MAY **2024**

MAGNOLIA DIGITAL EXPERIENCE PLATFORM
COMPARISON REPORT

FEATURING

Adobe Experience Manager
Sitecore Experience Platform
Optimizely Digital Experience Platform

CATEGORY

Digital Experience – Enterprise

magnolia

INFO~TECH
RESEARCH GROUP

SoftwareReviews

Table of **Contents**

Picking the **Right Technology Partner** for Your Business

Choosing the right software is a decision that has far-reaching implications for your business.

The software and systems you implement are not just tools; they're the backbone of your organization's operations and play a crucial role in delivering value to both your customers and your employees.

Finding the right technology partner is a complex but vital task. It requires a decision that's based not only on the software's features and performance but also on how well the vendor will support you throughout your journey with its software.

Bridge the Satisfaction Gap

Furthering the importance of choosing the right software is the fact that organizations tend to keep the software they purchase. According to data collected by SoftwareReviews, 92% of users said they were likely to renew their existing enterprise software, while only 64% indicated they were likely to recommend their current provider *(Figure 1)*. This gap between renewal rates and satisfaction highlights the significant risk and opportunity involved in your next software purchase.

Top Factors to Consider When Selecting a Vendor

Traditionally, selection projects have focused on features and price. To close the satisfaction gap, you need to consider other aspects of the software and the vendor when making your decision.

01

How the software will contribute to business value and support your organization's most important goals.

02

How the software will Integrate with your existing processes and align with your unique needs, industry-specific requirements, and growth trajectory.

03

Whether functionality and user experience from the outset will reduce learning curves, heighten adoption, ensure user satisfaction, and maximize productivity.

04

How the software provider will continuously improve and grow with you as your business evolves.

Figure 1

Satisfaction Gap

Likeliness to Renew — Likeliness to Recommend
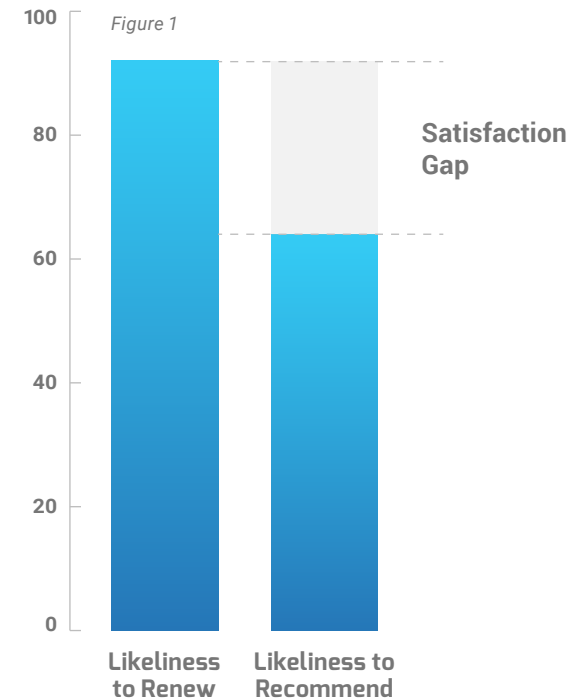
Always **Leverage Data** During Your Selection Process

SoftwareReviews' goal is to guide software buyers through a complex and evolving market by collecting insights from real users of enterprise software.

SoftwareReviews believes you need data to make any decision, and purchasing software is no different. SoftwareReviews reports encompass over 100 data points to measure customer satisfaction across multiple aspects of the software experience.

Incorporating data into your selection process enhances your ability to assess the strengths and weaknesses of potential software solutions objectively. This eliminates bias from the decision-making process and increases the likeliness of a successful long-term partnership with your new vendor.

Top factors affecting **user satisfaction** across all software categories

Business Value

Customer Relationship

Reliability

Performance

Innovation
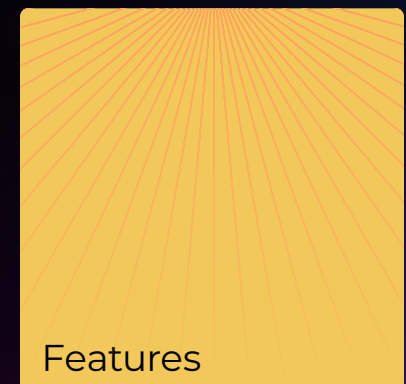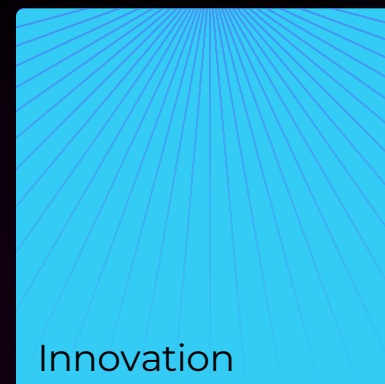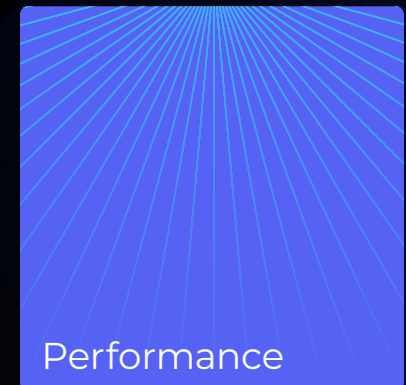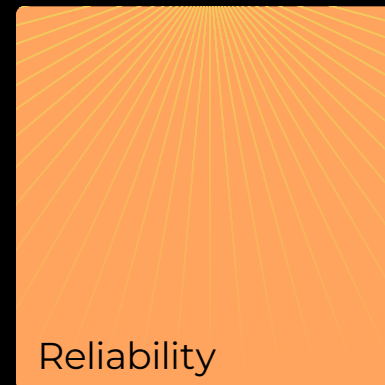
Features

Comparison Report Featuring
Magnolia and Competitors

SoftwareReviews reports provide comprehensive insight into the experience of evaluating, purchasing, and using enterprise software.

