



HIPPO



Dr E. Boekmanschool

OPENBARE KAMER- en  
DR. E. BOEKMANSSCHOOL

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Duurt lang

De Verwende Content Consument

# De Verwende Content Consument

- Ik wil **toegang** tot informatie Web
- Ik wil de juiste informatie **kunnen vinden** Google
- Ik wil de juiste informatie **hier en nu, op dit apparaat** kunnen vinden Apple iPhone
- De **juiste informatie moet naar mij toe komen, nu en hier, op dit apparaat, en op een manier dat ik er wat mee kan** Hippo

## De Personal Computer





Personal





HIPPO

# Internet of Things

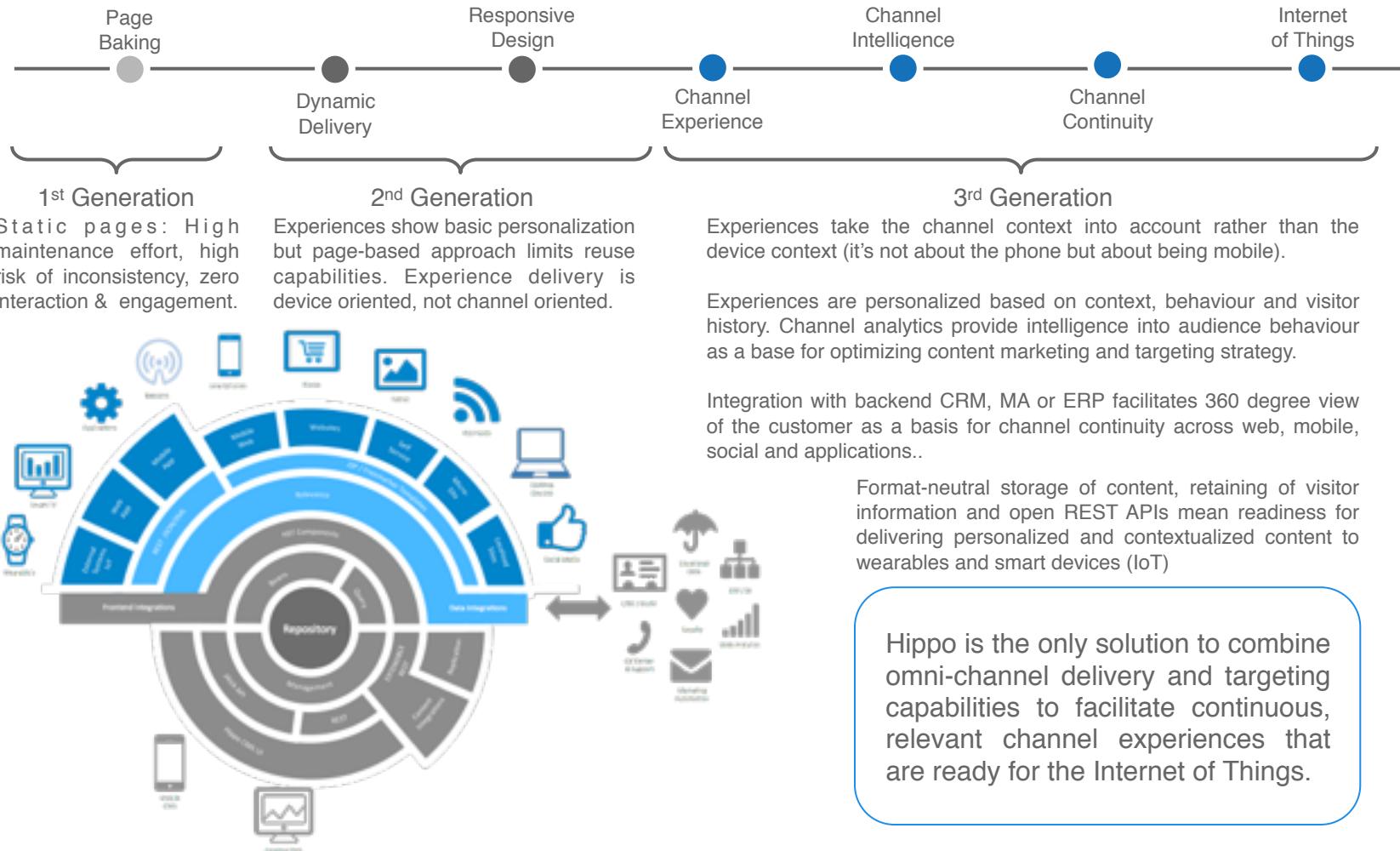


Schermen en sensoren



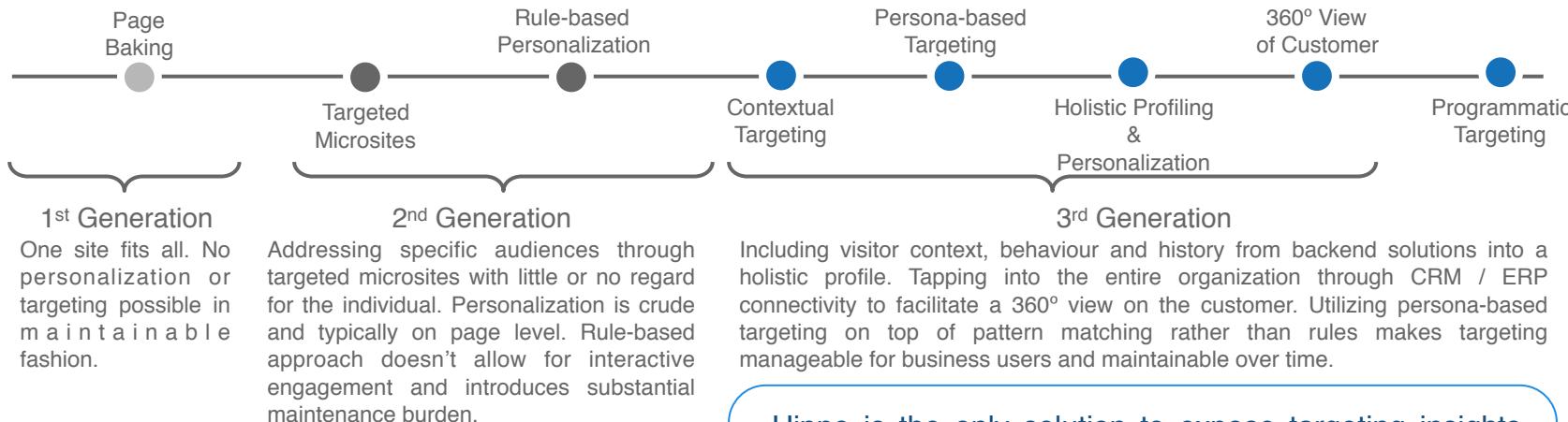


# Omni-channel advantage

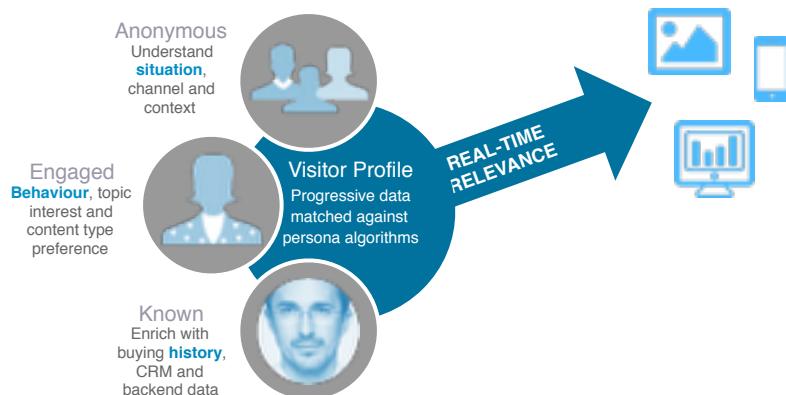




# Targeting & personalization advantage



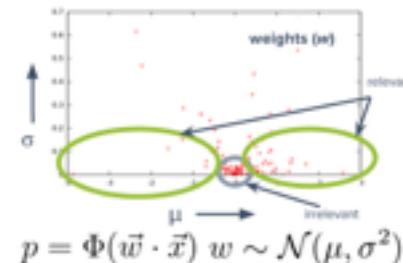
Holistic profiling drives advanced pattern matching



Hippo is the only solution to expose targeting insights and configuration to marketing users in a usable way. Hippo offers the most performant solution to deliver real-time engagement into personalized content and targeted offers to drive conversion across all channels.

