



# CROWNPEAK DIGITAL EXPERIENCE MANAGEMENT (DXM): HIGHLIGHTS

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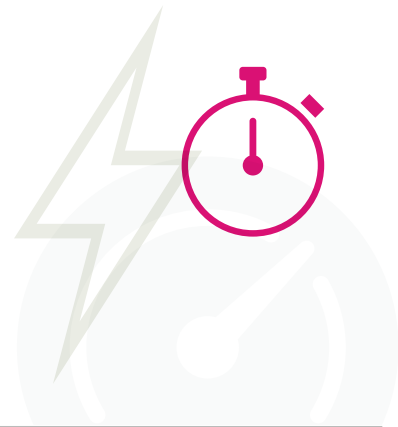
## Who are we?

We are a cloud-first Digital Experience Management (DXM) platform with integrated Digital Quality Management (DQM) designed to help global companies successfully manage their hundreds of digital experiences across multiple touchpoints.

## Built for speed: we launch websites fast

Deploy digital experiences rapidly, to any channel, in a fraction of the time of your competitors.

Our decoupled content deployment architecture makes it simple to integrate with your existing line of business applications, or any third-party integration, allowing you to deliver consistent, valuable experiences to your customers across all touchpoints, quickly.



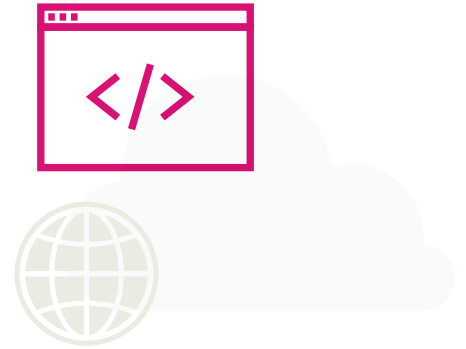
## Turnkey integration with 60 leading platforms

Our Marketplace comes with over 60 fully-managed connectors, enabling you to integrate your customer touchpoints with many popular platforms, such as Demandbase, Marketo, Salesforce and many more.

## Empowering marketers to own the customer experience

Our cloud-first web content management platform enables non-technical marketers to rapidly publish content across any digital channel, while maintaining centralized control.

Through simple editing interfaces, marketers can manage content in any worldwide language, for any global market, across any channel, while still maintaining centralized brand consistency & control.



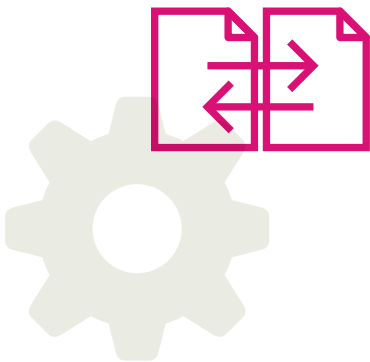
## The only Digital Experience Management platform with Digital Quality Management

Ensure your digital experiences comply with accessibility, brand, SEO, legal and usability standards.

Detect and fix compliance issues, file and image errors, broken links, misspellings and unique brand and business rule violations.

Ensure consistency across all customer touchpoints, regardless of channel.

Allows centralized content standards and policies to be enforced at a global, regional or local level.



## Unparalleled security & scalability

We know that security is important to you, and so we take it very seriously. Our independently audited & certified information security, privacy & data protection programs are designed to protect your customers right from the concrete of the datacenter floor, all the way to their hands on the keyboard.

The Crownpeak platform is designed to scale with your customers' demand. Whether you are working with hundreds of agencies, adding thousands of digital experiences, or supporting ultra-highly available global websites, we scale to keep you online, all within the 99.9% uptime SLA that is included with every subscription.



## Engineered to deliver results

**Quickly create landing pages:** Gives marketers the power to launch new landing pages rapidly, without complex dependency on web developers and IT.

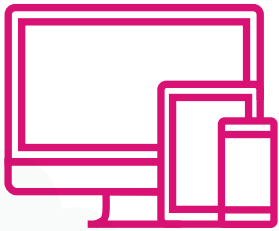
**Increase conversions with A/B testing:** Easily ensure that your content is performing optimally by running A/B tests to increase conversion rates.

**Deliver personalized digital experiences:** Identify, segment and personalize your customers' experience by geography, website usage, keyword, referring source and more.

**Dashboards and analytics:** Fully configurable dashboards provide real-time information about your content's performance across any channel or integration, enabling you to react quickly to changing market demand.

Fully integrated analytics platform enables you to track visitor behavior across all of your customer touchpoints, helping you to optimize your digital experiences.

**Our technology plays nice with yours:** IT teams love our DXM platform because it works with nearly any technology, enabling the launch of complex, dynamic, enterprise-scale sites in as little as six weeks.



## No wait time for improvements

Receive updates every month, ensuring that you are always using the latest version, and are benefitting from new features and capabilities, as well as the latest security updates.

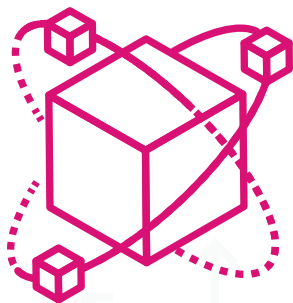
The nature of our software-as-a-service platform, means that you immediately benefit from new features, capabilities and integrations, without having to invest in your own costly development projects.

## Lower cost of ownership

Keep costs down by letting us manage the entire platform for you – content management, hosting, search personalization, saving you valuable resources and money.

The entire Crownpeak platform is backed by a 99.9% uptime SLA, ensuring that your digital experiences are continually adding value to your business.





## Features included with subscription

### Digital Experience Management (DXM) , including:

- Fully Featured Content Authoring Experience
- Powerful Integrated Development Workbench
- Integrated Digital Quality Management Solution (DQM)
- Personalization, A/B Testing & Targeting
- Search & Realtime Data Indexing Platform
- Digital Asset Management (DAM)
- Dashboards & Analytics

### Full Stack, Multi-Platform, Supported Managed Hosting

**Above and Beyond Technical Support – Multiple options available to suit your business needs**

### No-Fuss Monthly Platform Upgrades

### 99.9% uptime SLA

### Turnkey Integration to over 60 leading third-party platforms

