

drop
solid EXPERIENCE
CLOUD



Dropsolid Open Digital
Experience platform

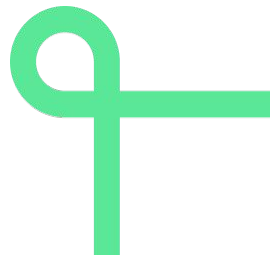
How to spot a real DXP?



1. DXP solutions spring up like mushrooms.
2. Solution integrators claim to have a DXP but are just loose integrations.
3. IT departments are looking for ways to differentiate real DXPs from quasi DXPs.



- 1. It meets the critical capabilities of a DXP**
- 2. It's an “Actual Product” and not a project**



01

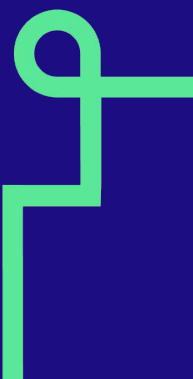
What are the critical capabilities of a DXP?






““ DXP according to Gartner:

*A digital experience platform (DXP) is a well-integrated and cohesive set of technologies designed to enable the **composition, management, delivery and optimization** of contextualized digital experiences across **multi experience customer journeys**.*



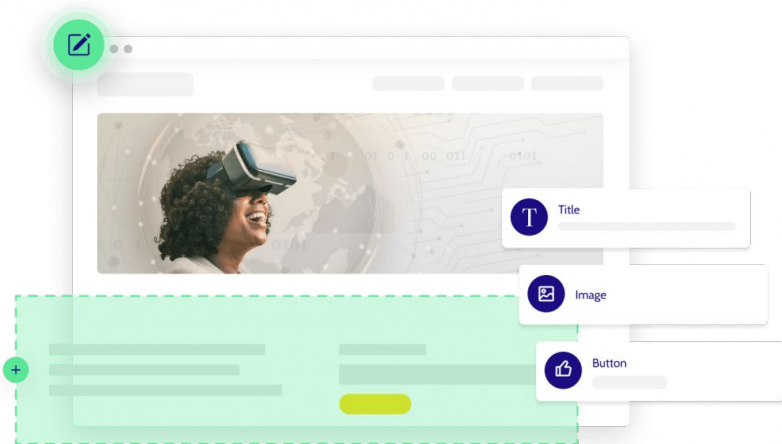


Critical DXP capabilities by Gartner

Content management	Account services	Personalization and context awareness	Customer data management
Customer journey mapping	Analytics and optimization	Presentation, delivery and orchestration	Search, navigation and insight
Collaboration and knowledge sharing	Security and access control	Artificial intelligence (AI)	Cloud capabilities
Architecture and platform design	Integration, interoperability and extensibility	Multi Experience support	

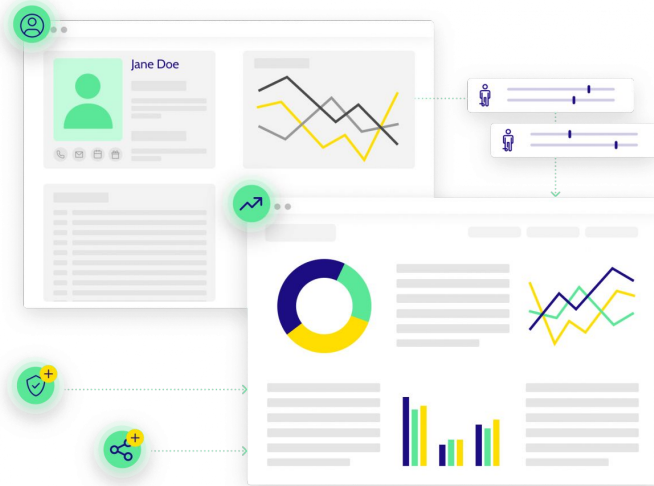
Drupal-based Headless CMS

Manage all your content in one place and publish everywhere.



- No-code content editor experience with enhanced Layout Builder
- Headless front-ends out of the box: save developer time while giving content editor freedom via Layout Builder
- Built-in SEO optimizations and best practices
- Enhanced security, performance and scalability managed service for Drupal by leading Drupal experts in Europe

