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### **SYSTEMS AND METHODS FOR COLLECTING AND DISTRIBUTING DIGITAL EXPERIENCE INFORMATION**

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#### **Abstract**

In one implementation, systems and methods are provided for collecting and sharing digital experience information. A computer-implemented system for collecting and distributing digital experience information may comprise a digital experience application that may be configured to host a plurality of micro-applications, a first micro-application being able to be configured to detect application events and application states; a connector that may be configured to receive information corresponding to the detected application events and application states and belonging to a category; an event backbone that may be configured to route the information received by the connector based on the category; a database that may be configured to store the received information; wherein the event backbone may be further configured to send information to the connector from the event backbone and the database based on one or more criteria; and wherein a second micro-application may be configured to receive information belonging to the category from the connector.

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## Background/Summary

CROSS REFERENCE TO RELATED APPLICATIONS [0001] The present application claims priority to Provisional U.S. Patent Application Ser. No. 62/983,581, filed Feb. 29, 2020, the disclosure of which is incorporated herein by reference. [0002] The present application incorporates by reference Provisional U.S. Patent Application Ser. No. 62/983,529, filed Feb. 28, 2020, and Provisional U.S. Application Ser. No. 62/983,535, filed Feb. 28, 2020. The patent applications cited herein are incorporated by reference in their entireties, except for any definitions, subject matter disclaimers or disavowals, and except to the extent that the incorporated material is inconsistent with the express disclosure herein, in which case the language in this disclosure controls.

### TECHNICAL FIELD

[0003] The present disclosure relates generally to computer-implemented systems and methods for collecting and distributing digital experience information. More specifically, and without limitation, this disclosure relates to computer-implemented systems and methods for collecting and distributing digital experience information using digital applications comprising one or more micro-applications and a central data location. The systems and methods disclosed herein may be used in various applications, such as business systems, systems that benefit from building functionality in small, discrete pieces, and systems comprising various sources of digital experience information and/or systems of record.

### BACKGROUND

[0004] In digital application systems, it is often desirable to build functionality in small, discrete pieces commonly referred to as “micro-applications.” Micro-applications allow digital application developers to work independently from one another on separate features and functions. They also allow developers to avoid rewriting code for the same tasks when developing new applications. Existing systems and methods for developing micro-applications, however, suffer from a number of drawbacks, including the inability to standardize the communication pattern between micro-applications, requiring specific code to be written for two or more micro-applications to share information. In addition, existing systems and methods are inefficient in that micro-applications are coupled through dependencies, resulting in micro-applications that are not self-reliant but rather rely on functions and outputs from other applications or micro-applications. Furthermore, existing systems and methods are cumbersome to use by developers, leading to degradation of code quality. [0005] Moreover, in digital application systems, it is often desirable to collect information in a central accessible data location. A central data location simplifies storage and retrieval of information, allowing disparate systems to capture and share data. It also simplifies integration of new features, allowing data collected from an existing system to be used by a new system for example, reducing the time needed to release new features and applications. Existing systems and methods for processing digital experience information, however, suffer from a number of drawbacks, including the inability to provide real-time information. In addition, existing systems

and methods are unable to perform deep data exploration, since handling large data with existing systems of record is cost prohibitive. Furthermore, existing systems and methods are cumbersome to use in that they require complex integration and intricate data schema designs to operate. [0006] The inventors have identified a need to overcome these and other drawbacks of existing systems and for improved systems and methods for collecting and distributing digital experience information.

## SUMMARY

[0007] In view of the foregoing, embodiments of the present disclosure provide computer-implemented systems and methods for processing digital experience information. The description below provides exemplary aspects of some computer-implemented systems and methods for processing digital experience information in accordance with some exemplary embodiments. Aspects may be combined with one or more suitable described aspects or other undescribed aspects. Aspects of one exemplary system or method may be combined with aspects of other exemplary systems, methods, or both.

[0008] An exemplary computer-implemented system for collecting and distributing digital experience information may comprise a digital experience application configured to host a plurality of micro-applications. The system may comprise a first micro-application being configured to detect application events and application states. The system may comprise a connector configured to receive first information corresponding to the detected application events and application states and belonging to a category. The system may comprise an event backbone configured to route the first information received by the connector based on the category. The system may comprise a database configured to store the first information. The event backbone may be further configured to select a second information from the database based on one or more criteria. The connector may be configured to route the selected second information to a second micro-application. The second micro-application may be configured to receive the first information belonging to the category from the connector.

[0009] The one or more criteria may include a criterion based on the category.

[0010] The first micro-application may send the first information to the event backbone and the database via a first set of application programming interfaces and the second micro-application may receive the second information from the event backbone and the database via a second set of application programming interfaces. The first set of application programming interfaces may be configured to scale differently from the second set of application programming interfaces. The application programming interfaces may be built using a macron framework.

[0011] The system may comprise a third micro-application being configured to send third information to the connector. The first information may be compliant in a first data scheme. The third information may be compliant in a second data scheme. The first data scheme may be different from the second data scheme. The system may comprise a translator being configured to transform the first information and third information into a common data scheme.

[0012] The first micro-application may comprise a front-end and an outer application programming interface. The outer application programming interface may be built using the macron framework.

[0013] The system may comprise a system of record. The received first information may be transmitted to the system of record before being stored in the database. The system may comprise more than one system of record.

[0014] The second micro-application may be configured to receive the second information in real time.

[0015] The database may be a RDBMS database. The database may be a NoSQL database.

[0016] Another aspect of the present disclosure is directed to a method for collecting and distributing digital experience information, the method comprising the following operations performed by at least one processor: hosting a plurality of micro-applications at a digital experience application; detecting application events and applications at a first micro-application; receiving, at

a connector, first information corresponding to the detected application events and application states and belonging to a category; routing the first information received by the connector based on the category; storing the first information at a database; selecting, at an event backbone, a second information from the database based on one or more criteria; sending the selected second information, via the connector, to a second micro-application; and receiving, at a second micro-application, the selected second information.

[0017] The one or more criteria include a criterion based on the category.

[0018] The first micro-application sends the first information to the event backbone and the database via a first set of application programming interfaces and the second micro-application receives the second information from the event backbone and the database via a second set application programming interfaces.

[0019] The first set of application programming interfaces is configured to scale differently from the second set of application programming interfaces.

[0020] It is to be understood that the foregoing general description and the following detailed description are exemplary and explanatory only, and are not restrictive of the disclosed embodiments.

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## Description

### BRIEF DESCRIPTION OF THE DRAWINGS

[0021] The accompanying drawings, which comprise a part of this specification, illustrate several embodiments and, together with the description, serve to explain the principles and features of the disclosed embodiments. In the drawings:

[0022] FIG. 1 is a schematic representation of an exemplary computer-implemented system for collecting and distributing digital experience information, according to embodiments of the present disclosure.

[0023] FIG. 2 is a schematic representation of an exemplary computer-implemented system for collecting and distributing digital experience information, according to embodiments of the present disclosure.

[0024] FIG. 3 is a schematic representation of another exemplary computer-implemented system for processing digital experience information in accordance with some embodiments.

[0025] FIG. 4 is a schematic representation of an exemplary computer-implemented digital experience application comprising a plurality of micro-applications, according to embodiments of the present disclosure.

[0026] FIG. 5 is a schematic representation of an exemplary computer-implemented event hub for routing event information of a digital experience application, according to embodiments of the present disclosure.

[0027] FIG. 6 is a schematic representation of an exemplary embodiment depicting an event hub enabling communication between micro-applications to share event information according to embodiments of the present disclosure.

[0028] FIG. 7 is a schematic representation of an exemplary computer-implemented state store for storing state information of a digital experience application, according to embodiments of the present disclosure.

[0029] FIG. 8 is a schematic representation of an exemplary method for dynamically loading a micro-application according to embodiments of the present disclosure.

[0030] FIG. 9 is a schematic representation of an exemplary method for navigating between page components.

[0031] FIG. 10 is a schematic representation of a computer-implemented system for developing digital experience applications according to embodiments of the present disclosure.

[0032] FIG. **11** is a schematic representation of an exemplary command line interface according to embodiments of the present disclosure.

[0033] FIG. **12** is an exemplary method of creating a micro-application using a developer utility according to embodiments of the present disclosure.

[0034] FIG. **13** is a schematic representation of an exemplary computer-implemented developer utility for developing digital experience applications according to embodiments of the present disclosure.

[0035] FIG. **14** is an exemplary developer utility according to embodiments of the present disclosure.

[0036] FIG. **15** is a flowchart of an exemplary computer-implemented method for providing a digital experience through an application in accordance with some embodiments.

[0037] FIG. **16** is a schematic representation of an exemplary computer-implemented system for processing digital experience information in accordance with some embodiments.

[0038] FIG. **17** is a flowchart of an exemplary computer-implemented method for processing digital experience information in accordance with some embodiments.

[0039] FIG. **18** is a schematic representation of another exemplary computer-implemented system for processing digital experience information using a passive ingestion connector, in accordance with some embodiments.

[0040] FIG. **19** is a schematic representation of another exemplary computer-implemented system for processing digital experience information using a passive ingestion connector, in accordance with some embodiments.

[0041] FIG. **20** is a schematic representation of another exemplary computer-implemented system for processing digital experience information using an active ingestion connector, in accordance with some embodiments.

[0042] FIG. **21** is a schematic representation of another exemplary computer-implemented system for processing digital experience information using a translator, in accordance with some embodiments.

[0043] FIG. **22** is a schematic representation of another exemplary computer-implemented system for processing digital experience information using a sink connector, in accordance with some embodiments.

[0044] FIG. **23** is a schematic representation of another exemplary computer-implemented system for processing digital experience information using a streaming application, in accordance with some embodiments.

[0045] FIG. **24** is a schematic representation of another exemplary computer-implemented system for processing digital experience information using an API interface for reading from an event store, in accordance with some embodiments.

