



HCL Digital Experience

Trusted for Business-Critical Digital Experiences

Anyone can build a website. HCL Digital Experience is more than that. It is the trusted DXP that integrates your processes, content and applications securely into a personalized experience.

The most recent version offers new cloud options, intuitive content tools, insightful analytics integrations, easier ways to automate deployments, and more seamless ways to build new experiences headlessly.

Improve Experiences Faster. Make a Lasting Impact Everywhere.

Feature	Function	Benefit
Deliver experiences in a fraction of the time without code.	Currently in preview, Design Studio allows anyone to graphically create web content in real-time without HTML or CSS knowledge.	Save time when creating, evolving, or optimizing your experiences without the need for development or IT intervention.
Make changes to themes in minutes without designer invention.	Now anyone with HTML or CSS experience can edit static theme resources within designer guidelines in WebDAV without the use of a WebDAV client or tool.	Empower content teams to make design tweaks to themes themselves without waiting for development or design.
Enable contextual tracking of assets across experiences.	Enhanced asset management now delivers versioning, bulk load and migration, search filters, enhanced cropping abilities and a new commerce integration.	Prevent negative downstream effects such as when assets are updated in your experiences.
Increase participation in the content review process within workflows and across teams.	Compare and merge versions of your content side by side, comment on content at any stage of the creation process and optimize cache handling for immediate updates.	Increase content governance, minimize avoidable mistakes, and ensure on-time delivery of content updates.
Eliminate roadblocks in your customer journey to drive more conversions.	Analyze user behavior with our Unica Discover integration to learn what specific areas of your digital experiences are causing a drop in engagement.	Increase ROI from your ad spend to deliver more marketing-generated leads.
Establish a more engaging international presence in fewer clicks.	Out-of-the-box multilingual experiences with efficient management capability handles translations as you go. Custom URLs for each language enable easier user identification and search engine optimization.	Marketers can create, localize, and organize geo-specific content in less time.

Developers Deliver Solutions Faster.

Feature	Function	Benefit
New release automation capabilities cut production time.	Manage all digital experience artifacts in a new single, powerful tool. Pre-built continuous integration delivery gets your experiences delivered seamlessly and effortlessly with high quality and security.	React faster to market changes and new business opportunities.
Build custom applications faster with over 200+ REST APIs.	Use new REST APIs with industry JavaScript frameworks without DX skills to build new custom apps and support new digital channels headlessly.	Integrate more of your data, processes, services, and DX features into your custom applications that can be reused across multiple experiences.
Extend the use and availability of experiences on multiple devices.	Progressive web application (PWA) support lets you build experiences (online or offline) that can be installed and used as if they were native apps on desktop and mobile.	Make your website stand out as a mobile and desktop app without having to submit updates to an app store that can take weeks to approve.
Simplify the onboarding of your new developers.	With support for Docker Compose, developers can run a multi-container DX deployment or a subset of those containers locally.	Reduce the time it takes to onboard new developers while maintaining the integrity of your deployment processes.

Your Experience. Your Cloud Deployment. No Compromises.

Feature	Function	Benefit
Meet your business goals sooner by unleashing your DXP's full potential	Use the latest features and targeted services to enrich your DXP with MarTech, commerce, and mobile experiences more easily.	Grow your top line by increasing the impact of your experiences within your timeframe and budget.
Custom-tailored cloud solutions that meet your explicit business needs.	Use the cloud of your choice with HCL Now or host your own Kubernetes deployment. Pay only for what you use and protect your uptime and data privacy with built-in security and compliance.	Don't be constrained by restrictive multi-tenant vendor solutions. HCL gives you the power to customize, integrate and build what you need to be successful.
Accelerate your solutions with an expertly managed cloud solution.	By bringing together DX on HCL Now, a cloud-native-as-a-service managed cloud solution, and DXP experts, you can upgrade, enhance or extend your solution with ease.	Capitalize on HCL and business partners' cloud hosting solutions to maximize your existing and future investments.

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