Customer Data Platform to drive Personalization

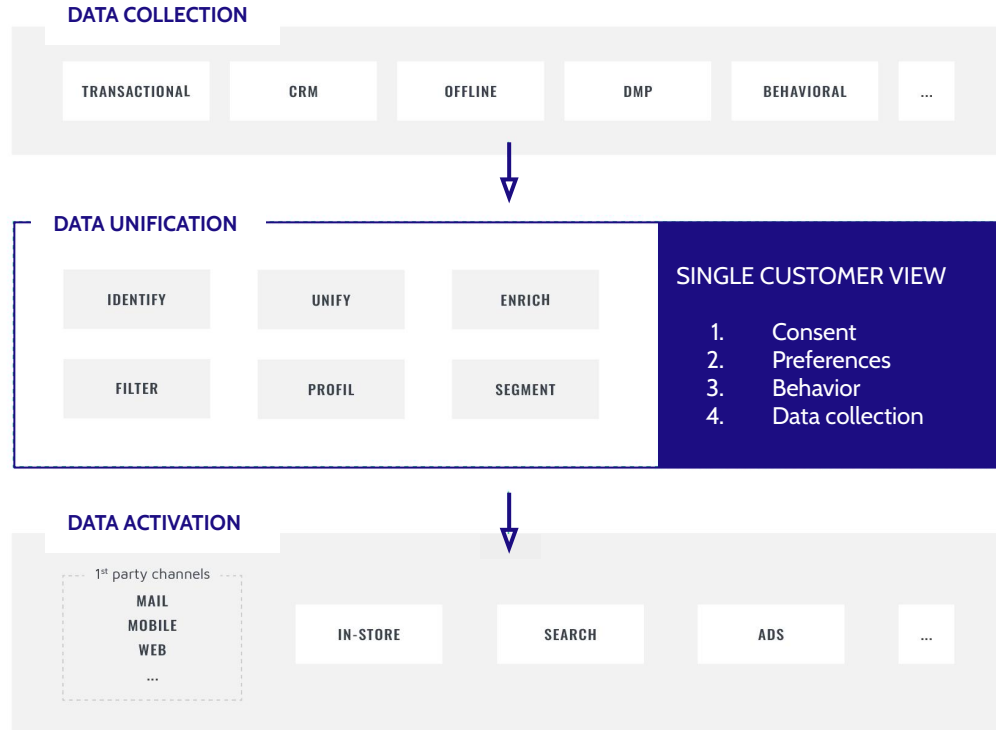


Discover actionable visitor insights and segment your audiences to create personalized, data-driven and relevant user experiences. All while ensuring compliance with data protection regulations like GDPR.

Key Benefits:

- Collect audience data from all your websites into unified customer profiles
- Create audience segments that are immediately available for personalization across your websites and email campaigns
- Leverage AI and machine learning to discover visitor intent faster

Customer Data Platform



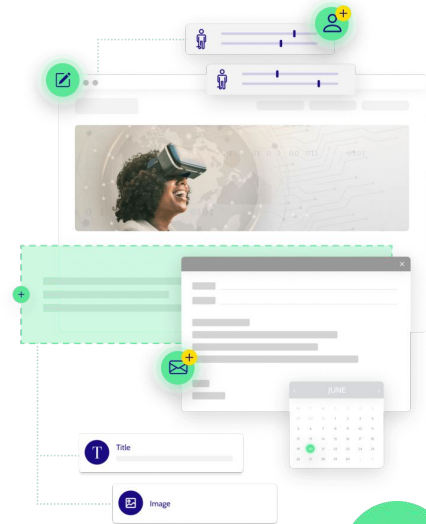
Marketing Automation

Connect with your visitors through outstanding personalized campaigns, across all your digital channels.

Mautic is the most popular **open-source** Marketing Automation around the world. **Feature rich, GDPR-compliant, flexible marketing automation** while keeping **full ownership** of your customer data.

Key Benefits:

- Multi-step campaigns across all digital channels such as websites, email, sms and mobile push.
- Customer journey orchestration and insights
- Integrated with Customer Data Platform for personalization



Hybrid, headless or decoupled experiences

No black box. Full control.

Our platform enables developers to build and maintain headless applications easier while allowing marketers the content editing control.

Deploy html, php & node applications via our platform

Re-use content and components

Low-code content publishing

Drupal is API-first

Headless starter kit

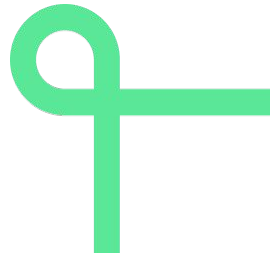
Marketers control menus, content and pages on any channel

Search

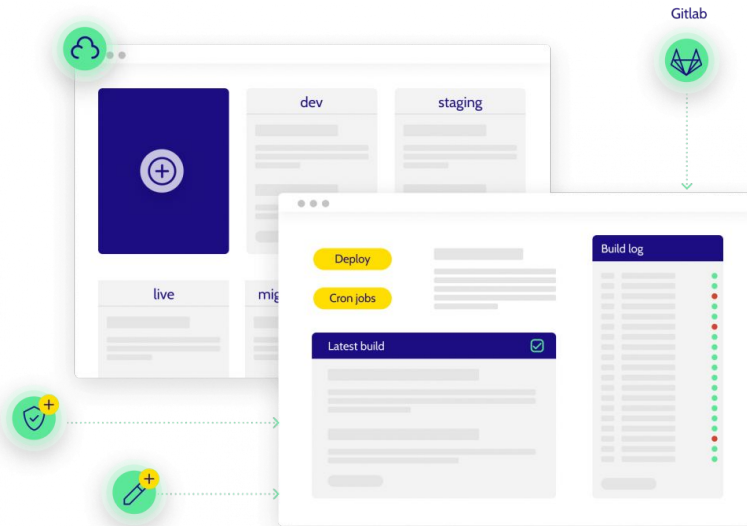
Find what you need - Powerful site search



- Keyword, autocomplete search
- ML powered search
- Facets
- Apache SOLR powered
- Scalable of millions of records



Creating Digital Experiences is a team sport



Advanced collaboration capabilities allow multiple teams to work on your open DXP, even external partners or freelancers.

- No-ops development tooling optimized for Drupal & Node.js: no more need for DevOps
- Code reviews
- CI/CD pipeline support
- Gitlab integration
- Website portfolio management tools: multi Drupal, multi Mautic, ...

User management & GDPR compliant logging

The screenshot shows a web application interface with a navigation bar at the top containing 'Overview', 'Environments', 'History', and 'Config'. The 'History' tab is active. On the left, there is a 'Filter' panel with the following sections:

- User:** A dropdown menu with 'Any' selected.
- Task:** A dropdown menu with 'Any' selected.
- Context:** A dropdown menu with 'Any' selected.
- Status:** Three buttons: 'Started' (checked), 'Completed', and 'Failed'.
- A 'Clear all filters' button at the bottom.

The 'History' panel on the right has a 'Date' dropdown and a 'Descending (new to old)' dropdown. It contains a list of events:

- ✓ Login request for live environment of Dropsolid Agency project, started by Dominique De Cooman has finished successfully. Mar 6, 2023 - 9:28. [View logs](#)
- ✓ Dominique De Cooman has requested a login for live environment of Dropsolid Agency project. Mar 6, 2023 - 9:28:58
- ✓ Data gathering request for migration_source environment of Dropsolid Agency project, started by jenny has finished successfully. Mar 3, 2023 - 10:27
- ✓ jenny has requested a data gathering for migration_source environment of Dropsolid Agency project. Mar 3, 2023 - 10:21
- ✓ Data gathering request for live environment of Dropsolid Agency project, started by jenny has finished successfully. Mar 3, 2023 - 09:08

- Advanced user, role and permission management
- Access control and logging
- Integration with Active Directory possible
- 2FA authentication
- Full GDPR auditability

AI-driven personalisation and search



AI in our Customer Data Platform

- Behavioral pattern recognition to identify high-value audience segments

AI for enhanced search results

- SOLR search combined with machine learning to increase search result accuracy

Cloud, on premise or hybrid platform?

