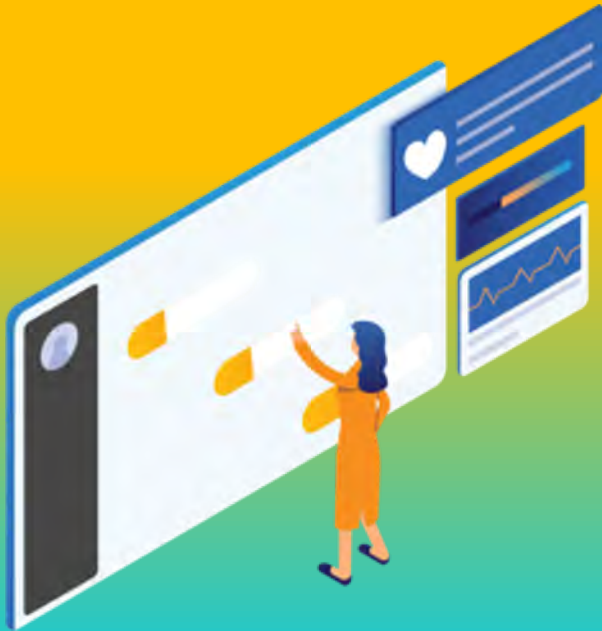
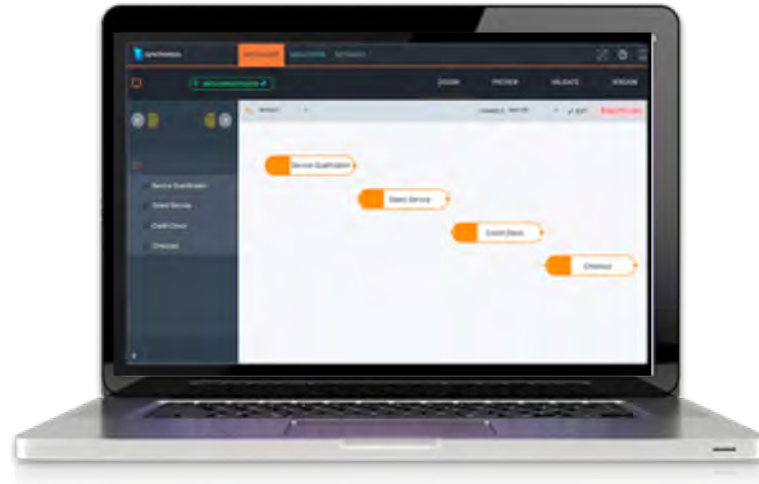


Digital Experience Platform (DXP)



DXP guarantees superior experiences for customers in a personalized fashion as they traverse multiple touchpoints in complex environments.

DXP Architecture & Specifications →



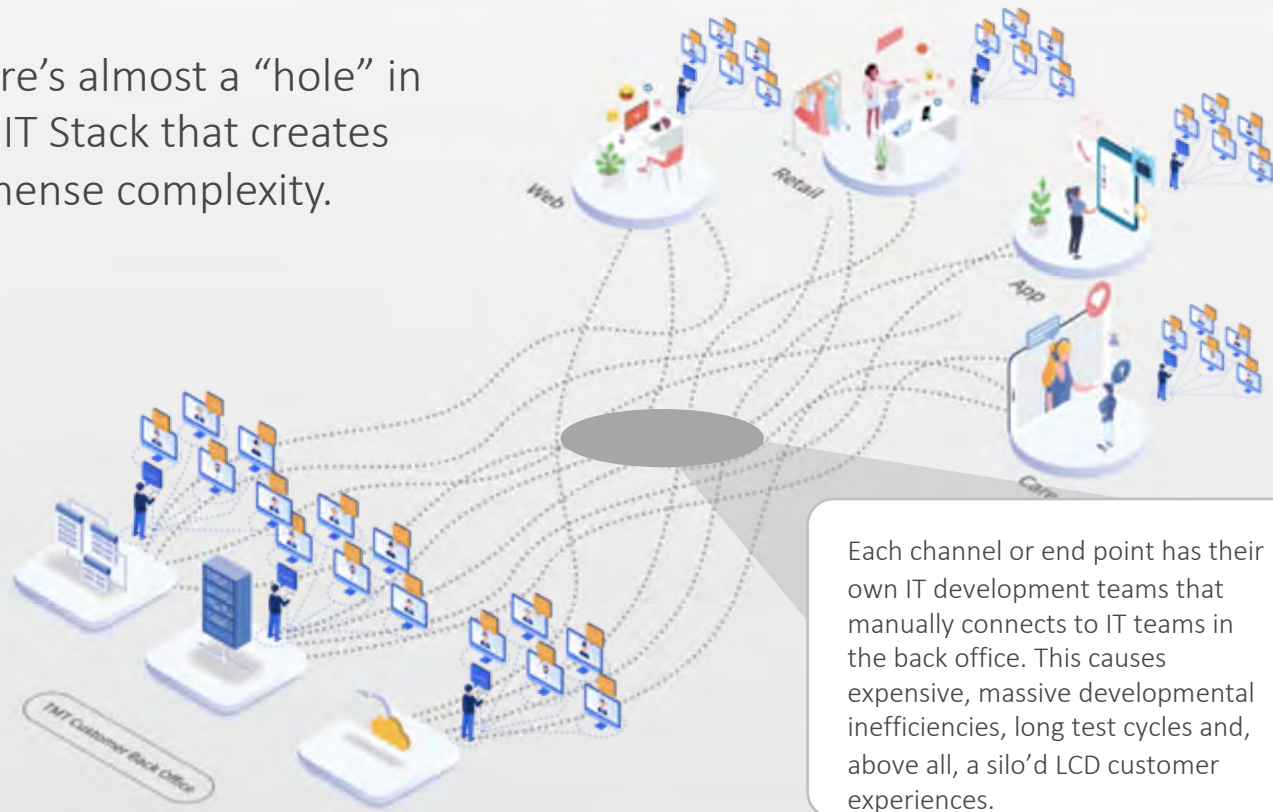
- Low/No-code **Architectural Pattern**
- **Drag and Drop** Journey Creation
- Total Control of UI/UX
- Legacy Back Office Integration
- Centralized Resource Model
- Low Cost, Fast Time to Market

DXP Helps Companies Achieve (What Was Previously) Impossible.

What Do TMT Companies Want? ➔

Today's Patchwork of Point-to-Point Integrations Suffocates Companies' Efforts to Innovate.

There's almost a "hole" in the IT Stack that creates immense complexity.