The data is collected from real users who have worked with solutions intimately, from procurement and implementation to everyday use.

This Comparison Report is designed to compare Magnolia Digital Experience Platform against Adobe Experience Manager, Sitecore Experience Platform, and Optimizely Digital Experience Platform. The report uses select data from SoftwareReviews' 2024 Digital Experience – Enterprise reports.

The goal of this report is to compare top providers across a variety of metrics and assist buyers in choosing the software that best matches their organizational needs.

What Do We Measure?

SoftwareReviews compares over 100 data points on the performance of enterprise software across a number of areas, including:

Product features and functionality customized for each category.

Table-stakes capabilities expected of all software providers.

Customer satisfaction metrics that measure the experience of working with the vendor.

Overall user satisfaction metrics.

To view the full category report please visit
softwarereviews.com

Key Providers at a Glance

COMPARE TOP SATISFACTION METRICS

This report will summarize select metrics valued by users in the Digital Experience – Enterprise category, specifically for the following vendors and products.

Magnolia Digital Experience Platform

Magnolia connects your content, data, and legacy tools to create a single interface for building and updating your digital customer experiences. This lets teams run marketing websites, update apps, build commerce pages, and create customer portals in a single platform with task-specific apps and easy access to data from systems across your business.

8.0	8.4	88%
Composite Score	Customer Experience (CX) Score	Fair Cost to Value

Adobe Experience Manager

A comprehensive content management solution for building websites, mobile apps, and forms. Easily manage your marketing content and assets.

8.0	8.2	87%
Composite Score	Customer Experience (CX) Score	Fair Cost to Value

Sitecore Experience Platform

Content is the lifeblood of authentic customer conversations, and what you say is as important as how you say it. As one of the three key capabilities you need for context marketing, the Sitecore Web Experience Manager CMS is an integrated platform built from the ground up to support global, multilingual content at scale and provide the flexibility that enterprises demand.

7.5	7.9	83%
Composite Score	Customer Experience (CX) Score	Fair Cost to Value

Optimizely Digital Experience Platform

Optimizely Digital Experience platform for creating, managing, and optimizing digital experiences including powerful content management, digital commerce, and enterprise search functionality.

7.1	6.9	77%
Composite Score	Customer Experience (CX) Score	Fair Cost to Value

Key Metrics

COMPOSITE SCORE

The primary ranking of overall software performance. This score is a proprietary algorithm comprising end-user feedback on vendor capabilities, features scores, user satisfaction, and Net Emotional Footprint, and adjusted for the volume and recency of vendor reviews.

CUSTOMER EXPERIENCE (CX) SCORE

This score rates vendors on the overall customer experience. Based on a proprietary algorithm comprising all relationship metrics and business value drivers and adjusted for the volume and recency of vendor reviews.

FAIR COST TO VALUE

This metric captures the sentiment that the value received from the software exceeds the total investment in fees and other resources.

How Vendors Performed in the **Data Quadrant**

What Is the Data Quadrant?

The Data Quadrant is a comprehensive evaluation of the top software in the Digital Experience – Enterprise market.

The SoftwareReviews Data Quadrant evaluates and ranks products based on feedback from real, verified users and business professionals. The placement of a software in the Data Quadrant indicates its relative ranking as well as its categorization.

Data is collected from real users, meticulously verified, and visualized in easy-to-understand charts and graphs. Each product is compared against others in its market to create a holistic, unbiased view of the product landscape.

The Data Quadrant is a summation of hundreds of data points that gives you a quick snapshot of the market. Use this detailed report to quickly validate your top features and shortlist your top contenders.

The remainder of this report highlights data points chosen by Magnolia to illustrate performance in the market and what you should consider when making your next software purchase.

