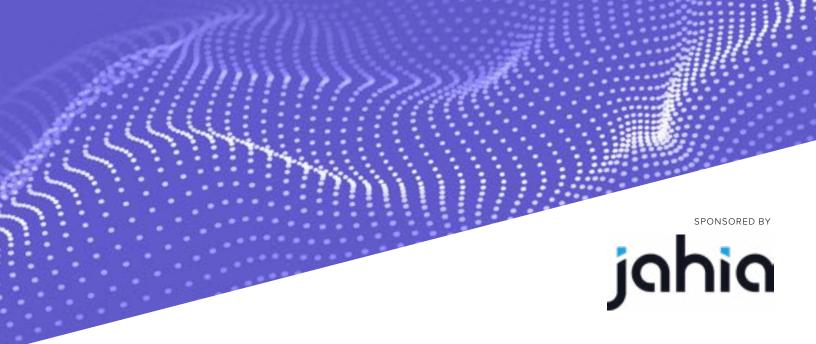# A Comprehensive Guide to
Customer Data Platforms

How a CDP can deliver a unified customer experience for your business
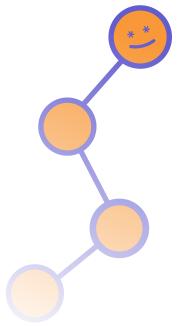
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INTRODUCTION

What a Customer Data Platform Can Do For Your Company

Your company's ability to deliver a unified customer experience (CX) across the full customer journey isn't just about installing the right content management (CM) or digital experience (DX) platform with personalization tools. Critical to a marketer's ability to do true data-driven, customer-centric performance campaigns is the need for high quality, or clean data.

High quality data is not easy to come by though. While your company may have lots of internal and external data from your business partners that could tell you much about your customers, the data is typically housed and maintained in disparate systems across organizational silos that aren't accessible to marketers or sorted in an actionable way to affect the customer experience. Further issues affecting the quality of customer data is the proliferation of thousands upon thousands of martech solutions annually, which themselves help to create even more low quality data that need to be made accessible.

In order to leverage all that inaccessible and unsorted customer information for your marketing campaigns, your company needs the right data management solution. Depending on your needs, that solution may be a customer data platform (CDP), an integral part

of some web content management (WCM) and digital experience platforms. A CDP can provide your company a single environment for your customer data, and can give you a unified and integrated view into your customers' profiles.

What is a Customer Data Platform?

A customer data platform (CDP) is a critical component of a digital experience platform (DXP) that consolidates and integrates disparate data sources together into a single repository. This single source of sorted data can then supply unified customer data profiles to various apps in the martech stack, from analytics to marketing automation to operations.

One primary difference between a traditional customer database and a CDP is that an IT team would typically manage a traditional database, while CDPs are fully built-out solutions that marketing and other business stakeholders can run and own, allowing the CDP to be leveraged throughout the entire customer lifecycle. This gives companies much more control over their unified customer profiles and enables them to deliver that data into other CX platforms like a DXP.

According to a survey from Forbes Insights and Treasure Data, CDPs are already making serious headway into most companies.

78% of organizations reporting they either have a CDP or are developing a one now

What are the Benefits of a CDP?

As mentioned earlier, one of the core benefits of a CDP is that it is capable of taking in multiple forms and formats of data from several sources. With all that data from multiple sources now accessible

and sorted, CDPs can give marketers a unified, real-time view into, and access of, their customers' data. CDPs can pull data from websites, social media, call centers, sales, products, apps, and email, to name a few. All that clean data gives marketers a much better understanding of customer behavior, allowing them to segment their audience better, and will ultimately allow them to personalize the customer experience at all phases of the buying journey. That level of personalization helps to build trust with customers, since they feel your company is delivering them relevant and contextual information to assist them in their research or buying decision.

CDPs are a critical piece of your martech stack, but it is important to know they are not necessarily part of your current DXP as the core customer data source. Many popular DXPs do not have a CDP integral to their platform, so being conscious of connectivity and interoperability of a CDP into your DXP is a primary concern. With the capability CDPs provide to hoover up a wider array of data sources than ever before, they will allow your marketing departments to get one step closer to providing a true, unified 360-degree view into your customers.