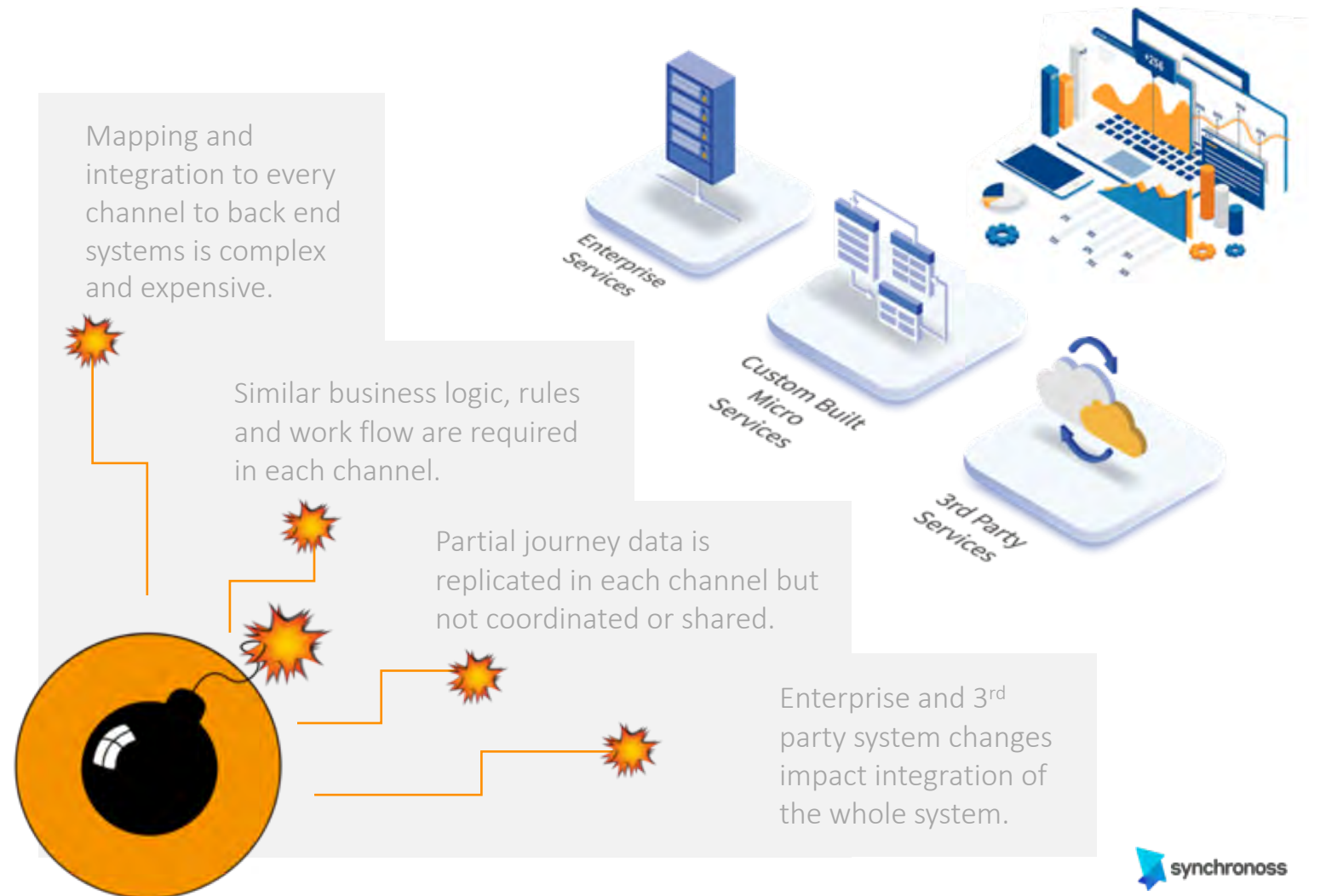


- All channels must be integrated, individually to the back end.
- Each channel requires its own work flow
- Each customer experience is hand coded
- The complexities choke the ability to develop and operate advanced customer experiences.

The "Spaghetti" Effect

Companies Today Face a Combinatorial Bomb of Complexity.

As business processes across multiple channels become more complex and increasingly connected to a larger number of enterprise and third-party systems and services, it creates exponential complexity in the underlying IT systems. Number of permutations and combinations of routes through these connected journeys have created a combinatorial bomb of complexity that will require amounts of budget and time for less and less output.



Synchronoss is a technology leader that has been called upon to create innovations that solve the industry's most complex technology problems - we could not leave this one alone. We created a platform called Digital Experience Platform (DXP) to diffuse the combinatorial bomb through a surprisingly easy-to-use, low-lift new feature (or box) in the modern enterprise ecosystem.

DXP is essentially a tool kit of capabilities that citizen and IT developers can use to simply and quickly design, deploy, manage and optimize customer journeys across multiple channels from one platform, ensuring a consistent and seamless single and/or Omni-channel customer experience.

Common Technology and Market Drivers Underpinning DXP



- To 'shift-left' certain repetitive categories of business requests
- Enable SMEs of backend systems to actively use their expertise as part of a journey creation team with minimal training
- To facilitate the transition to, or accelerate the use of, a microservices architecture
- Isolate the channel from journey logic and integration detail, decoupling channel release cycles
- Consolidate common processes to achieve simplification and reuse by defining and maintaining them in one place
- To define a new box in the enterprise architecture for a journey management system

DXP Solves The Pain of Complexity and Superpowers IT in the process.

DXP fills the hole in the IT stack and allows companies to create innovative customer experiences.



DXP centralizes the journeys, exposes them as a self-describing API, uses a customizable and non-opinionated data model and has an intuitive GUI suitable for use by both technical business users and IT professionals. It completely alters the process of change itself, moving it from a software delivery and deployment lifecycle to a configuration and publishing exercise that is orders of magnitude faster.

DXP puts real-time tools in the hands of individuals which were formerly scattered across technical experts accessible only through complex and lengthy project plans.

DXP cuts the cost of maintaining the spaghetti wire and puts the customer on new plane of innovation. The cost of adding channels drops, so the company can more easily expand their distribution footprint and acquire customers faster. Buy-flows become more effective and lead to higher close rates.

DXP is a Lot of Things, But it is Not...