[0046] FIG. **25** is a schematic representation of another exemplary computer-implemented system for processing digital experience information using an API interface for reading from an event backbone, in accordance with some embodiments.

[0047] FIG. **26** is a schematic representation of another exemplary computer-implemented system for processing digital experience information using a schema registry, in accordance with some embodiments.

#### DETAILED DESCRIPTION

[0048] Reference will now be made in detail to exemplary embodiments, discussed with regards to the accompanying drawings. In some instances, the same reference numbers will be used throughout the drawings and the following description to refer to the same or like parts. Unless otherwise defined, technical and/or scientific terms have the meaning commonly understood by one of ordinary skill in the art. The disclosed embodiments are described in sufficient detail to enable those skilled in the art to practice the disclosed embodiments. It is to be understood that other embodiments may be utilized and that changes may be made without departing from the scope of

the disclosed embodiments. For example, unless otherwise indicated, method steps disclosed in the figures can be rearranged, combined, or divided without departing from the envisioned embodiments. Similarly, additional steps may be added or steps may be removed without departing from the envisioned embodiments. Thus, the materials, methods, and examples are illustrative only and are not intended to be necessarily limiting.

[0049] Disclosed embodiments provide a standardized communication pattern between micro-applications that is not dependent on the environment. Disclosed embodiments use application states, rather than dependencies, to create micro-applications that are loosely coupled, resulting in micro-applications that can be more easily integrated into new systems. Disclosed embodiments provide a simple and elegant set of utilities that are integrated into the development process to help developers maintain high code quality and adhere to the same development techniques.

[0050] Moreover, disclosed embodiments provide a central data location capable of translating incoming information into a common data model, thereby facilitating the collection and sharing of information between disparate systems. Disclosed embodiments provide a central data location capable of acting on data and events in real-time, thereby providing other systems with information as events occur, rather than through inefficient read requests from a slow database or server. Disclosed embodiments provide a central data location capable of providing information in real-time, thereby avoiding using stale data in other systems and providing a more enjoyable user experience.

#### Architecture

[0051] FIG. 1 is a schematic representation of exemplary computer-implemented systems **100** for collecting and distributing digital experience information, according to embodiments of the present disclosure. A computer-implemented system **100** for collecting and distributing digital experience information may comprise a computer-implemented system for developing digital experience applications, and a computer-implemented system for processing digital experience information.

[0052] System **100** may comprise one or more channel applications **110**, also referred to as a “driver application”, one or more micro-applications **120**, one or more sets of write inner application programming interface (API) **130**, one or more systems of record (SOR) **140**, one or more sets of read inner API **150**, and one or more systems of book of reference **160**. In some embodiments, a system of book of reference may comprise a connector configured to receive information corresponding to the detected application events and application states and belonging to a category; an event backbone configured to route the information received by the connector based on the category; and a database configured to store the received information. The event backbone may be further configured to send information to the connector from the event backbone and the database based on one or more criteria. The plurality of micro-applications may be further configured to receive information belonging to the category from the connector.

[0053] In some embodiments, a channel application **110** may comprise one or more page components (not shown), configured to lay out and/or configure the micro-applications **120**. Micro-applications **120** may each comprise one or more user interfaces **111** (UI) configured to enable and allow a user to view information or to interact with the system **100**. In some embodiments, channel application **100** may be embodied as software stored in non-transitory computer-readable medium that when executed by a processor causes operations, functions, and results described herein to be realized. A user may use a channel application **100** on a computer, mobile device (e.g., cellular phone, smart phone, tablet, personal digital assistant, smart appliance, kiosk, etc.), or other electronic device to review or interact with information, for example, with banking information relating to the user's bank account.

[0054] A micro-application **120** can be configured to perform one or more discrete functions (e.g., by using logic embodied in computer-readable and/or executable code). The micro-application **120** can comprise a front-end **124** (i.e. a user interface, which may be a graphical user interface) configured to receive input from a user (e.g., through buttons, or the like) and/or provide

information to the user (e.g., through a display, or the like). For example, a micro-application may contain a front-end **124** created using Angular platform for receiving user input in the form of mouse-clicks on a browser. Front-end **124** may comprise the user interface **111** of channel application **110**. The micro-application can comprise an outer interface **122** (e.g., an application programming interface (API), or the like) for receiving and sending information from and to the information processing system using the connector (e.g., using an external application programming interface (API), or the like). For example, a micro-application may contain an outer interface created using bootstrap, and the processing system may contain a corresponding external application interface for communicating with the outer interface. In some embodiments, the front-end and the outer interface may be deployed as a separate container in a container application (e.g., OpenShift Container Platform, or the like). The micro-application can further comprise an event manager (not shown) configured to send and receive event information to and from the information processing system, as well as a state manager (not shown) configured to send and receive state information to and from the information processing system. For example, in a financial setting, the event manager may publish information regarding business events such as financial transactions by a customer to the event backbone through a system of recording using a first external application programming interface (API), and the state manager may receive information regarding the customer's present account balance from the event backbone using a second external application programming interface (API). In this manner, the read and write functionality between micro-applications and the processing system may be scaled differently.

[0055] In some embodiments, a write inner API **130** may be configured to receive event information from one or more micro-applications. In some embodiments, the write inner API **130** may send the received event information to one or more systems of record (SOR) **140**. SOR **140** may process the event information and update the information to the book of reference **160**. In some embodiments, the write inner API **130** may be created using Micron framework.

[0056] In some embodiments, a read inner API **150** may send information to one or more micro-applications **120**. A read inner API **150** may be created by exposing data in a data store. In some embodiments, the read inner API **150** may use an internal or external cache to speed API responses. In some embodiments, the read inner API **150** may be created using Micron framework. In some embodiments the read inner API **150** and book of reference **160** may be deployed as a central data location **170**.

[0057] FIG. 2 is a schematic representation of an exemplary computer-implemented system **202** using a system for collecting and distributing digital experience information, according to embodiments of the present disclosure. As depicted in FIG. 2, the system **202** may comprise one or more channel applications **204**. The system **202** may comprise a plurality of micro-applications **206** and **208**. The plurality of micro-applications **206** and **208** may be configured to act as discrete functions of a user experience. The system **202** may comprise a plurality of inner APIs **210**, **212**, and **214**. The inner APIs may be configured to individually receive from or send to one or more micro-applications event information. Information with different property may be processed via different inner API. The event stream processor **220** may comprise the system for processing digital experience information. The system **202** may comprise a plurality of SORs **222**, **224**, **226**, and **228**, each of which may be deployed outside a central data location. As can be appreciated from FIG. 2, a system for collecting and sharing digital experience information may include other components, such as one or more data platforms for data analytics and querying (e.g., using machine learning models, or the like), as well as one or more systems of record.

[0058] FIG. 3 depicts an exemplary computer-implemented system **300** for processing digital experience information in accordance with some embodiments. The computer-implemented system **300** may create a book of reference that includes data for all types of events, such as banking or credit transactions. Such a book of reference may be a central data location and may be used, for example, by applications, including micro-applications, to read and write data.

[0059] The computer-implemented system **300** may comprise a system of record **302** configured to receive, from a publisher **304**, a transactional event **306**. The transactional event **306** may comprise transactional event data. The system **300** may comprise a central data location **308** communicatively connected to the system of record **302**. The central data location **308** may comprise an ingestion connector **310** configured to receive the transactional event data from the system of record **302**. The central data location **308** may comprise a translator **312** configured to transform the transactional event data from the ingestion connector **310** into a common data scheme. The common data scheme may be configured to allow integration between transactional events. For example, a transactional event of one type (e.g., a credit card payment) could be configured in the same data scheme as a transactional event of another type (e.g., a banking transfer), so that the transactional events can each be accessed by an application. The common data scheme may be BIAN (Banking Industry Architecture Network scheme).

[0060] The central data location **308** may comprise an event backbone **314** communicatively connected to the translator **312**. The event backbone may comprise an ingestion topic **316**. The event backbone **314** may comprise a common data scheme topic **318**. The common data scheme topic **318** may comprise the transactional event data in the common data scheme received from the translator **312**. When the ingestion connector **310** receives a transactional event **306** from the system of record **302**, it may determine whether the transactional event **306** is in the common data scheme.

[0061] If the transactional event data in the transactional event **306** is not in the common data scheme, the ingestion connector **310** can determine to pass the transactional event **306** to the ingestion topic **316** in an ingestion topic message. The translator **312** may then read from the ingestion topic **316**, translate the transactional event data in the transactional event **306** to the common data scheme and write to the common data scheme topic **318**. The event backbone **314**, therefore, may comprise the ingestion topic **316** comprising the transactional event data before it is transformed, by the translator **312**, into the common data scheme.

[0062] If the transactional event data of the transactional event **306** is already in the common data scheme, the ingestion connector **310** may then write to the common data scheme topic **318** without translation by the translator **312**.

[0063] The central data location **308** may include an event store **320** communicatively connected to the event backbone **314**. The event store **320** may be configured to receive the ingestion topic **316** or common data scheme topic **318** from the event backbone **314**. The event store **320** may be configured to store the topic in a storage system **322**. The storage system **322** may be configured to allow an out-of-order query to modify query cost.

[0064] The central data location **308** may include a streaming processor **324** configured to stream the transactional event data to a subscriber. The streaming processor **324** may be configured to stream the transactional event in real-time. The streaming processor **324** may be configured to receive the transactional event data **306** from the event backbone. The event backbone **314** may be configured to receive the transactional event data from the event store **320**. The streaming processor **324** may be configured to receive the transactional data from the event store **320**. The event backbone **314** may be communicatively connected to the ingestion connector **310**. The event backbone **314** may comprise a purpose-built topic **326** comprising a portion of the transactional event data that is not compliant with the common data scheme.