**In this guide, we will dive deep into CDPs, and give you all the information and tools you need to become an expert.
This guide will examine:**

- ► **Evaluating a CDP**

- ► **Setting up and Supporting a CDP**

- ► **Integrating a CDP**

- ► **Best Practices for CDP success**

- ► **CDP Challenges to look out for** ■

A CDP is the Key for a Unified Customer Experience

You have probably heard the term "360-Degree Customer View" — the idea that companies need to work towards a more complete view of their customers through aggregating data across all their touchpoints, creating a unified customer profile. While this term has become a bit overused, it does hold true that your company needs as comprehensive a view as possible of your customers in order to run true data-driven, customer-centric marketing campaigns. It's all in service of achieving the marketing "holy grail" — a unified customer experience across the entire lifecycle of the customer journey. This is no small feat.

According to a 2016 study by Experian

81% marketers report challenges in achieving a single, unified customer view.

Many well-known and emerging martech tools work to achieve this more complete customer view, including social media listening tools, customer relationship management (CRM) software, voice of the customer (VoC) programs, web analytics, and marketing automation

tools. Yet, as can be expected, all these new programs bring with them new data that needs to be combined and made accessible to marketing and business leaders. This data also needs to be "clean," as stated before, otherwise it won't be usable towards building that unified profile.

A CDP is designed to help you bring all this data together and get closer to a "360-Degree," unified customer experience. One thing to note is that a CDP is not your sole database or repository of all your data, nor is it a data storage solution. Think of it as a data hub that allows for all your customer data from multiple sources to be exposed, aggregated, consistently formatted, and directed to a specific task.

What is the Difference Between a CDP and CRM?

A CDP is not a Customer Relationship Management (CRM) database, although they can seem a bit similar. A CDP, unlike a CRM solution, is specifically designed to be a central location for all your customers' data, regardless of channel and source, and is specifically designed for marketers to use without IT supervision. CRM systems have been around for some time and are the lifeblood of many sales and marketing teams. While a CRM, like a CDP, can generate a unified customer profile, CRMs are not designed to collect and sort all the data available from multiple digital channels like a CDP does. Unlike a CRM solution, a CDP can align customer data directly to marketing campaigns.

Consent Builds Trust

A CDP and the data that goes into it are only as good as your relationship with your customers. In order to build a trusting relationship, your customers need to understand what you are

In order to build a trusting relationship, customers need to understand what you are doing with their data and give their approval for you to use it.

doing with their data and give their approval for you to use it. With that trust and consent, your data will be of higher quality, and in turn customer-centric personalization tools will work better and deliver more relevant contextual experiences, leading to better conversions and sales. The key word here is "consent" — there are now real legal concerns you need to be thinking about when dealing with your customers' information. Getting up to speed and ensuring your company is compliant with new EU GDPR and California data privacy regulations should be a top concern.

Utilized correctly, a CDP can become your company's linchpin in developing customer-centric personalization campaigns, both increasing their value towards your customers and building long-term trust in your brand. ■

Tips for Evaluating, Setting Up and Supporting Your CDP

After you have done some solid due diligence on CDPs and decided they are the right solution for your organization, it's time to research what the right CDP is for your particular business and customer needs and think about what questions you should be asking yourself about setting up a CDP, integrating it into the rest of your martech stack, and supporting it in an ongoing basis.

As you begin the evaluation and planning process for CDP deployment and operations, there are a few key tenants to keep in mind.

Part of what makes a CDP a CDP is that they are defined as marketer-managed systems. By design they are supposed to be funded and operated by a marketing department with limited IT technical support beyond the initial installation and integration. This makes sense, given the fact that marketers need real-time, self-service access to all that customer data in a centralized location so it can be pushed out to tailor personalization campaigns.