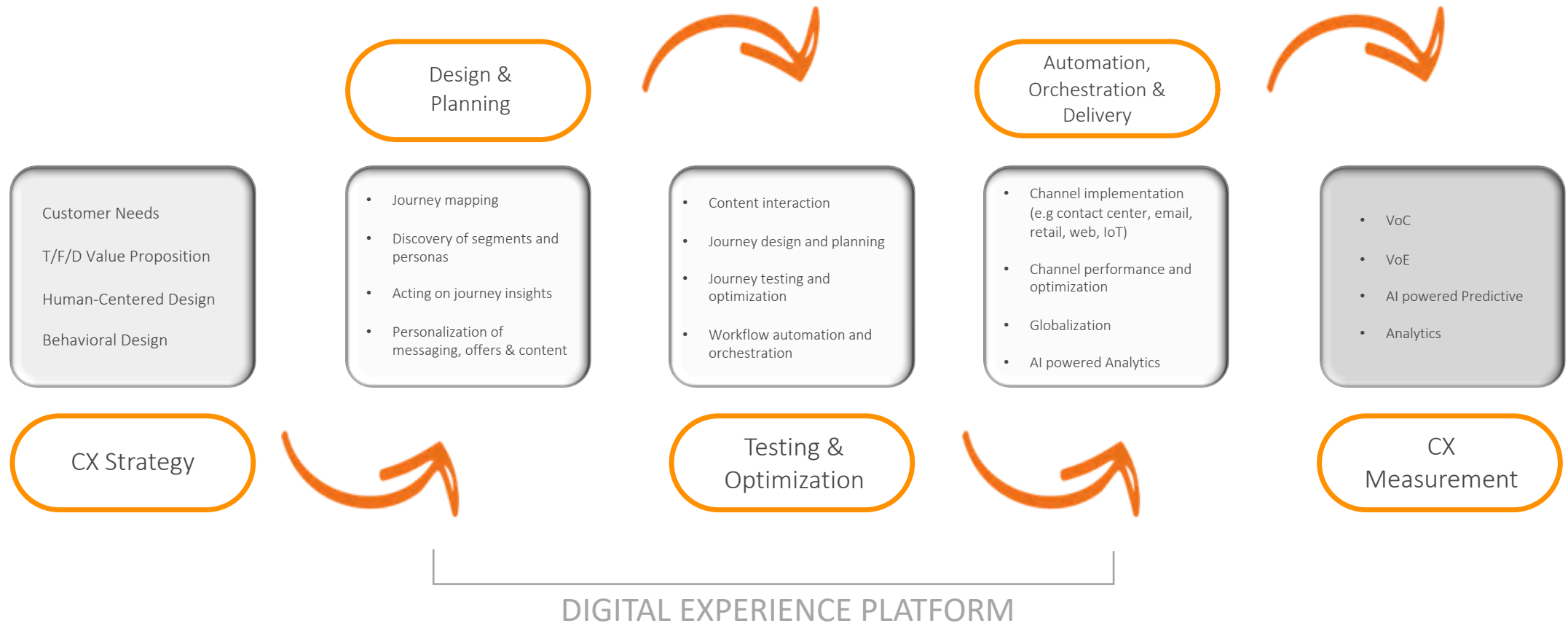
- a system of record
- an app building platform or GUI creator
- a content management system
- an ESB or general integration middleware
- a BPM engine
- a marketing cloud

DXP Platform Can Design & Author...



- All aspects of an integrated, multi-channel customer journey can be configured using the DXP Journey Creator:
 - **Application Data Model (ADM):** Build a representation of the data your application needs to interact with by consuming API schemas and models
 - **Data Mappings:** Map and transform third-party data models to your data model using visual mapper
 - **Workflow and Orchestration:** Build user-focused, interactive flows with multiple service integrations
 - **Service Integrations:** Define integrations into third-party services (REST, SOAP, XML).
 - **Business Rules:** Visual business rule editor (outputs Groovy script)
 - **UX/UI:** Template-driven UI available OOTB. Various extension mechanisms exist.
 - **Insights Metrics:** Journey analytics

Overview of Digital Experience Platform Capabilities



Synchronoss Digital Experience Platform

Journey Creator

A low/no-code, drag and drop tool set for customer journey creation and management.

Journey Integrator

Seamlessly integrates into any legacy IT system, extracting data, work flows and enterprise services.

Journey Publisher

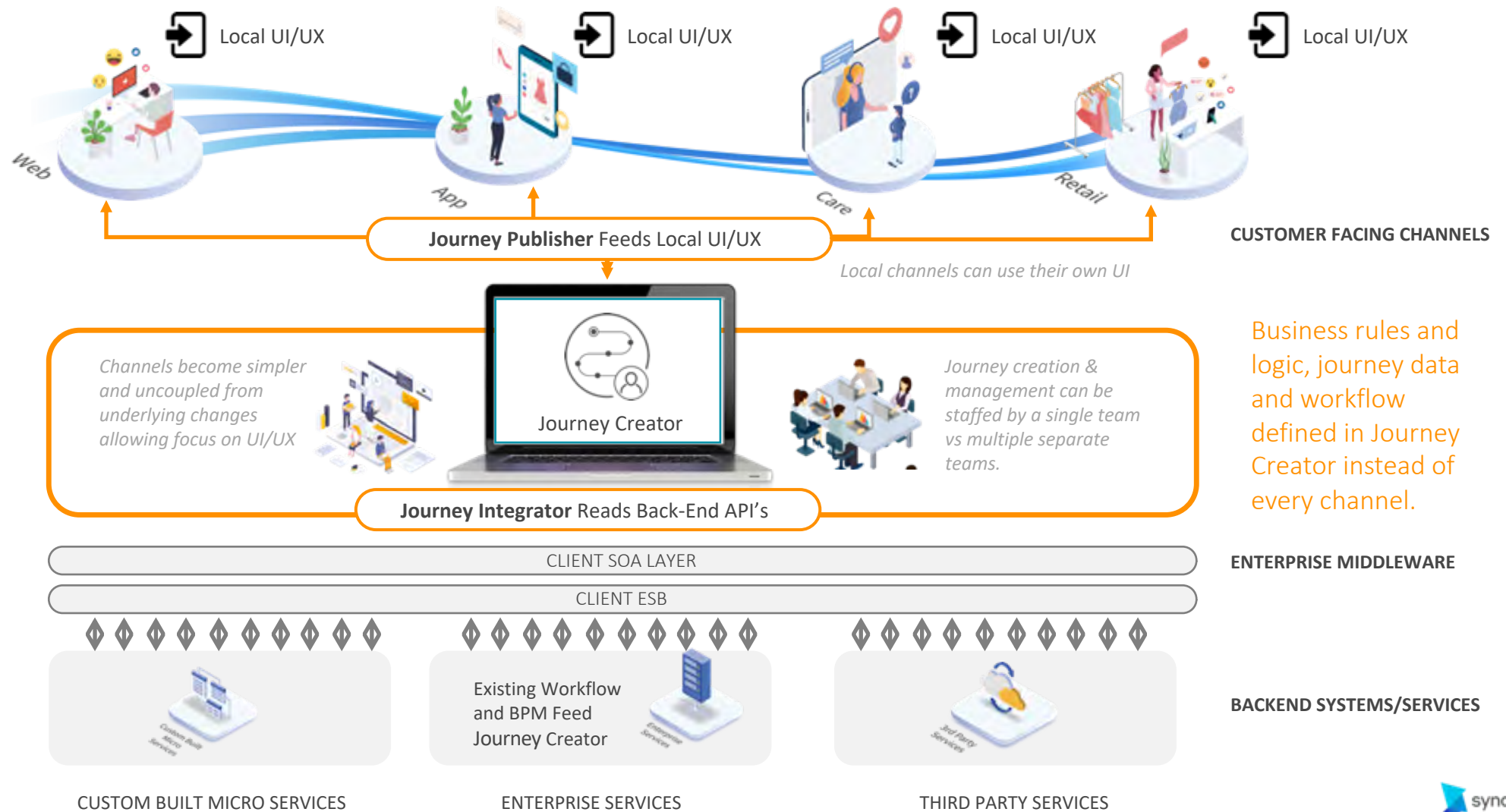
Ability for Journey Creator to instruct and populate existing UI in any existing channel – dramatically reduces need for software releases.

