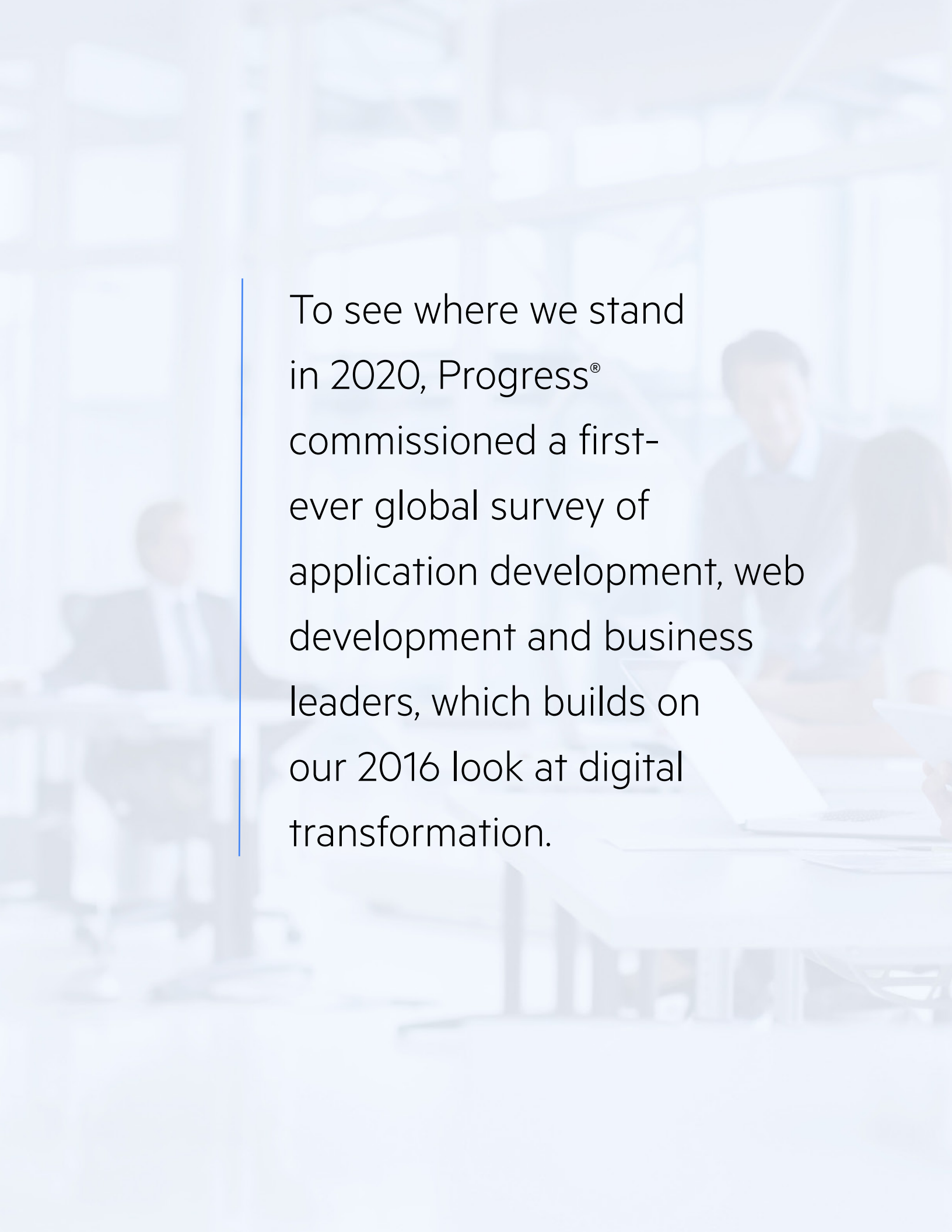


The Evolution of Digital Experience

Digital experiences have emerged as a primary goal in the emerging DXP/MXDP markets.

EBOOK





To see where we stand in 2020, Progress® commissioned a first-ever global survey of application development, web development and business leaders, which builds on our 2016 look at digital transformation.