The fact that CDPs are marketer-managed systems does not eliminate the need for internal IT support, external vendor support, and some smart planning and open collaboration on your part. If your company is more traditionally structured, aka organized in silos, you may need to think about how your marketing and IT teams will work together on this type of highly collaborative project.

Evaluating CDP Delivery Models and Setting Up Your CDP

According to the Customer Data Platform Institute, a vendor-neutral organization founded by David Raab that defined the category of CDPs in 2013, there are several key questions you need to ask yourself when you are deploying and managing your CDP.

► **What kind of delivery model do I need?** In general you'll find that most CDPs are delivered on a software-as-a-service (SaaS) model which typically is hosted by a vendor. SaaS models are popular with companies and organizations that want to reduce overall in-house technical, staffing and financial commitment to a platform. Deploying a SaaS platform will make it easier to switch down the line when business or customer needs changes, plus you won't need to build out all the internal infrastructure and staffing to get it set up and running.

► **What are my organization's staffing and technical needs?** Since CDPs are marketer-managed, they are designed to be relatively easy to deploy. You will want to work with your vendor to do an in-house technical and related skill sets and resource assessment that will be needed for proper deployment. In order to help determine what skills and processes are needed internally, find out from your vendor what services and skills they will bring to the table for deployment, how their team and your marketing and IT staffs will split up work, and how you will both align on process, timelines and deliverables.

► **What does marketer-managed mean to my company?** Marketer-managed for your company could mean that the marketing department just pays for the

In order to help determine what skills and processes are needed internally, find out from your vendor what services and skills they will bring to the table for deployment

platform and owns it from a business POV, or it can mean that the marketing department physically operates and manages the platform on a daily basis. You need to be asking yourself how maintenance responsibilities will get divided between marketing, IT and vendor support teams, and if your marketing team is taking on overall maintenance, how much can they do alone vs. needing technical support to get basic daily tasks done like generating reports and adding in new data feeds?

However you decide to split up work between marketing and IT from an operations and management standpoint, you'll want to ensure your internal IT team is involved in (and should own internally) security backups, data privacy concerns and GDPR compliance as well as interoperability with other company systems.

CDP Integration Considerations

Since they are intended to function as the hub of your martech stack bringing in data from a variety of channels and sources, CDPs are designed to be easy to integrate into the rest of your digital experience (DX) environment. Expect to do some integration with your web site or mobile apps to hoover up all that juicy web user data, either directly or through marketing tag management software. All this owned, collected data should be exported into a portable format, and then checked to see if you can expose it to third-party software bi-directionally using an open and standard-based API. Also it's important to remember that before using any of this data for personalization or outbound marketing purposes, organizations need to ensure they actually own the data.
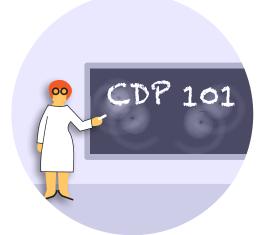
Outbound marketing tech like SMS or email is another common integration scenario with CDPs, as is integration with DMPs and website personalization tools. Marketers should ensure they

understand the scope and cost for each integration use case they want to pursue with the CDP.

CDP Training and Support

With any CDP installation, whether it is hybrid, on-premise, or 100% vendor hosted, making sure you understand what support the vendor offers, and what you will need to support internally, is a top priority. Some support levels may be included in the base price of the CDP, while more expansive levels of support may be offered in a tiered pricing model, depending on the vendor you decide to go with.

You are going to need to train your marketing team to use the CDP, and you may need training for your internal tech team for integration and installation concerns. Find out from your vendor what training programs they provide in terms of documentation, in-person tutorials, and online courses, plus what topics will they cover in training, including operational, data-oriented or technical issues.

After your CDP is installed, you are going to need ongoing product support from the vendor. Check on whether they offer 24 hour or business hour support, what are their response times for critical issues and what the process is for escalation of significant issues that may be impacting performance and uptime. You also want to ask the vendor if they measure customer success and provide resources to assist you in optimizing and tuning the CDP for your individual process and business requirements.