Data Analytics

Insights and AI to track and fine-tune the effectiveness of customer journeys.

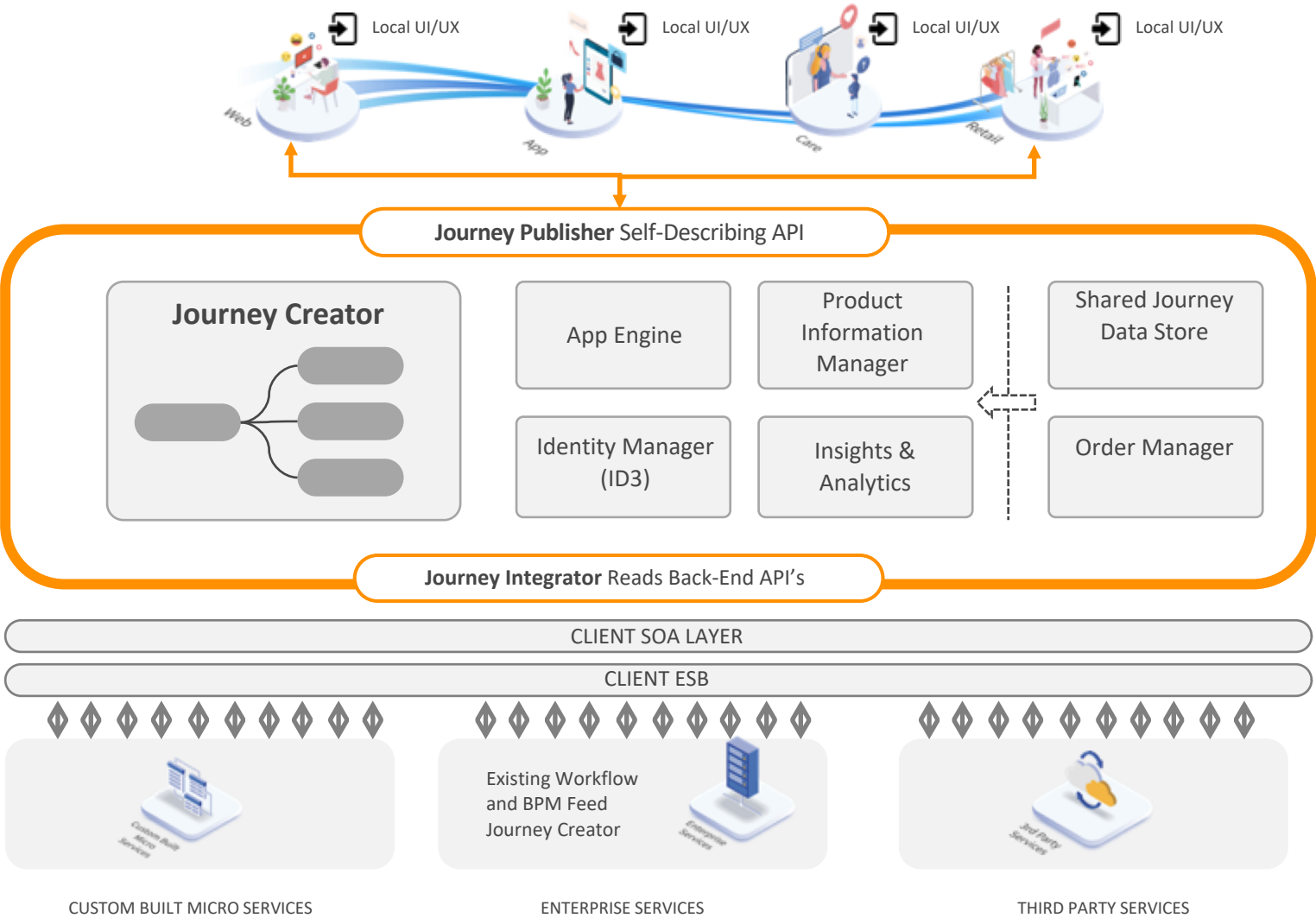
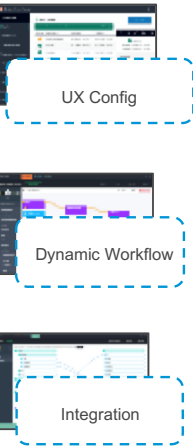