[0065] The central data location may comprise a business rules engine **328** configured to supply business rules to the streaming processor **324**. The business rules engine **328** may externalize business rules from application code. The streaming processor **324** may be further configured to convert the transactional event data into the common data scheme using the business rules. The streaming processor **324** may comprise a business rule, and the streaming processor **324** may be further configured to convert the transactional event data into the common data scheme using the business rule.



[0066] The event backbone **314** may further comprise a sink connector **330** communicatively connected to the event store **320**. The sink connector **330** may be configured to transform the transactional event data from topics **316**, **318**, or **326** into a query data scheme for storage in the event store **320**. The sink connector **330** may be configured to write the topics **316**, **318**, or **326** to the event store **320**. The sink connector **330** may be configured to transform the common data scheme topic **318** into a purpose-built topic. The topic may be a BIAN topic. The translator **312** may be configured to transform the transactional event data from the ingestion connector **310** into a BIAN-compliant data scheme.

[0067] The event backbone **314** may further comprise an access logs topic **332** communicatively coupled to a log management system **334**. The access logs topic **332** may be configured to record access to the event backbone **314**.

[0068] The event store **320** may be further configured to permanently store the transactional event **306**. The event store **320** may comprise a database **336**. The database **336** may be a relational database management system (RDBMS) database. The database **336** may be a NoSQL database.

[0069] FIG. **4** is a schematic representation of an exemplary computer-implemented digital experience application **400**. In accordance with disclosed embodiments, digital experience application **400** may comprise a plurality of micro-applications **406** configured to detect events relating to the application **400** (i.e., application events) and states relating to the application **400** (i.e., application states). The digital experience application **400** may include one or more driver applications **402** for hosting and managing the plurality of micro-applications **406**. A driver application **402**, also referred to as a “channel application,” can include one or more page components **404** configured to lay out and route information to and from the plurality of micro-applications **406**. The driver application **402** may also include one or more event hubs **430** configured to receive the detected application events from the plurality of micro-applications **406** and route the detected application events to the plurality of micro-applications **406** and/or other components of application **400**. Driver application **402** may also include one or more state stores **428** configured to store the detected application states received from the plurality of micro-applications.

[0070] In some embodiments, the digital experience application **400** may comprise one or more event listeners **420** configured to respond when an event occurs in the plurality of micro-applications **406**; one or more error handlers **422** configured to respond to error conditions in the plurality of micro-applications **406**; one or more routers **424** configured to forward information received from the plurality of micro-applications **406**; and one or more common libraries **426** comprising resources and/or functions used by the plurality of micro-applications **406**. In various embodiments, the driver application **402** can be configured to provide information to the page component **404** for ensuring that the plurality of micro-applications **406** function and are displayed in a similar manner. For example, the driver application **402** can provide, to the page component **404**, information corresponding to a common style scheme, which may include information relating to font styles, font size, buttons, links, and the like. In some embodiments, the information may relate to features for backwards compatibility, for example to provide backwards compatibility with older web browsers for displaying the application **400**. This may include polyfill code or the like to allow developers to use an interface or feature of application **400** whether it is supported by a browser or not.

[0071] A page component **404** may include router configuration information **434** so that page component **404** may be configured to represent or act as a route in the driver application **402** and host a micro-application **406** corresponding to that route. For example, if a user interacts with a micro-application **406**, the page component **404** may be configured to send data corresponding to that user interaction to the driver application **402**. As another example, a user may interact with a micro-application on a first page component which may act as a route to send data corresponding to that user interaction to a second page component (enabling page routing). A page component **404**

may include layout **432** providing information configured to specify the layout of the micro-application **406**. To illustrate using FIG. 4 as an example, layout **432** may include information such that page component **404** may be configured to position a first micro-application **406** at the top of the page component **404**, corresponding to a navigation bar micro-application **408** in this example (e.g., a micro-application configured to navigate from the page component); position a second micro-application, corresponding to a header micro-application **410** in this example, below the first micro-application **408** (e.g., a header micro-application containing a welcome banner); position a third micro-application, corresponding to a footer micro-application **418** in this example, at the bottom of the page component **404** (e.g., a footer micro-application containing data of a business or copyright information); and position fourth, fifth, and sixth micro-applications (**412**, **414**, **416**) between the header micro-application **410** and footer micro-application **418** (e.g., a deposit account summary micro-application for displaying to a user all deposit accounts related to the user).

[0072] In some embodiments, driver application **402** aggregates a plurality of micro-applications **406** to develop the user experience of the application **400**. This framework enables application developers to build applications, such as application **400**, using small, discrete pieces (i.e., the micro-applications). In some embodiments, the driver application **402** comprises a Single Page Application (SPA), which may be developed, for example, using the Angular platform. A micro-application **406** can be configured to perform one or more discrete functions, for example using functional logic. The micro-application **406** may represent an independent vertical slice of the business functionality provided by the application **400**. The micro-application **406** can comprise a front-end **436**, (i.e. a user interface, such as a graphical user interface or “GUI”) configured to interface with a user by receiving input information from the user and/or providing information to the user. For example, a micro-application **406** may contain a front-end **436** for receiving user input in the form of a mouse-click on a browser, interaction with a button, touch screen, touch panel, keyboard input, or the like. Front end **436** may also provide information to the user through a display or the like. The front-end **436** of the micro-application **406** may be created using a front-end web platform for building mobile and desktop web applications, such as the Angular platform. In some embodiments, as shown in FIG. 4, micro-application **406** may be loaded onto the page component **404** and to the driver application **402** using a web platform such as HTML5 web component technology or the like.

[0073] In some embodiments, the micro-application **406** may comprise an outer interface **438** (also referred to as a back end) corresponding to the front end **436** of the micro-application **406**. The outer interface **438** may be configured for receiving information from and sending information to a component or source outside the driver application **402**. For example, the outer interface **438** may be configured for receiving information from a database. In some embodiments, the outer interface **438** may be an application programming interface (API). The outer interface **438** may route information to and from an Inner API, as disclosed in Provisional U.S. Patent Application Ser. No. 62/983,535, the contents of which are incorporated herein. The micro-application **406** may contain an outer interface **438** developed using spring boot or Bootstrap framework. In some embodiments, the front-end **436** and the outer interface **438** of a micro-application **406** may be deployed as a separate container, such as a docker container, in a container application, such as OpenShift Container Platform (OCP), or the like. This enables the micro-application **406** to run quickly and reliably from one computing environment to another.

[0074] In some embodiments, the micro-application **406** can further comprise an event manager **440** configured to send and receive event information. For example, event manager **440** may be configured to detect an application event belonging to a category and transmitting the detected application event. The detected application event may be transmitted to event hub **430**, for example. The micro-application **406** can further comprise a state manager **442** configured to send and receive state information. For example, state manager **442** may be configured to detect an application state belonging to a category and transmitting the detected application state. The

detected application event may be transmitted to state store **428**, for example, for storage. In some embodiments, the micro-application can further comprise a debug drawer **444** configured to capture and replay events as a part of the micro-application communication.

[0075] In some embodiments, a micro-application **406** may not include an outer interface **438**. Here, a micro-application **406** without an outer interface **438** may be configured to listen for events and state changes from other micro-applications. For example, a first micro-application may send event information to event hub **430** and state information to state store **428**. A second micro-application configured to listen for events and state changes from first micro-application, or alternatively, the events and state changes belonging to a specific category, may then receive the event information from event hub **430** and state information from state store **428**.

[0076] Event hub **430** can be configured to route event information to and from the plurality of micro-applications **406** and/or the driver application **402**. The plurality of micro-applications **406** and/or the driver application **402** can be configured to transmit or receive event information to and/or from the event hub **430** as a result of or in response to a user input or other user interaction with micro-applications **406**. Alternatively or additionally, the plurality of micro-applications **406** and/or the driver application **402** may be configured to transmit or receive event information to and/or from the event hub **430** as a background process. Accordingly, micro-applications **406** and/or the driver application **402** may publish events in response to either a user interaction or a background process. In some embodiments, event hub **430** may be integrated into the driver application **402**. The event hub **430** may be configured to route information based on one or more criteria. For example, the event hub **430** may be configured to route event information from a first source to a first set of micro-applications, and it may be configured to route event information from a second source to a second set of micro-applications. The event hub **430** may route or filter the event information from the first and second sources using a source identification value emitted by the source.

[0077] In some embodiments, micro-applications **406** and/or driver application **402** may “subscribe” to receiving event information. For example, micro-applications **406** and/or driver application **402** may be subscribed to receiving event information from a specific source. In this case, the event hub **430** may be configured to route event information only to micro-applications **406** or driver application **402** subscribed to receiving information from the specific source before the event occurs. In some embodiments, a micro-application **406** or driver application **402** may be late in subscribing to receive the event information from the source before the event occurs. In this case, the micro-application **406** or driver application **402** that subscribes late does not receive the event information. In some embodiments, the event hub **430** may be configured to route “special” event information differently, such as for navigating the driver application **402** to a different page, as described in further detail below. In some embodiments, the event hub **430** can be configured to be a singleton, such that only a single instance of the event information is relayed. In this manner, the system can ensure that only correct and up-to-date event information is transmitted.

[0078] In some embodiments, state store **428** may be integrated into the driver application **402**. State store **428** can be configured to store state information relating to application **400**. The state store **428** may comprise a database, server, local storage, or the like. For example, state store **428** may comprise in-browser memory, with state information being stored as an object, such as a JavaScript Object Notation (JSON) object. The state store **428** can be further configured to route state information to and/or from the plurality of micro-applications **406** and/or the driver application **402**. The plurality of micro-applications **406** and/or the driver application **402** can be configured to transmit or receive state information to and/or from the state store **428** as a result of or in response to a user input or other user interaction with micro-applications **406**. Alternatively or additionally, the plurality of micro-applications **406** and/or the driver application **402** may be configured to transmit or receive state information to and/or from the state store **428** as a background process. Accordingly, micro-applications **406** and/or driver application **402** may update

the application state of application **400**.

