# IUX: Integrated User Experience

Give your marketers the information and tools they need, when and where they need it

magnolia® PRODUCT BRIEF

# IUX: Integrated User Experience

## Give your marketers the information and tools they need, when and where they need it.

Your digital business initiatives require using many tools in concert. Today it's common to have 10s of tools like an analytics service, SEO tools, an eCommerce system, not to mention a CRM and a full marketing technology stack.

Maximize the value of all your applications and systems by showing them in one unified UI - where they can most help marketers. For example, show trends from a connected analytics platform directly on the content list in the CMS UI. Or allow the marketer to choose and place a contact form from a CRM. This is all possible in Magnolia with IUX.

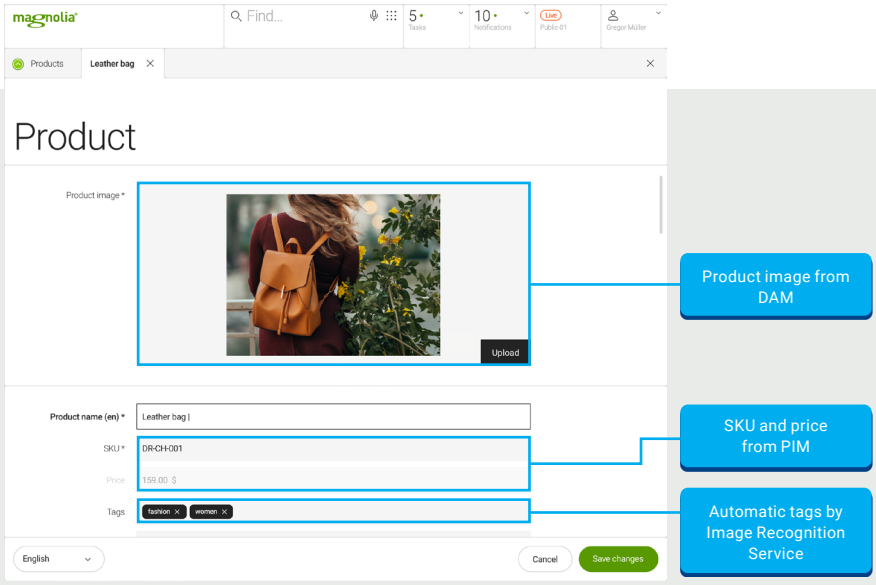
## Get more from your integrations

Whether it's for content, data or specific services, you most likely integrate Magnolia to other applications. Marketers wish to have an easy way of working with all of these.

IUX gives your marketers the information and tools they need, when and where they need it.  With Magnolia you can connect any of the standard user interface elements in the AdminCentral backend to any of your integrated tools and systems. Additionally, Magnolia now provides IUX slots within apps where you have full control to display data, widgets or controls which connect to any of your systems.

Integrations become visual and timely. Better connected tools lead to changed behavior and processes—resulting in true digital transformation.

*IUX is a set of natural places in the Magnolia UI where you can surface elements and actions from integrated applications and services.*



# Key benefits of IUX

**For Marketers:**

- No more switching between many tools. Marketers have everything they need in the Magnolia UI. This reduces disruptive context switching and unnecessary clicks.
- Make data-driven decisions. Analytics and other relevant information is displayed in their UI exactly where they can most benefit from it.
- No more mistakes when the integration is easy to use: You give them ‘guard rails’ to keep them on the green path so that they follow your processes.
- One tool with consistent interaction patterns, and a consistent and modern look-and-feel which instills confidence.
- Information is flowing to the people who benefit from it. It’s not locked in silos.
- Reduce seat-based licensing costs because marketers get the information that they need in Magnolia, and do not need to log in to the other system.

