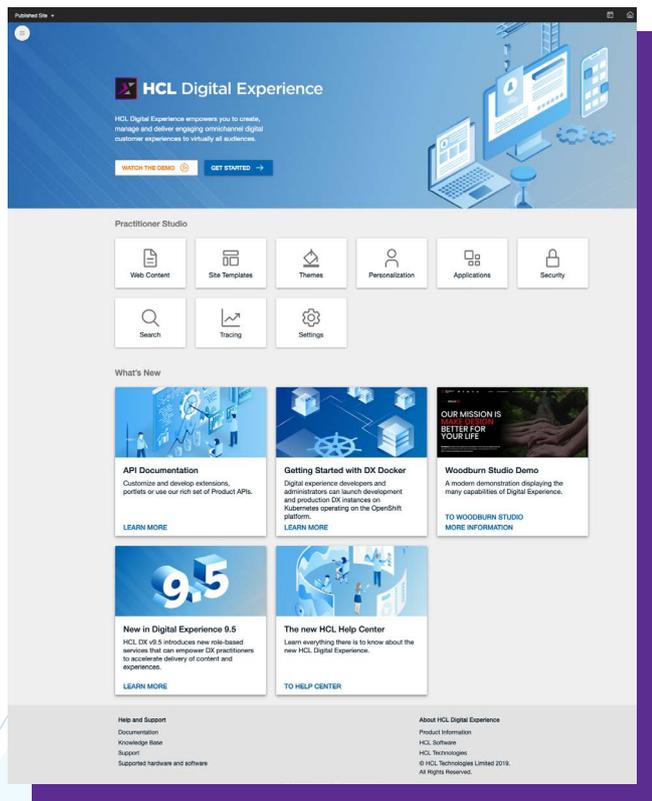# Power and simplicity for today's **digital experiences**

Digital experience transformation is more than just prettying up consumer-facing touchpoints. It can be a challenge to combine all the relevant content, information and experiences together in a way that is meaningful to your audiences. HCL DX 9.5 helps make the complex possible for today's modern business, blending content, data and applications into personalized experiences for all audiences.

What's new?

Docker / Kubernetes:
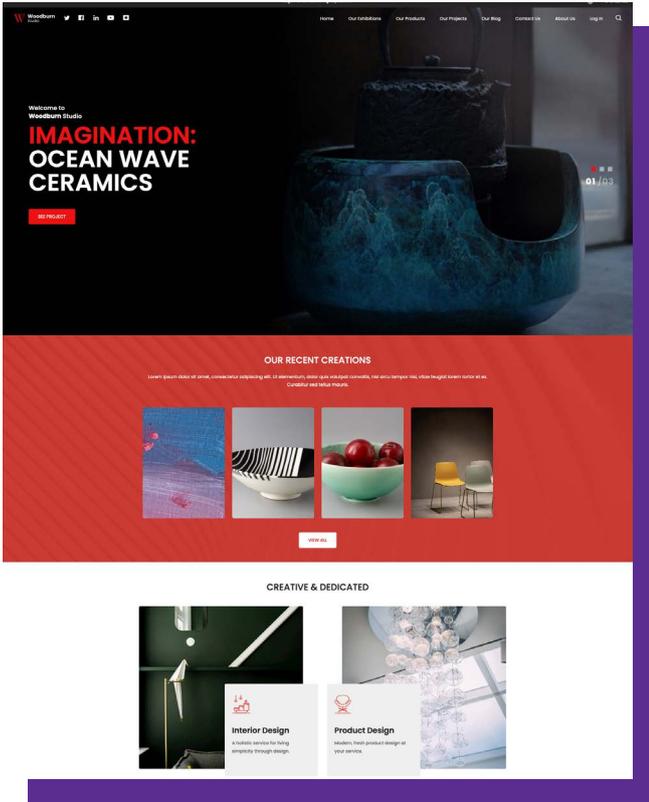Deploy in minutes, automatic updates and auto scaling support

- Game changing deployment flexibility allows you to select the deployment model and platform that works best for your business

- Docker provides an open standard for packaging and distributing containerized applications – allowing installation, and subsequent updates and upgrades to be done in minutes – not hours or days

- Kubernetes support enables the platform to be updated, scaled and self-healed automatically, dramatically reducing TCO