[0079] In some embodiments, similar to the event hub **430** described above, state store **428** can be further configured to route state information based on one or more criteria. For example, the state store **428** may be configured to route state information from a first source to a first set of micro-applications, and may route state information from a second source to a second set of micro-applications. The state store **428** may route the state information from the first and second sources using a source identification value emitted by the source. In some embodiments, micro-applications **406** and/or driver application **402** may “subscribe” to receiving state information. For example, micro-applications **406** and/or driver application **402** may be subscribed to receiving state information from a specific source. In this case, the state store **428** may be configured to send state information only to micro-applications **406** or driver application **402** subscribed to receiving state information from the specific source before the state changes. In some embodiments, a micro-application **406** or driver application **402** may be late in subscribing to receive the state information from the source. In this case, the micro-application **406** or driver application **402** that subscribes late does not receive the state information. In some embodiments, the state store **428** can be configured to be a singleton, such that only a single instance of the state information is relayed. In this manner, the system can ensure that only correct and up-to-date state information is transmitted, as the state store **428** acts as the single source of truth. In various embodiments, the state store **428** can be configured to automatically transmit state information to new micro-applications **406** that are added to the driver application **402** and/or the digital experience application **400**.

#### Event Hub for Routing Event Information

[0080] FIG. 5 is a schematic representation of an exemplary computer-implemented event hub for routing event information of a digital experience application, according to embodiments of the present disclosure. Digital experience application **500** may include a driver application **502**. Driver application **502** may integrate event hub **504** and host a collection of micro-applications, such as micro-applications **514**, **516**, **518**, and **520**. The functional behavior of the micro-applications **514**, **516**, **518**, and **520** may be governed by events, with each micro-application acting as an independent functional unit. In some embodiments, event hub **504** may be configured as a singleton instance such that only a single instance of the event information is relayed. This enables coordinated actions across the system with event hub **504** serving as a communication hub that enables micro-applications **514**, **516**, **518**, **520** and driver application **502** to publish events. Event hub **504** may be configured to receive event information from one or more micro-applications **514**, **516**, **518**, and **520** and then route the received event information to one or more micro-applications **514**, **516**, **518**, and **520** or other components or micro-applications. The event hub **504** may be configured to route event information based on one or more criteria. For example, the criteria may relate to subscriptions, a category of information, or a source of information.

[0081] As depicted in FIG. 5, a first micro-application **514** may raise an event at **506**, for example, in response to a user interaction or background process. Micro-application **514** may transmit event information for the raised event to the event hub **504**. The event information may belong to a category. For example, the event information may belong to a category relating to balances for deposit accounts. Event hub **504** may be configured to determine where to route the event information received from micro-application **514**. For example, event hub **504** may be configured to determine if one or more micro-applications have subscribed to receive events. For example, event hub **504** may determine that micro-application **516** is subscribed to receive events belonging to the category of event information received from micro-application **514**. For example, event hub **504** may consult a data storage component, such as a lookup table or other memory structure, to determine whether subscriptions exist. Alternatively or additionally, event hub **504** may determine that micro-application **516** is subscribed to receive events raised from a particular source, such as micro-application **514**. At **508**, event hub **504** determines that micro-application **516** is subscribed to receive events, for example, belonging to a category relating to balances for deposit accounts. In

response, event hub **504** routes the event information received from micro-application **514** to micro-application **516**. In some instances, event hub **504** may route the event information based on a source identification value emitted by micro-application **514**. For example, event hub **504** may determine that micro-application **516** is subscribed to events raised by micro-application **514**. Here, event hub **504** routes the event information to micro-application **516** using the source identification value emitted by micro-application **514**.

[0082] In some instances, a micro-application may not be subscribed to receive events. For example, micro-application **520** is not subscribed to receive events and will not, at **508**, receive events from event hub **504**. In some instances, a micro-application **518** may have subscribed late, for example, after the event has already been raised by micro-application **514**, and may not receive events, at **510**, from event hub **504**. In some embodiments, a driver application, such as driver application **502**, may be subscribed to receive event information from a micro-application in the same manner as subscribed micro-application **516**, as described above. In this instance, event hub **504** determines that driver application **502** is subscribed to receive event information from micro-application **514**, and transmits the event information received to driver application **502**.

[0083] FIG. **6** is a schematic representation of an exemplary embodiment depicting an event hub enabling communication between micro-applications to share event information. Micro-applications may publish events in response to a user interaction or a background process. Application **600** may include a driver application comprising a page component **602** that may host gray micro-application **608** and red micro-application **616**. The driver application may also include an event hub **604** and state store **606**. Gray micro-application **608** may include a front-end interface depicting three buttons: red button **610**, blue button **612**, and purple button **614**. At step **618**, gray micro-application **608** may trigger or detect an event (i.e. “red” event) as a result of a user interaction with red button **610**. Gray micro-application **608** may transmit event information (containing a value) relating to the interaction with red button **610** (i.e., “red” event information) to event hub **604**. Event hub **604** may be configured to route event information based on one or more criteria, as described above. Event hub **604** may determine that red micro-application **616**, at step **620**, is subscribed to listen for event information belonging to a category, such as red events. Event hub **604** may then route the red event information to red micro-application **616** based on the determination. In this way, a subscribing micro-application may receive event information originating from gray micro-application **608**.

#### State Store for Updating and Storing Application States

[0084] FIG. **7** is a schematic representation of an exemplary computer-implemented state store for storing state information of a digital experience application **700**, according to embodiments of the present disclosure. Driver application **710** may include a first micro-application **712**, a second micro-application **714**, and a state store **716**. The state store **716** may be configured to route state information based on one or more criteria. For example, the criteria may relate to subscriptions, a category of information, or a source of information. As depicted in FIG. **7**, micro-application **712** may send state information at step **718** to the state store **716**. The state information may be sent as a result of a user interaction or background processes. The state information may belong to a category. For example, the state information may belong to a category relating to account deposits. At step **718**, micro-application **712** may update the state belonging to the deposit category and send the updated state information to state store **716** for storage. State store **716** may comprise a database, server, local storage, in-browser memory, or other memory structures for storing state information.

[0085] In a similar fashion as with event hub, the state store **716** may be configured to send the state information to micro-applications that have subscribed to indicate they wish to receive state information belonging to a specific category. State store **716** may determine that micro-application **714** is subscribed to listen to state information, such as state changes, belonging to the deposit category. For example, state store **716** may consult a data storage component, such as a lookup

table or other memory structure, to determine whether subscriptions exist. Alternatively or additionally, state store **716** may determine that micro-application **714** is subscribed to receive state changes transmitted from a particular source, such as micro-application **712**. State store **716** then routes the state information received from micro-application **712** to micro-application **714**. In some instances, state store **716** may route the state information based on a source identification value emitted by micro-application **712**. For example, state store **716** may determine that micro-application **712** is subscribed to state changes provided by micro-application **712**. Here, state store **716** routes the state information to micro-application **714** using the source identification value emitted by micro-application **712**.

#### Dynamic Loading of Micro-Applications

[0086] FIG. **8** is a schematic representation of an exemplary method for dynamically loading a micro-application, according to embodiments of the present disclosure. Here, an event hub and state store may enable communication with a first micro-application to dynamically load a second micro-application. Application **800** may include a driver application hosting gray micro-application **810** and blue micro-application **818** within a page component **802**. In some embodiments, driver application may load gray micro-application **810** such that it is accessible within application **800**, without loading blue micro-application **818**. Driver application may also include an event hub **804**, state store **806**, and event listener **808**. Gray micro-application **810** may include a front-end interface depicting three buttons: red button **812**, blue button **814**, and purple button **816**.

[0087] As an exemplary first step **820**, gray micro-application **810** may trigger or detect a state change belonging to a category, for example a “blue” category. The state change may be triggered or detected as a result of a user interaction with blue button **814** or alternatively, as a result of a background process related to blue button **814**. Gray micro-application **810** may transmit state information (containing a value) relating to the interaction with blue button **814** (i.e., “blue” state information) to state store **806**. State store **806** may be configured to store the blue state information and/or update previously stored blue state information. At step **822**, gray micro-application **810** may trigger or detect an event associated with the state change (i.e. a “blue” event) as a result of the user interaction with blue button **814**. Gray micro-application **810** may transmit event information, containing a value (i.e., “blue” event information) associated with the state change to event hub **804**. Event listener **808** may be configured to listen for events belonging to a category, such as blue events. Event listener **808** may be subscribed to receiving event information belonging to the category of blue events. Event hub **804** may determine that event listener **808** is subscribed to listen for event information belonging to a category of blue events. At step **824**, event hub **804** may then route the blue event information to event listener **808** based on the determination.

[0088] Event listener **808** may be configured to respond or perform an action based on receiving the blue event information from event hub **804**. For example, at step **826**, event listener **808** may communicate with driver application to generate or load blue micro-application **818**. Blue micro-application **818** may be configured to listen to state changes belonging to a category. At step **828**, state store **806** may determine that blue micro-application **818** is subscribed to listen for state information belonging to the blue category, such as blue state changes. State store **806** may then route the stored blue state information to blue micro-application **818**. In this way, newly loaded blue micro-application **818** is updated with the latest blue state information.

#### Navigation Between Page Components

[0089] FIG. **9** is a schematic representation of an exemplary method for navigating from one-page component to another page component, consistent with embodiments of the present disclosure. In some embodiments, page component may be responsible for handling navigation between pages. In some embodiments, an application may include multiple page components, wherein some page components are visible to the user while other page components are not visible to the user. Here, the user may navigate from one-page component (for example, a visible page component) to

another page component that was previously hidden from view. As depicted in FIG. 9, application **900** may include a driver application comprising a first page component **902** including gray micro-application **914**. Gray micro-application may include a front-end interface depicting three buttons: red button **916**, blue button **918**, and purple button **920**. Page component **902** may also include router configuration information **910** so that page component **902** may be configured to act as a route in the driver application. Driver application may comprise a second page component **904** including purple micro-application **922** and blue micro-application **924**. Page component **904** may also include router configuration information **912**. Driver application may also comprise an event hub **906** and state store **908**.