DXP is a Brand New Type of Tool



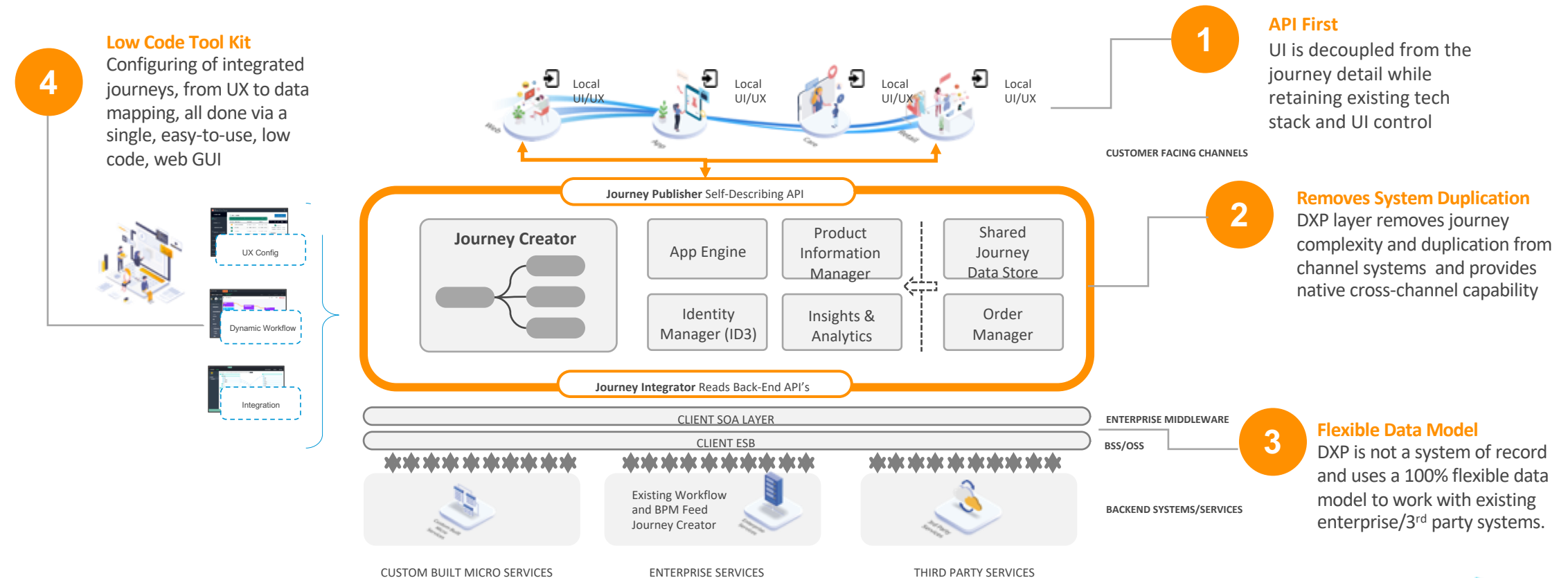
DXP Platform Architecture

Design Time Tool



DXP Does For Enterprise Digital Journeys What CMS Did for Content Publishing

DXP consolidates tasks, removes duplication and silo'd development, simplifies and accelerates change and deployment



What If We Told You Ours Was Also Easier To Drive?

With DXP, cross-channel and complex integrated journeys can be configured by small teams of business users and non-specialist IT people with low/no-code and publish at real time.



DXP



SDLC

Our Platform Works With Your Existing Technology to Crush the SDLC.



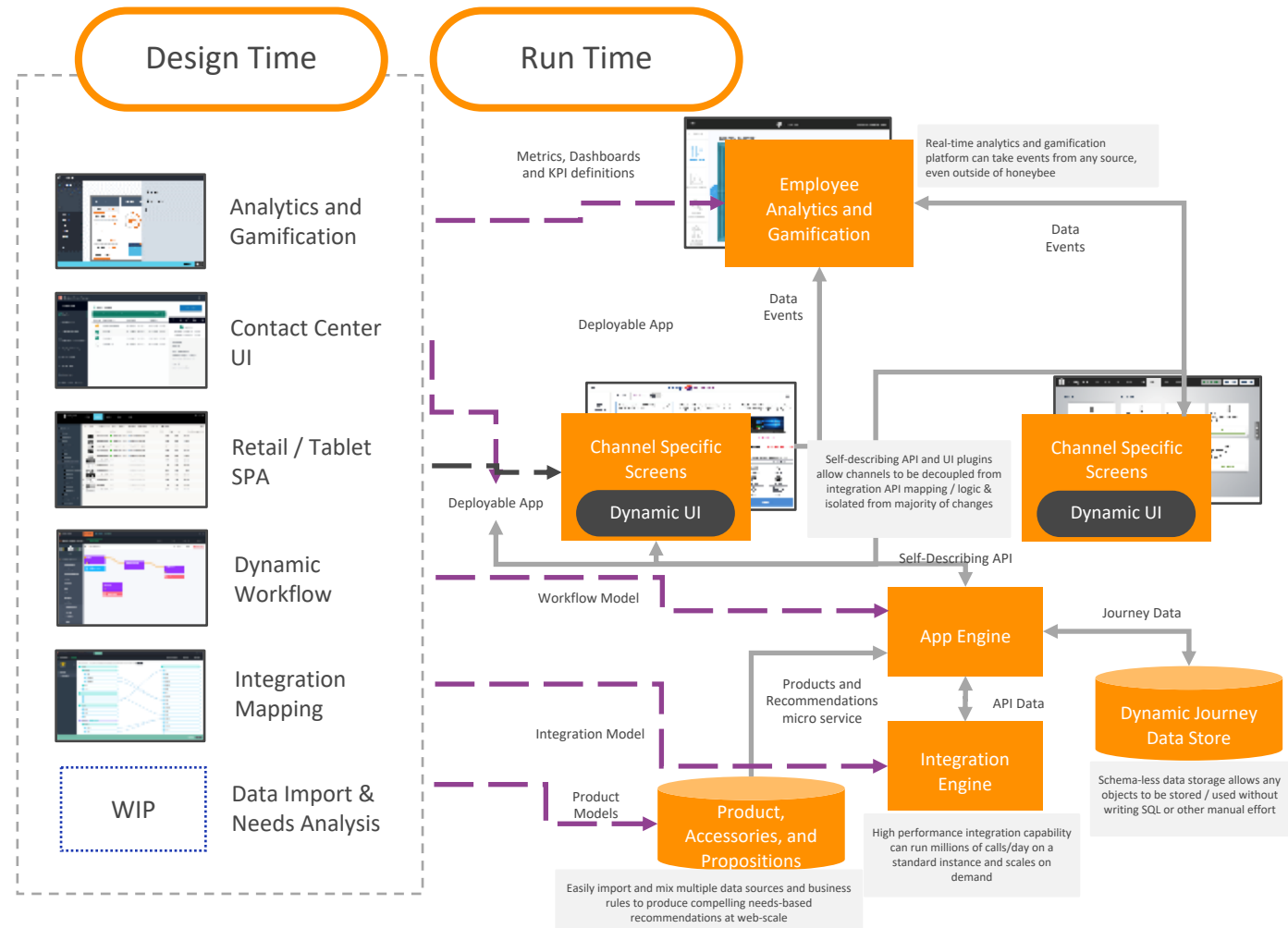
Years of world-leading expertise in complex integrations as the secret sauce

DESIGN TIME

An intuitive and modern web-GUI that enables syntax-free configuration of cross-channel journeys

RUN TIME

Enterprise-grade NFRs for confident and secure running of mission-critical processes



