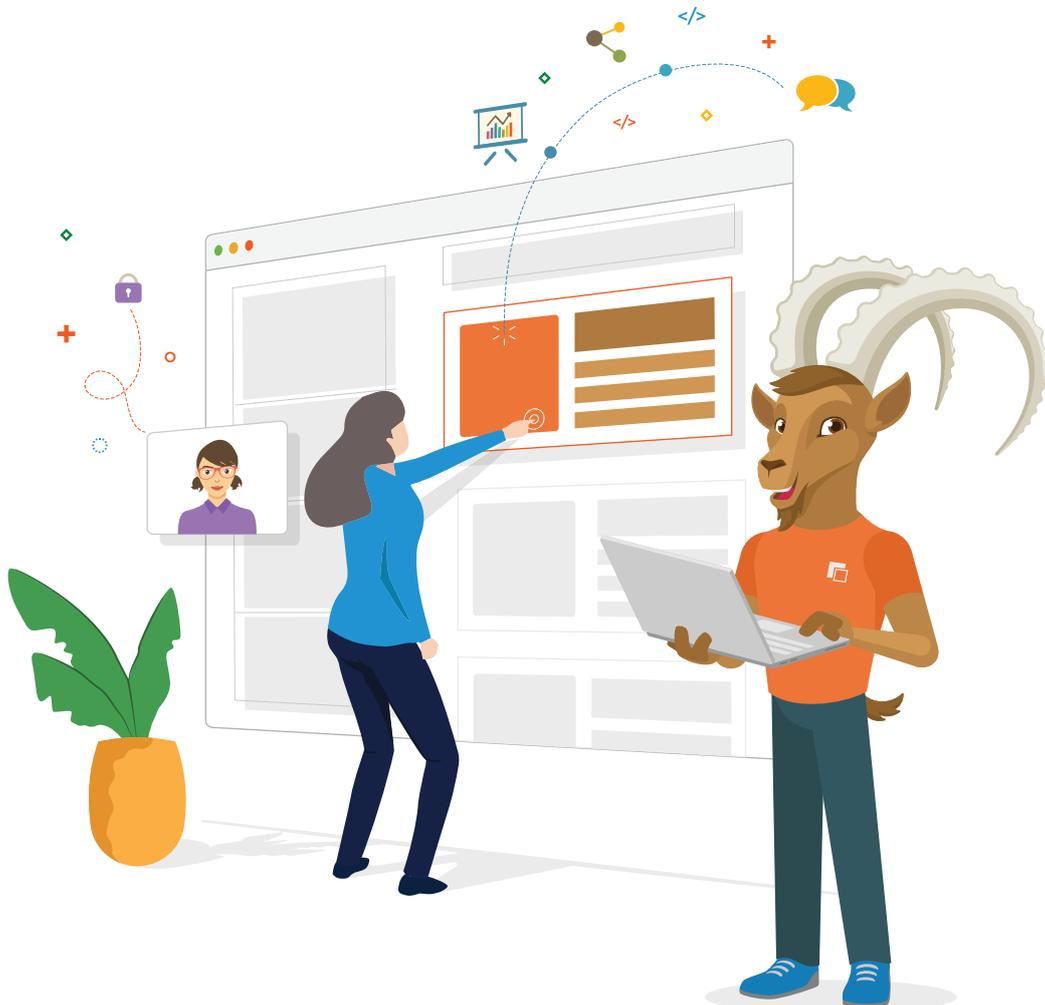# eZ Platform

Digitalize Your Business with an Agile Content & Experience Platform

Digital Transformation is everywhere. Organizations across the globe, in all industries and of all sizes are on a race to find the best way through the Digital storm. B2B manufacturers and wholesalers are facing the need to reinvent how they work with their customers and suppliers; traditional service providers of all sorts – consultants, accountants, health professionals – have to digitalize their services; publishers and media outlets are shifting their business online; banks and insurance companies are abandoning physical point-of-sale in favor of a digital self-service approach, government bodies want to find cost savings in citizen transactions by transferring their services online. The list is endless…

Entering the Digital Era, organizations everywhere face common challenges. With the right approach, planning, technologies and skills, they can overcome these challenges and make a difference. Key for success is the selection of a **digital experience platform** with a strong **content engine** at its core.

