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
- Helps users create consistent, compelling brand experiences
- Easily connects to key applications to create more complete experiences

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

© Copyright IBM Corporation 2018. IBM, the IBM logo and ibm.com are trademarks of IBM Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the Web at “Copyright and trademark information” at www.ibm.com/legal/copytrade.shtml.