## Automatic Relevance Determination (ARD)

Hippo persona discovery, trends and experiment capability utilizes sophisticated multi-arm bandit and ARD algorithms to match personas faster, with less overhead and higher accuracy.

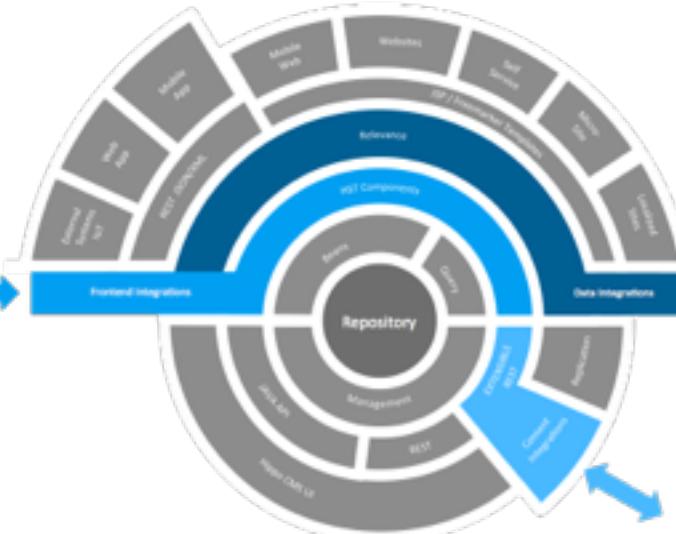


# The Interoperability Advantage

## Frontend Integrations

Many of the integrations that contribute to digital experience properties and modern online business applications do not necessarily require an integration with the back-end CMS. Rather, they require a contextual integration depending on the visitor situation, thus needing an integration on data level and the ability to mash-up content and applications in real-time.

Hippo's strength in front-end integrations can be brought back to two core concepts: The strict separation of content, layout and logic as well as Hippo's background in portal technology.



## Content Integrations

Today, content typically resides in multiple repositories. This can be due to organizational silos, legacy technology or the different nature of content, such as structured content, product data, documents, multimedia assets etc. Modern CMS must span across these repositories to provide digital experience teams with one ubiquitous view on organizational content. In addition to that, WCM solutions have to allow the enrichment of content and metadata to facilitate the harmonized delivery of content to all digital properties and allow leveraging technologies such as targeting and personalization.

Hippo has traditionally been very strong in the area of Content Integrations. The foundation of Hippo Repository is Apache Jackrabbit, the reference implementation of JCR specifications JSR-170 and JSR-283. All content and CMS functionality is exposed through a standard set of API interfaces. This allows any application or process to integrate with the CMS for automatic creation, import, export and publication of content.

Other, historically more web-page oriented CMSs don't allow external systems to operate on the raw, structured content in their repositories. They may have their content stored as web pages or parts of web pages including presentation, whereas Hippo stores content in a structured way with no presentation applied. Hippo Repository allows for the creation of domain-specific content types, enforcing data integrity when external systems push content into the repository.

## Data Integrations

For digital marketing teams, data on and around the customer has never been more important and connecting the data dots between different customer data stores inside and outside the organization has become crucial. Hippo maintains a live visitor profile for every unique visitor on an online property. The visitor profile is initially stored in-memory but persisted into a back end NoSQL database. Whenever the visitor returns and is recognized, their previous profile is picked up and progressively enriched with new data points.

The visitor profile data can be used offline for data analysis by BigData systems, as well as online to tailor the visitor's web experience in real time. With every page view, HST triggers a set of configurable data providers that receive the visitor profile and current request information, after which the providers get an opportunity to process the data and add information back to the profile. This allows for integrations with external data systems like CRM to look up extra data about the visitor based on their history.