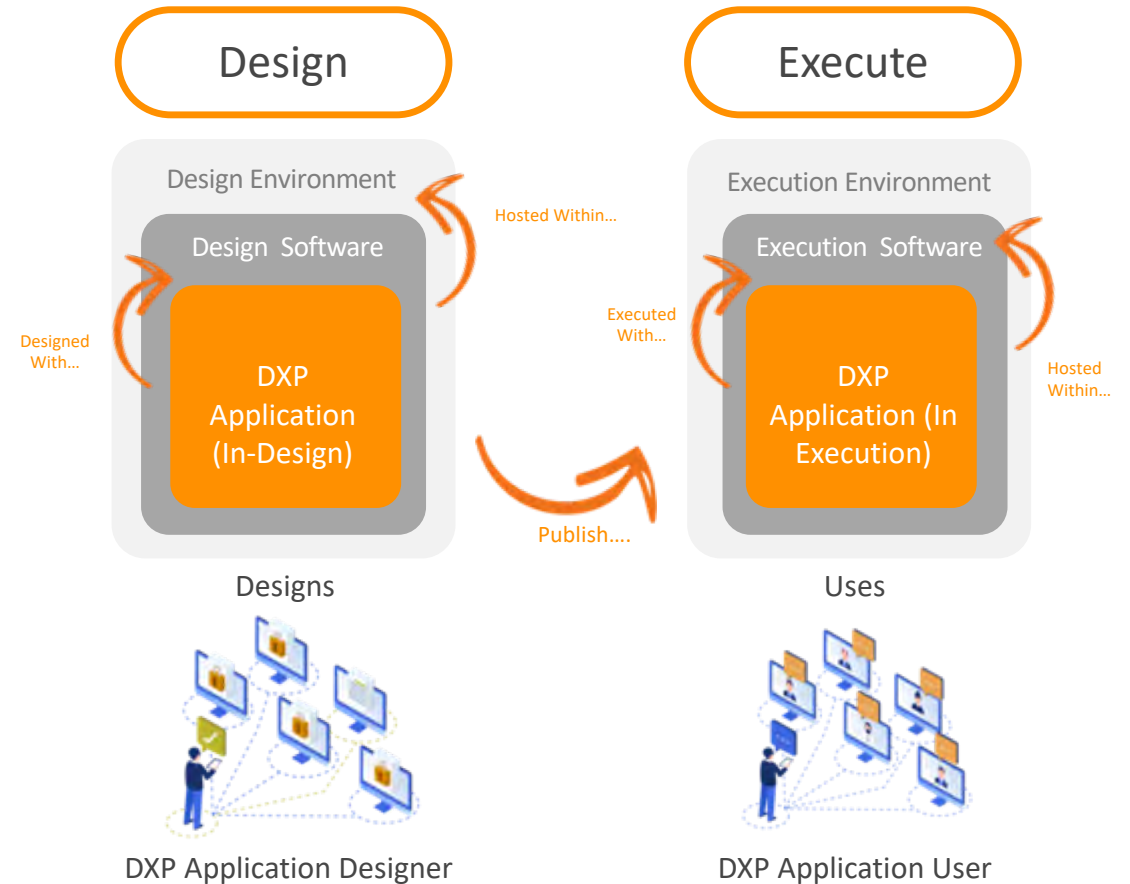
DXP Can Build Journeys and Applications



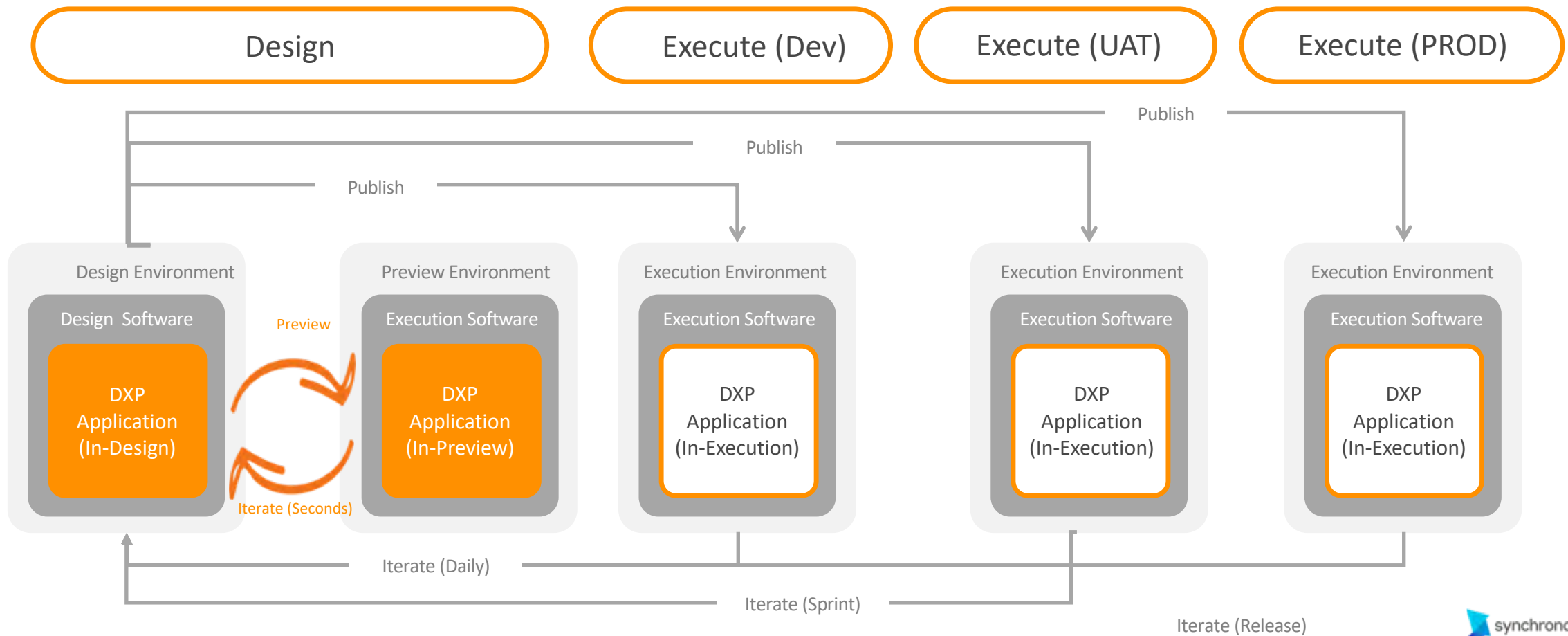
DXP is purpose built for real-time publishing and collaboration for cross-disciplined teams and skill sets.

No code or low-code?

- DXP is a no-compile, low-syntax platform
- Journeys are designed using DXP authoring tools
- Journeys are text published to one or more execution environments
- Journeys can be previewed within the Design Environment or via client applications



DXP Platform Lets Teams Continuously Optimize & Deliver Improvements



DXP Differentiators: Data Modeling

Customer Journeys comes with a sample data model that can be extended within minutes and can vary by geography and even by project. The drag-and-drop GUI is simple enough that non-technical users can create new data elements and immediately use them within Customer Journeys