Cloud - Kubernetes

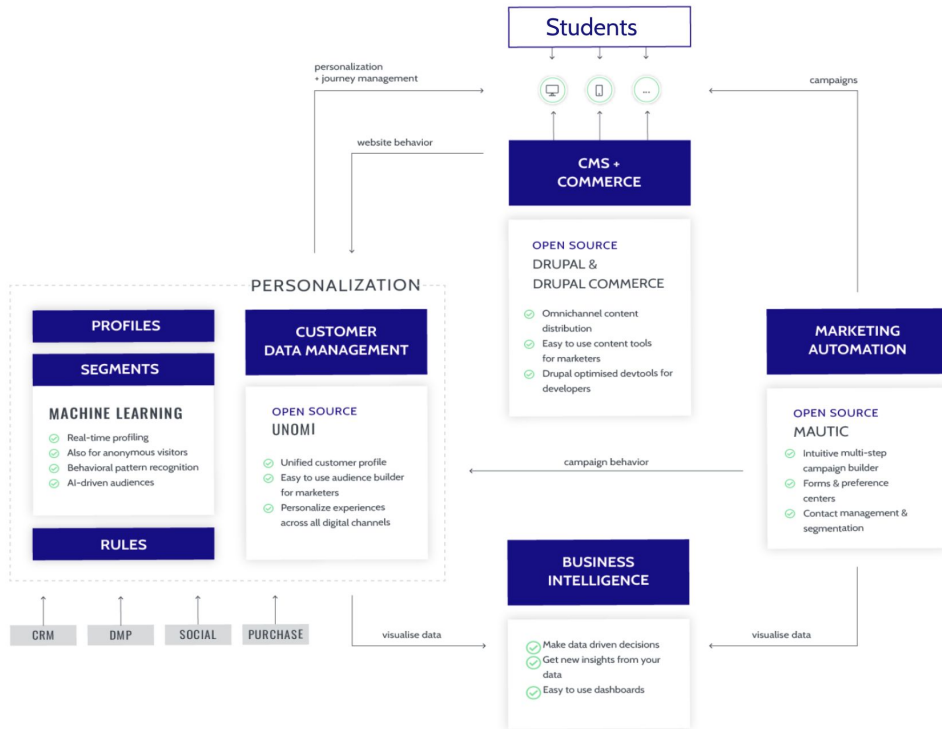
Dropsolid Experience Cloud runs on fast and secure hosting that is optimized for Drupal. Thousands of environments run on our Google Cloud hosting platform.

- Faster page load times due to optimized Drupal hosting
- Instant fixes of global security vulnerabilities across all your environments
- SLA on both infrastructure and application level, including your own dev work
- Single point of contact for any platform issues

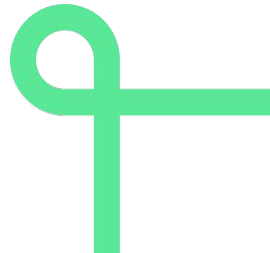
Hybrid or on-premise hosting? Also possible! Dropsolid Experience Cloud supports your preferred hosting partner, like AWS or Microsoft Azure.



Composable architecture



- Composable CMS ([+40k extensions](#))
- Composable Marketing automation ([integrations](#))
- Composable DXP Students



Integration hub & proven integrations with many more best-of-breed solutions



DXP as a central platform

to manage, deploy and maintain rich, relevant and engaging experiences across various channels, devices and endpoints.

Multi-market

Multi-channel

Multi-brand

Multi-country

Multi-language

Multi-purpose

Any combination of the above

02

How to spot a
real DXP product?



A

Team &
Professional
services

B

Investors &
funding

C

Product
documentation

D

Demo's & cases

E

Product SLA

An “actual DXP product” has

F

Product roadmap,
releases & release
notes

G

Is there a
Partner
program?

H

Code in open
repositories

I

Commercial
product website

J

Maintenance &
update cycles



Meet the product team

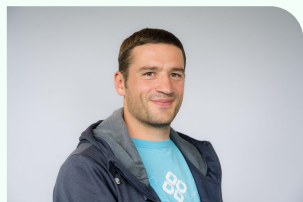
A

Team &
Professional
services

<https://dropsolid.io/about-us/team>



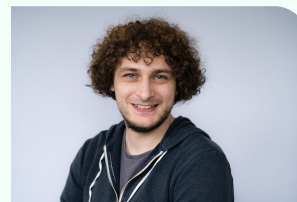
Dominique De Cooman
CEO, CTO & Co-Founder



Frederik Wouters
Enterprise architect



Jeroen Spitaels
CRO



Mattias Michaux
Director of Engineering



Rembrandt Lecompte
Front-end & Accessibility
expert



Nick Van Praet
Platform engineer



Milou de Hoon
Sales lead



Lukas Demaeght
CDP/AI Engineer



Bruno Algoet
DevOps Engineer



Tim Malezie
Mautic product
Engineer

Professional Services

A

Team &
Professional
services

Emergency Support



+50 Drupal & Mautic engineers with more than **620+ years of accumulated years of experience** are ready to help

Different roles: Mautic experts, technical coaches, front-end experts

Infrastructure & security support



We're maintaining more than **3000** environments for financial institutions, governmental institutions, e-commerce, etc. and want to share our knowledge

Different roles: DevOps engineers, Kubernetes Experts, Platform experts

Solution Architecture



Our experts empower teams to make the rights architectural decisions, solve complex problems in systems, code, and configuration

Different roles: Solutions architects, Enterprise architects

Strategic Guidance



Together with organization's various stakeholders, we work on long-term vision and goals to align the business needs.