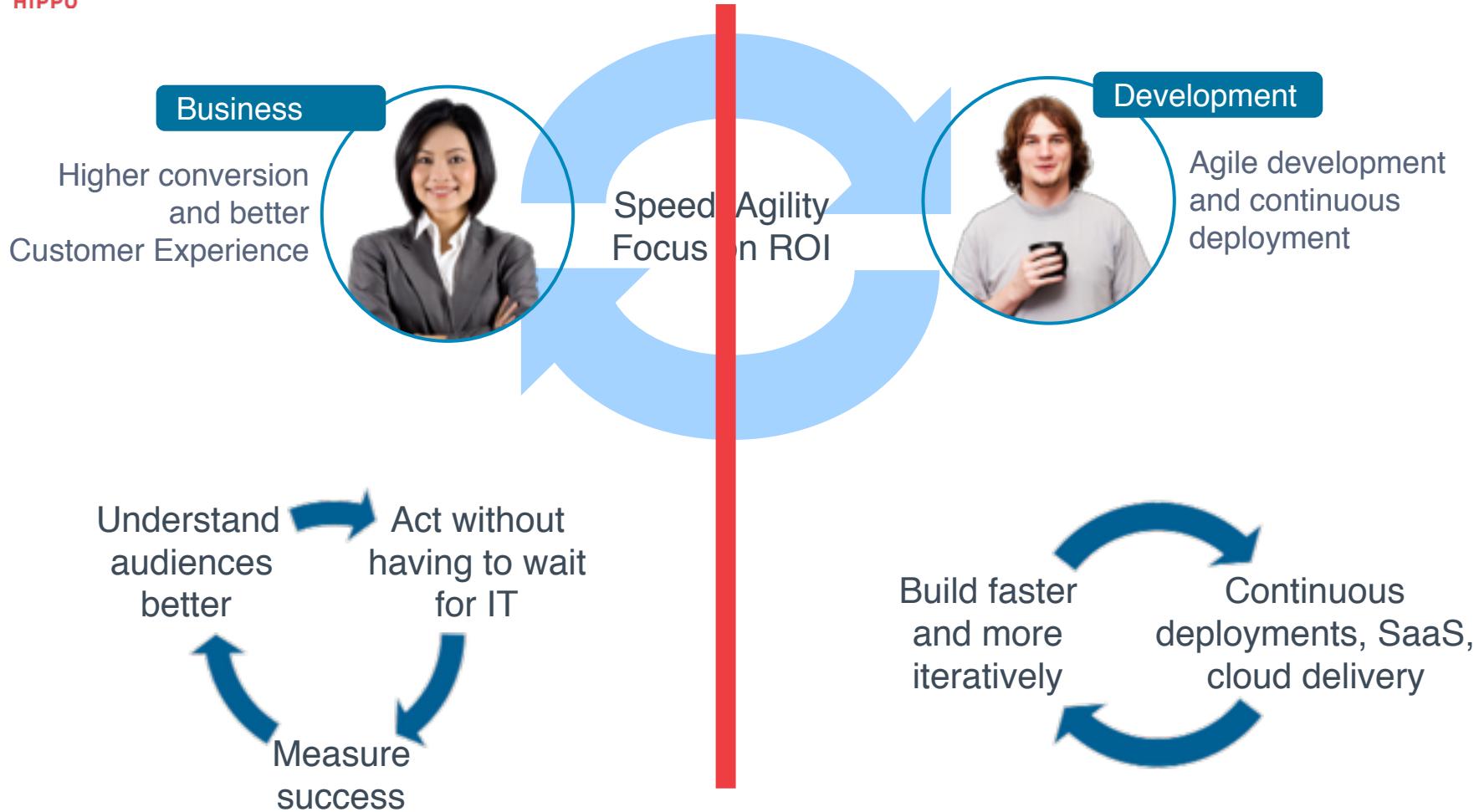


# De Verwarder Content Producent

- Hoe krijg ik mijn informatie bij mijn klant? HTML CMS
  - Hoe zorg ik ervoor dat het **vindbaar** is? Blog Google SEO
  - Hoe biedt ik mijn informatie aan **in de juiste context, op het juiste apparaat?** Content Marketing
  - Hoe weet ik **welke informatie** ik moet aanbieden? Multi Channel Personalisation
- A/B testing / Experiments Trends Content Performance Actionable Insights