[0090] Gray micro-application **914** may trigger or detect an event (e.g., a “purple” event) as a result of a user interaction with purple button **920** or alternatively, as a result of a background process related to purple button **920**. At step **926**, gray micro-application **914** may transmit event information, containing a value, relating to a category to event hub **906**. For example, gray micro-application **914** may transmit purple event information relating to the interaction with purple button **920** to event hub **906**. In addition to purple event information, gray micro-application **914** may transmit navigation information to event hub **906** relating to the purple event. In some instances, the navigation information may be retrieved from router configuration information **910**. Event hub **906** may be configured to route event information based on one or more criteria, as described above. At step **928**, event hub **906** may route purple event information to a second page component **904** based on the navigation information. At step **930**, page component **904** may receive purple event information and transmit it to purple micro-application **922** based on the navigation information. For example, purple micro-application **922** may be subscribed to receiving events belonging to the purple category or events belonging to a source such as gray micro-application **914**. In some instances, router configuration information **912** may receive or store the navigation information received.

[0091] At step **924**, blue micro-application **924** within second page component **904** may, as a result of the purple event information, receive state information from state store **908**. For example, blue micro-application **924** may be subscribed to listen to state information belonging to a blue category (i.e. blue state information). As a result of the purple event information received at purple micro-application **922**, state store **908** may be configured to transmit updated blue state information to blue micro-application **924**.

#### Developer Utility and Tool Kit

[0092] FIG. **10** is a schematic representation of a computer-implemented system for developing digital experience applications, according to embodiments of the present disclosure. Framework **1000** provides developers with a common user interface framework enabling development of consistent and standard digital experience applications. Framework **1000** may provide developers with the toolkit, components, and libraries to ensure proper automated testing, debug and build patterns. For example, framework **1000** ensures applications may be built to architecturally approved standards. Framework **1000** provides benefits over prior frameworks, as the framework enables scaffolding based on conventions, code standardization, reinforces best practices and code quality through linting rules, provides an enhanced developer experience, enables a custom build process to optimize a bundle size based on local or production deployment, and standardizes the communication pattern through the use of an event hub and a state store.

[0093] Framework **1000** may comprise a command line interface (CLI) **1002**, a core library **1004**, developer tools **1006**, support library **1008**, build tools **1010**, lint tools **1012**, telemetry **1014**, and micro-application portal **1016**. CLI **1002** is a command line tool for managing development of an application. CLI **1002** may comprise commands for generating, installing, and updating features. An example of CLI **1002** is illustrated in FIG. **11**.

[0094] FIG. **11** is a schematic representation of an exemplary command line interface, such as CLI **1002**. CLI **1100** provides a developer-friendly utility for enforcing consistency and standardization

during the development process. The framework enables developers to visualize the driver application and micro-application interactions. The framework provides functions for creating a new application, for example, by providing a developer the ability to perform the following functions: create a driver application, such as driver application **1102**; create a new micro-application **1108** using the micro-application project **1106**; build and serve the micro-application **1108**; create a page component such as page component **1104** within driver application **1102**; and append the new micro-application **1108** to the driver application **1102**.

[0095] Returning to FIG. **10**, core library **1004** may comprise a library to create an event hub, a state store, an event listener, an error handler, and other components of a driver application. Developer tools **1006** may comprise a mock driver to be used as a test container, a debug drawer to capture and replay events as part of communications of a micro-application, accessibility tool integration, a pattern library, or the like. Support library **1008** may comprise a library to provide easy access to life cycle methods of micro-applications, destroy and clean up micro-applications after use, generate error templates, generate load cursors, or the like. Support library **1008** may provide common functionalities and best practices to be followed by a developer. Support library **1008** may also comprise a library to eager or lazy load micro-applications. For example, lazy loading is a process for speeding up application load time by splitting the application into multiple bundles and loading them on demand (i.e. at run time). In this way, dependencies may be lazy loaded on an as-needed basis rather than eager-loaded, which requires the dependencies or components be loaded on launch.

[0096] Build tools **1010** may comprise tools to build a driver application, create a page component, create a micro application, append a micro-application to a page component, for example. Lint tools **1012** may comprise tools enabling automatically integrating standard rules and best practices for the programming language being used and other programming information such as TSLint, Stylelint, Prettier, Husky, or the like. Telemetry **1014** may comprise integration such as Adobe integration. Micro-application portal **1016** may comprise a micro-application catalog, micro-application preview, health check integration, RBT support, or the like. In some embodiments, libraries may be externalized so that they may be changed without impacting the development of micro-applications.

[0097] FIG. **12** is an exemplary method of creating a micro-application using a developer utility, according to embodiments of the present disclosure. The developer utility enables a developer to build, test, and deploy (i.e., insert) new micro-applications within a driver application. Method **1200** begins at step **1202**. Step **1202** may include performing a “new” CLI command to insert a new micro-application into a digital experience application. For example, a new micro-application may be inserted into a mock driver application to develop the new micro-application with context. Step **1204** may include performing a “build” command to compile code belonging to the micro-application. This may ensure that no errors exist between the new micro-application and the digital experience application. Step **1206** may include performing an “append” command to append the micro-application to the digital experience application.

[0098] FIG. **13** is a schematic representation of an exemplary computer-implemented developer utility for developing digital experience applications, according to embodiments of the present disclosure. In one embodiment, the developer utility **1302** may comprise a series of functions to create, manage, and debug micro-applications, such as gray micro-application **1306** and red micro-application **1308**. For example, a developer utility may comprise the commands and libraries mentioned above in connection with FIG. **10**.

[0099] In another embodiment, the developer utility may comprise a user interface. The user interface may comprise one or more fields for displaying generated micro-applications. A generated micro-application, such as gray micro-application **1306**, may be configured to display an action that may be configured to trigger an application event when a developer interacts with it, such as red action **1310**, blue action **1312**, green action **1314**, and purple action **1316**. A generated micro-



application may be further configured to display data received as a result of an application event, such as such as red micro-application **1308** displaying data received **1320** as a result of red action **1310**. The user interface may further comprise an error field **1322** that may be configured to display errors resulting from executing the application; an event field that may be configured to display previous application events; a current state field **1318** that may be configured to display current state information of the application; and an event changes field **1324** that may be configured to display changes in the state of the application. It is to be understood that the user interface may contain more or less fields than those indicated above.

[0100] In another embodiment, the developer utility may comprise one or more utilities integrated into the application development process. For example, as described above, micro-applications may be configured to contain a debug drawer to be able to capture and replay events as a part of the micro-application communication. Furthermore, the developer utility may comprise one or more of the following: automatic code formatting to format code into a uniform format for a more elegant and easy-to-read code; integrated linting techniques to automatically integrate standard rules and best practices for the programming language being used (e.g., TypeScript) and other programming information (e.g., stylesheets); pre-committing hooks to automatically integrate standard rules and best practices before a developer shares his or her code (e.g., by pushing the code to a Bitbucket or GitHub repository); test integration to automatically integrate testing units during the build process to ensure that the application functions properly after new code is added; a customizable build process to change the building process depending on the needs (e.g., development vs. production deployment); a micro-application project configured to able to have a separate folder for micro-application related components; and a root level component configured to be used as a mock driver-application container.

[0101] FIG. **14** is an exemplary developer utility, according to embodiments of the present disclosure. A developer utility, such as a debugger **1400**, may be configured to display event information and state information being exchanged between micro-applications. This utility enables visualizing the interactions between states, events, and micro-applications and their components, allowing a developer to quickly validate micro-application functionality and behavior.

[0102] Debugger **1400** enables a developer to visualize an event hub **1404** within a driver application. In some embodiments, debugger **1400** enables the developer to review how event hub **1404** interacts with micro-applications **1414**, **1416**, **1418**, and **1420**. For example, debugger enables the developer to visualize the logical flow of steps. At **1406** micro-application **1414** raises an event belonging to a category. Event information relating to the event is sent to event hub **1404**. At step **1408**, a determination that micro-application **1416** is subscribed to receive events relating to the category (or alternatively relating to micro-application **1414**) causes micro-application **1416** to receive the raised event. At step **1410**, a determination that micro-application **1418** is subscribed to receive events relating to the category, but that the subscription occurred late, causes micro-application **1418** to not receive the raised event. At step **1412**, a determination that micro-application **1420** is not subscribed to receive events belonging to the category causes micro-application **1420** to not receive the raised event.

[0103] Similarly, debugger **1400** enables a developer to visualize state store **1424** within a driver application. In some embodiments, debugger **1400** enables the developer to review how state store **1424** interacts with micro-applications **1434**, **1436**, **1438**, and **1440**. For example, debugger enables the developer to visualize the logical flow of steps. At **1426** micro-application **1434** detects an updated state belonging to a category. State change information is sent to state store **1424** for storage. At step **1428**, a determination that micro-application **1436** is subscribed to receive state change information relating to the category (or alternatively relating to micro-application **1434**) causes micro-application **1436** to receive the change information. At step **1430**, a determination that micro-application **1438** is subscribed to receive state change information relating to the category, but that the subscription occurred late, causes micro-application **1438** to not receive the

state change information. At step **1432**, a determination that micro-application **1440** is not subscribed to receive events belonging to the category causes micro-application **1440** to not receive the state change information.

[0104] FIG. **15** is a flowchart of an exemplary computer-implemented method **1500** for providing a digital experience through an application in accordance with some embodiments. Method **1500** may comprise step **1502** of detecting, at an event manager of a first micro-application, an application event belonging to a category. Method **1500** may comprise step **1504** of detecting, at a state manager of the first micro-application, an application state belonging to the category. Method **1500** may comprise step **1506** of receiving, at an event hub, the detected application event from the event manager of the first micro-application. Method **1500** may comprise step **1508** of receiving, at a state store, the detected application state from the state manager of the first micro-application. Method **1500** may comprise step **1510** of storing, at the state store, the detected application state. Method **1500** may comprise step **1512** of receiving, at an event manager of a second micro-application, the detected application event from the event hub. Method **1500** may comprise step **1514** of receiving, at a state manager of the second micro-application, the detected application state from the state store.