The evaluation, set up, integration and management of your CDP is not something you want to go into without a significant amount of pre-planning on your part. Following the steps and advice in this guide will maximize your chances for CDP success and ROI. ■

CDP Best Practices and Challenges

You can head off any potential challenges while setting up and getting your CDP operational by doing proper planning and following some best practices, both which can help mitigate risk further down the line. These best practices will help set the stage for your CDP at your company, align management to your core KPIs for success, and ensure that the CDP you do get has future-proof functionality that will allow your system to grow as your business and customer behaviors evolve over time.

▶ **Get Executive Support** Since CDPs are intended to connect into multiple data sources across business units and silos, having all internal partners on board with the project, from evaluation through installation and operations, is critical to success. And the only way to get all those stakeholders on board and committed to the project is if you get senior executive buy-in and support first.

▶ **Define Your Measurement for Success** CDPs may not generate revenue directly, so it is important you provide a business case and rationale up front to senior management that helps tie the value that a CDP can bring to your business and customers overall.

▶ **Define Roles and Responsibilities** Defining who internally manages your CDP from a technology side is important. In fact, according to data from The CDP Institute website, organizations that have a defined owner manage martech (either marketing or IT) are more successful than one that have the responsibility shared.

► **Use Schema-less Data Ingestion** Using schema-less (a.k.a. databases without a fixed structure) ingestion to aggregate data from different sources is another must-have feature in a CDP. Without schema-less data ingestion, all data that comes into the CDP will need to be formatted and structured; limiting what data you can take in.

► **Use Dynamic Profile Segmentation** With dynamic profile segmentation you can more effectively target specific groups of customers with personalized content and offers.

► **Keep Your Data Persistent** Look for a CDP that keeps data indefinitely, so you can get a persistent and more complete view of your customers, across time and multiple interactions.

► **Use Machine Learning and AI** Some CDPs offer machine learning that can help sift through your unstructured data and deliver insights and analysis. An AI system could use those insights to deliver actionable guidance or automation for your personalization tools.

► **Don't Forget Security** Ensure the CDP you choose has security features and governance rules that meet compliance and regulatory standards like GDPR and the The California Consumer Privacy Act.

Open Source and Development Approach

As an alternative to a proprietary CDP, an open source CDP may be the right solution for your organization depending on your requirements. Open source systems offer a more modular

approach than proprietary systems, allowing them to be more flexible and scalable, as well as connect easier to other platforms through open standards.

Most importantly, as opposed to a proprietary offering, the open source approach helps you maintain complete control over your system as well as its managed data, no matter where the CDP is hosted.

Beyond data ownership, a central feature of any CDP is the ability to collect and use data to and from other applications, and allow for that data to be modified. Finding an open-source CDP with open APIs that allow for such modularity is paramount.

As an example, here are two key initiatives that focus on open source and open standards:
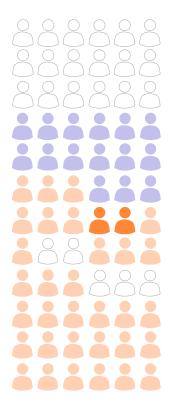
► **OASIS Customer Data Platform specification** The OASIS open interoperability specification is an initiative to advance a CDP standard for personalized online user experiences. This CDP specification aims to simplify the management, integration, and interoperability between services like WCM, CRM, Big Data, machine learning, digital marketing and DMP platforms.

► **Apache Unomi** Apache Unomi is the first Java-based open source CDP server that is designed to manage customer, leads and visitor data for personalization while offering GDPR compliance. Apache Unomi is designed to allow for extended and easier integration of external data sources and help standardize personalization and offer experience management and user privacy controls.

A central feature of any CDP is the ability to collect and use data to and from other applications, and allow for that data to be modified

Getting Data into a CDP

Since a CDP is intended to be the hub of your martech stack and will bring together data from an assortment of internal and external systems, planning where you will get data from, and what methods you use to load it, is something you want to pay close attention to.

