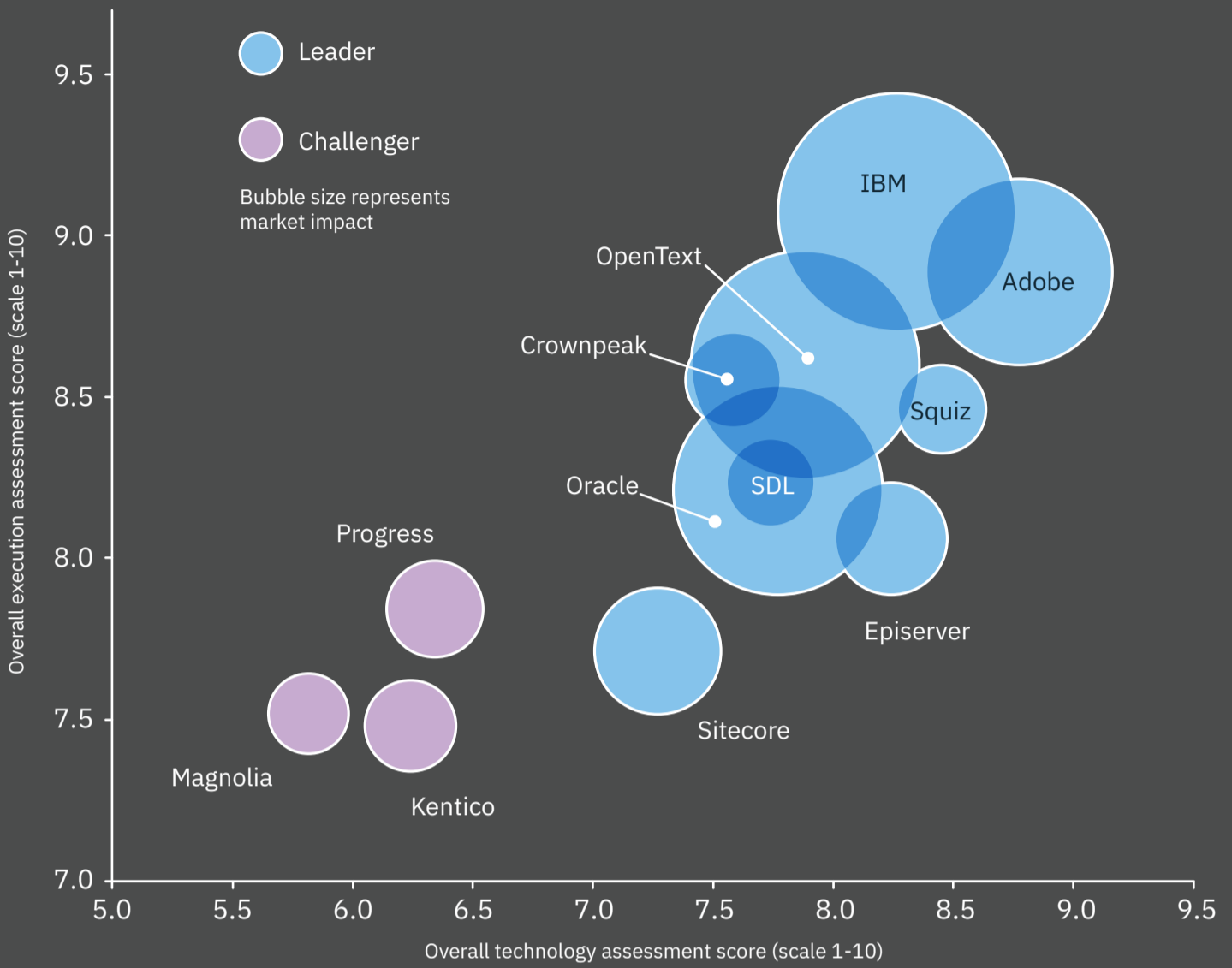


Why IBM is a Leader in Customer Experience Management

Insights from the Ovum Decision Matrix:
Selecting a Web Experience Management Solution, 2018–19



Ovum ranks IBM Digital Experience highest in execution among all vendors evaluated. Why?

Extends traditional WCM (web content management) capabilities with AI



- Integration with IBM Watson AI-powered services
- In-line, AI-based analytics
- Refine and target content to personalize sites

Helps users create consistent, compelling brand experiences



- Intuitive tools to help users content-enable applications
- Visual recognition tools to easily find the right content
- Content creation across channels, including mobile apps, single-page applications, billboards, IoT and what's next

Easily connects to key applications to create more complete experiences



- APIs allow developers to access content for use in other applications
- Support for developer tools of choice, so they can work with modern web technologies
- Seamless integration capabilities for back-end and third-party applications, to help create personalized, contextual experiences

Learn more about how IBM Digital Experience solutions can help organizations create experiences that users love.

[Download the report](#)