Software**Reviews**

DIGITAL EXPERIENCE – ENTERPRISE
Data **Quadrant**
MAY 2024

PRODUCT INNOVATOR

LEADER

PRODUCT FEATURES AND SATISFACTION

Adobe Experience Manager

Magnolia

Optimizely

Sitecore Experience Platform

ot

CHALLENGER

SERVICE STAR

Y
X

VENDOR EXPERIENCE AND CAPABILITIES
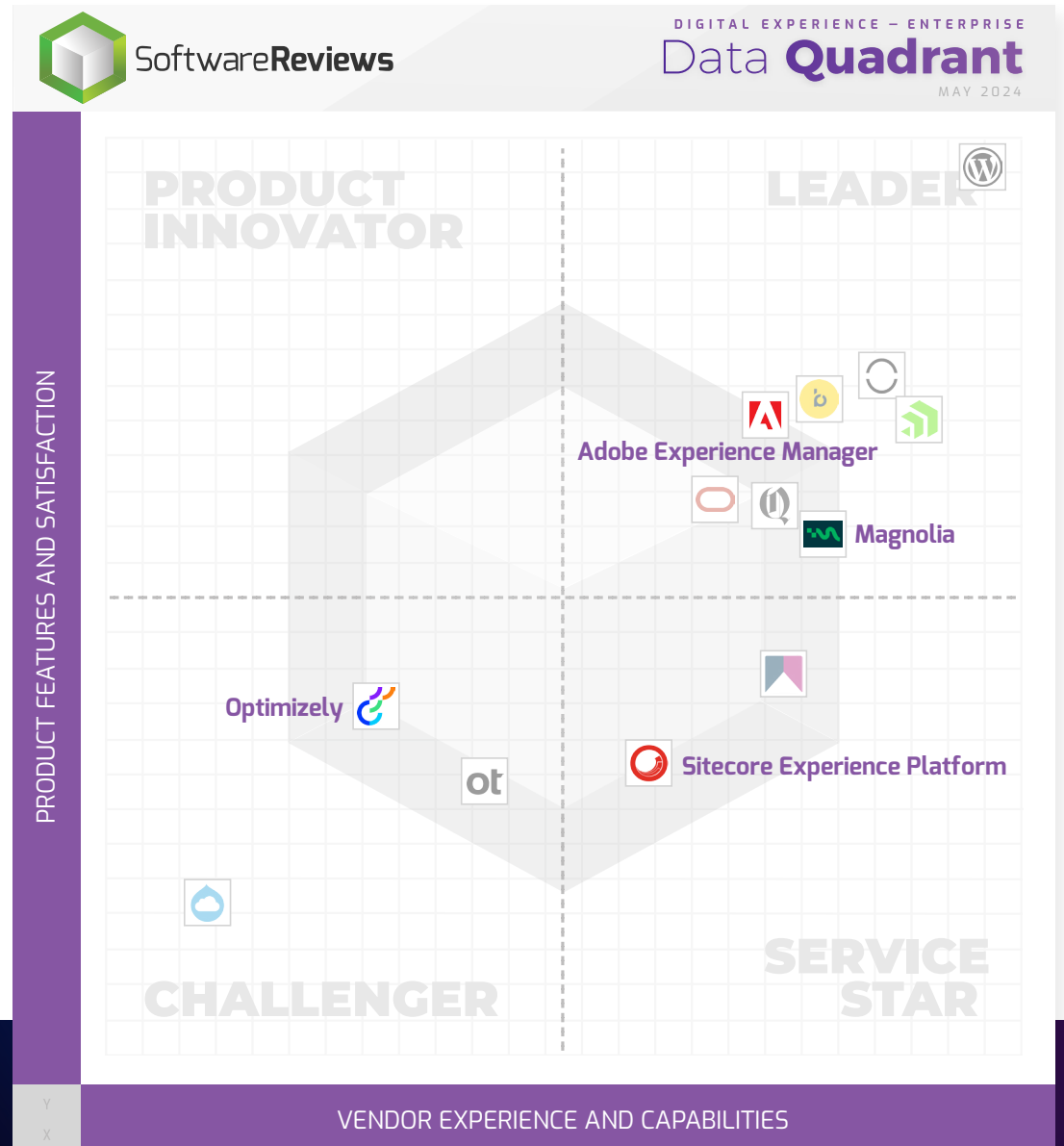
❯ = Outlier
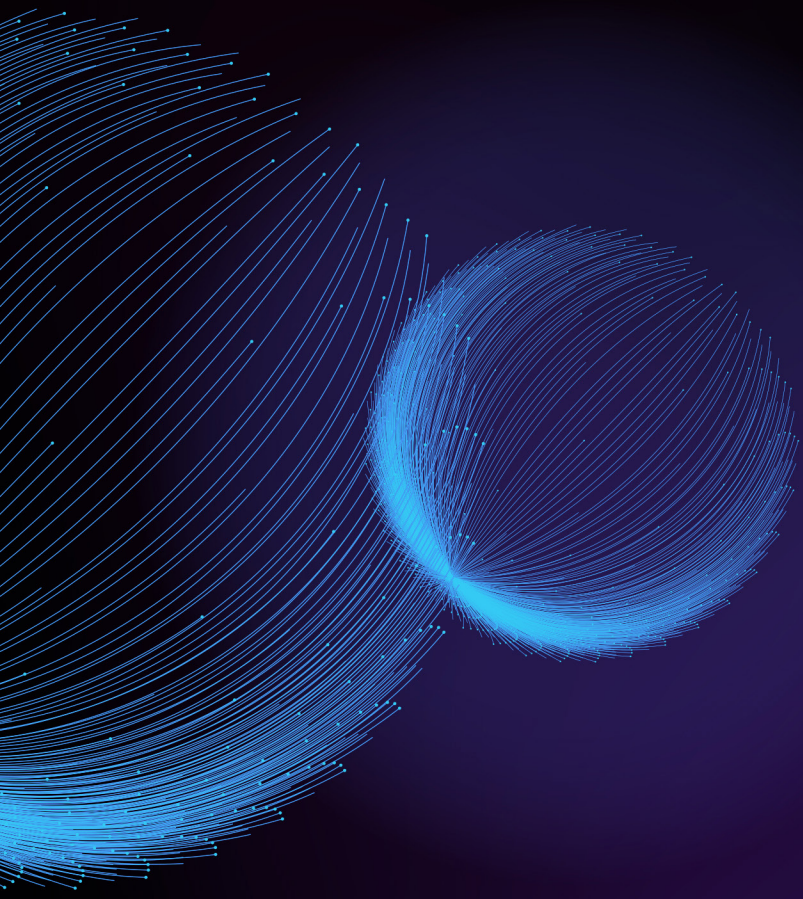
DIVING INTO
THE DATA

Comparison of Magnolia Digital Experience Platform,
Adobe Experience Manager, Sitecore Experience
Platform, and Optimizely Digital Experience Platform

Implementation Satisfaction – Kicking Off a Partnership the Right Way

A well-executed software implementation ensures that organizations can leverage the full potential of the technology to enhance productivity, optimize processes, and deliver superior customer experiences.

Software that is easy to implement, adapt, and integrate into your environment minimizes disruptions and configuration effort, saving valuable time and resources.

In essence, successful software implementation is the linchpin ensuring you maximize value – and minimize risk – from your software investments.