# Continuous Innovation = Business Agility



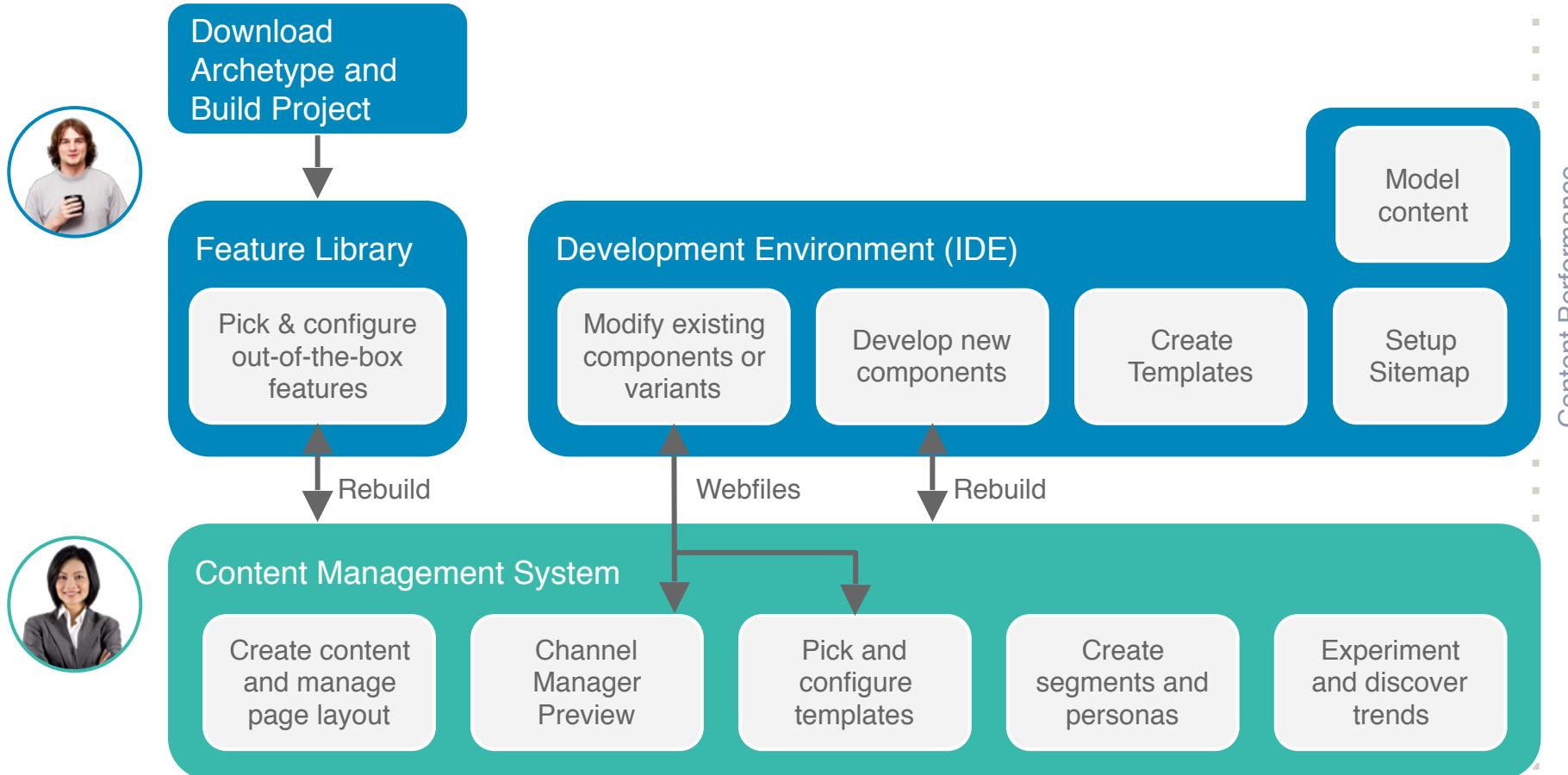


# Web Development: Continuous Collaboration



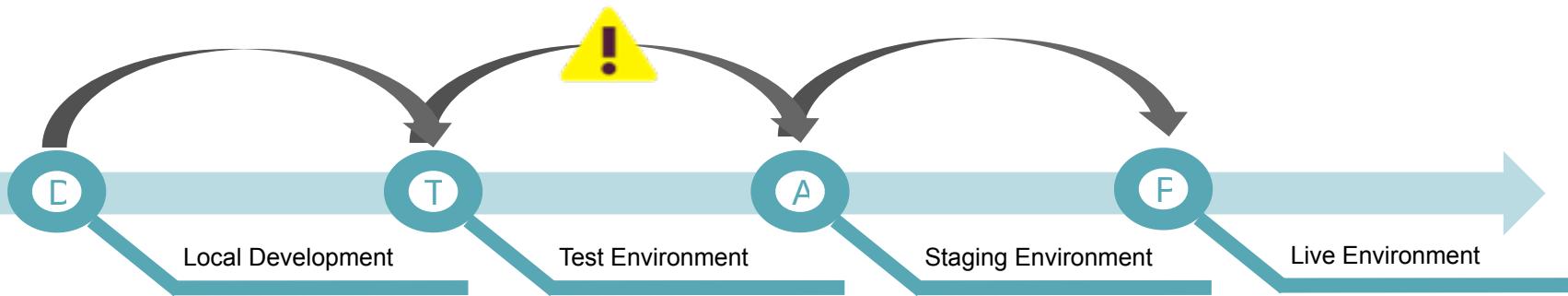
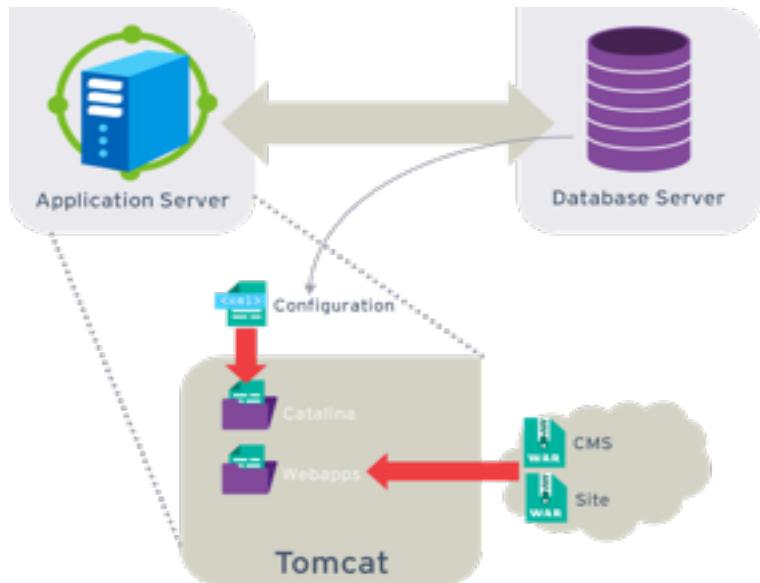


# Developing with Hippo CMS





# Deployment Process



Content Performance



# The Cloud Advantage

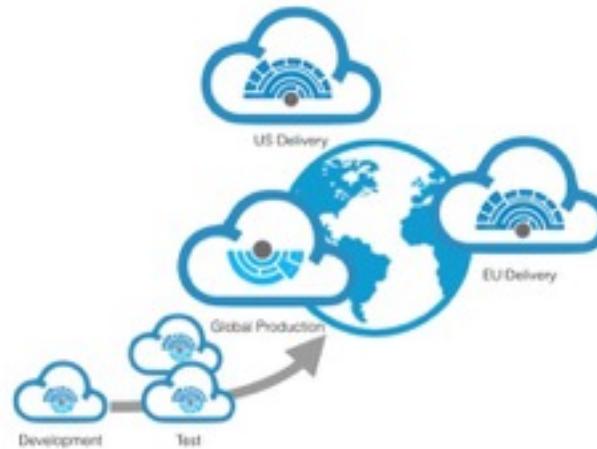
Next to on-premise deployment Hippo offers a full cloud option with Hippo OnDemand.



Hippo On Demand v2 is a secure, state-of-the-art multi-tenant platform on AWS where partners and customer can deploy their Hippo CMS environments.