Reimagined UI/UX:
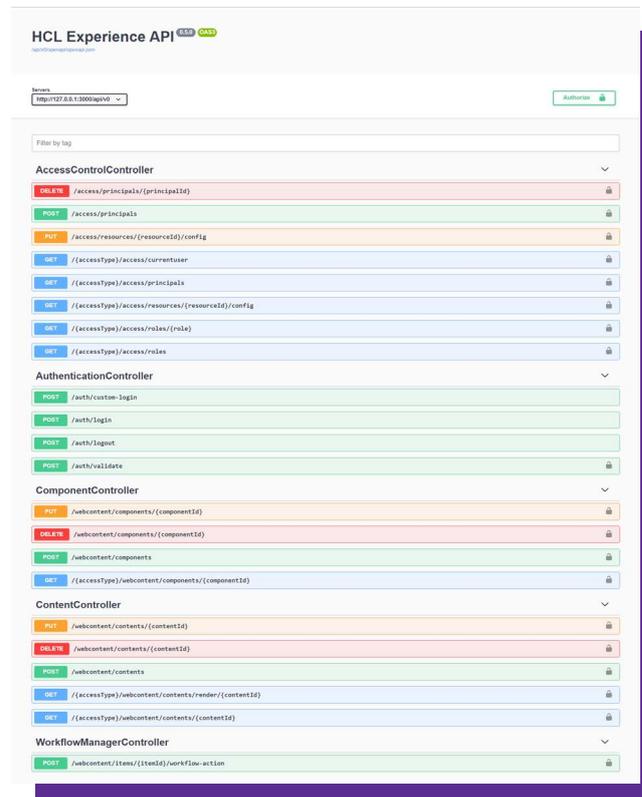Empower business users with easy-to-use tools

- Accelerated deployment of compelling experiences with a reimagined user interface and sleek templates to help exceed ever-increasing expectations

- Adapt to market changes quickly, while keeping a consistent, reliable multichannel experience for all your users

- Freedom to create compelling, dynamic content independent from the page design and layout

Adaptable, OpenAPIs:
Greater agility in blending content, data, and applications

- New OpenAPI-compliant set of REST services enables developers to deliver modern experiences leveraging the latest front-end JavaScript frameworks (Angular, React, Vue)

- Flexibility to scale when you need to with the deployment model (private cloud, public cloud, on prem, etc.) and platform that works best for your business now, and the future

- Support for OpenShift Container Platform and dedicated for hybrid or single-tenant public cloud deployment to speed deployments

HCL Digital Experience **9.5**

Redesigning digital experiences for all stakeholders across your business' value chain is a winning strategy; one that requires unification of data from disparate systems, easy integration of internal and external digital experiences, and the ability to manage all experiences via a single platform. Enterprises that transform complex digital experiences for all stakeholders unlock unmatched business value. Learn how HCL DX can provide the sophisticated functionality you need for today's modern digital experiences. Our platform allows you to:

Engage audiences

- Empower business users to create memorable experiences quickly with a reimagined practitioner experience and new forthcoming native digital asset management capabilities

- Build deeper relationships by personalizing experiences based on context, identity or role

- Blend content, applications and processes from diverse sources to create seamless experiences across any digital touchpoints

Improve productivity

- Liberate developers to deliver cutting-edge experiences by leveraging the latest front-tend frameworks and new self-describing OpenAPI set of REST services

- Empower business users to create and deploy experiences quickly, with easy-to-use practitioner tools

- Adapt to the needs of your business with a highly customizable platform that can manage multi-brand, multi-market or multi-lingual experiences

Accelerate ROI

- Dramatically reduce TCO with Kubernetes orchestration for automated provisioning, load balancing, scaling and self-healing

- Deploy experiences quickly through a modern technology architecture with easy integration and agile development tools

- Leverage a single platform to transform digital experiences across your value chain and audiences – B2B, B2C, B2E

Scale on demand

- Production Docker & Kubernetes support means updates take minutes, and gives you the power to select the deployment model & platform of your choice

- Grow with confidence using elastic scalabilty and industry-leading availability and performance

- Reduce business risk by ensuring data is protected and content is tied to roles

Learn more: https://www.hcltechsw.com