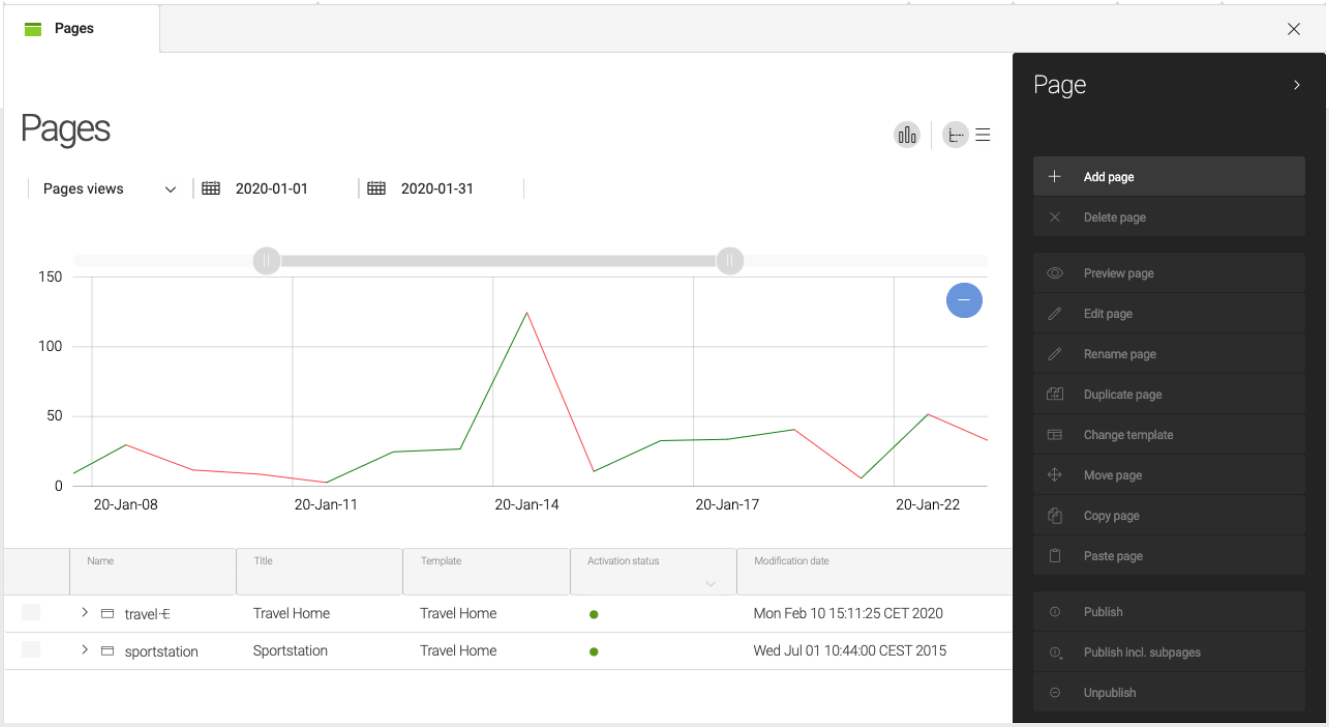
**For Developers:**

- Developers can achieve sophisticated visual integrations quickly thanks to the supported features and API.

# Key capabilities of IUX

## IUX slots

Magnolia apps provide an IUX slot where you have full control over what information is presented from an integration. The slot can contain content, dashboard-style graphics, widgets and can include controls to interact with the linked system. Slots are connected to the UI and can react and update based on which items are selected in the Magnolia app.



# IUX Standard Elements

The standard user interface elements in Magnolia can also be seamlessly connected to external systems. Users get standard and intuitive UI patterns, whether they interact with Magnolia content or with integrated systems.

### *Find Bar*

A single prominent search tool returns content from Magnolia or any other system. Results can link within Magnolia or to external websites. For example products from a PIM system can be returned.

### *Actions*

Action buttons in any app or dialog can be linked to operations in linked systems, for example to trigger an email campaign or an AI sentiment analysis.

### *Columns*

Columns can be added to content lists which display text or even graphics, for example to show stock status in an inventory system, or a sparkline graphic from an analytics system.