Different roles: Business analyst, Mar Tech experts, Accessibility experts

B

Investors & funding

10 years of non-stop growth



€ 1M ARR from platform



+25% ARR growth yoy



€ 7M service revenue



Building Partnerships in 3 continents



+1M€ Government innovation funding



+4M€ funding



Enterprise

Sleeplife

beObank



boost[®] shopper activation



acerta

Organisation



IOS Press



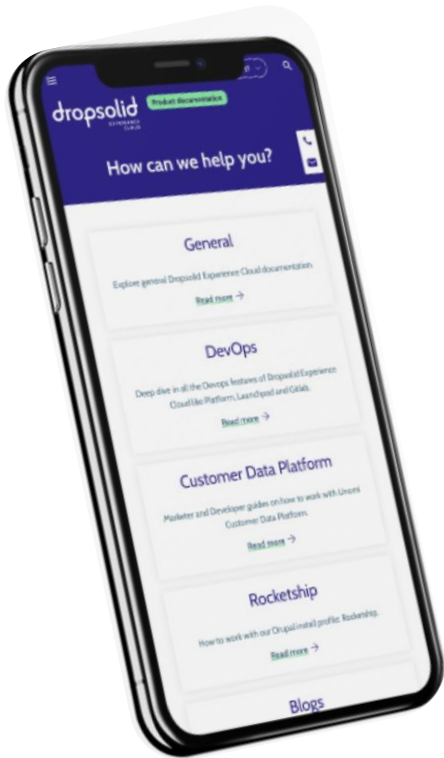
Government

BEDRIJFSAFVAL
IVAGO



VLAAMS-BRABANT





Product documentation always, anywhere

Visit [Support.dropsolid.io](https://support.dropsolid.io)
for product documentation, release
notes and support

C

Product
documentation



Creating truly citizen-first digital services based



A digital, relevant, and personalized journey for its audiences.



Full automatic mailings with content from a Headless Drupal

D Demo's & cases



The Power of Possibility

Dropsolid DXP for engaging with multiple audiences



On premise DXP with Headless Drupal



Multi-brand DXP with reusable components



A hyper-personalized weekly newsletter relevant to their profile



Perfect balance between freedom, consistency and TCO



Integrated recruitment solution



Integrated commerce solution with Marketing automation



Autonomously launch new campaign websites with a fast time-to-market.



Curious what our customers say?

Our development team reports being **20% more productive** using Dropsolid Drupal Cloud



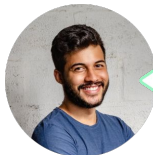
By using Dropsolid Drupal Cloud in our agency, we see a **decrease of operational/infrastructure costs up to 85%**



It's very easy to **standardize the workflows** and decreasing mistakes now in our team



Our organization relies on Dropsolid platform to comply on: **Uptime, security and scalability with Drupal**



Dropsolid unburdened our marketing team completely through their **managed services**



Product roadmap

F

Product roadmap,
releases & release
notes

A truly OPEN DXP

- *Hybrid cloud (Vlaio) - done*
- *Artifact Building Pipelines -done*
- *Log Streaming - done*
- *API Connectors (N8N) - done*
- *Large scale Mautic (LSM) - done*
- *Open Analytics (Matomo)*
- *Security (ISO 27001) - june 2024*
- *Cloud IDE (Both Drupal & Mautic)*
- *Improved Integration between MarAuto & Page Building experiences*

Customer-Centric Experiences

- *360° view of the customer (Datastreams & Data model)*
- *Analytics integrations (Matomo, Google Datastudio) - done*
- *Customer Activations (N8N)*
- *Neural Network driven content/offer recommendations*

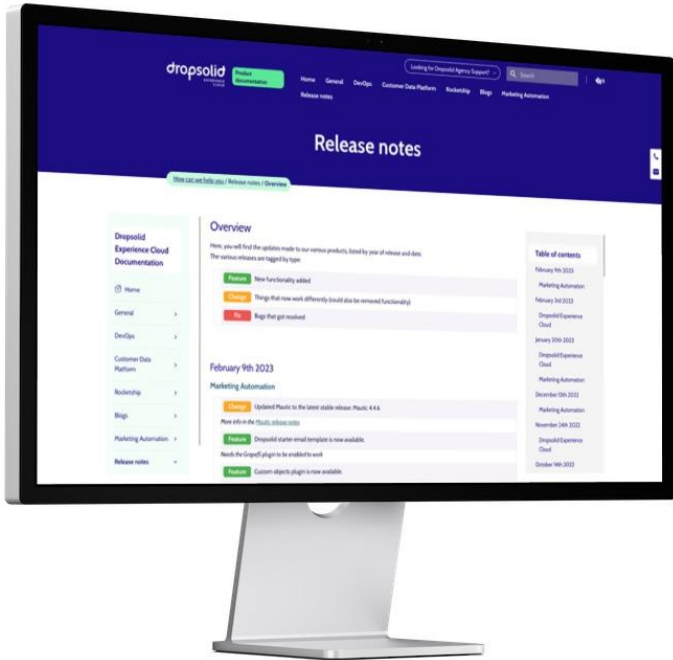
For Ambitious Sitebuilders, Marketers & Developers

- *WYSIWYG Structured Page builder (Layout builder) - done*
- *Multichannel out of the box (Headless) - done*
- *Integration with DAM systems across all products - Kadanza - done*
- *Single Sign On across all the products*
- *Options to allow 3rd party SSO's such as AuthO*
- *Improved Email builder*
- *Personalization plugin development automated assistance*

