

magnolia®



Composable Digital Experience Platform (DXP) Solution

Magnolia named Leader in the 2023 Digital Experience category. Insights derived from the SoftwareReviews Data Quadrant Report.



SoftwareReviews

A Division of Info-Tech Research Group

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A Leader in the Data Quadrant

Peer review platform SoftwareReviews.com recognizes Magnolia as a Data Quadrant Leader in the 2023 Digital Experience Platform (DXP) category.



What Is the Data Quadrant?

SoftwareReviews evaluates aspects of software capabilities and features using a weighted average of user satisfaction scores. These ratings use a satisfaction scale to determine whether software delights or disappoints, creating a powerful indicator of overall user value.

Gold Medal Performance

Magnolia is a best-in-class Gold Medalist in the DXP category. The solution received overwhelmingly positive customer reviews and an 8.3 Composite Score. This score is an average of four different areas of evaluation: Net Emotional Footprint, Vendor Capabilities, Product Features, and Likelihood to Recommend. The Net Emotional Footprint Score measures user emotional response ratings of the vendor (e.g. trustworthy, respectful, fair).



+89

**NET
EMOTIONAL
FOOTPRINT**
MAGNOLIA

“For an unmatched digital experience, I would recommend Magnolia. It is effective and meets our needs seamlessly.”

Engineer, Construction

Magnolia Enables Orchestration of Dynamic Customer Experiences Across Channels

The way that brands and customers interact in the digital space has transformed exponentially. As more businesses compete for attention in a crowded marketplace, creating exceptional customer experiences is one way for brands to remain relevant and stand out. Traditional digital experience technologies offer automation at scale but lack the ability to design personalized touchpoints. This inflexibility can lead to dissatisfied customers, especially if content is generic or does not help them find the information they need.

Magnolia, a cutting-edge digital experience platform, helps customers unify their content, assets, and data effectively to develop truly unique customer experiences.

Businesses that want to optimize customer retention and acquisition, strengthen customer loyalty, amplify engagement, and accelerate business growth will need to create memorable experiences and connect with customers in impactful ways. Transforming digital experiences starts with evaluating the current engagement strategy through a customer-centric lens and leveraging the right tool to drive dynamic, contextual interactions.

“There is no end to Magnolia’s power and potential.”

Software Development,
Gaming

Key Benefits



Digital Asset Management

Seamlessly manage non-text assets such as images and video clips including advanced DAM functionality for product marketing.



E-Commerce Integration

Effortlessly integrate payment, website security, online support, shipping, and more.



Multi-Channel Support

Elevate customer experience by providing multiple ways to contact support such as email, phone, live chat, and self-service.



Analytics and Reporting

Make better informed decisions with easy access to historical & real-time visualizations, detailed summary reporting, and simplified data extraction functions.



Translation Facilitation

Seamlessly translate content to create customized digital experiences to engage your customers.



Content Security

Enable efficiency with the ability to integrate existing security protocols and technologies, SSO, and role-based permissions.

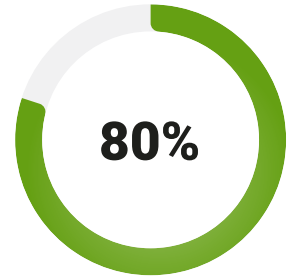
Magnolia Drives Unparalleled Business Value

The best digital experience solutions create business value by helping customers to save time with automation, simplify integration, and easily control end-to-end processes.

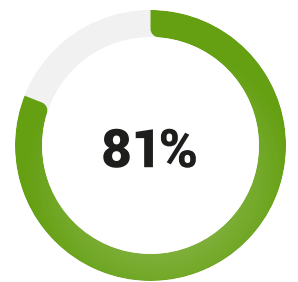
With advanced and intuitive features, Magnolia's platform is well equipped to help customers achieve their content management goals. Magnolia DXP provides built-in functionality that fuels unprecedented time-to-value, and as a result, customers are delighted with their ability to bring new ideas to life in innovative ways. Survey data from SoftwareReviews supports this claim since 80% of customers rate the solution favorably for business value created while 81% of customers are highly satisfied with the breadth of features.

"Magnolia shines in its flexibility and is unmatched by any of its competitors in its ability to adapt to your requirements. Its features are versatile and robust."

Software Engineering, Scientific Games



80% of customers are highly satisfied with the business value created by Magnolia.

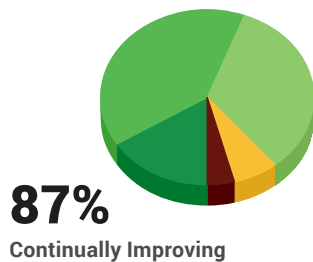


81% of customers are happy with the breadth of features including in the platform.