User satisfaction on various factors that support a successful software implementation among technology providers within the **Digital Experience – Enterprise** market

Ease of Implementation

Magnolia
81%

Adobe **81%**
Sitecore **80%**
Optimizely **76%**
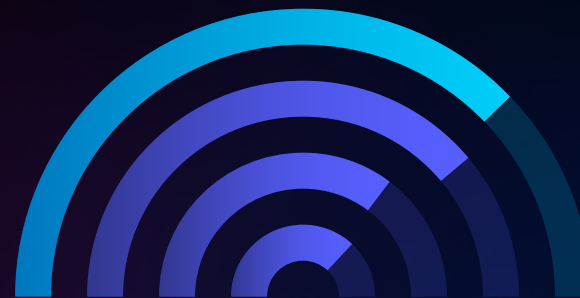
Ease of Data Integration

Magnolia
76%

Adobe **78%**
Sitecore **71%**
Optimizely **74%**

Ease of IT Administration

Magnolia
76%

Adobe **77%**
Sitecore **78%**
Optimizely **72%**

Vendor Support:
The Front Door to
Satisfied Customers

The support organization is often the first point of contact for users, so it has a pivotal role in setting the overall tone for the vendor-customer relationship. When contacting support, whether for general questions or to report an emergency, users expect their issues to be resolved quickly and effectively by a supportive and empathetic partner.

The level and quality of vendor support should be a critical factor in choosing the right software provider. It is important for organizations to choose a partner that demonstrates a commitment to customer success and has the capability to ensure its applications are performing optimally.

Vendor support satisfaction from highly satisfied to disappointed across indicated vendors. Percentage indicates customers' overall average satisfaction with vendor support.

Magnolia   **79%**

Adobe   **79%**

Sitecore   **75%**

Optimizely   **67%**

User Sentiment Feedback

DISAPPOINTS | ALMOST SATISFIES | HIGHLY SATISFIES | DELIGHTS
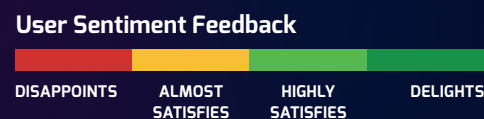
Elevating Success With
User-Friendly Software

Software's ease of use is closely linked to adoption rate, time to value, and employee job satisfaction.

Software solutions that are user friendly and require minimal training not only reduce the learning curve but also empower employees to use the tools to their fullest potential.

Ultimately, a strong user experience in the software leads to increased productivity, fewer errors, and a smoother workflow, allowing organizations to maximize the return on investment from their software purchases.
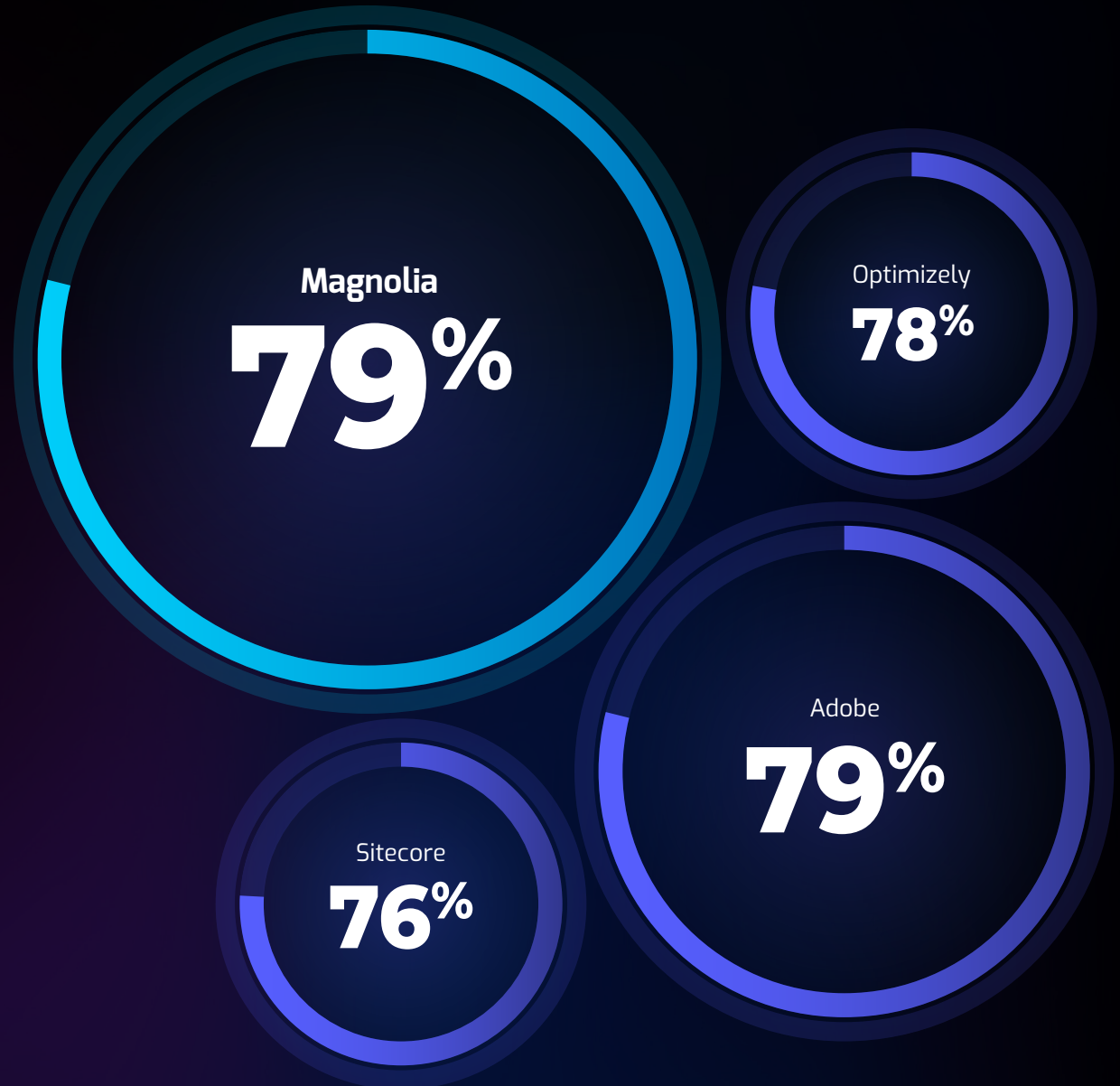
Users reported **satisfaction with the usability and intuitiveness** of their software.