* In development



Follow all our release
published online every
two weeks

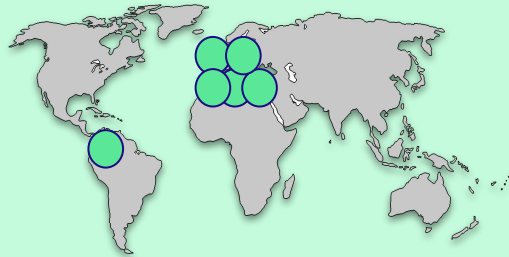


Overview of all release notes

[Support.dropsolid.io](https://support.dropsolid.io)

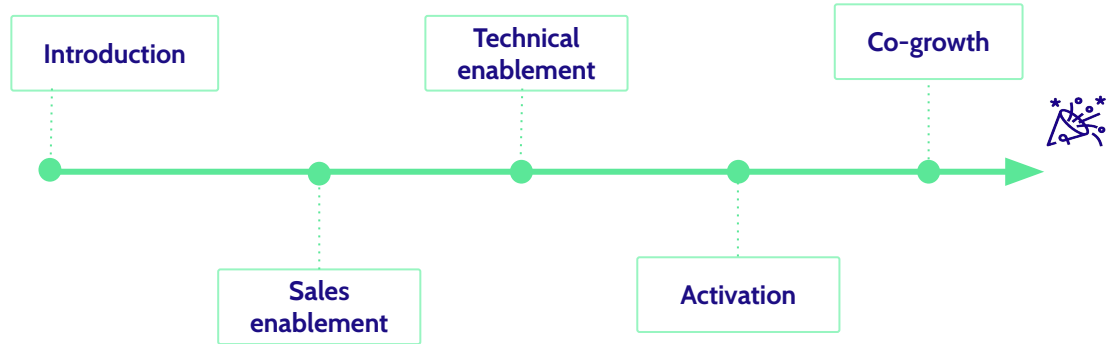
Partner Journey

Let's take a deeper look at the journey to become a verified Dropsolid Partner.



</> Onboarding Program

G Is there a Partner program?





Most active members:

- @Bill F 299
- @Joey Keller 190
- @john 186
- @techbill 84
- @Christopher Penn 67
- @Mattias Michaux 60
- @Favour Chi 56
- @Oluwatobi 52
- @Michael 48
- @mzgmajster 42

Top contributors:

- @john 47
- @MarcelL (he/him) 20
- @kuzmany 18
- @Christopher Penn 15
- @Favour Chi 10
- @Madlen Friedrich 9
- @Mattias Michaux 9
- @Volha Pivavarchyk 8
- @Ekke 8
- @Favour Chi 7

H

Code in open repositories

Download & Extend

Drupal Core Distributions Modules Themes General projects

Dropsolid Rocketship

View Version control

Dropsolid Rocketship Distribution

curated by Dropsolid

31 stars

drop solid

Maintainers: nginex, sdstyles, Grayle, mollux, Nick_vh, rembrandx

Issues for Dropsolid Rocketship

To avoid duplicates, please search before submitting a new issue.

Search

Automation and Dropsolid and for personalization using the combinations we can fully integrate the sta in a saas, on premise or hybrid

this learning. ere is no better way than being

Name	Last commit	Last update
ci	[[8.9.x]] skip tests	2 years ago
config	[[8.6.x]] Tweak gitignore again	3 years ago
docroot	[[8.9.x]] commented out "git diff" in depl...	2 years ago
etc	[[8.9.x]] update lock file (new release for ...	1 year ago



About us Knowledge hub Log in Partners

Why DropSolid Product Success stories Support

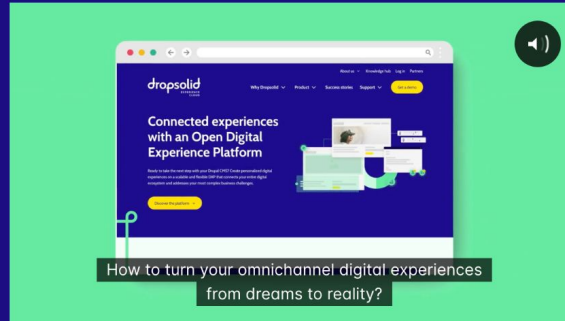
Get a demo

The most open DXP with low entry barrier

An open composable DXP with a [Hybrid/Headless CMS](#), [Marketing automation platform](#), [Customer Data Platform](#) with out of the box website & email [Personalisation](#) and [Drupal Cloud development platform](#) for enterprises small to large who want to build the best digital experience step by step in all freedom.

[Read why the market needs an open DXP with a low entry barrier](#)