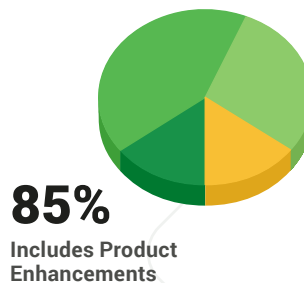
Strategy and Innovation

Magnolia is committed to enabling better engagement experiences through innovation. This is backed by their vision to build one of the first open-source content management systems that lets customers create engaging websites and digital experiences around their existing IT infrastructure.

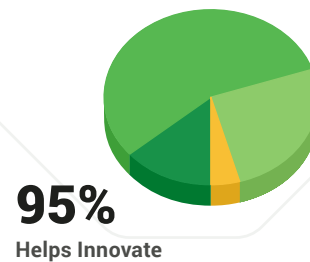
It is no wonder that Magnolia's users rate the solution positively for its ability to continually improve, provide product enhancements, and innovate.



Continually Improving



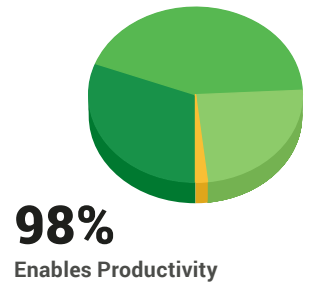
Includes Product Enhancements



Helps Innovate

Productivity and Performance

Along with providing innovative tools, Magnolia also focuses on developing features that help customers succeed by taking their productivity and performance to the next level. This is supported by survey data from SoftwareReviews which, highlights that customers rate Magnolia 98% for its ability to enable productivity and 92% for its ability to enhance performance.

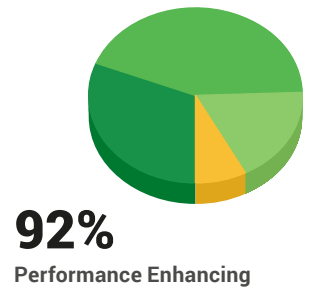


“Very powerful tools with a lot of capacity to increase productivity.”

Sales Director, Marketing

“Magnolia is an innovator. It provides tools and functions for demanding digital experiences across multiple channels, multiple languages, and multiple sites.”

Senior Engineering, Web Content Management

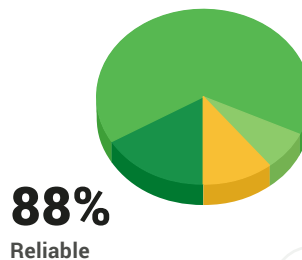
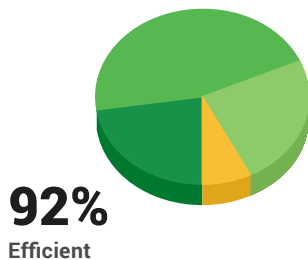


An Efficient and Reliable Platform

Creating unique, customized digital experiences is time-consuming and resource intensive. Ambitious teams need to increase the quantity of content they publish while also ensuring high-quality, personalized content. Magnolia understands the needs of their customers, which is why they design effective and dependable tools. SoftwareReviews data proves that Magnolia’s customers are very satisfied with the high level of efficiency and reliability.

“I recommend Magnolia 100% to small, medium, and large companies as it generates reliable reports.”

Data & Analytics,
Oil and Energy



Effortless Implementation With Business-Ready Architecture

Top digital experience platforms will combine outstanding features with a customer support model designed to create a frictionless implementation, integration, and adoption experience.

Magnolia's top-notch service experience begins during the implementation phase, where dedicated managers ensure every client receives a smooth implementation experience. This step is crucial to successfully adopt a software within an organization and equip new customers to maximize utility, improve productivity, and ultimately drive time-to-value.

Customers recognize that Magnolia makes implementation effortless by providing a structured process to quickly launch, integrate, and adapt the solution to their needs. What's more, the software includes blueprints, accelerators, and ready-to-use functionality such as authoring tools to easily edit, manage, and preview content for a user's website, campaigns, and other digital experiences.

"Absolutely go for the product. This is easy to set up and use."

Software Engineer, Banking

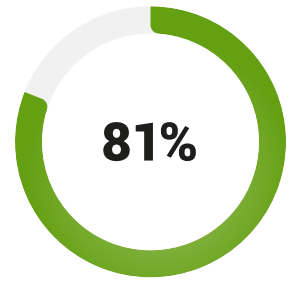
Highly Customizable and Easy to Use

Magnolia makes customization easy. Users can define target audiences and customize content based on date, country, or visitor, making it easy to create highly personalized content experiences. Even with this flexibility, the platform is also simple to use with its intuitive features, straightforward navigation, and modern interface.

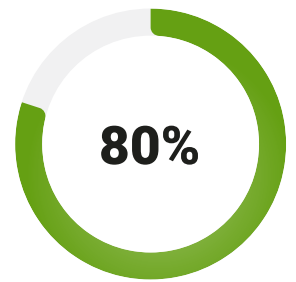
Data reveals that Magnolia's customers rate the solution positively for both ease of customization as well as usability and intuitiveness.