Magnolia
79%

Optimizely
78%

Adobe
79%

Sitecore
76%

Professional Success:
Empowering Employees With the Right Tools

Empowered employees are the driving force behind an organization's success, and the software tools they use can significantly influence their ability to support the organization and their own personal success.

Software solutions that enable individuals to work more efficiently and excel in their role elevate the organization's overall performance.

Choosing the right software can serve as a catalyst for employee empowerment, propelling both individuals and the organization toward greater professional success and sustainable growth.

Average score on the **importance to professional success for users** of each software platform. Data is measured using the NPS methodology.

90%	86%	87%	65%
Magnolia	Adobe	Sitecore	Optimizely
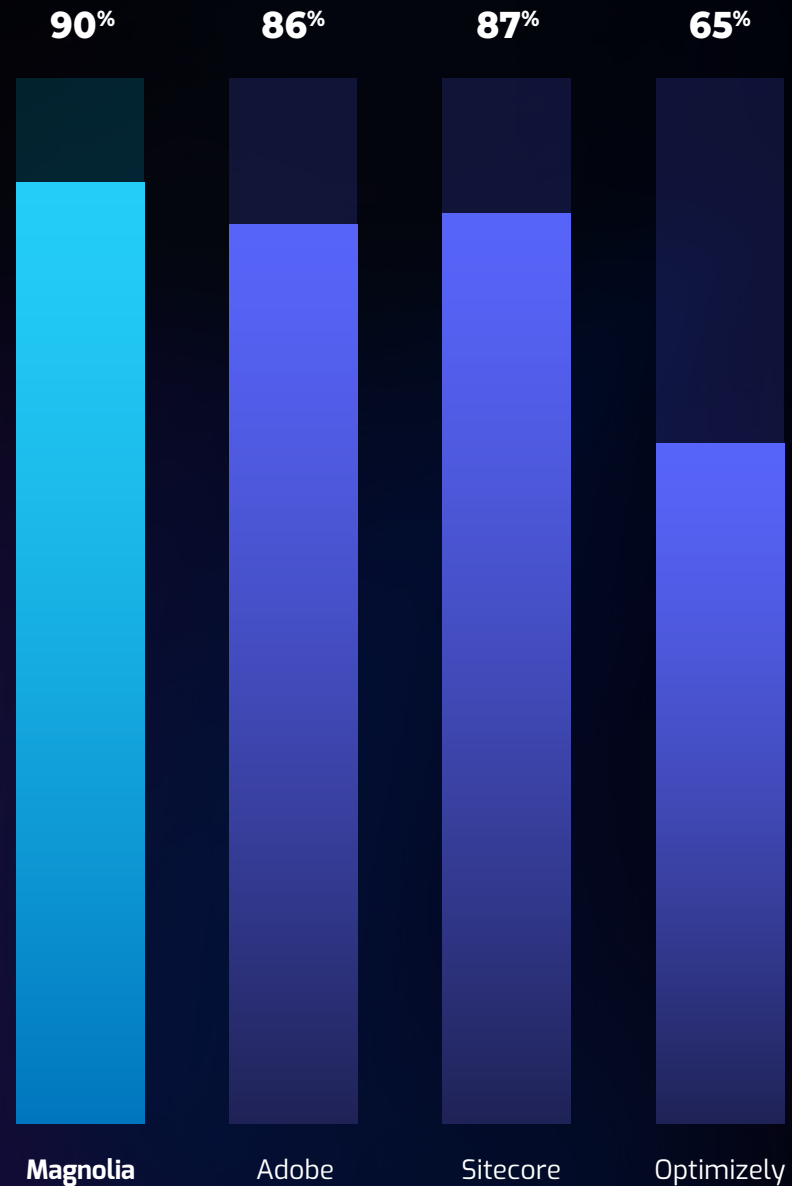
The Power of the **Vendor Relationship**

The importance of the relationship with a software vendor is often underestimated during the selection process, yet it is crucial to establishing a long-term, mutually beneficial partnership.

While selection projects typically focus on features and functionality, organizations need to consider how the vendor relationship plays into long-term success with their technology providers.

A strong vendor relationship will be one where the provider actively ensures its customers are using its tools effectively, continuously invests in its products to respond to market needs, and actively engages in customer-centric service, contracting, and problem resolution practices.

SoftwareReviews assesses the strength of vendor relationships through the Emotional Footprint metric. This evaluates how vendors interact with their customers across 27 aspects of the customer experience, offering a comprehensive view of the potential partnership. The Net Emotional Footprint, using a Net Promoter methodology, provides an overall rating of customer satisfaction and user experience with their technology providers.

The strength of the **vendor relationship** with its customers is referred to as the overall Emotional Footprint. The data is a rollup of 27 questions that make up the overall **Net Emotional Footprint** score.