Discover the platform →



03

Cases with Dropsolid Experience Cloud

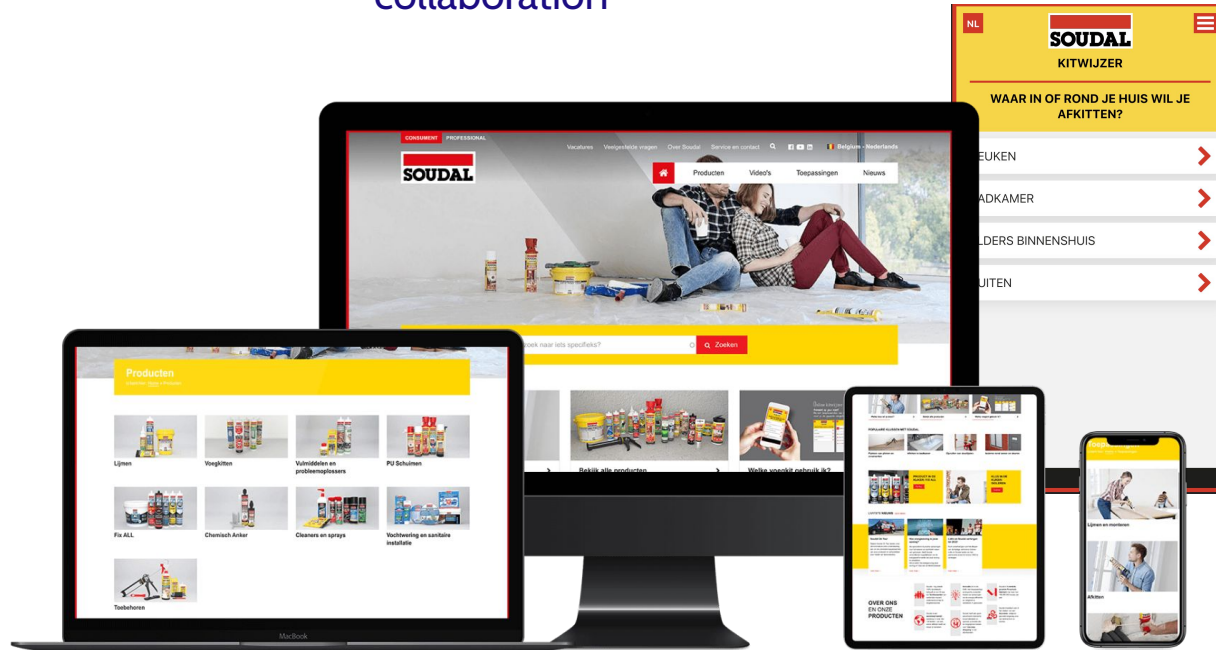




Soudal

Global Multi-multi-multi

- 30+ countries, regions & languages
- 2 audiences: DIY and Professional
- Multiple websites and In-Store displays
- De-centralized marketing team collaboration



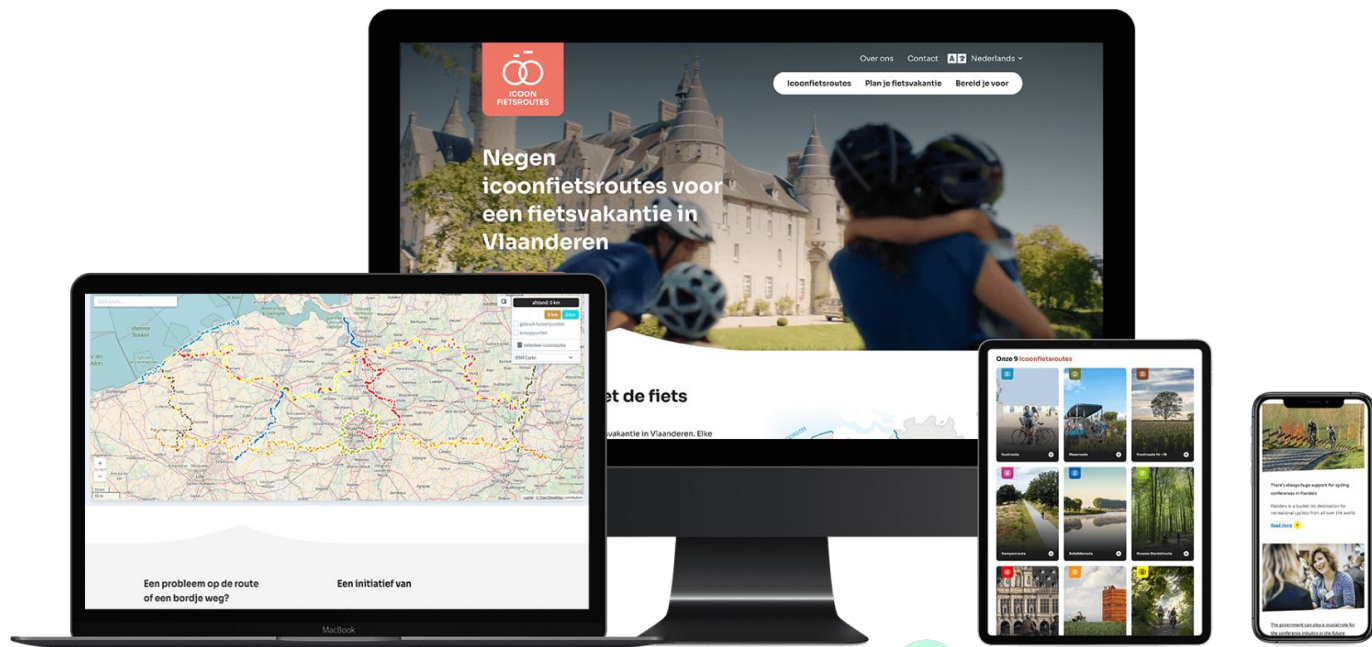
[Read the DXP success story](#)