The Promises & Challenges of Every Digital Transformation

There are different reasons for enterprises to digitalize their business.

These include:

• Staying competitive by reducing costs while simultaneously improving operational efficiency thanks to digital technologies.

• Leveraging new business opportunities by digitalizing business processes and reaching new customers.
• Discovering and adopting new business models only made possible by digital technology.

• Delivering better customer experiences ensuring a smooth and enjoyable customer journey.

Enterprises that opt for the status quo are simply doomed to lose their competitive edge, fail in their new projects and see their businesses shrink and sink.

The Successful Digital Enterprise

The road to success can be bumpy and although different for each organization, there are some key guiding principles that are true to all:

• **User experience first**. Offering a streamlined user journey, from early engagement to the purchase stage and beyond across multiple channels, intertwining the digital and physical worlds.

• **Continuous and fast**. Creating digital user experiences is not a "one off" exercise. It requires continuous effort, constantly experimenting, improving existing services and launching new services quickly, faster than the competition.

• **Ability to adapt**. Beyond speed to market, it's crucial to adapt to new conditions to unlock unforeseen opportunities thanks to the digital economy.

It's all about business agility.

Put the user first. Offering a streamlined user journey, from early engagement to the purchase stage and beyond.

Awareness   Interest   Consideration   Evaluation   Purchase   Service   Support   Re-purchasing   Advocacy

Technology Keys for Success

When it comes to technology, organizations having undergone successful Digital Transformation all adopted the following principles:

• They **don't reinvent the wheel**. They don't lose their time on problems that are already solved, preferring to spend their resources on solving specific and unique problems to their business.

• They **avoid heavy monolithic solutions** that provide all the bells and whistles including many features they don't need and are typically sluggish and non-adaptable – the complete opposite of agile.

• They **avoid** deploying **too many point solutions, managing too many technologies** at once and struggling with endless integration challenges that hurt the customer experience and stifle development efficiency.

Instead, they invest in a well-designed, modern Digital Experience Platform to build their customer experience(s) which:

• Offers their digital teams the **agility, adaptability** and **productivity** they need.

• Covers the **common core capabilities** required to build modern digital experiences:

• **creating and delivering digital content** which is at the core of every digital experience

• **managing transactional commercial interactions**

• delivering **relevant** content and services **personalized to their customers**.

Enables them to **orchestrate the external services, internal systems and specific custom applications** involved in each stage of the customer journey – supporting every customer touchpoint.
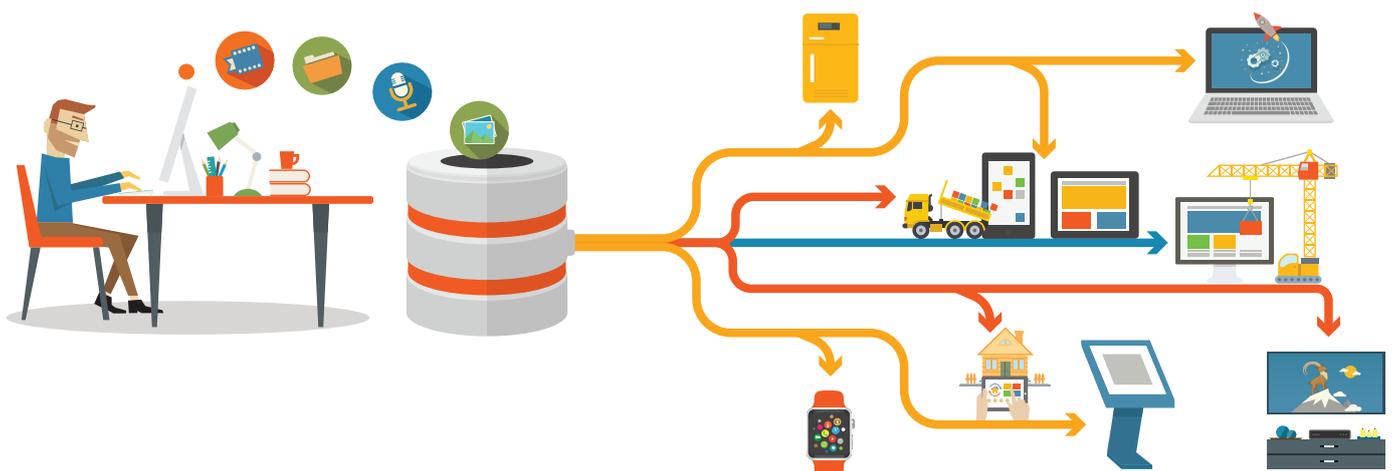
Our Platform, the Keystone of Your Digital Experiences