System for Processing Digital Experience Information

[0105] FIG. **16** depicts an exemplary computer-implemented system **1600** for processing digital experience information, in accordance with some embodiments. System **1600** may comprise one or more connectors (e.g., connector **1610**) that may be configured to send and receive information belonging to a category to and from one or more sources of information; one or more event backbones (e.g., event backbone **1620**) that may be configured to route the received information using the category; one or more translators (e.g., translator **1630**) that may be configured to transform received information into a common data model; and one or more databases (e.g., database **1640**) for storing the received information. In some embodiments, system **1600** may comprise a streaming component (not shown) that may be configured to read information in system **1600** on an ad-hoc or real-time basis, and which may be configured to further process the information. In various embodiments, system **1600** may further comprise a dashboard (not shown) that may be configured to manage information in system **1600** (e.g., by interacting with backbone **1620** or database **1640**).

[0106] Connector **1610** may be configured to send and receive information belonging to a category to and from one or more sources of information. In some embodiments, connector **1610** may comprise an interface. For example, connector **1610** may comprise an external application programming interface (API) that a digital application (e.g., a micro-application) may use to send and receive information to and from connector **1610**. In various embodiments, connector **1610** may comprise an ingestion connector configured to send and receive information to and from one or more systems of record. For example, connector **1610** may comprise a message-oriented middleware component (e.g., MQ, or the like) and connecting logic created using a stream-processing software platform (e.g., ActiveMQ, RabbitMQ, Amazon Kinesis, Apache Spark, Akka, Apache Storm, Apache Flink, Redis, ZeroMQ, or the like). As an additional example, connector **1610** may further comprise logic configured to determine and track data that has changed (e.g., change data capture (CDC), or the like). As a further example, connector **1610** may comprise logic configured to receive information periodically. For example, connector **1610** may comprise a batch file processor.

[0107] Event backbone **1620** may be configured to route the received information using a category to which the information belongs. For example, event backbone **1620** may categorize received information into topics belonging to three general categories: ingestion topics for information in a schema other than the common data model, such as a schema belonging to the system of record (e.g., a table, file, or the like); common data model topics for information in a schema compliant with the common data model; and purpose-built topics for information in a schema that does not fit

into the common data model due to gaps in the common data model (e.g., due to the information having data not recognized by the common data model). Event backbone **1620** may be further configured to route information based on the category. For example, event backbone **1620** may route information belonging to the ingestion topics to translator **1630** to be transformed into the common data model, and information belonging to the common data model topics or the purpose-built topics to database **1640** for storage. Event backbone **1620** may be further configured to send information to connector **1610**. For example, event backbone **1620** may send information to connector **1610** on an ad-hoc basis, or as a result of an event. In some embodiments, event backbone **1620** may be configured to receive information that has been modified by an external application. For example, event backbone **1620** send information to a streaming component for further processing (e.g., based on user actions received through, for example, an application programming interface (API), or the like). The streaming component may then send the modified information to event backbone **1620**.

[0108] Translator **1630** may be configured to transform received information into a common data model. In some embodiments, translator **1630** may be configured to transform all information belonging to a category. For example, translator **1630** may indicate to event backbone **1620** that it wishes to receive information belonging to the ingestion topic category, commonly referred to as “subscribing.” In this manner, all information not complying with the common data scheme may be transformed without sharing it to other components of the system. Database **1640** may be configured to store the received information. For example, database **1640** may comprise one or more operation data stores (ODS) (e.g., NoSQL, RDBMS, or the like). It is to be understood that database **1640** may comprise one or more data stores, and may or may not be accessed remotely. [0109] FIG. **17** depicts an exemplary computer-implemented method **1700** for processing digital experience information in accordance with some embodiments. The method **1700** may comprise the step **1702** of receiving a transactional event from a publisher. The transactional event may comprise transactional event data. The method may comprise the step **1704** of determining whether the transactional event data is compliant with a common data scheme. The method may comprise the step **1706** of transforming the transactional event data into common data scheme compliant data. The method may comprise the step **1708** of storing the common data scheme data in an event store. the method may comprise the step **1710** of receiving a request from the subscriber to expose the common data scheme compliant data. The request may allow the subscriber to query the common data scheme compliant data on an ad-hoc basis. The method may comprise the step **1712** of exposing the common data scheme compliant data to a subscriber in real-time.

#### System with a Passive Ingestion Connector

[0110] In some exemplary systems as disclosed herein, passive ingestion connectors can collect data in real-time and copy the data into an event backbone to make the data available for processing. The data may be available for processing, for example, by streaming applications with little to no changes on an existing system of record. A change data capture as part of the passive ingestion connector may be used for such a system. Additionally or alternatively, batch file ingestion may be used as part of a passive ingestion connector.

[0111] FIG. **18** depicts an exemplary computer-implemented system **1800** for processing digital experience information in accordance with some embodiments. The system **1800** may comprise a central data location **1802**. The central data location **1802** may comprise an ingestion connector **1804**. The ingestion connector **1804** may be configured to receive, from a system of record **1806**, a transactional event **1808** comprising transactional event data. The ingestion connector **1804** may be configured to collect the transactional event data from the transactional event **1806**. The ingestion connector **1804** may be configured to place the transactional event data onto a data scheme topic **1810**. The ingestion connector **1804** may comprise a change data capture **1812** configured to determine and track data changes. The change data capture **1812** may aid in real-time collection of data by the ingestion connector **1804** by, for example, reducing the amount of data to be passed.

[0112] The central data location may include an event backbone **1814**. The event backbone **1814** may be communicatively connected to the ingestion connector **1804**. The event backbone may comprise a common data scheme topic **1816**. The common data scheme topic **1816** may comprise one or a plurality of transactional events. The common data scheme topic **1816** may be formed from the data scheme topic **1810**. The common data scheme topic **1816** may comprise transactional event data that the change data capture **1812** determined is changed.

[0113] The central data location **1802** may comprise an event store **1818** communicatively connected to the event backbone **1814**. The event store **1818** may be configured to receive the common data scheme topic **1816** from the event backbone **1814**. The event store **1818** may be configured to store the common data scheme topic **1816** in a storage system **1820**. The central data location **1802** may comprise a streaming processor **1830** configured to stream the transactional event data to a subscriber.

[0114] The ingestion connector **1804** may further comprise a message-oriented middleware component **1822** communicatively connected to the change data capture **1812**. The ingestion connector may further comprise a connecting logic **1824** communicatively connected to the change data capture **1812** and the middleware component **1822**. The connecting logic **1824** may be configured to connect the ingestion connector **1804** to the event backbone **1814**.

[0115] The system of record **1806** may be configured to be aware of the event backbone **1814**, allowing the ingestion connector **1804** to receive the transactional event **1808** in real-time.

[0116] Batch file processor may also be used for passive ingestion. FIG. **19** depicts an exemplary computer-implemented system **1900** for processing digital experience information in accordance with some embodiments. The system **1900** may comprise a central data location **1902**. The central data location **1902** may comprise an ingestion connector **1904**. The ingestion connector **1904** may be configured to receive, from a system of record **1906**, a batch file **1908**.

[0117] The batch file **1908** may comprise transactional event data. The ingestion connector **1904** may comprise a batch file processor **1910**. The batch file processor **1910** may be configured to place the transactional event data onto a data scheme topic **1912**. The central data location **1902** may comprise an event backbone **1914**. The event backbone **1914** may comprise a common data scheme topic **1916**. The common data scheme topic **1916** may comprise one or a plurality of transactional events. The common data scheme topic **1916** may be formed from the data scheme topic **1912**. The central data location **1902** may comprise an event store **1918** configured to store the common data scheme topic **1916**. The central data location **1902** may comprise a streaming processor **1920** configured to stream, to a subscriber, a data scheme message. The system of record **1906** may be configured to be aware of the event backbone **1914**, allowing the ingestion connector **1904** to receive the one or a plurality of transactional events in real-time.

#### System with an Active Ingestion Connector

[0118] In some exemplary systems as disclosed herein, active ingestion connectors can enable a system of record to send data in real-time to an event backbone. In some exemplary systems, active ingestion connectors may use publishers, such as APIs, to write directly to topics for active ingestion. FIG. **20** depicts an exemplary computer-implemented system **2000** for processing digital experience information in accordance with some embodiments. The system **2000** may comprise a central data location **2002**. The central data location **2002** may comprise a publisher **2004** configured to publish, to a system of record **2006**, a transactional event **2008** comprising transactional event data. The publisher **2004** may be configured to collect the transactional event data from the transactional event **2008**. The publisher **2004** may be configured to place the transactional event data onto a data scheme topic **2010**. The data scheme topic **2010** may comprise a data scheme message. The central data location **2002** may comprise an event backbone **2012**. The event backbone **2012** may comprise a common data scheme topic **2014**. The common data scheme topic **2014** may comprise one or a plurality of transactional events. The common data scheme topic **2014** may be formed from the data scheme message. The central data location **2002** may comprise

an event store **2016** configured to store the common data scheme topic **2014**. The central data location **2002** may comprise a streaming processor **2018** configured to stream, to a subscriber, the data scheme message.

[0119] The central data location **2002** may comprise a business rules engine **2020** configured to supply business rules to the publisher **2004**. The publisher **2004** may be further configured to convert the transactional event data into a common data scheme using the business rules. The publisher **2004** may comprise a business rule. The publisher **2004** may be further configured to convert the transactional event data into a common data scheme using the business rule.