► **From Internal Systems** These are the core customer touchpoints (first party data) that will feed your CDP, and will make up the foundation of that data you feed into it. Internal systems include things like your website, e-commerce and mobile apps, POS, customer support or call centers, billing and loyalty programs. You want to make sure there are connectors that your internal systems can integrate into a CDP, like through an application programming interface (API).

► **From Tracking Tags** A tag management system (TMS) is a great way to get data ready for input into a CDP. They allow you to get your data clean, correlated and standardized for CDP ingestion. Not all CDPs offer the ability to grab tags or interface with a TMS, so find out whether your CDP offers this and gives you the ability to add, configure and remove tags.

► **SDKs** Some CDPs come with software development kits (SDKs) that can be embedded in a variety of mobile apps and IoT systems, allowing you to gather more valuable data from channels that may not be as readily available as your internal systems.

► **External Data** CDPs should be able to bring in data from external sources as well as internal. This would include getting third party data from ad networks and business databases, or second party data from business partners.

► **Methods for Loading Data** Loading data into your CDP can be handled most commonly through an API, but you want to be sure you are aware of what functionality the API offers; whether it offers batch processing; security features; and whether there are any data load limitations in terms of size or frequency.

Getting Data out of a CDP

Once all that juicy customer data has been piped into your CDP, in order to make it actionable and help to drive and influence your personalization messaging campaigns, you need the proper methods and functionality to export that data into other apps in your martech stack, as well as other external systems.

► **Batch Files** All CDPs should have the ability to create a large batch file to be passed to external systems. This would be the most typical type of data output from a CDP. These types of files are easy for external systems to import, but can be large and take time to process. Other types of output options are necessary if you want to do more real-time processing and get the most up-to-date data.

► **API** API connections are quicker than batch files connections and are the preferred method for real-time access to individual customer data. APIs are flexible though, and can handle groups and segments as well as individual customer data. Important information to always keep in mind when dealing with APIs are questions around supported formats; whether the API is published and has documentation; and are there industry standard connectors.

► **SDK** SDKs are mostly used to export data to mobile apps, and can be used at trigger points (like when a user signs into his account) to deliver highly targeted and timely data.

► **Integration** Integration with the rest of your martech stack and external applications is core functionality of a CDP. Many will have built-in connectors to personalization tools, e-commerce tools, and advertising. These built-in integrations will make it easier to leverage your data and get ROI from your efforts.

CDP Performance Concerns

The performance of your CDP platform is a top concern like any application, but especially so here since there are times when a CDP needs to take in and deliver real-time data of an individual customer. Similar concerns that a web platform would have around response times, latency issues, and scalability are all performance concerns you want to be planning ahead for.

Latency refers to how long it takes for new data that is gathered to be ready for the CDP. The data you may be collecting could be in unstructured form and need to be delivered in a structured format (that is clean, accurate, and standardized) that is useable by the CDP. Also, your source systems may deliver data in real-time, or more periodically over days, weeks or months. Once the data is ingested, the next performance concern is response time, which refers to how quickly the CDP can return data when requested by ad networks, personalization tools, or product recommendations.

Finally, to future-proof your CDP, scalability should be top of mind in your planning. Your CDP needs to be able to handle as much data as your company can throw at it, and while it may be capable now, think down the line to all the types of integration and sources it will need to tap into. Latency and response times can be affected by data volume, so how you scale will directly impact your CDP performance. ■

CONCLUSION

CDPs are complex projects and operations that require buy-in and close collaboration across your entire organization. Start with some good planning and follow solid best practices to head off any potential challenges during installation and operations, and ensure whatever CDP and vendor you do go with has the type of functionality and scale that will allow you to maximize value for your business and build value and trust with your customers over the long term ■

Q&A with Elie Auvray

(Head of Business Development and Co-Founder, Jahia)

What are the Top Three Things an Executive Should Think About When Considering a CDP Solution for their Organization?

A customer data platform is a tool to power marketing initiatives, especially when it comes to managing customer experience on various digital channels.