"Comfortable interface, intuitive, and very easy to use."

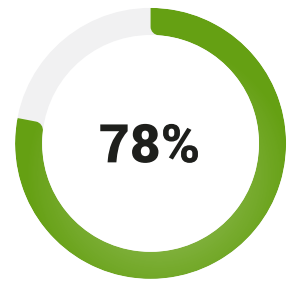
Director, Web Content Management



81% of customers are satisfied with the ease of implementation.



80% of customers are satisfied with the ease of customization.



78% of customers are satisfied with the usability and intuitiveness.

Superior Vendor Support to Accelerate Adoption

Following a successful implementation, it is vital for users to have the support to continue to grow and evolve their DXP solutions.

Magnolia creates a positive learning environment that allows first-time users to quickly adopt to the platform based on their goals, making their platform an effective solution from day one.

This comes from a passionate drive to effective and efficient vendor support. Customers receive step-by-step guidance and advice to resolve issues with the following resources:

- Customer service managers who understand each customer's goals and provide tailored solutions to meet their needs.
- Consultants with deep domain expertise to understand each customer's digital pipeline and ensure they receive measurable results.
- Onboarding specialists who facilitate training to help new users ramp up.
- Client success managers who invest time to get customers on the right track.

With this focus on exceptional vendor support Magnolia promises, the company has achieved, together with its customers, a 100% project success rate.

78%

of customers are delighted with Magnolia's vendor support.

80%

of customers are satisfied with the availability and quality of training.

"The product is superior, and the support is amazing."

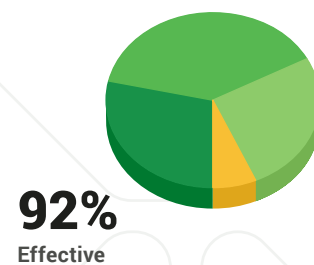
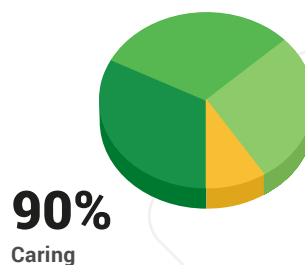
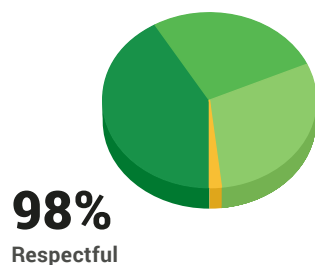
Director, Hospital and Health Care

"Excellent level of communication between the collaborators of the service to the client help to solve all type of conflicts in the shortest waiting time."

Sales Director, Marketing

Customers Are Delighted With the Service Experience

One key area where Magnolia stands out compared to other software in the digital experience platform category is service experience. Customers are pleased with Magnolia's service experience and describe it as respectful, caring, and effective.



Users Love Working With Magnolia

With industry leading capabilities that enable dynamic experiences across channels, superior vendor support to accelerate adoption, and more, Magnolia is more than just an ordinary digital experience platform; it is a true long-term partner that invests in the success of its customers.

SoftwareReviews' data proves that customers are better off after implementing Magnolia because the solution simplifies processes, optimizes productivity and performance, and ignites digital transformation. Customers observe real business value when using Magnolia, and as a result, 100% of customers plan to renew their subscription.

100%

Plan to Renew

"Magnolia is a solid product that won't empty your pocket to improve your system of content management. It's worth checking out."

Software, Gaming



The SoftwareReviews Word Cloud captures common sentiments shared by Magnolia's customers. There are several positive attributes associated with the solution, such as **inspiring, caring, and transparent**.

Weak

Strong

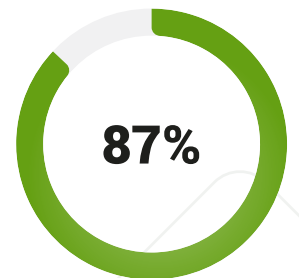


Customers Love Magnolia

The most powerful measurement of user satisfaction is the strength of emotional connection. With 87% of customers who state that they love Magnolia, it is evident that this digital experience solution is the right partner for businesses of all shapes and sizes.

To learn more about Magnolia and why the platform is so highly recommended by their customers, visit

Magnolia Demo | magnolia-cms.com



87% of customers state they love working with Magnolia.

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About Magnolia

Magnolia is the world's leading composable digital experience platform, with over 450 enterprise customers, thousands of Community Edition deployments, and more than 200 certified Magnolia Partners around the world.