eZ Platform is built on 20 years' experience in delivering content management, e-commerce and personalization solutions. It has been redesigned and rebuilt around a modern software stack that delivers all the capabilities expected and required by modern digital teams. eZ is the perfect platform for building and delivering the best digital experiences for your customers for every stage of their journey with you. It provides your digital teams with the speed, adaptability and productivity they need to succeed.

Discovering eZ Platform

eZ Platform is designed for digital builders – website owners, online marketers, app designers, developers etc. – ensuring they are fast and agile at building digital experiences of all sorts. It focuses on providing all the core capabilities to enable you to build the unique experiences your customers need. Simply assemble your solution from our modular platform, extending and customizing it as required.

Business agility. Continuous and fast, with ability to adapt.

eZ Platform Enterprise
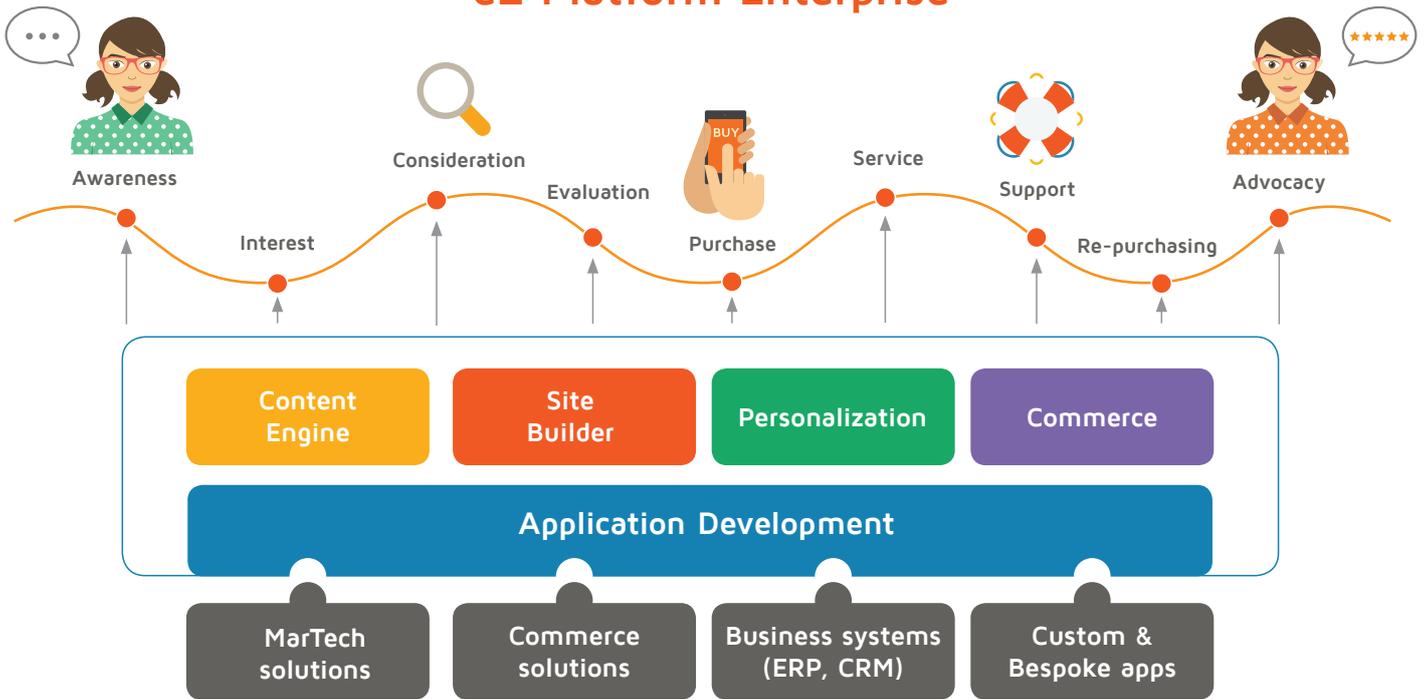
Awareness

Consideration

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Service

Support

Advocacy

Interest

Purchase

Re-purchasing

Content Engine	Site Builder	Personalization	Commerce

Application Development

MarTech solutions	Commerce solutions	Business systems (ERP, CRM)	Custom & Bespoke apps

Content Engine

Content fuels every digital experience and is at the core of your digital strategy. eZ's strong content engine lets you model, create, manage and reuse content for any channel and language.

E-Commerce

B2B or B2C, front-office or back-office, commerce is digital now. eZ lets you operate sophisticated commercial relations and transactions online in a seamless manner.

Site Builder

Your websites are key destinations, on mobile and desktop! eZ's Site Builder lets you create and manage beautiful and high-performing websites to showcase your content, products and services.

Personalization

In the era of big data, you have to be relevant and personal to your customers. eZ's personalization capabilities enables you to target your customers with the content and products they want.

Application Development

The key value of eZ Platform lies in what it offers developers: a decoupled modular design, APIs, connectors, the Symfony framework and a Platform-as-a-Service (PaaS) cloud-based development workflow. eZ streamlines their development process from idea to deployment and arms the development team with best-in-class productivity and agility.