Magnolia   **+93**

Adobe   **+84**

Sitecore   **+87**

Optimizely   **+67**
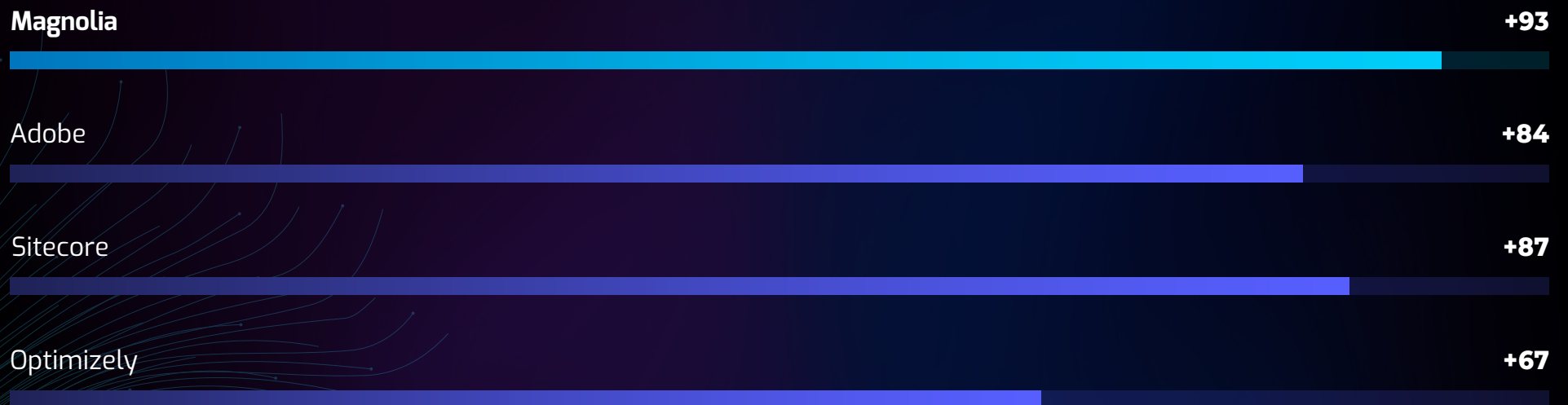
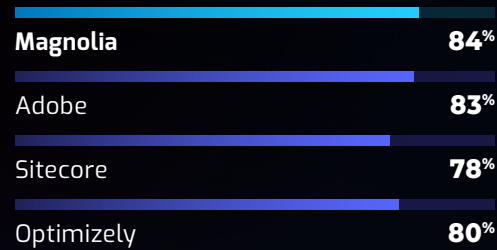# Enhancing User Satisfaction: The Role of Software Features in Delivering ROI

When buying software, you are buying a tool to support business processes and that contributes to providing value to your customers, employees, and partners.

Features are the foundation for software performance and usually the first stage of the evaluation process. A well-designed set of features not only addresses immediate needs but also anticipates future demands.

The following represents some of the key features to consider when searching for Digital Experience – Enterprise software.

These top-listed features are a subset of the total features reviewed in the category and serve as a guideline for anyone evaluating software in this space.

Users reported **satisfaction with key features** of the software.

Analytics & Reporting

Magnolia	**84%**
Adobe	**83%**
Sitecore	**78%**
Optimizely	**80%**

Content Workflow Management

Magnolia	**78%**
Adobe	**75%**
Sitecore	**75%**
Optimizely	**———**

Multi-Channel Support

Magnolia	**83%**
Adobe	**83%**
Sitecore	**75%**
Optimizely	**75%**

Digital Asset Management

Magnolia	**85%**
Adobe	**81%**
Sitecore	**82%**
Optimizely	**74%**

E-Commerce Integration

Magnolia	**86%**
Adobe	**81%**
Sitecore	**76%**
Optimizely	**78%**

Translation Facilitation

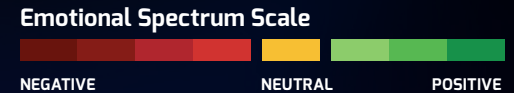|	
Magnolia	**81%**
Adobe	**79%**
Sitecore	**77%**
Optimizely	**73%**

Setting Your Partnership Up the Right Way Through **Positive Contracts and Negotiations**

The initial contract and negotiation phase with a software provider is crucial, marking your first real interaction with them. This stage not only reveals the character of the organization and its people but also sets the foundation for your future partnership.

A successful partnership is built on transparency, trust, and collaboration, all of which should be reflected in a fair and clear contract.

The negotiation process is more than a formality; it establishes the relationship's tone, indicating the level of cooperation you can expect. This early interaction is key to determining the success and nature of your working relationship, emphasizing the importance of thoughtful and strategic contract negotiations.

Scoring is based on the Net Promoter methodology using components of the **contract and negotiation experience with the vendor**.

Emotional Spectrum Scale

NEGATIVE   NEUTRAL   POSITIVE

Generous vs. Greedy

Magnolia +99

Adobe +84

Sitecore +95

Optimizely +39

Over Delivered vs. Over Promised

Magnolia +87

Adobe +65

Sitecore +96

Optimizely +41

Friendly Negotiation vs. Hardball

Magnolia +92

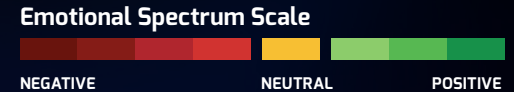Adobe +81

Sitecore +92

Optimizely +72

Why **Service Is So Essential** in Your Software Partnerships

The service experience is more than just a friendly voice on the other end of a phone or a cheerful email response. It is about efficiently and effectively addressing client issues, regardless of the source or impact of the request.
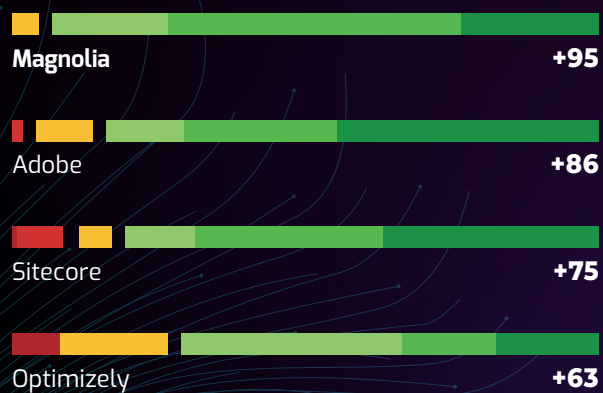
With the heavy reliance organizations have on their business software, the service interactions you have with your software provider are instrumental in ensuring value from the partnership.