Taking a Cue From the Leaders

78% of digital experience leaders consider themselves market leaders.

What do they do?



Strategy

They align digital strategy with corporate objectives to drive innovation.



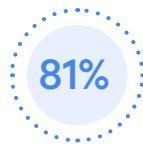
DXP/MXDP Driven

They use a strategic DXP/MXDP approach vs. traditional WCM/PaaS.



Coordination

They tightly coordinate app dev/web efforts.



Measuring Results

UX and engagement measurement is the primary KPI.



Providing consumer-grade digital experiences isn't optional—it's a must to stay competitive.

YOGESH GUPTA
CEO, PROGRESS



The State of the Digital Experience Nation



Importance

Digital is recognized as key to competitive advantage and business outcomes for customers, employees and partners.



IT Dependence

IT remains key to digital success. Self-service options for business would free IT to provide more strategic value.

Overconfidence?



are extremely confident about delivering digital experiences



cancelled or delayed projects

Advocacy

Prominence of the Chief Digital Officer indicates digital is a priority.



call the CDO digital's biggest advocate

VS.



who said that in 2016.



What About Digital Transformation?

Are we really making progress? We transitioned the survey from digital transformation to digital experience since it's front and center in both app dev (MXDP) and web dev (DXP) efforts.



Business Drivers Unchanged

Attracting customers, delivering new products/services and customer experiences.



Barriers to Success Are Shrinking

All blockers reduced except budget, skills, resources.

Sense of Urgency



said immediate progress needed before the business is affected in **2016**



said the same for **2020**

Better Coordination Between IT / Business



said alignment/coordination between IT and the business needed improvement in **2016**



said it's good in **2020**



What to Do?

Responses show organizations have a narrow window to act on delivering digital experiences or they will fail. Here's some ideas to get started.



Make digital experience the spearhead of digital transformation.

- Extend digital experiences to all constituencies
- Coordinate Web and AppDev efforts
- Devise self-service access to key usage data



Think top down and bottom up for both strategy and execution.

- Think horizontal and vertical experience integration
- Take an agile approach to your strategic plan
- Manage digital experiences as you would a product



Turn to technology partners that can support all key roles—app dev, digital experience and business leadership.

- Create an investment strategy for innovation

Make Digital Your Competitive Advantage

It's clear from the survey results that delivering consumer-grade digital experiences is front and center for digital leaders in order to deliver business results and stay competitive.



At Progress, our singular focus is enabling you to deliver experiences powered by your [apps, data and content](#), making digital your competitive advantage.



As the core of our Digital Experience Platform, [Sitefinity®](#) makes it easy for marketers and developers to deliver compelling, multichannel user experiences.

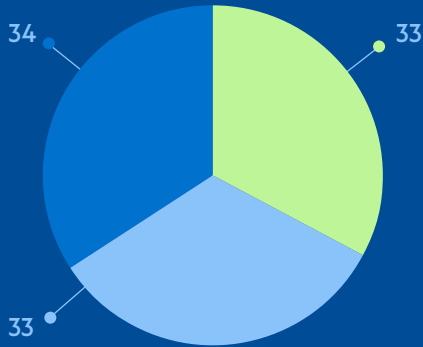
**A DXP is vital to your digital strategy.
Learn why and how to get started.**

About Progress

Progress (NASDAQ: PRGS) offers the leading platform for developing and deploying strategic business applications. We enable customers and partners to deliver modern, high-impact digital experiences with a fraction of the effort, time and cost. Progress offers powerful tools for easily building adaptive user experiences across any type of device or touchpoint, award-winning machine learning that enables cognitive capabilities to be a part of any application, the flexibility of a serverless cloud to deploy modern apps, business rules, web content management, plus leading data connectivity technology. Over 1,700 independent software vendors, 100,000 enterprise customers, and two million developers rely on Progress to power their applications. Learn about Progress at www.progress.com or +1-800-477-6473.

Respondent Profiles

910 interviews conducted with decision makers from medium to large size companies.



Roles

- Web Development Leaders
- Application Development Leaders
- Marketing and Digital Business Leaders

Number of Interviews / Country

