



# HCL Digital Experience

Your DX. Easier to use and faster to deploy.

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 is trusted for business-critical digital experiences for when organizations need a platform that is secure, always available, and can scale to meet the needs of the business.

## Latest features now. Hybrid cloud deployment.

Employ a hybrid, cloud-native architecture so administrators can provide new content production and headless API capabilities in existing on-prem environments. No migration required.

Offers the broadest cloud-native platform support on the market with recently added support for Azure EKS, speeding up deployment by 10x.



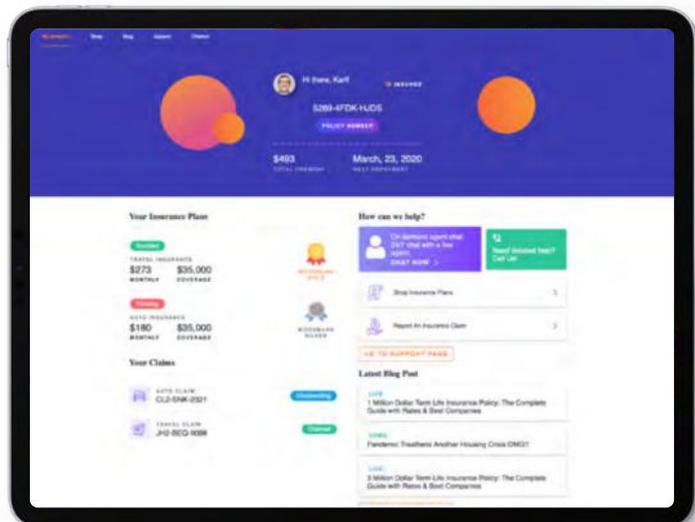
Google Kubernetes Engine



## Intuitive content tools. Actionable insights.

Empower marketers with a redesigned and simpler content experience and an all-new DAM — with video support — included. Focus more on the quality of your content by streamlining management and distribution of your content by 2x.

Improve your customer journey by leveraging new built-in integrations with Google Analytics and Unica Discover.





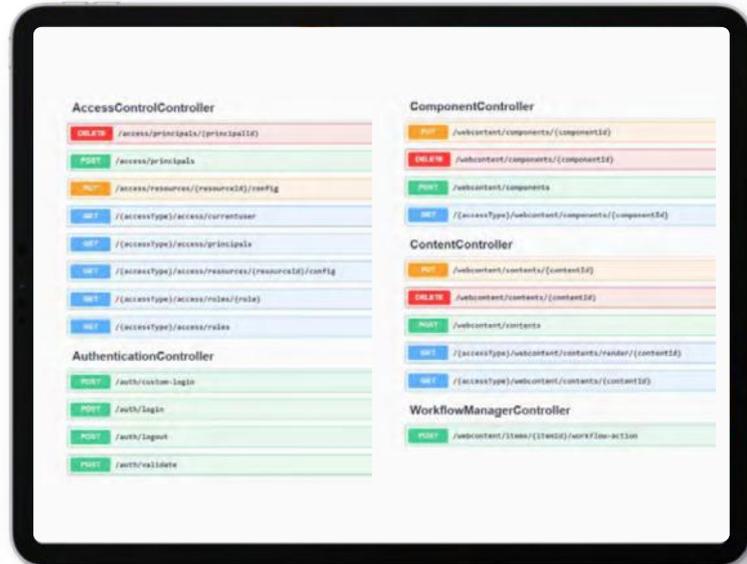
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## Impactful apps faster. No hassle.

Enable developers to deliver applications to audiences faster and easier by automating deployments and integrating data without coding.

Automate process of building/deploying/testing applications from non-production to production environments with our new CI/CD support.



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

### 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

### Improve productivity

Liberate developers to deliver cutting-edge experiences by leveraging the latest front-end 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 multibrand, multi-market or multi-lingual experiences

### 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 scalability and industry-leading availability and performance

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