



## The jExperience “Stack Up”

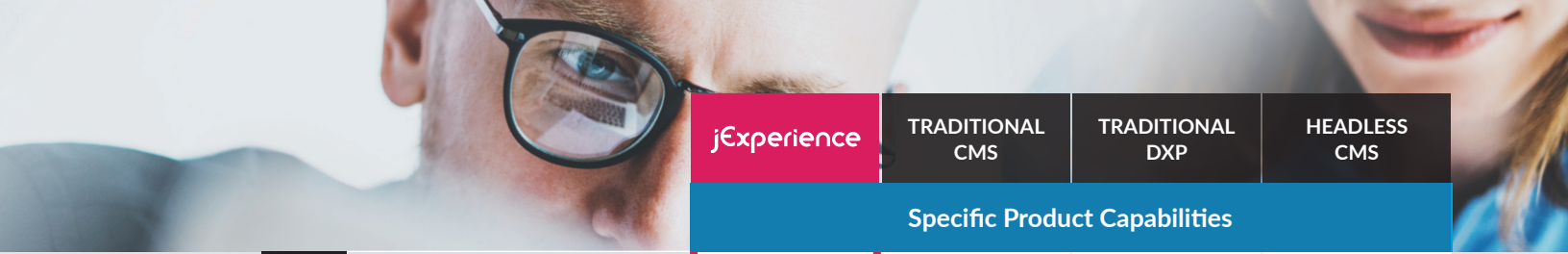
Shopping for the right technology is hard. In a complex ecosystem like digital experience, making comparisons is even harder.

jExperience offers one of the most comprehensive DX technologies on the market. But with so many things to consider, we want to help make those decisions simpler. So you can compare, contrast, and ultimately make the best possible decision for your organization.

	jExperience	TRADITIONAL CMS	TRADITIONAL DXP	HEADLESS CMS
	Overall Strategy			
Brand	Simple for Users, Open for Developers	Website Management	One-Stop Solution for Marketers	Content Platform for Developers
Go-To-Market	Partner Centric	Partner & Service Centric	Partner & Service Centric	Partner Centric
Pricing	Low Cost, Simple Structure	Low Cost, Simple Structure	High Cost, Simple Structure	Medium Cost, Complex Structure
Open Source?	Yes	Occasionally	No	No
	General Offering			
Stack or All-in-One Suite?	Integrate your stack	Integrate your stack	All-in-One Suite	Integrate Stack (Light Weight)
Cloud Offering	Open Cloud	Closed Cloud	Closed Cloud	Closed Cloud
On-Premise Software Availability?	Yes	Yes	Yes	No
Pricing?	Page Based w/ Flexibility	Page Based	Page Based	Content Based
AI/Machine Learning	Via Integration	N/A	Available, Limited Basis	N/A

### NOT SURE WHAT THIS MEANS?

Let one of Jahia's in-house experts walk you through your tech requirements and needs.



		jExperience	TRADITIONAL CMS	TRADITIONAL DXP	HEADLESS CMS
		Specific Product Capabilities			
Highly Capable	Basic WCMS Capabilities	Create, Edit, Publish	✓	✓	✓
		Versioning & Workflow	✓	✓	✓
		WYSIWYG Page Design	✓	✓	✗
Somewhat Capable	Customer Data Management	Integrated Data Platform	✓	✓	✗
		3rd Party Enablement	✓	✓	✓
		Customer Insight Reporting	✓	✓	✗
Not Capable	Advanced CMS / Experience Management Capabilities	Consent Management (GDPR)	✗	✓	✗
		Multi-Site, Multi-Language	✓	✓	✓
		Headless UI/UX	✗	✗	✓
<div> <b>DID YOU KNOW</b>            Not all personalization is created equal. Make sure you know what customer data you're collecting and how you're planning to use it!         </div>	Advanced CMS / Experience Management Capabilities	Digital Asset Management	✓	✓	✓
		User/Visitor Security	✗	✗	✗
		Personalization	✓	✓	✗
		Dynamic Segmentation	✗	✓	✗
	Advanced Technical Offerings	Testing	✗	✓	✗
		Portal Functionality	✓	✓	✗
		Rest APIs	✓	✓	✓
		GraphQL APIs	✗	✓	✓
		Customized UI Framework	✓	✓	✗
		Modular Architecture	✓	✓	✗

# Ready To Rock?

We hope that this served as a high-level, introductory comparison of Experience Management platforms and their technologies. For more insights or information, email us at [us-sales@jahia.com](mailto:us-sales@jahia.com).