Content Engine

Content fuels every digital experience and is at the core of your digital strategy. eZ's strong content engine enables you to model, create, manage and reuse content for any channel and language.

Core Capabilities:

Structure your content:
Structure your content and maintain a separation between content and presentation. Easily pick content elements to reuse and repurpose for different devices and channels.

Define editorial workflow:
Increase the organization's productivity by defining workflow processes involving different users and stages when publishing any type of content (articles, product information, job descriptions, blog posts, rich media, etc.). eZ's Editorial Workflow provides users with a view of their assignments while managers can monitor multiple staff assignments.

The Editorial Workflow assures that your organization can maintain the quality of your website's content by allowing and enforcing specific users to review, edit and fact check the content prior to final publication. The feature also provides editors with a very modern collaboration tool that facilitates the editorial flow, thanks to real-time notifications, dashboards and activity streams.

Navigate to content:
Quickly locate and access different content items in the content repository. Editors can select their preferred navigation tool (Search, Bookmarks, Discovery Widget or Content Tree) to help them streamline their work, find their content more intuitively and be more productive.

Edit content:
The Rich Text Editor helps you create modern and beautiful digital content to delight your audiences with. Equip your editors with powerful editorial features that enable them to easily craft and style content that will meet editorial goals. The rich text editor can be customized and extended with custom functionality to fit your specific business needs.

Manage multi-lingual content:
Work on multi-lingual content projects, with a very simple tool to facilitate the translation process as well as easily connect to translation services.

Headless content:
Be sure any of your content is available at any time through different APIs such as REST and GRAPHQL APIs without requiring any extra development.

Site Builder

Your websites are key destinations, on mobile, tablets and desktops. eZ's Site Builder enables you to create and manage beautiful and high-performing websites to deliver your content, products and services to your audiences.
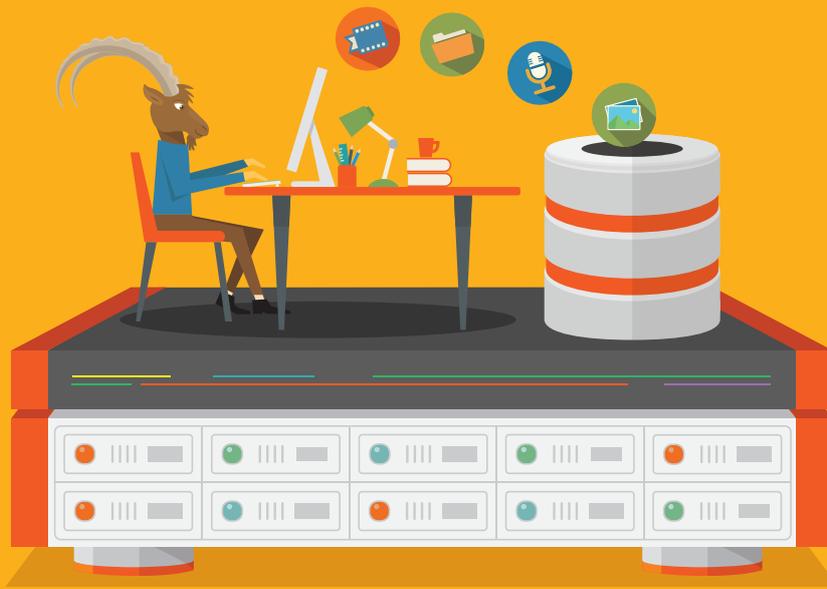
Core Capabilities:

Build pages:
Easily roll out beautifully designed web pages in a matter of minutes with our easy-to-use page builder. The Page Builder enables site editors to quickly build landing pages by dragging and dropping different blocks. They can craft content-rich campaign pages of any kind: from landing pages with forms to capture leads to home pages to drive readers through a site or informational pages that explain the value of your product or services. These pages can feature any kind of content from standard text and images to rich media like video, document downloads, podcasts and interactive content. It is highly extensible and customizable ensuring that your business needs are met.

Create forms:
Quickly build intuitive forms (contact forms, registration forms etc.) that help you collect the data you need for your business. Easily grab your visitors' attention by embedding forms anywhere on your site. Enable your editors and marketers to either select existing forms that are stored in their content repository or create new forms on the fly from the Universal Discovery Widget (UDW).

Schedule Content:
Schedule and automate the display of content on your

sites. Whether publishing a news release, a marketing campaign, a new product release, an upcoming webinar or anything time sensitive, eZ Platform enables you to schedule it. Use the Timeline tool to preview how your site will look in the foreseeable future with a clear view of all the forthcoming changes planned.

Modify page content:
eZ Platform's Rich Text Block enables your editorial team to easily create a rich body of text, including text, images, podcasts and videos, directly in the Page Builder.

Take control of your URLs:
Easily create different additional URLs to access any content that is stored in the system. Eliminate the use of lengthy system URLs and allow editors to offer a better customer experience by providing intuitive URLs that are short and easy to identify.

Optimize image variations:
Generate different image variations to reduce page upload time and improve page ranking in different search engines.

SEO:
Intelligently manage (manually or automatically) SEO meta content as well as social media meta content such as page titles, page descriptions or other META as required.

Personalization

In the era of big data, you must be relevant to your customers. eZ's personalization capabilities enable your organization to target your customers with relevant content and products.

Core Capabilities:

Better targeting:
Target your audiences with relevant content thanks to explicit personalization. Editors can pick relevant content for different user segments based on users' profiles and interests. Let your users explicitly inform their editorial preferences to be served up timely and personalized content.

Optimize page performances with automatic personalized content:
personalized content that will optimize your site performance. With the eZ Personalization cloud service, you can track the behavior of your visitors and recommend content that will maximize your

performance indicators: online sales, lead generation, engagement or any other digital KPI.

Create product recommendations that maximize your revenue:
Personalize and offer customers highly relevant product recommendations based on their current and past shopping behaviors. With the eZ recommendation engine, you can easily personalize your online store.

Personalized search recommendations:
Increase your sales and conversion rates by providing users the ultimate product discovery experience with tailored search results based on their content consumption.

Suzy is a Vegetarian

The website won't display meaty content and will display more greens

Suzy buys more and stay healthy!

E-Commerce

Operate sophisticated commercial relations and transactions in a seamless manner for B2B and B2C online stores.

Core Capabilities:

Build a streamlined experience for your customer:
By relying on a unified platform, you can deeply integrate content and commerce to help deliver a streamlined journey for costumers from discovery to purchase.

Leverage a single system:
Simplify and accelerate your digital operation by using a single system for editorial content management and e-commerce management. This means only one tool to learn and master for both business users and developers. Not to mention that on-boarding of new team members will be greatly simplified too!

