



Digital Customer Experience: Solution in Focus

Digital Experience Solution

Arc XP | Arc Digital Experience Platform





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About Arc XP

Arc XP is a fully-integrated cloud-native digital experience platform built to help enterprise companies, retail brands, and media and entertainment organizations create and distribute content, drive digital commerce, and deliver powerful multichannel experiences.

Who uses Arc XP?



- **Roles:** Content creators (marketing teams, communications teams) and development teams
- **Segments:** Enterprise, Mid-Market
- **Industries:** Multi-Industry

Internal Champion: Day in the life



- **Content creators** – ideating, creating and delivering the various content types that form their company's digital experiences
- **Development teams** – maintenance of the individual point solutions and website as well as supporting marketing and merchandising with their site needs.

Internal Champion: Major Pain Points



- **Disparate Tools** = Complex content development process, flat digital experiences lead to slow time to market
- **Legacy Content Management Solutions** = complex website hosting, maintenance and performance lead to reduced innovation

Why is Arc XP used by internal champions?



- **Content Creation**
- **Multichannel Marketing**
- **Consistent Communication Strategy**
- **Digital Customer Experience**
- **Consumer Engagement**
- **Frictionless Ecommerce Experience**

How does it help?



Content Creators

- Optimizes content process with consolidated tools to bring new content to market faster
- Enables self-service to iterate website, launch microsites and landing pages, reducing reliance on dev team support

Dev Teams

- Reduces management and up-keep of disparate tools
- Takes website management and up-keep out of dev teams hands, returning their focus on improving the customer experience

Customer success story: British Petroleum

- **Challenge**

- BP needed to maintain its corporate identity and communication across 79 countries, 16 languages and 70,000 employees

- **Solution**

- Arc XP

- **Benefits**

- BP experienced **75% percent reduction** in time to publish content

Arc XP: Will it work for you?



- Does your company currently use a **monolithic content** management solution?
- Are there **too many platforms and tools** being used to manage content and websites?

Arc XP: Why is it essential?



- Digital-first experiences
- Consumer expectations
- Disparate point solutions are insufficient
- Legacy systems are not best of breed

How do I learn more or get started?



- **Find, buy, and deploy on AWS Marketplace**
- **Reach out to your AWS account manager**
- **Visit www.arcxp.com**

Arc XP: At a Glance

Who is this solution for?

CRO, Chief Digital Officer, CTO/CIO, VP of Communications, VP of Engineering

What challenges does it solve?

Organizations who are struggling with the complexity and elongated timelines as a result of using multiple CMSs and/or disparate point solutions.

Organizations with a moderately complex business looking for an integrated content + commerce solution that enables the seamless creation and delivery of both in omnichannel experiences.

What are some common use cases?

- Are they looking to change their front-end or digital experience to a new platform?
- Are they looking to change their E-Commerce platform?
- Are they looking to upgrade their video stack?

What makes your solution unique?

Arc is the only cloud-native end-to-end solution offering a loosely-coupled but tightly integrated content engine (Headless CMS and Video/Photo Asset Management), a commerce engine (Headless Commerce), and a fully-hosted and managed front-end site experience platform.

What are some typical customer outcomes?

- Tech stack consolidation, eliminate avg 7-9 individual point solutions by migrating to Arc XP.
- Improved content timelines/workflows (e.g. - 75% for BP)
- Improved SEO (e.g. +16 pt for Infobae) and site performance (e.g. +75% in page load speed for La Tercera)

Who is using your solution?

BP, Golden State Warriors, AvalonBay, El Pais, Thomson Reuters, Infobae, Coindesk

Thank you