#### System with a Translator

[0120] Some computer implemented systems disclosed herein include translators operable to transform ingestion topic messages into common data scheme messages. Additionally, some computer implemented systems disclosed herein allow ingestion topics to be enriched by an API. The translating and enriching functionality are one way some systems disclosed herein may create a book of reference in a common data scheme for numerous applications, such as micro-applications. FIG. **21** depicts an exemplary computer-implemented system **2100** for processing digital experience information in accordance with some embodiments. The system **2100** may comprise a central data location **2102**. The central data location **2102** may comprise an ingestion connector **2104**. The ingestion connector **2104** may be configured to receive in real-time, from a system of record **2106**, a transactional event **2108** comprising transactional event data. The ingestion connector **2104** may be configured to collect the transactional event data from the transactional event **2108**. The ingestion connector **2104** may be configured to place the transactional event data onto an ingestion topic **2110** in an ingestion topic message **2111**. The central data location **2102** may comprise a translator **2112** configured to transform the ingestion topic message **2111** into a common data scheme message **2113**. The central data location **2102** may comprise an event backbone **2114**. The event backbone **2114** may comprise a topic **2116** comprising one or a plurality of transactional events. The topic **2116** may be formed from the common data scheme message **2113**. The central data location **2102** may comprise an event store **2120** configured to store the topic **2116**. The central data location **2102** may comprise a streaming processor **2122** configured to stream, to a subscriber, the common data scheme message **2113**.

[0121] The translator **2112** may be configured to enrich the ingestion topic message **2111** with external data—that is data from sources other than directly from the ingestion connector **2104**—by calling an API **2124**. The external data may be BIAN compliant data. The external data may be geographic data. The external data may originate from applications, components of the central data location, or any other suitable origin. The API **2124** may be communicatively coupled to a library **2126**. The library **2126** may supply data or executable operations for processing or producing data. The API **2124** may be configured to convert the common data scheme message **2113** into a BIAN compliant data scheme.

[0122] Accordingly, as shown in FIG. **21**, the translator **2112** is operable to receive an ingestion topic message **2111** and translate the message **2111** into a common data scheme message **2113**. The translator **2112** is also operable to use external data, such as the API **2124** to further process the data. Finally, the translator writes the common data scheme message **2113** to the topic **2116** in a common data scheme. The translator **2112**, has thereby transformed the ingestion topic message **2111** into a common data scheme format. The underlying transactional event data contained within the ingestion topic message can now be stored via the event store **2120** or written to the streaming processor **2122**. Now in the common data scheme format, the one or more transactional events are now easily accessible by other applications and by the user from the event store **2120** and the streaming processor **2122**.

#### System with a Sink Connector

[0123] Some embodiments of the present disclosure may comprise a sink connector. The sink connector may write events into an event store such that the data can be queried. Therefore, a sink

connector can allow a block of reference or central data location to access stored data such as historical data. FIG. 22 depicts an exemplary computer-implemented system **2200** for processing digital experience information in accordance with some embodiments. The system **2200** may comprise a central data location **2202**. The central data location **2202** may comprise an ingestion connector **2204**. The ingestion connector **2204** may be configured to receive in real-time, from a system of record **2206**, a transactional event **2208** comprising transactional event data. The ingestion connector **2204** may be further configured to collect the transactional event data from the transactional event **2208**. The ingestion connector **2204** may be further configured to place the transactional event data into a common data scheme message **2210**. The ingestion connector **2204** may be further configured to place the common data scheme message **2210** containing the transactional event data onto a topic **2212**. The topic **2212** may comprise one or a plurality of transactional events. The central data location **2202** may comprise a sink connector **2214** configured to transform the topic **2212** into a purpose-built topic. The sink connector **2214** may be configured to map, write, or send the transactional event data of the topic **2212** to an event store **2216** of the central data location **2202**. The event store **2216** may be configured to store the topic **2212**. The central data location **2202** may comprise a streaming processor **2218**. The streaming processor **2218** may be configured to transform the common data scheme **2210** message into a query message **2220**. The streaming processor **2218** may be configured to place the common data scheme message onto a topic **2221**. The streaming processor **2218** may be configured to stream the query message **2220** to a subscriber.

[0124] The event store **2216** may be a JDBC (Java Database Connectivity) compliant data store. The sink connector **2214** may be a JDBC sink connector.

[0125] The streaming processor **2218** may be further configured to enrich the common data scheme message **2210** with external data by calling an API **2222**. The external data may be BIAN compliant data. The external data may be geographic data. The API **2222** may be communicatively coupled to a library **2224**. The API **2222** may be configured to convert the common data scheme message **2210** into a BIAN compliant data scheme.

[0126] The central data location **2202** may further comprise a business rules engine **2226**. The business rules engine **2226** may be configured to supply business rules to the streaming processor **2218**. The streaming processor **2218** may be configured to transform the common data scheme message **2210** into the query message **2220** using the business rules.

[0127] The streaming processor **2218** may further comprise a business rule. The streaming processor **2218** may be configured to transform the common data scheme message **2210** into the query message **2220** using the business rule.

#### System with a Streaming Application

[0128] In some embodiments, a streaming application may allow a view of real-time event streams for data sets or changing data. A streaming application can read a current state from an event store and make calculations from a message, and then write a new state to the event store. FIG. 23 depicts an exemplary computer-implemented system **2300** for processing digital experience information in accordance with some embodiments. The system **2300** may comprise a central data location **2302**. The central data location **2302** may comprise an ingestion connector **2304**. The ingestion connector **2304** may be configured to receive in real-time, from a system of record **2306**, a transactional event **2308** comprising transactional event data. The ingestion connector **2304** may be further configured to collect the transactional event data from the transactional event **2308**. The ingestion connector **2304** may be configured to place the transactional event data into a common data scheme message **2310**. The ingestion connector **2304** may be configured to place the common data scheme message **2310** containing the transactional event data onto a topic **2312**. The topic **2312** may comprise one or a plurality of transactional events. The central data location **2302** may comprise an event store **2314** configured to store the topic **2312**. The central data location **2302** may comprise a streaming processor **2316**. The streaming processor **2316** may be configured to

write the topic **2312** to the event store **2314**. The streaming processor **2316** may be configured to read the topic **2312** from the event store **2314**. The streaming processor **2316** may be configured to expose the topic **2312** to a subscriber **2318**.

[0129] The streaming processor **2316** may comprise a cache **2317**. The streaming processor **2316** may be configured to read the topic **2312** from the cache **2317**.

[0130] The streaming processor **2316** may be further configured to enrich the common data scheme message **2310**, with external data, by calling an API **2318**. The API **2318** may be a subscriber to the streaming processor **2316**. The external data may be BIAN compliant data. The external data may be geographic data. The API **2318** may be communicatively coupled to a library **2320**. The API **2318** may be configured to convert the common data scheme message **2310** into a BIAN compliant data scheme. The central data location **2302** may further comprise a business rules engine **2322** configured to supply business rules to the streaming processor **2316**. The streaming processor **2316** may be further configured to convert the common data scheme message **2310** from the topic **2312** into a query message **2324** using the business rules. The streaming processor **2316** may be configured to place the query message **2324** onto a topic **2326**.

[0131] The streaming processor **2316** may comprise a business rule and may be further configured to convert the common data scheme message **2310** from the topic **2312** into the query message **2324** using the business rule. The streaming processor **2316** may be further configured to place the query message onto the topic **2312** or a topic **2326**.

[0132] The streaming processor **2316** may be further configured to indicate a current state of the subscriber **2318**. The current state may comprise a request state requesting the topic. The current state may comprise a receive state having received the topic.

System with an API Interface for Reading from an Event Store

[0133] In some embodiments, one or more APIs may be used to read from a database of an event store. FIG. **24** depicts an exemplary computer-implemented system **2400** for processing digital experience information in accordance with some embodiments. The system **2400** may comprise a central data location **2402**. The central data location **2402** may comprise an ingestion connector **2404**. The ingestion connector **2404** may be configured to receive in real-time, from a system of record **2406**, a transactional event **2408** comprising transactional event data. The ingestion connector **2404** may be configured to collect the transactional event data from the transactional event **2408**. The ingestion connector **2404** may be configured to place the transactional event data, in a common data scheme message **2410**, onto a topic **2412** comprising one or a plurality of transactional events. The central data location **2402** may comprise a streaming processor **2411** configured to write the topic **2412** to an event store **2413**. The event store **2413** may be configured to store the topic **2412**. The event store **2413** may be able to expose the topic **2412** to a subscriber **2416**. The subscriber **2416** may be an API that is part of or all of an API interface **2414**.

[0134] The event store **2413** may be configured to expose (i.e., enable access to) the topic **2412** using the API interface **2414**. The API interface **2414** may be configured to use a MICRON framework. The event store **2413** may comprise an event store schema. The API interface **2414** may comprise an API schema. The event store schema may follow the API schema. The event store schema may be identical to the API schema.

[0135] The API interface **2414** may comprise a cache **2418**. While the cache **2418** may be external, as shown in FIG. **24**, the cache **2418** may alternatively be internal to the subscriber **2416**.

System with an API Interface for Reading from an Event Backbone

[0136] It may be beneficial to read directly from topics of an event backbone. Such an application may be useful, for example, when a topic contains a small set of objects, where a state table can be rebuilt by reprocessing all events. FIG. **25** depicts an exemplary computer-implemented system **2500** for processing digital experience information in accordance with some embodiments. The system **2500** may comprise a central data location **2502**. The central data location **2502** may comprise an ingestion connector **2504**. The ingestion connector **2504** may be configured to receive

in real-time, from a system of record **2506**, a transactional event **2508**. The transactional event **2508** may comprise transactional event data. The ingestion connector **2504** may be configured to collect the transactional event data from the transactional event **2508**. The ingestion connector **2504** may be configured to place the transactional event data, in a common data scheme message **2510**, onto a topic **2512** of the event backbone **2513**. The topic **2512** may comprise one or a plurality of transactional events. The topic **2512** may be configured to expose the common data scheme message **2510** to a subscriber **2514** (e.g., an API).