Enrich your product catalog with rich content:
Easily manage your product catalog with up-to-date analytical information and pricing, all from one centralized hub. Guarantee quality and consistency of product information across all marketing channels. Editors can enrich product descriptions with editorial and rich media without having to manage it from an ERP or PIM system.

Improve end-user experiences with unified search:
Unlike using two separate systems, offer your visitors a unique search experience where they can quickly find products, articles, documents, images and other media or receive auto-suggest search results. Make search results actionable by letting customers purchase directly from the search.

Monitor your digital business with interactive dashboard:
Allow store managers to track, analyze and assess sales performance for your bestsellers, last items ordered, top customers and pending orders. Identify top selling products and craft a promotion strategy to drive sales.

Speed up buying processes by creating order lists for B2B and B2C:
Create and manage shopping cart forms and wish lists. For recurring orders, a shopping cart can simply be saved to become directly available next time the user returns to buy the product. Customers can use this function to individually optimize their internal ordering processes so that follow-up orders can be placed quickly and easily.

Accelerate the purchase process with quick product comparison:
Speed up the buyer decision-making process by enabling customers to drag and drop products side by side for comparison.

Allow a quick checkout even for massive B2B purchases:
Quickly add a list of products by dragging and dropping a .csv file that contains the different product items a customer would like to buy. It is automatically matched with the relevant price, product ID and other information from the ERP system which can be displayed next to the selected product.

Deliver custom offerings to purchasers with dynamic pricing directly connected to your ERP:
Unlike regular consumer businesses, B2B often requires specific pricing per customer. This pricing is usually defined in ERP and CRM systems. eZ Commerce enables you to dynamically integrate with these systems in the back end to identify which customers are on your site and offer custom prices and discounts (driven by your sales organization) directly to them.

Define and enforce purchasing process within your organization:
In B2B cases, it is rarely about a single user buying products for the business. Recreate organizational structures in the store, define roles and permissions in order to ensure a secure purchase process, including management of approval stages as well as capped budget ability.

Integrate seamlessly with your ERP, PIM and CRM business systems:
Interoperability is key and using a Digital Experience Platform should not require you to change your back-office systems. Seamlessly integrate your Digital Experience Platform with any ERP and PIM systems to properly manage stock, customer information, custom pricing, order management and more.

Leverage the Symfony ecosystem to integrate to any Payment system:
Use JMS/ payment core bundle to connect your e-commerce applications to third-party services such as Paypal, Square and others.
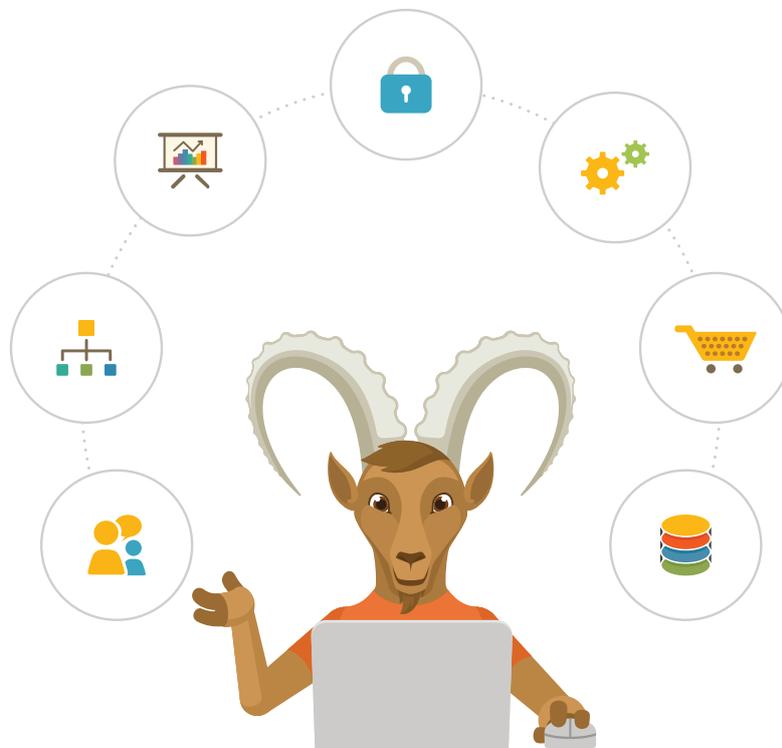
silver.
solutions