A unified and efficient customer experience cannot be achieved without a unified view of your customer, which in turn cannot be achieved without aggregating the relevant data collected from the various systems that interact with your customers. Further, this collected data can be leveraged for additional personalized exchanges and interactions as they continue along their overall "customer journey."

This customer journey, however, cannot be built at the cost of the customer's data privacy and especially without his or her consent. Rather than seeing this as a constraint, enterprises should look at it as an opportunity (using the right tools) to build trust, and with trust, get better data quality instead of just quantity.. The end result is a better customer experience that will eventually lead to revenue growth and increased customer satisfaction.

ELIE AUVRAY
HEAD OF BUSINESS
DEVELOPMENT AND
CO-FOUNDER

Because of the central role that customer data plays, an executive should focus on the following three topics when considering a CDP solution:

1. Customer Value and ROI

In a customer-centric organization, you must think about the customer and business benefits first. Identify immediate marketing & business-related opportunities within your customer engagement and support teams that could be more successful with higher quality customer data unified across your current organizational data silos and applications. In many cases, this could be something as simple as improving personalization to generate cross-sales and/or to provide better customer satisfaction in a customer space. The immediate ROI this provides can often prove a compulsive case towards the purchase of a CDP...or exactly the opposite if it turns out the CDP is incapable of meeting those specific needs.

2. Open Interoperability

Identify the tools that you're currently using to manage customer data and the tools that will need said customer data, such as marketing automation software or your website. A modular and open CDP is the only way to leverage the benefits of customer data unification inside both these existing tools (even legacy ones) and future purchases down the line. Your customer data is not meant only for one project or one opportunity: Don't lock yourself into a system that doesn't enable widespread data sharing and high flexibility and usability. A CDP should act as a data hub that you can extend and customize to collect all required data such as customer behavior on a website or a mobile application. In other words, it's not another data silo!

3. Ownership & Compliance

Simply put: you must own your customer data.

Customer data has always been important. But nowadays, it's the new core of your sales and marketing machine, especially on the digital front. With sole ownership of your data — not a guarantee depending on the cloud software vendor you're working with — you also inherit ownership of your customer privacy compliance. Thus, a CDP project is a good milestone to compare how you are dealing with your customer data against privacy laws such as GDPR or CPPA.

By mapping this data between business opportunities, data exchange and compliance, you can better leverage the CDP as a data hub while also placing KPIs to monitor the value generated by this customer data unification.

How Can Companies Secure Their Customers' Trust to Gain Permission to Share Their Data?

Following GDPR requirements is a good — and mandatory — foundation: the core principle of the GDPR is to let the customer understand what you are doing with their data and to get consent to gather and control it.

Implementing tools that put your customers in control of their own data only builds upon this trust. It doesn't mean every customer will delete his or her data and say "no" to everything; Rather, the fact that the client can do it later changes their relationship with the brand. Don't forget that we, as customers, like to be known by our brands. It helps things move quicker when we need support or are looking for advice on how to use or buy something else from the brand.

But respecting consent is not enough. You need also to protect customer data — on that matter, applying the ISO 27001 standard will become more and more important. ISO 27001 is a specification for an information security management system, a framework of policies and procedures that includes all legal, physical and technical controls involved in an organization's information risk management processes.

Data leaks are the worst thing that can happen to a brand. But the way you deal with leaks could do even more harm if you can't show the kind of security processes and infrastructures put in place to protect your customers. This is the reason why marketers, while they are the ones who deploy and use the customer data tools, have to partner with their IT department at the very beginning of their initiatives. Data must not be managed in silos, especially since multiple teams — marketing, business and IT — are in charge of the deployment and usage of customer data driven applications.

The recent Marriott and British Airways fines decided by the U.K.'s Information Commissioner's Office (ICO) are a wake-up call to how important this requirement really is.

The future ISO standard coming from the PC317 workgroup "Consumer protection: privacy by design for consumer goods and services," which Jahia is participating in, will also set a new standard in regards to your customer data privacy and, thus, trust.

Long story short: Let the user control his/her data and, when they allow you access to it, protect it as they would.