1

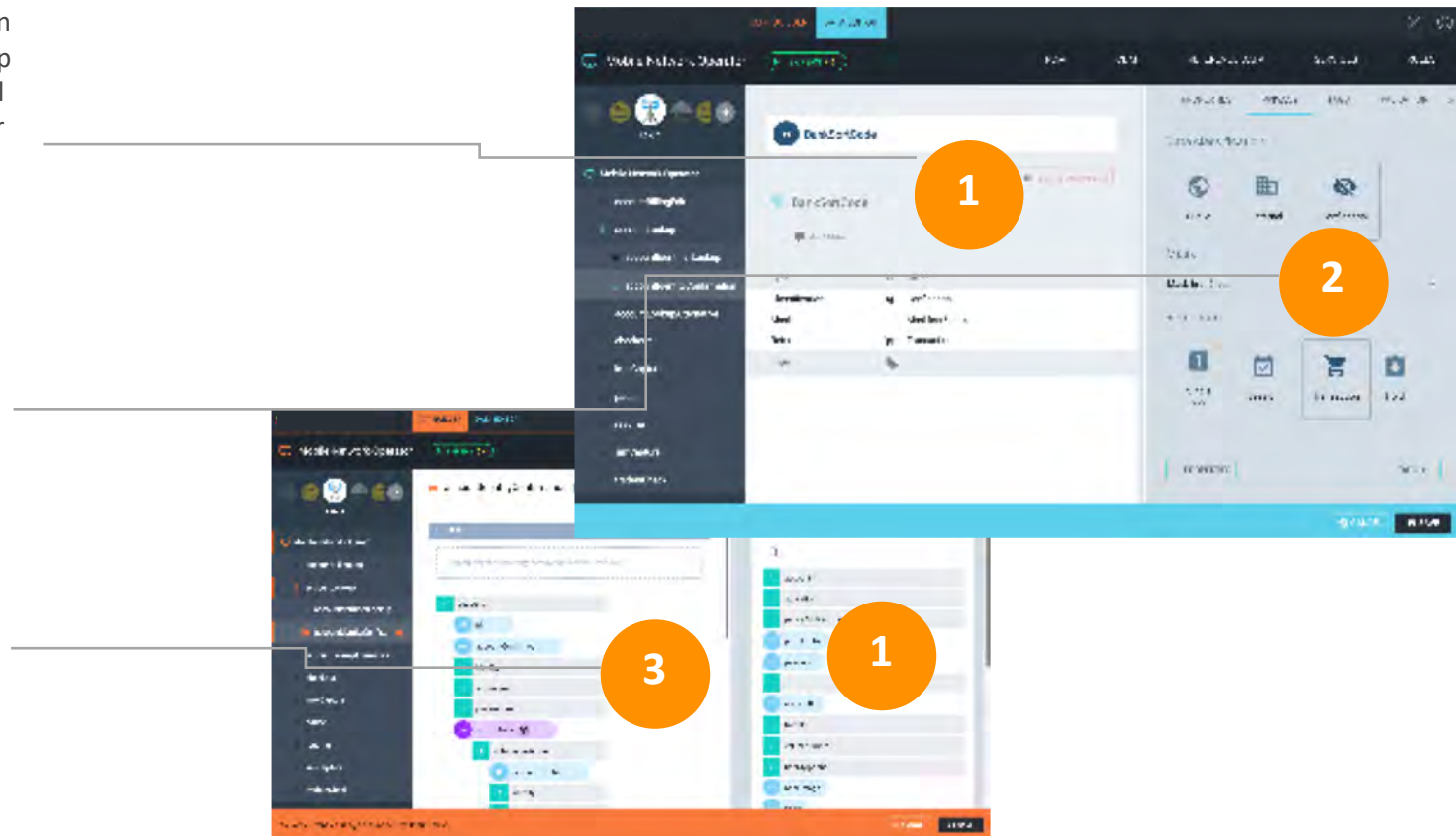
Create new data elements as needed on a project and simply drop them in a step in a journey to begin using them. Digital Journeys adapts to your business rather than expecting the business to adapt to it. DxP is not schema bound that allows addition or modification of data to the model a trivial activity

2

Set the security rules around each element as it is created. Every module in the Platform will respect the security setting and treat the element in the same way

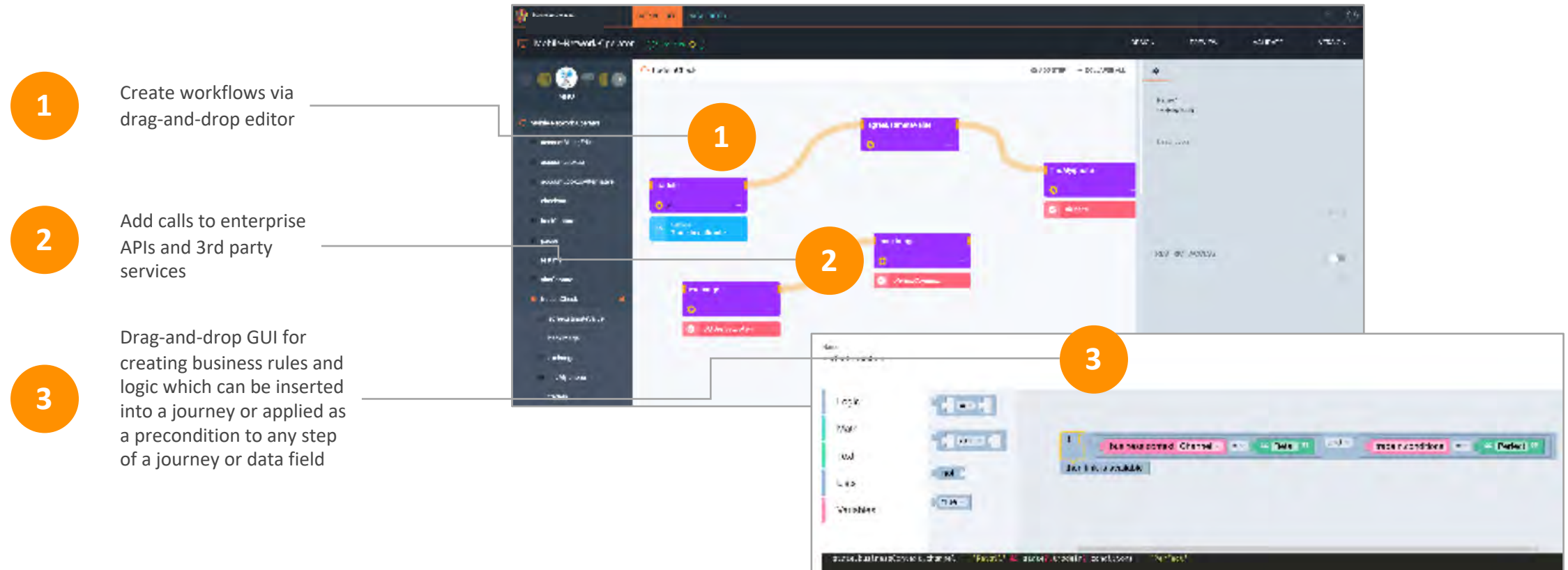
3

The Platform handles storage and retrieval of the data without any manual effort. No need to write SQL or code even when handling complex structures such as arrays or objects



DXP Differentiators: Journeys, Logic Design

Journeys and business logic are defined in a single place rather than replicated in each channel. The integrated toolkit approach reduces the need for written communication and allows a high level of productivity even in small teams



DXP Differentiators: Integration

Integration is typically carried out using the IDE from a specific ESB technology. With Journeys, the data mapping and configuration is done in the web-based GUI, allowing configurators to do work that would previously have required specialist developers.