Service experience emerges as a pivotal factor to consider when selecting a software provider because it exerts a direct influence on your overall experience with the software and your satisfaction as a user. While the software itself may be robust and feature-rich, without responsive and effective service, you can encounter obstacles during implementation, troubleshooting, and ongoing support.

Scoring is based on the Net Promoter methodology using selected components of the **service experience working with the vendor**.

Emotional Spectrum Scale

NEGATIVE   NEUTRAL   POSITIVE

Caring vs. Neglectful

Magnolia +95

Adobe +86

Sitecore +75

Optimizely +63

Effective vs. Frustrating

Magnolia +96

Adobe +84

Sitecore +80

Optimizely +61

Saves Time vs. Wastes Time

Magnolia +93

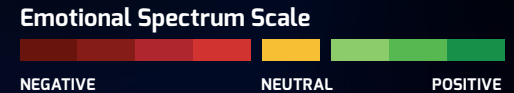Adobe +84

Sitecore +82

Optimizely +63

Conflict Resolution: Choose a Partner That Has Your Back

A provider's ability to effectively manage and resolve conflicts is a vital component of a healthy partnership. Unfortunately, predicting how a partner will react to issues is difficult until a problem actually occurs.

Conflicts are a natural part of any relationship. The best vendors will navigate and resolve disputes fairly while maintaining the integrity of the partnership.

Having confidence that your chosen vendor will approach issues with professionalism, fairness, and a cooperative attitude is essential for peace of mind, and that is possibly the most important factor in a healthy, productive relationship.

Scoring is based on the Net Promoter methodology using selected components of the **conflict resolution experience of working with the vendor**.

Emotional Spectrum Scale

NEGATIVE   NEUTRAL   POSITIVE

Fair vs. Unfair

Magnolia **+92**

Adobe **+87**

Sitecore **+88**

Optimizely **+77**
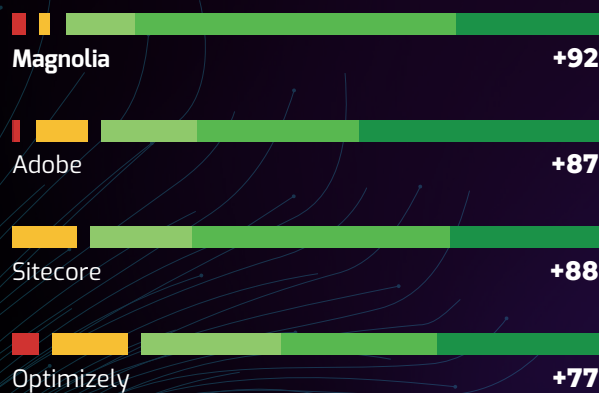
Client Friendly vs. Vendor Friendly

Magnolia **+90**

Adobe **+80**

Sitecore **+86**

Optimizely **+65**

Integrity vs. Lack of Integrity

Magnolia **+93**

Adobe **+84**

Sitecore **+89**

Optimizely **+76**

Choose a Partner That Will
Innovate and Inspire Growth

No organization is stagnant, which means our software must evolve as well.

The ability of your software partner to react to changes within your organization and the broader market is essential to the long-term success of your partnership. Whether it involves addressing emerging compliance regulations, accommodating shifts in customer behavior, or scaling to meet surging demand, a software partner's agility can prevent disruptions and uphold operational continuity.

When choosing a technology provider, ensure the vendor is continuously investing in its product but also committed to ensuring your organization is informed and able to take advantage of the new functionality.

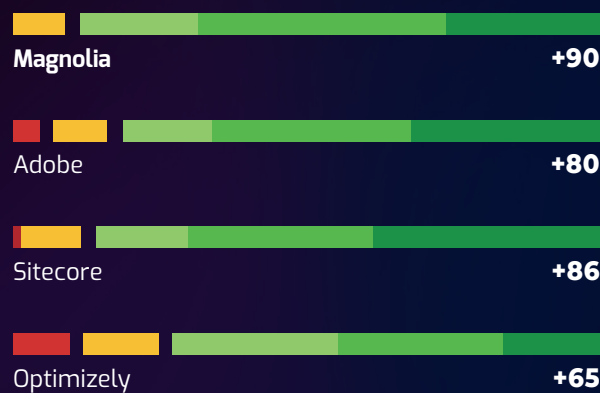The below graphs represent how real users felt regarding their partner's strategy and innovation practices.

Scoring is based on the Net Promoter methodology using selected components of the **strategy and innovation experience working with the vendor**.

Emotional Spectrum Scale

NEGATIVE   NEUTRAL   POSITIVE

Helps Innovate vs.
Roadblock to Innovation

Magnolia   **+98**

Adobe   **+81**

Sitecore   **+88**

Optimizely   **+81**

Appreciate Incumbent Status vs.
Leverages Incumbent Status

Magnolia   **+95**

Adobe   **+80**

Sitecore   **+86**

Optimizely   **+54**

Includes Product Enhancements vs.
Charges for Enhancements

Magnolia   **+92**

Adobe   **+79**

Sitecore   **+88**

Optimizely   **+60**

Measure Your **Product Experience**
Beyond Feature Performance

Software is acquired to support a business process or capability, therefore the best software needs to reliably enable your business performance and productivity. This can be the difference between a product propelling your organization forward or being dead weight that costs your organization time and money.