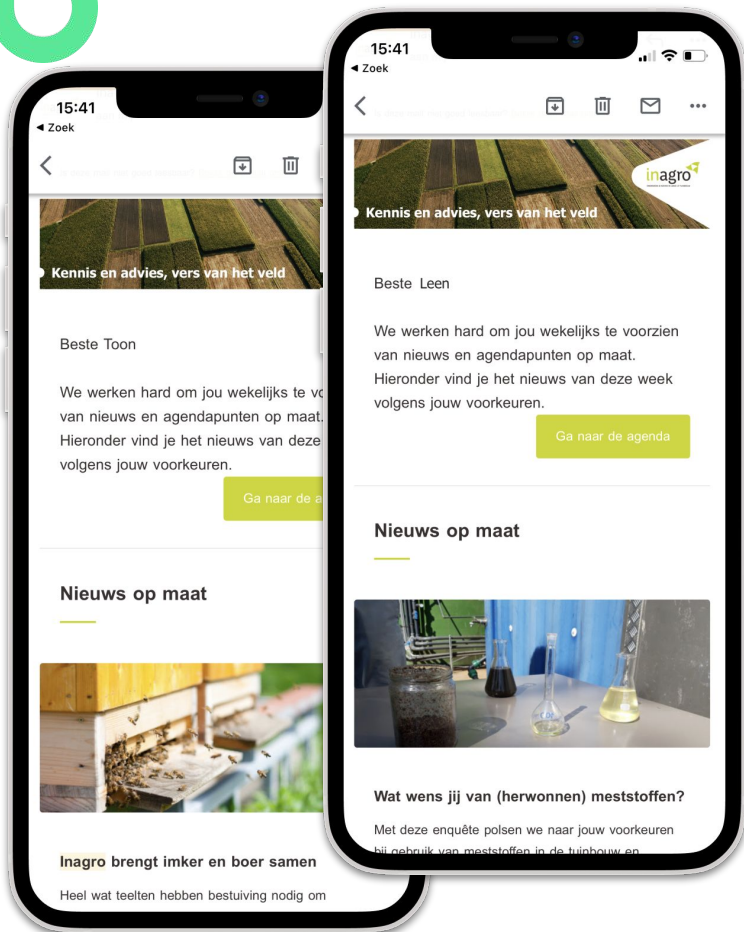
Tourism Flanders

Multi-brand experiences

- Distributed Marketing approach
- Re-usable components, templates & branding
- Multi-channel: websites + email
- Customer Preference center



[Read the DXP success story](#)



Inagro

Hyper personalized experiences across website and email

- 400+ articles per year
- 30+ different areas of interest
- 7000+ different weekly emails

Fully automated from CMS as central content repository



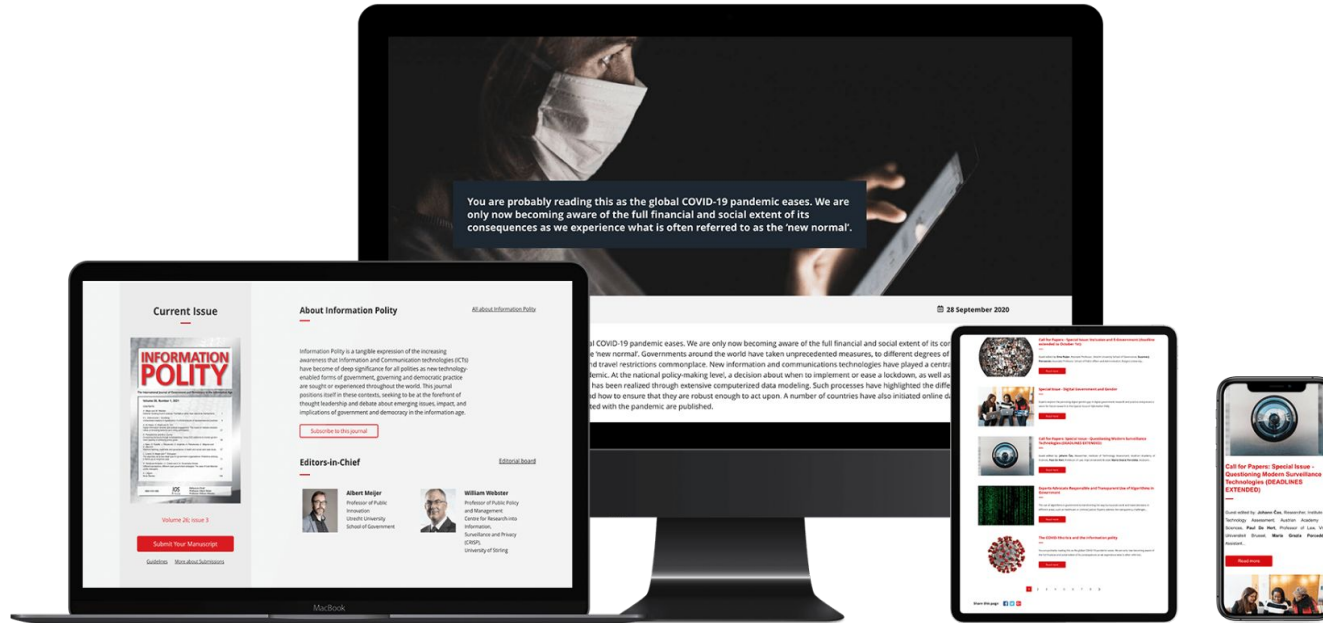
[Read the DXP success story](#)



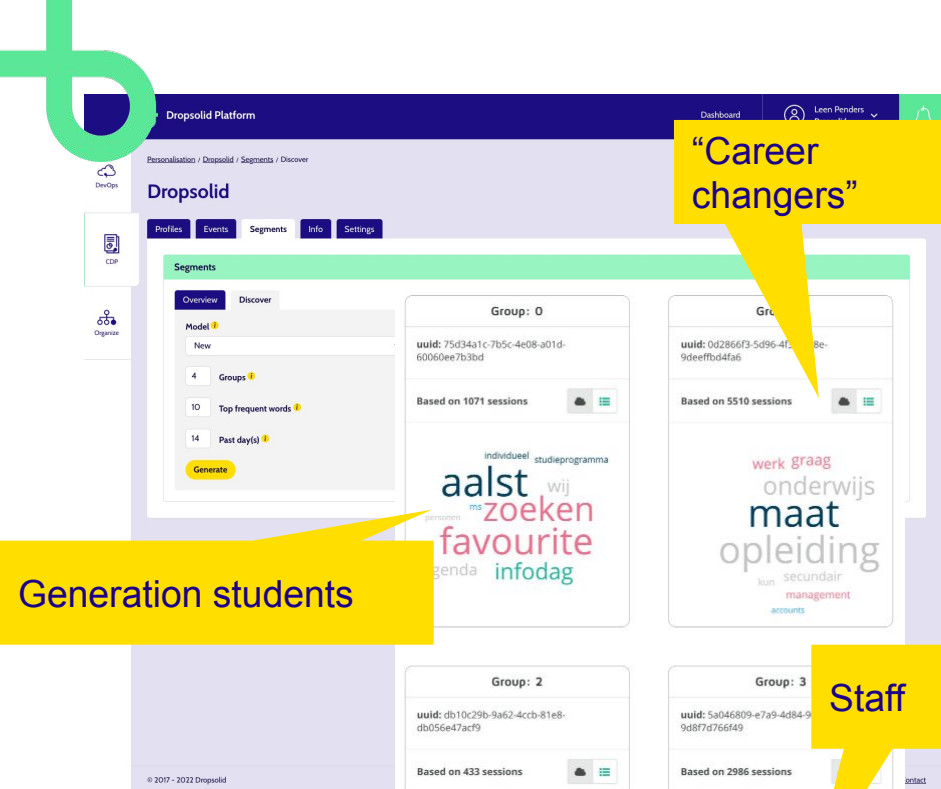
IOS Press

Create site in minutes

- Custom-made install profile
- Each new magazine get's a new site based on the same framework and components, no dev needed.