1

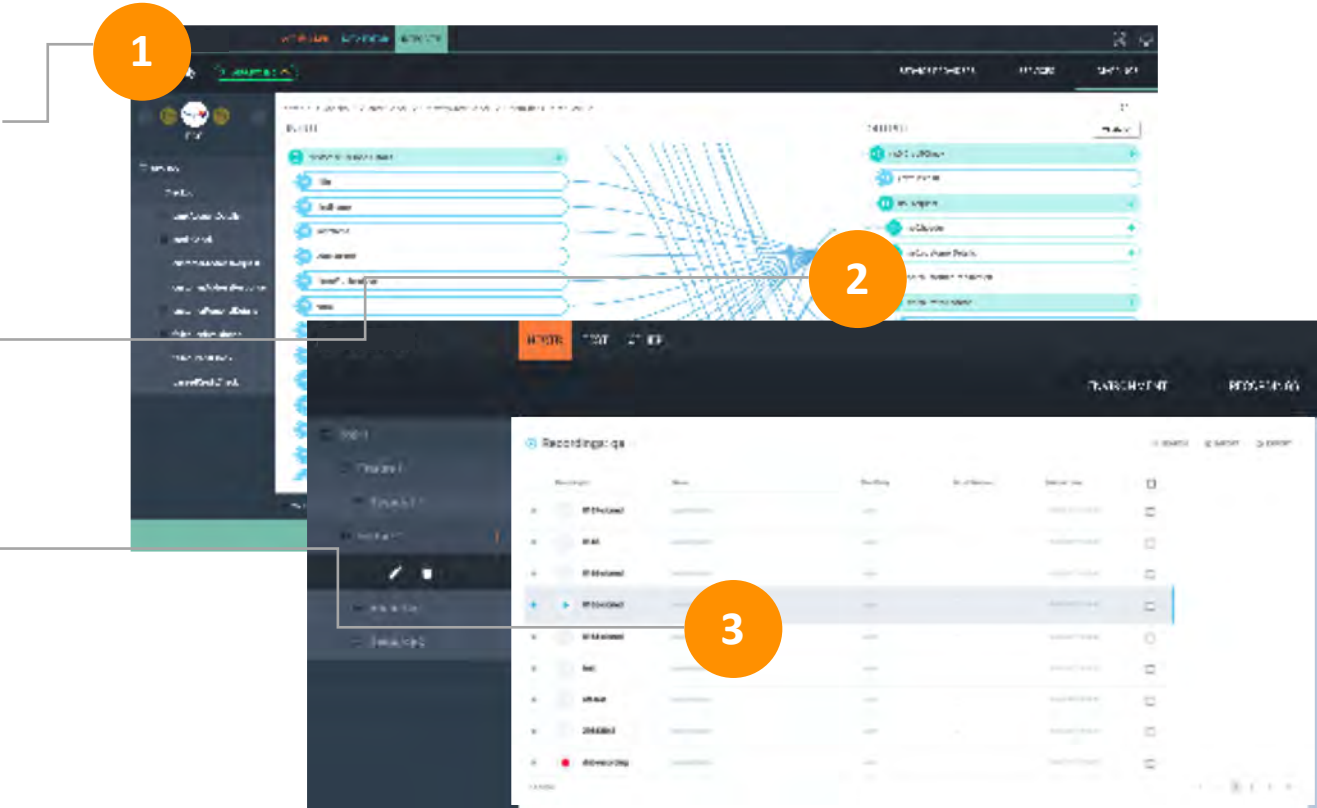
Graphical drag-and-drop API mapping to SOAP/XML/REST APIs. Integration layer respects the data elements definitions regarding masking of logs, data retention, etc.

2

Handle complex mappings with transformations, reference data lookups, and even build custom rules using the graphical business logic editor

3

Integration supports all patterns that include synchronous, asynchronous, fire and forget, scatter gather and wiretap



The screenshot displays the Journeys integration GUI. The top section, labeled '1', shows a graphical drag-and-drop interface for mapping API endpoints. The bottom section, labeled '2', shows a complex mapping diagram with multiple data flows and transformations. The bottom right section, labeled '3', shows a table of recorded API calls, including details like status, duration, and data size.

Recording ID	Status	Duration	Data Size	Created At
1	Success	100ms	1000 bytes	2023-10-27 10:00:00
2	Success	100ms	1000 bytes	2023-10-27 10:00:01
3	Success	100ms	1000 bytes	2023-10-27 10:00:02
4	Success	100ms	1000 bytes	2023-10-27 10:00:03
5	Success	100ms	1000 bytes	2023-10-27 10:00:04
6	Success	100ms	1000 bytes	2023-10-27 10:00:05
7	Success	100ms	1000 bytes	2023-10-27 10:00:06
8	Success	100ms	1000 bytes	2023-10-27 10:00:07
9	Success	100ms	1000 bytes	2023-10-27 10:00:08
10	Success	100ms	1000 bytes	2023-10-27 10:00:09

Are You A Match for DXP?



DXP's target market is any company that has multiple channels, legacy back end systems, and/or moderately complex products that is interested in a single platform to build, deploy and manage all of their customer service and sales journeys/episodes.

From an industry vertical perspective, the primary target markets include telecoms operators, Technology, Media, Technology (TMT) companies and retailers given the high engagement they have with consumers.

From a target audience / role perspective, we find the primary decision makers to be:

- ☐ Chief Information/Technology Officer & Staff
- ☐ Chief Marketing Officer & Staff
- ☐ Chief Digital Officer & Staff

Chief Information/Technology Officer & Staff

It's about changing the SDLC process for good. Increase the efficiency of IT developers, allowing existing teams to focus on core back-office optimization. Enable IT developers and Citizen Developers to publish experiences with a fraction of the resources, testing and complexity.

Chief Marketing Officer & Staff

You can invent the experience you want. DXP creates a simple, low-code tool to allow for unheard of collaboration between channel owners, analysts and IT. DXP gives you access to data from all back office systems and operates with existing channel UI's letting you create consistent experiences across all touch points.

Chief Digital/Experience Officer & Staff

Finally, autonomy. DXP gives you the perfect platform to work, collaboratively, with IT and business owners to craft continuous experiences that work with existing back office systems and channel UI. The result is a canvas to paint your perfect customer experience and refine it real-time as the results come in.

If you'd like to know more about changing
the way you run your digital business...

digital@synchronoss.com

We'd Love To Talk More.