[0137] The topic **2512** may be configured to expose the common data scheme message **2510** using an API, wherein the subscriber **2514** is an API. The subscriber **2514** may comprise a cache **2516**. While shown with a cache **2516** that is external to the subscriber **2514**, the subscriber **2514** may have an internal cache. The subscriber **2514** may be part of an API interface **2518**. The subscriber **2514** may be configured to read the topic **2512**. The topic **2512** may be a Kafka topic.

#### System with a Schema Registry

[0138] It may be beneficial to use a schema registry that defines topics. FIG. **26** depicts an exemplary computer-implemented system **2600** for processing digital experience information in accordance with some embodiments. The system **2600** may comprise a central data location **2602**. The central data location **2602** may comprise an ingestion connector **2604**. The ingestion connector **2604** may be configured to receive in real-time, from a system of record **2606**, a transactional event **2608**. The transactional event **2608** may comprise transactional event data. The ingestion connector **2604** may be further configured to collect the transactional event data from the transactional event **2608**. The ingestion connector **2604** may be configured to place the transactional event data onto an ingestion topic **2610** in an ingestion topic message **2612**. The central data location **2602** may comprise a translator **2613** configured to transform the ingestion topic message **2612** into a common data scheme message **2614**. The central data location **2602** may comprise an event backbone **2616**. The event backbone **2616** may comprise a common data scheme topic **2618**. The common data scheme topic **2618** may comprise one or a plurality of transactional events. The common data scheme topic **2618** may be formed from the common data scheme message **2614**. The event backbone **2616** may comprise an access logs topic **2620** communicatively coupled to a log management system **2622**. The access logs topic **2620** may be configured to record access to the event backbone **2616**. The access logs topic **2620** may report the access to the log management system **2622**. The log management system **2622** may be configured to store log access information. The event backbone **2616** may comprise a sink connector **2624**. The sink connector **2624** may be configured to write one or more of topics **2610**, **2618**, **2620**, and a purpose-built topic **2626** to an event store **2628**. The event store **2628** may be configured to store one or more of topics **2610**, **2618**, **2620**, and **2626**. The central data location **2602** may comprise a streaming processor **2630** configured to stream, to a subscriber **2632**, the common data scheme message **2614**.

[0139] The ingestion topic **2610** may comprise an ingestion topic schema defined using a schema registry **2634**. The common data scheme topic **2614** may comprise a common data scheme topic schema defined using the schema registry **2634**. The purpose-built topic **2626** may comprise a purpose-built topic schema defined using the schema registry. The access log topic **2620** may comprise an access log topic schema using the schema registry **2624**. The schema registry **2634** may follow a serialization and deserialization standard. The serialization and deserialization standard may be Apache Avro.

[0140] The present disclosure has been presented for purposes of illustration. It is not exhaustive and is not limited to precise forms or embodiments disclosed. Modifications and adaptations of the embodiments will be apparent from consideration of the specification and practice of the disclosed embodiments. For example, the described implementations include hardware, but systems and methods consistent with the present disclosure can be implemented with hardware and software. In addition, while certain components have been described as being coupled to one another, such components may be integrated with one another or distributed in any suitable fashion.



[0141] Moreover, while illustrative embodiments have been described herein, the scope includes any and all embodiments having equivalent elements, modifications, omissions, combinations (e.g., of aspects across various embodiments), adaptations and/or alterations based on the present disclosure. The elements in the claims are to be interpreted broadly based on the language employed in the claims and not limited to examples described in the present specification or during the prosecution of the application, which examples are to be construed as nonexclusive. Further, the steps of the disclosed methods can be modified in any manner, including reordering steps and/or inserting or deleting steps.

[0142] The features and advantages of the disclosure are apparent from the detailed specification, and thus, it is intended that the appended claims cover all systems and methods falling within the true spirit and scope of the disclosure. As used herein, the indefinite articles “a” and “an” mean “one or more.” Similarly, the use of a plural term does not necessarily denote a plurality unless it is unambiguous in the given context. Words such as “and” or “or” mean “and/or” unless specifically directed otherwise. Further, since numerous modifications and variations will readily occur from studying the present disclosure, it is not desired to limit the disclosure to the exact construction and operation illustrated and described, and accordingly, all suitable modifications and equivalents may be resorted to, falling within the scope of the disclosure.

[0143] Other embodiments will be apparent from consideration of the specification and practice of the embodiments disclosed herein. It is intended that the specification and examples be considered as example only, with a true scope and spirit of the disclosed embodiments being indicated by the following claims.

[0144] According to some embodiments, the operations, techniques, and/or components described herein can be implemented by a device or system, which can include one or more special-purpose computing devices. The special-purpose computing devices can be hard-wired to perform the operations, techniques, and/or components described herein, or can include digital electronic devices such as one or more application-specific integrated circuits (ASICs) or field programmable gate arrays (FPGAs) that are persistently programmed to perform the operations, techniques and/or components described herein, or can include one or more hardware processors programmed to perform such features of the present disclosure pursuant to program instructions in firmware, memory, other storage, or a combination. Such special-purpose computing devices can also combine custom hard-wired logic, ASICs, or FPGAs with custom programming to accomplish the technique and other features of the present disclosure. The special-purpose computing devices can be desktop computer systems, portable computer systems, handheld devices, networking devices, or any other device that can incorporate hard-wired and/or program logic to implement the techniques and other features of the present disclosure.

[0145] The one or more special-purpose computing devices can be generally controlled and coordinated by operating system software, such as IOS, Android, Blackberry, Chrome OS, Windows XP, Windows Vista, Windows 7, Windows 8, Windows Server, Windows CE, Unix, Linux, SunOS, Solaris, VxWorks, or other compatible operating systems. In other embodiments, the computing device can be controlled by a proprietary operating system. Operating systems can control and schedule computer processes for execution, perform memory management, provide file system, networking, I/O services, and provide a user interface functionality, such as a graphical user interface (“GUI”), among other things.

[0146] Furthermore, although aspects of the disclosed embodiments are described as being associated with data stored in memory and other tangible computer-readable storage mediums, one skilled in the art will appreciate that these aspects can also be stored on and executed from many types of tangible computer-readable media, such as secondary storage devices, like hard disks, floppy disks, or CD-ROM, or other forms of RAM or ROM. Accordingly, the disclosed embodiments are not limited to the above described examples, but instead are defined by the appended claims in light of their full scope of equivalents.

[0147] Moreover, while illustrative embodiments have been described herein, the scope includes any and all embodiments having equivalent elements, modifications, omissions, combinations (e.g., of aspects across various embodiments), adaptations or alterations based on the present disclosure. The elements in the claims are to be interpreted broadly based on the language employed in the claims and not limited to examples described in the present specification or during the prosecution of the application, which examples are to be construed as non-exclusive. Further, the steps of the disclosed methods can be modified in any manner, including by reordering steps or inserting or deleting steps.

[0148] It is intended, therefore, that the specification and examples be considered as example only, with a true scope and spirit being indicated by the following claims and their full scope of equivalents.

## Claims

**1-20.** (canceled)

**21.** A system for collecting and distributing digital experience information, the system comprising: a memory storing instructions; and at least one processor configured to execute the instructions to: provide one or more channel applications that configure one or more micro-applications to receive event information via one or more sets of write inner application programming interface (API); send the received event information to one or more systems of record (SOR); and process the event information and update the information to one or more systems of book of reference, the one or more systems of book of reference comprising a connector configured to receive the event information, an event backbone configured to route the event information received by the connector, and a database configured to store the event information.

**22.** The system of claim 21, wherein the one or more channel applications comprise one or more page components configured to lay out or configure the one or more micro-applications.

**23.** The system of claim 21, wherein the one or more micro-applications comprise one or more user interfaces configured to enable and allow a user to view information or to interact with the system.

**24.** The system of claim 23, wherein the one or more micro-applications comprise a front-end configured to receive input from the user or to provide information to the user.

**25.** The system of claim 24, wherein the input from the user is through buttons.

**26.** The system of claim 24, wherein the information provided to the user is through a display.

**27.** The system of claim 24, wherein the front-end is created using Angular platform for receiving the user input in the form of mouse-clicks on a browser.

**28.** The system of claim 24, wherein the front-end comprises the user interfaces of the one or more channel applications.

**29.** The system of claim 21, wherein the one or more sets of write inner API are configured to receive event information from the one or more micro-applications.

**30.** The system of claim 29, wherein the one or more sets of write inner API send the received event information to the one or more SOR.

**31.** The system of claim 30, wherein the one or more SOR process the event information and update the information to the one or more systems of book of reference.

**32.** The system of claim 21, wherein the one or more sets of read inner API send information to the one or more micro-applications.

**33.** The system of claim 21, wherein the one or more sets of read inner API are created by exposing data in a data store.

**34.** The system of claim 21, wherein the one or more sets of read inner API use an internal or external cache to speed API responses.

**35.** The system of claim 21, wherein the one or more sets of read inner API and the one or more systems of book of reference are deployed as a central data location.

**36.** A computer-implemented method for collecting and distributing digital experience information, the method being performed by at least one processor and comprising: providing one or more channel applications that configure one or more micro-applications to receive event information via one or more sets of write inner application programming interface (API); sending the received event information to one or more systems of record (SOR); and processing the event information and updating the information to one or more systems of book of reference, the one or more systems of book of reference comprising a connector configured to receive the event information, an event backbone configured to route the event information received by the connector, and a database configured to store the event information.

**37.** The method of claim 36, wherein the one or more micro-applications comprise a front-end configured to receive input from a user or to provide information to a user.

**38.** The method of claim 37, wherein the input from the user is through buttons and the information provided to the user is through a display.

**39.** The method of claim 37, wherein the front-end is created using Angular platform for receiving the user input in the form of mouse-clicks on a browser.

**40.** The method of claim 37, wherein the front-end comprises user interfaces of the one or more channel applications.

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