[Read the DXP success story](#)



“Career changers”

Generation students

Staff

Odisee University

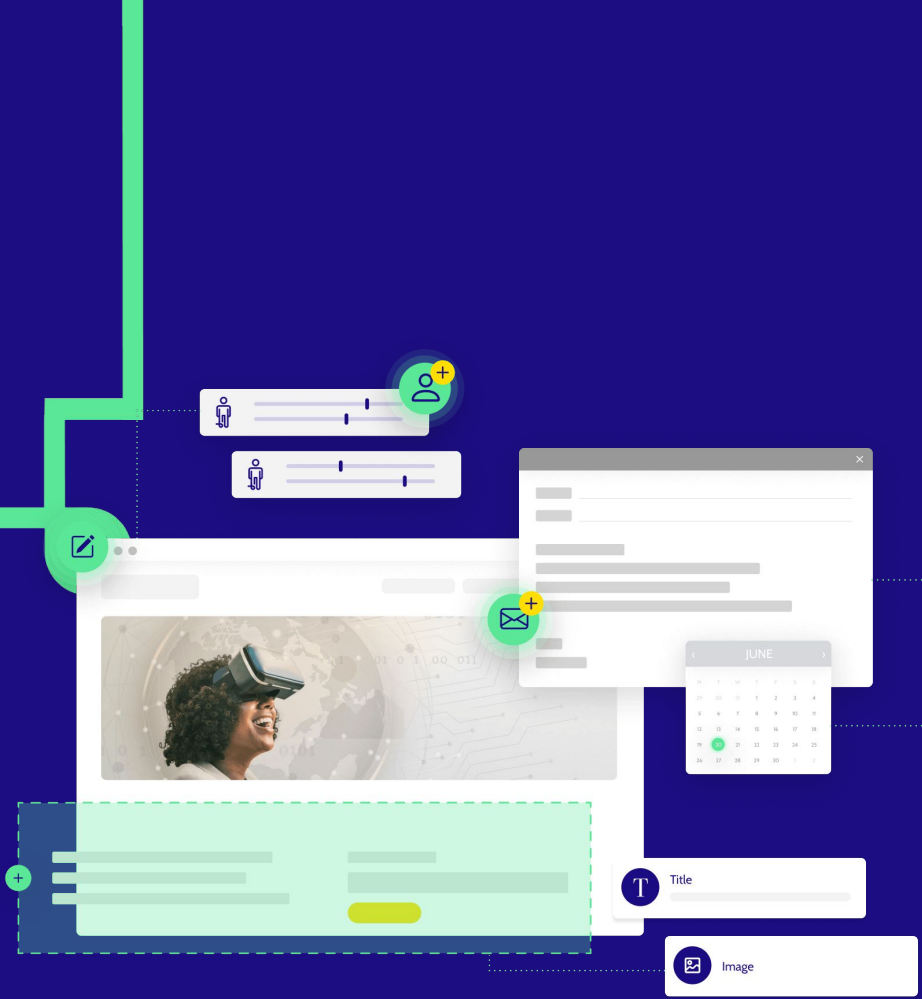
AI driven personalization

- 2 weeks data to get started
- Cluster algorithm

 [Read the DXP success story](#)

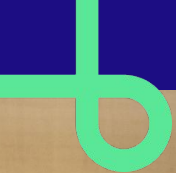
04

Product vision & Roadmap



Product vision

- A truly OPEN DXP with a low barrier to entry
- Customer-Centric Experiences
- Built for Ambitious Sitebuilders, Marketers & Developers



Dropsolid & Drupal

Drupal DNA

+50 Drupal engineers
with more than **620+**
years of accumulated
Drupal experience

Drupal Academy

Full blown **Drupal**
training program

Drupal Contribution



7 contributor roles
71 projects supported
64 issues fixed (past 3 months)
DrupalCamp - Gold Sponsor
DrupalCon - Diamond Sponsor
DrupalJam - Gold Sponsor

Drupal Certified Gold Partner





10 years of
non-stop
growth



€ 1M
ARR from
platform



+25% ARR
growth
yoy



€ 7M
service
revenue



Building
Partnerships in
3 continents



+1M€ Government
innovation funding



+4M€ funding



Enterprise

Sleeplife

beObank



boost[®] | shopper
activation



acerta

Organisation



IOS
Press



Government

BEDRIJFSAFVAL
IVAGO



VLAAMS-
BRABANT





DropSolid - The open Digital Experience Company

Digital experience strategy

UX/UI strategy & design

Enterprise Architecture & Business consulting

SEO & digital marketing

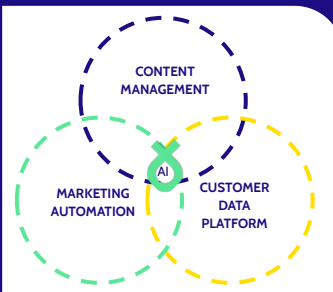
Digital experience integration

Drupal architecture

Drupal & Mautic integration

Consulting & training

Digital experience platform



Drupal & Mautic cloud

Digital experience compliance

GDPR expertise

Accessibility

ISO, quality standards & cyber security