eZ Commerce is engineered by silver.solutions

silver.solutions is a software company and service provider who focuses on facilitating B2B e-commerce for companies in technology-oriented industries worldwide. silver.solutions offers profound business process knowledge, a strong analytical approach and more than 18 years of experience in building e-commerce solutions on top of eZ Systems technology. One of silver.solutions' core competencies is the integration of ERP, CRM and PIM systems with ecommerce solutions to ensure a seamless user experience.

Application Development

For developers, the key value of eZ Platform lies in its decoupled modular design, APIs, connectors, the Symfony framework and a Platform-as-a-Service (PaaS) cloud-based development workflow. As a result, eZ streamlines the development process from idea to deployment and arms the development team with best-in class productivity and agility tools.

Accelerate development work with eZ:
eZ Platform is more than a CMS. Its core engine delivers results faster with APIs, content and field types systems, form management, an extremely advanced roles and permissions feature and more. The application has been deliberately designed to be customized and extended.

Customize and extend an application and seamlessly integrate with others:
Customize your application by using eZ Platform's multiple extension points or integrating third-party services. Build your own connector using our APIs or use an existing connector available on the marketplace.

Leverage the Symfony framework and ecosystem:
Build your project using the Symfony full-stack framework, and immediately gain access to all components and packages from the Symfony ecosystem.

Pepper it with Bootstrap and React:
You may want to use more than Symfony. React and Bootstrap client-side technology offers plenty. You don't need to reinvent the wheel, eZ Platform uses it extensively and so can you.

Go Headless, when required:
Decouple the front end of your content management system when you need it and interoperate with the content repository using REST API or GRAPH QL. Headless is however not always required, enjoy the classic template-based web rendering capabilities of eZ when it makes more sense!

Leverage Open Source:
Take advantage of eZ's 45,000 community members who play a key role in the continuous development of the eZ Platform and contribute important features as well as provide feedback on eZs product roadmap. Visit www.ezplatform.com

Industrialize and future proof your apps with modern best-in-class software architecture:
unlike other web platform, eZ Platform is built on an extremely well-designed architecture that enables you develop without ever hacking the system. Maintainability, security and reliability are key factors.

Deliver lightning fast applications:
Accelerate your website applications thanks to Varnish, PHP 7, superfine grain HTTP caching and other supported technologies.

Accelerate development:
Enable your developers to create and clone their environments in a matter of minutes with eZ Platform Cloud and let them begin working on new features or projects right away. Test features that are developed and merge them into production when approved.

Improve Quality:
Confidently deploy your code anytime for staging at the push of a button. The Platform-as-as-Service approach of eZ Platform Cloud ensures that your application will behave the same on all environments, from Dev to Production.

Focus your technical resources on what matters:
Shift your efforts from managing hosting systems, hardware and software infrastructures to developing your application, delivering even greater customer and business value.

Deliver the fastest experiences:
Both eZ Platform and eZ Platform Cloud are designed to deliver blazing-fast applications. Delight your users by saving their precious time.

With the support of:

Symfony

About eZ

eZ helps organizations digitalize their business processes and deliver superior customer experiences.

eZ provides a software platform to better build streamlined digital experiences all along the customer journey through content management, site building, e-commerce, personalization and accelerated development capabilities. All these are the pillars of a modern digital experience platform.

eZ Facts

- Founded in 1999 in Norway
- 15+ years' experience in commercial open source software
- Supports 500+ enterprise customers in 25+ countries
- Ecosystem contains 80+ business partners and a community of 45,000+ members
- 9 offices located throughout Europe, North America and Asia

Resources

- Explore eZ software: www.ez.no/products
- Request a demo: www.ez.no/demo
- Read success stories: www.ez.no/resources/case-studies
- Get the latest news and insights: www.ez.no/blog
- Read our documentation: doc.ezplatform.com
- Find an eZ partner: www.ez.no/partners

eZ

Want to Know More? Please Get in Touch

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