Founded in Switzerland in 1997, Magnolia lets you build a composable DXP made for your real-world needs. By unifying your unique tech stack – from legacy systems to the latest martech – Magnolia helps you create fully integrated customer experiences and speeds up your digital delivery. Create a truly composable business by consolidating all your content in one content hub and connecting any data source, application, or channel through easy integrations. Then, streamline how teams work with a unified authoring interface and one seamless workflow, empowering every business user to create personalized, optimized experiences with ease.

With a track record of 100% project success, Magnolia is the composable DXP of choice for leading enterprises in industries ranging from banking and insurance, to media, hospitality and retail, including American Express, JetBlue, The New York Times, CNN, Sanofi, Sainsbury's, Generali, and Ping An.



Magnolia helps you create unique digital experiences

Request a personal demo to learn about our platform, integrations, and discover how Magnolia can help your business:

Magnolia Demo | magnolia-cms.com





About SoftwareReviews

SoftwareReviews is a division of Info-Tech Research Group, a world-class IT research and analyst firm established in 1997. Backed by two decades of IT research and advisory experience, SoftwareReviews is a leading source of expertise and insight into the enterprise software landscape and client-vendor relationships.

By collecting data from real IT and business professionals, the SoftwareReviews methodology produces the most detailed and authentic insights into the experience of evaluating and purchasing enterprise software.

Data quality is paramount. That's why SoftwareReviews bends over backwards to ensure the data it is collecting is from experienced users, so you can trust it and make decisions with confidence. Every review is thoroughly checked for authenticity through a robust QA process. Dynamic reviews adapt according to the reviewer's role and experience, avoiding inaccurate guesses.

SoftwareReviews Digital Experience Coverage

The Digital Experience - Enterprise category covers 25 products evaluated across the following features: e-commerce integration, content repository, management interface, translation facilitation, multi-channel support, digital asset management, web publishing capabilities, social media integration, standard templates, content security, analytics and reporting.

SoftwareReviews Data Quadrant Methodology

SoftwareReviews collects user insights that help organizations more effectively choose software that meets their needs, measure business value, and improve selection.

Data and insights shown in this report were gathered from **564** validated users from the **Digital Experience** category.

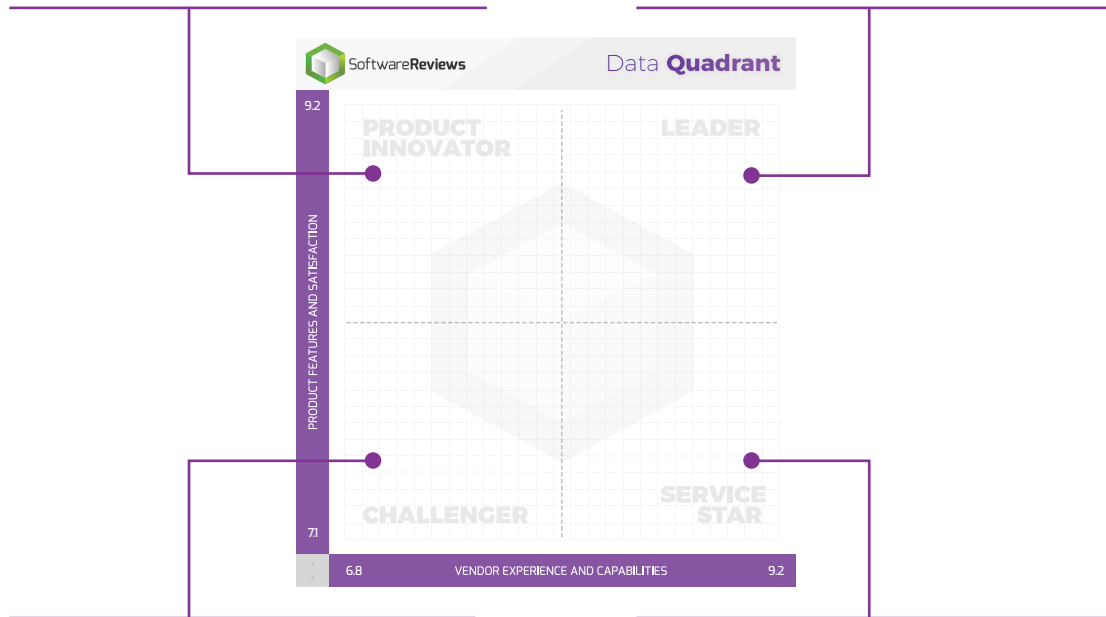
Rankings, results, and positioning on SoftwareReviews reports are based entirely on end-user feedback solicited from a proprietary online survey engine.

Product Innovators

Products that emphasize product features, gaining strong recommendations from their customers.

Leaders

Products that resonate strongest in the market, balancing features with a great user experience.



Challengers

Products that are strong performers in some areas and trail in others. Often up-and-coming vendors.

Service Stars

Products that emphasize a good experience and build strong relationships with customers.



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