### *Form fields*

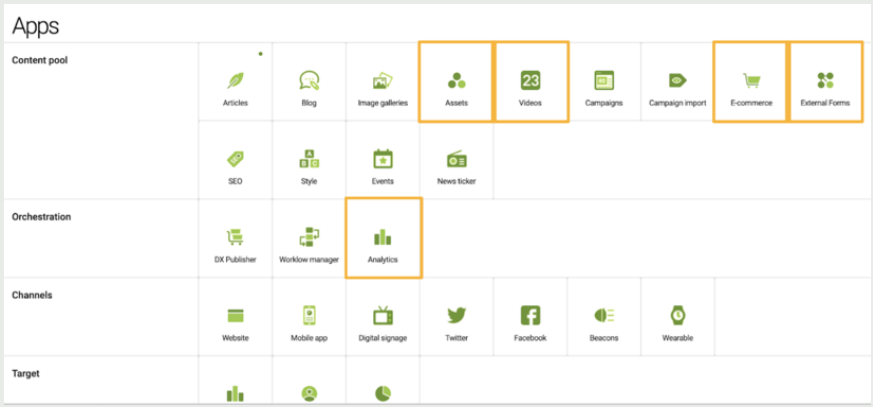
In forms, select (dropdown) fields can display a set of options stored in a linked system, allowing users to connect and link specific items between Magnolia and an integration, for example enabling a user to choose a webinar signup form managed in a Marketing Automation tool and place it directly on a Magnolia managed web page.

### *Link fields*

Similarly, link fields on a form open a rich 'chooser dialog' for browsing large sets of linked external content with search and filtering tools. A preview of linked items is shown in the form. It even supports trees of content, for example browsing the deeply nested product taxonomy of a grocery store.

## Integrated Content App

While the above items provide targeted integrations in the UI, it's also easy to provide a complete app backed with content or data from an integrated system, for example to enable browsing of the assets in a linked DAM application.



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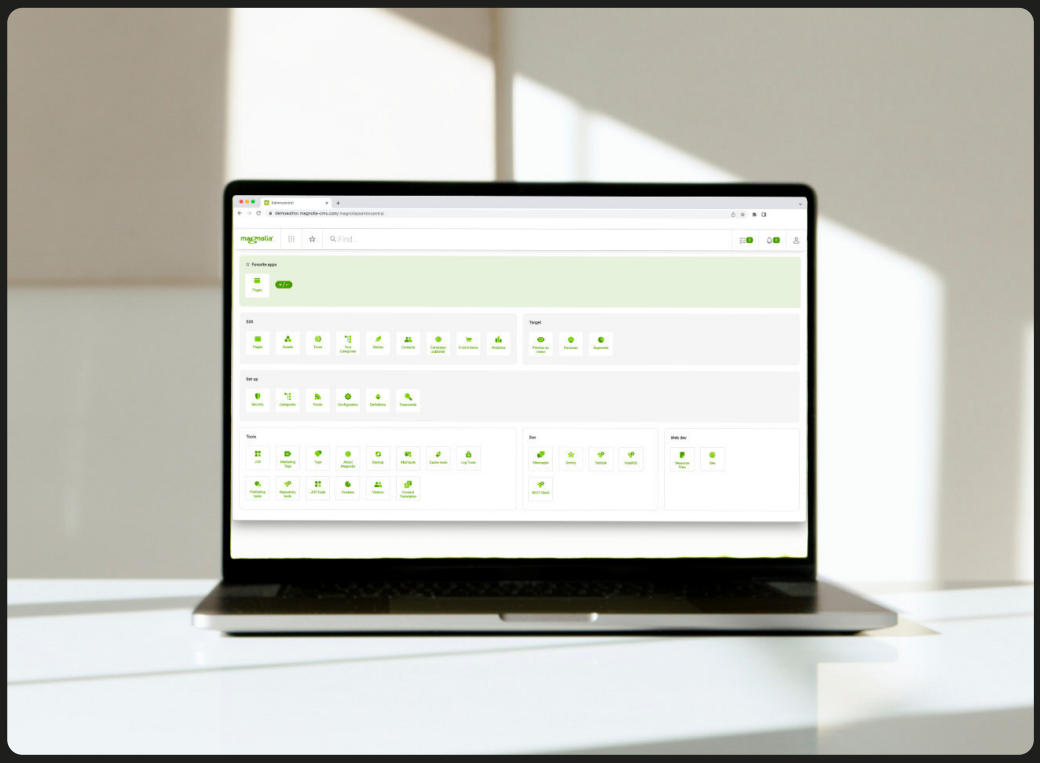

# Get in touch

To learn how Magnolia can help you launch great digital experiences faster, contact us at:

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