For software buyers, understanding the product experience category is paramount in making informed purchasing decisions. A positive product experience signifies that the software meets or exceeds user expectations across critical dimensions, indicating reliability, efficiency, security, and innovation. Comparing the product experience serves as a crucial benchmark for software buyers, guiding them toward solutions that not only meet their immediate requirements but also promise long-term value and user satisfaction.
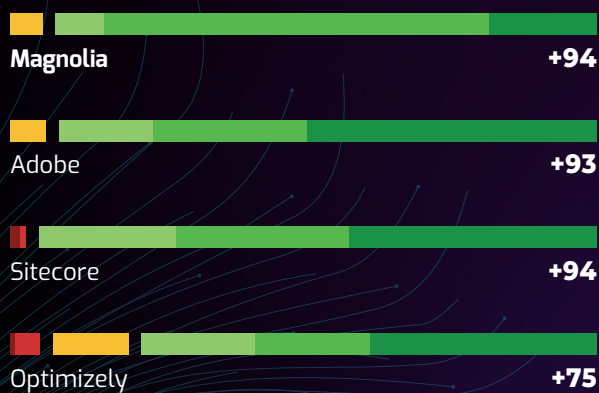
The below graphs represent how real users felt regarding their partner's product experience, offering a detailed picture of its strengths and weaknesses.

Scoring is based on the Net Promoter methodology using selected components of the **product experience working with the vendor**.

Emotional Spectrum Scale

NEGATIVE   NEUTRAL   POSITIVE

Reliable vs. Unreliable

Magnolia +94

Adobe +93

Sitecore +94

Optimizely +75

Enables Productivity vs. Restricts

Magnolia +99

Adobe +89

Sitecore +77

Optimizely +85

Security Protects vs. Frustrates

Magnolia +94

Adobe +92

Sitecore +94

Optimizely +73

20

Focus on What
Matters to You

Regardless of whether you are at the beginning of your journey or reevaluating your software needs, finding a solution that will meet the needs of your business, your employees, and your customers today starts with good data.

When first evaluating software, avoid being drawn in by those surface-level factors that catch your attention and focus on what will drive satisfaction in the long run. When finally making that decision, remember that satisfaction with your software vendor extends well beyond strong features at a competitive price point.

Long-term partnerships do start with a product that meets your functional needs, but long-term satisfaction relies on your relationship with your vendor: the vendor's ability to understand your business priorities and commit to its software supporting your business processes not just after the initial sale, but into the future.

SURFACE-LEVEL SATISFACTION DRIVERS

Surface-level satisfaction has immediate effects, but these are sometimes short-term or limited to certain groups of users. These factors include:

- Novelty of New Software
- Ease of Implementation
- Financial Savings
- Breadth of Features

DEEP SATISFACTION DRIVERS

Deep satisfaction drivers have a long-term and meaningful impact on the way organizations work. They maintain and increase satisfaction over time by reducing complexity and delivering exceptional quality. These factors include relationship sentiments such as:

- Strategy and Innovation
- Service Experience
- Product Experience
- Negotiation and Contract

About This **Report**

What Is Digital Experience – Enterprise?

Enable organizations to manage the overall digital experiences of their customers from first marketing contact, purchase, and for logged-in experiences. They include content management capabilities, but go beyond this with campaign management tools, personalization capabilities, and deep integrations to other services.

About Magnolia

Magnolia is the world's leading composable Digital Experience Platform, with over 450 enterprise customers, including American Express, JetBlue, T-Mobile, CNN, Sanofi, Sainsbury's, Generali, and Ping An, plus more than 200 certified Magnolia Partners around the world.

With Magnolia, you can leverage all your content to build great digital experiences in a single interface by connecting modern and custom/legacy tools through pre-built integrations or our low-code framework, including ecommerce, PIM, marketing automation, analytics, and more.

This lets teams build and maintain every kind of customer experience in one tool: from marketing websites to commerce pages and customer apps or portals without developer support, making them faster, more efficient and more responsive to customer needs.

For more information visit
magnolia-cms.com

Data Sources

This report has been created on behalf of Magnolia, using selected data from the May 2024 Digital Experience – Enterprise award cycle. The opinions and data represented in this report are not based on the opinions of SoftwareReviews or Info-Tech Research Group analysts.

Data for **Magnolia Digital Experience Platform** was sourced from the May 2024 Product Scorecard Report.

Data for **Adobe Experience Manager** was sourced from the May 2024 Product Scorecard Report.

Data for **Sitecore Experience Platform** was sourced from the May 2024 Product Scorecard Report.

Data for **Optimizely Digital Experience Platform** was sourced from the May 2024 Product Scorecard Report.

About **SoftwareReviews**

With practical advisory services and a data-driven approach, SoftwareReviews' mission is to improve the B2B software experience for all software buyers and providers.

SoftwareReviews' pragmatic tools and detailed customer insights help software buyers maximize success with their technology decisions. SoftwareReviews collects the most in-depth customer review data from both business and IT professionals to shorten the time to decision and action for software purchasers and improve overall buyer satisfaction.

Combining deep buyer knowledge and experience, SoftwareReviews' go-to-market practice helps technology providers better understand customer needs and accelerates planning and execution of go-to-market and product strategy.

SoftwareReviews is a division of Info-Tech Research Group, a world-class technology research and advisory firm with over two decades of research-based IT advice and technology implementation experience.

Our Methodology

SoftwareReviews collects in-depth quantitative and qualitative feedback data directly from verified end users about their experience with top enterprise software providers. Its proprietary online survey platform gathers more than 130 data points on each product, allowing end users to thoroughly evaluate their experiences using the software, from selection through purchase and service.

Every review is meticulously checked through a robust quality assurance process to ensure it is submitted by a real person with valid credentials for using the software. End-user experience and sentiment measures revealing product feature fit, perceived capabilities, business value drivers, and the quality of the provider relationship are accessible at both a high-level rollup and a more detailed drill-down.

Software reports are available to download at
softwarereviews.com/categories