Why Would an Organization Want an Open Source CDP vs. a Proprietary Solution?

To be blunt — as of today, they are not targeting the same type of projects.

As the leading open source Customer Data Platform from the Apache Software Foundation, Apache Unomi could be defined as a headless CDP: it is a backend for customer data-based applications.

A software vendor or a brand that needs to integrate a CDP into a broader application and truly adapt it to meet their needs would deliver it using this backend alongside some provided open APIs and architecture. Since it is open source, they could also contribute code and influence the roadmap to get what they need by working with the authors and contributors of the platform. That's just not possible using a proprietary software.

We also see new kinds of use cases where customers are already using a proprietary software CDP on the cloud and want to take back control of their data by mirroring the customer data managed by a cloud-only CDP software provider. The idea is to be less locked-in to a particular software provider.

GDPR requirements made companies think about data in a new way, which has resulted in them running their own CDP instance on the cloud or on premise, in both cases managed by their IT team. This was designed as an additional security against dependence on external cloud based software vendors, especially for such critical data and compliance requirements.

What Are Your Thoughts on the Future of the CDP Market?

From the current evolution of the customer data market, we see five interesting future trends on the horizon:

The Need For Better Interoperability

The promise of a true unified view of the customer can't be achieved if related systems that collect and manage customer data are not able to exchange that data in a standardized and, thus, open way. The upcoming CDP specifications at the OASIS consortium for open standard is leading this requirement by providing a standardized API to let heterogeneous systems communicate together and exchange their data in a structured way to ease interoperability.

Privacy

As CDPs become the central hub for customer data, it could also help enterprises better manage their data privacy compliance. CDPs such as Apache Unomi integrate with consent management, anonymization and export tools that help to manage GDPR and/or CPPA rules compliance. These same tools could be run through the entire application ecosystem the CDP is connected with, starting with the CRM (eg: Salesforce) and marketing automation platforms (e.g., Marketo, Mailchimp).

Consolidation

As a result of the current hype around CDPs, you can see a larger number of players in the space than ever before, some of which only recently became CDP providers by revamping their existing software. Thus, a consolidation is inevitable. Those software vendors who don't consolidate will focus on specialization as a differentiator to better deliver specific market segment expectations (like banking, health or telecommunications).

AI and Machine Learning

With the CDP acting as the hub for client data, the volume of data collected from different systems could be potentially insurmountable. Thus, AI/ML capabilities will be required to manage that data and give insights about it. With the right AI/ML component nurturing the data and providing insights direct from the CDP, marketers could start gleaning things such as churn prediction, segment recommendation, next best action, etc. with little effort on their part.

Blockchain

Blockchain provides a way to share data and validation (known as a "smart contract") using a ledger in a very reliable, distributed, and unalterable way. This technology may be seen as early stage and complex, but the recent Salesforce move to simplify blockchain application usage based on open source frameworks (Hyperledger) is interesting and could open the door to broader usage of this technology. Using a blockchain, important data like consent for specific services and data usage could be shared securely between the different companies a customer is interacting with, providing a central and tracked way of managing his/her consent and data sharing.

Conclusion

As you can see, CDPs are more and more becoming the strategic core of modern client-centric companies. By extension, CDPs are at the crossroads of a lot of legacy, existing, and future technologies, all of which make selecting the right one quite strategic. Thus, it's advised that any companies that are looking to deploy and leverage the huge benefits provided by a CDP must choose an option that is extremely open and extensible, so as to better meet the mandatory client data ownership needs that have become more prominent in the industry. If you're still uncertain where to begin, Jahia can help. ■

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Jahia is the provider of a Java-based, open-source Digital Experience Platform (DXP) focused around unifying content management, data marketing, and great integrations to help you make digital simpler.

Brian Carlson is the Founder and President of RoC (Return on Content) Consulting, a digital content consulting and development firm. He has over 20+ experience as a digital leader and manager, specializing in digital transformation, content marketing, content management, content strategy, SEO and digital product development.

Learn more at www.jahia.com