory — A leading-edge, digital workplace that powers your in-house teams to effectively streamline projects, content marketing initiatives and operations, surface opportunities and optimize 'group-think' capability.



The Studio — an integral part of the Digital Experience Manager, The Studio is far more powerful and productive than any other Java content management system (CMS) on the market. With it, you can dynamically build any user experience, including mobile ones.



About Jahia

Jahia Solutions Group (Jahia) is a leading open source provider of a customizable digital experience management platform which enables enterprises to put their customer at the heart of their business.

Our technology breaks down silos, facilitates authentic 1:1 customer relationships powered by agile innovation, trust and a customer-centric digital workforce. This focus ensures digital enterprise transformation for success in today's competitive business landscape.

Founded in 2002 and headquartered in Geneva, Switzerland, Jahia has its North American headquarters in Washington, D.C. and offices in Toronto, Canada, and throughout Europe. Jahia counts hundreds of global brands and governmental organizations, in more than 20 countries, among its esteemed customers. In early 2015, Jahia announced its first round of funding from Invus for \$22.5 million.

info@jahia.com

www.jahia.com