



## CROWNPEAK DIGITAL QUALITY MANAGEMENT (DQM): OVERVIEW

Control the quality and consistency of your digital touchpoints with Crownpeak DQM, a native solution within our DXM platform.

### Protecting your brand and your organization.

There's no other DQM solution as comprehensive, advanced or trusted as Crownpeak's solution, which delivers these benefits:

**Ensures consistency** of brand image and messaging across your entire digital presence, based on criteria you set.

**Routinely checks** for errors, inconsistencies, brand adherence, UX issues, SEO opportunities, outdated assets, prohibited words and phrases, and flags concerns for immediate attention.

**Makes it easy** to correct the same issue in multiple locations on hundreds of sites, even across geographies, from a single dashboard.

**Minimizes risk and exposure** by helping safeguard legal and regulatory compliance.

**Flexible reporting** offers advanced analytics and KPI reports to expedite and simplify management in complex, multi-stakeholder environments.

*"The perfect solution for companies who need to make sure their brand is implemented consistently online... Because it's completely automated, it takes the complexity out of the process - it's fantastic."*

— Unilever

# Powerful quality assurance across all your digital experiences

Crownpeak DQM brings digital governance into one powerful but simple to use dashboard, providing visibility and control across all your global digital properties. The solution includes checkpoints tailored to ensure your sites stay compliant in these key areas:

FEATURE	BENEFIT
<b>Accessibility</b> Fully supports Web Content Guidelines (WCAG) 1.0 and 2.0 and Section 508 accessibility.	Users can universally access websites, content and functions regardless of browser or platform; legally mandated in many countries.
<b>Branding Checkpoints</b> Customized brand + presentation rules based on your branding guidelines.	Ensures your websites and digital touchpoints stay on-brand for all users.
<b>Editorial Checkpoints</b> Your content and display rules, terminology, prohibited terms/ phrases, styles and more are embedded.	Maintains clarity and consistency of your content, correctly optimized for display on any screen.
<b>Legal Checkpoints</b> Ensure all legally mandated content is present on your site including: data protection, privacy policies, terms and conditions, intellectual property protection and corporate disclaimers.	Protects your intellectual property and helps you control risk and exposure.
<b>Mobile Web Optimization</b> Optimized content, image and technical formatting for UX on mobile devices.	Assures an effective user experience no matter what mobile platform they're using to access your content.
<b>Search Engine Optimization (SEO)</b> Ensure effective implementation of your SEO strategy and best practice protocols.	Drives more traffic through better search engine rankings thanks to effective use of tags, keywording, linking and more.
<b>Site Integrity Monitoring</b> Providing rapid detection of broken links, orphan files, and quality assurance of other site integrity components.	Ensures a clean, solid foundation for your websites with all key components in proper working order.
<b>Spell Checking</b> Our multi-lingual spell checker works even on multi-language web pages.	Detects misspellings, assuring consistency and quality of user experiences on all sites and pages.
<b>Usability Assurance</b> Embedded UX/UI standards for readability, language clarity, rich media and more.	Guarantees users have a more efficient, positive digital experience, driving more conversions.