Features include:

- auto-scaling
- back-up
- API driven for integration continuous deployment scenarios and a web interface



"[Hippo's] cloud offering is on a par with many of the competitors..."<sup>1</sup>

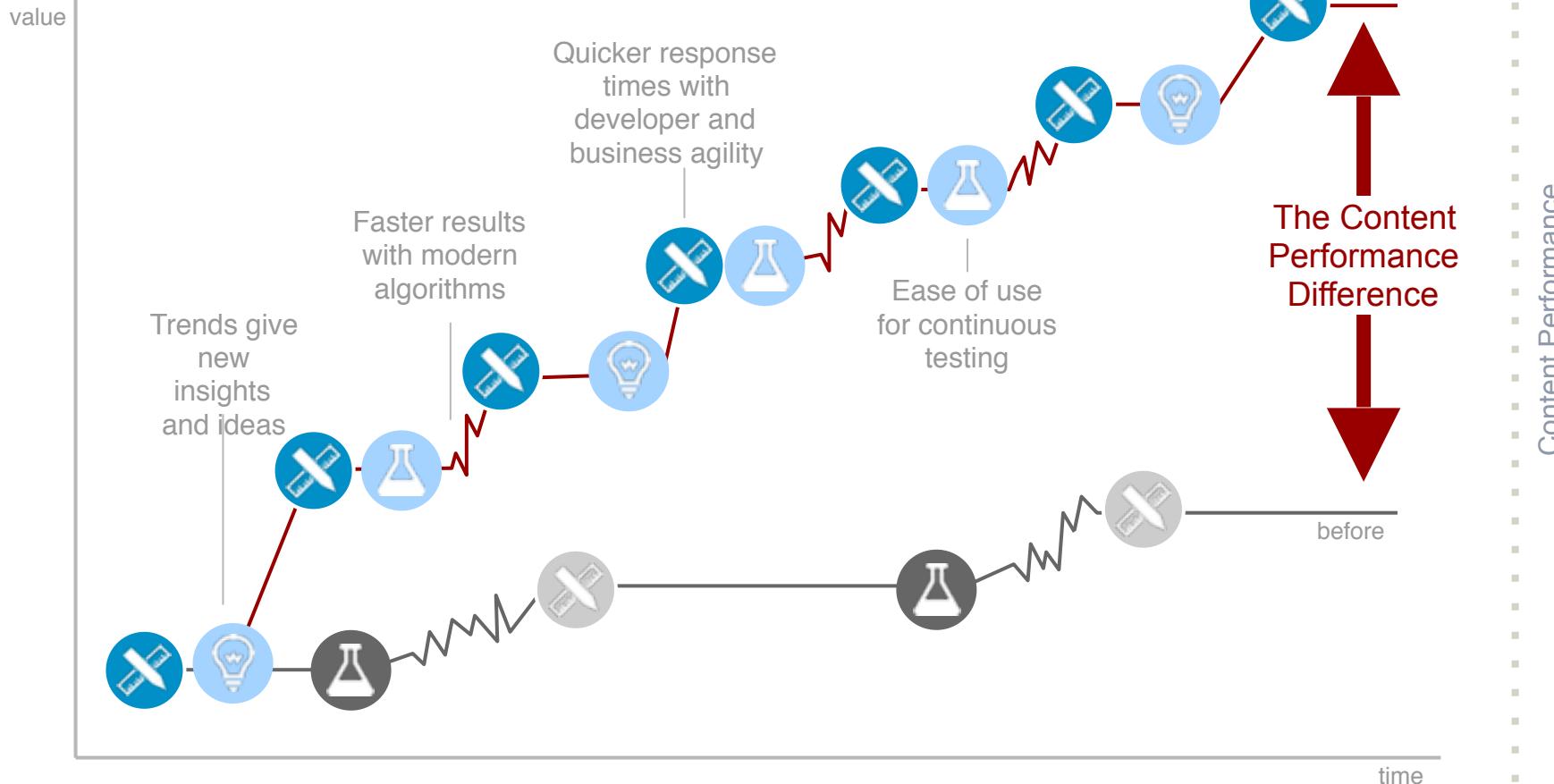
**Gartner**

**Relatively few WCM vendors have digital experience platform SaaS offerings.** SaaS is the purest form of cloud delivery in which the software vendor owns, operates, and upgrades the software and infrastructure. The benefits of SaaS include rapid deployment, dynamic scaling, frequent updates, subscription purchasing, and protection from denial of service attacks. Vendors such as Acquia, Crownpeak, DNN Software, and **Hippo** offer SaaS services today.

**FORRESTER**

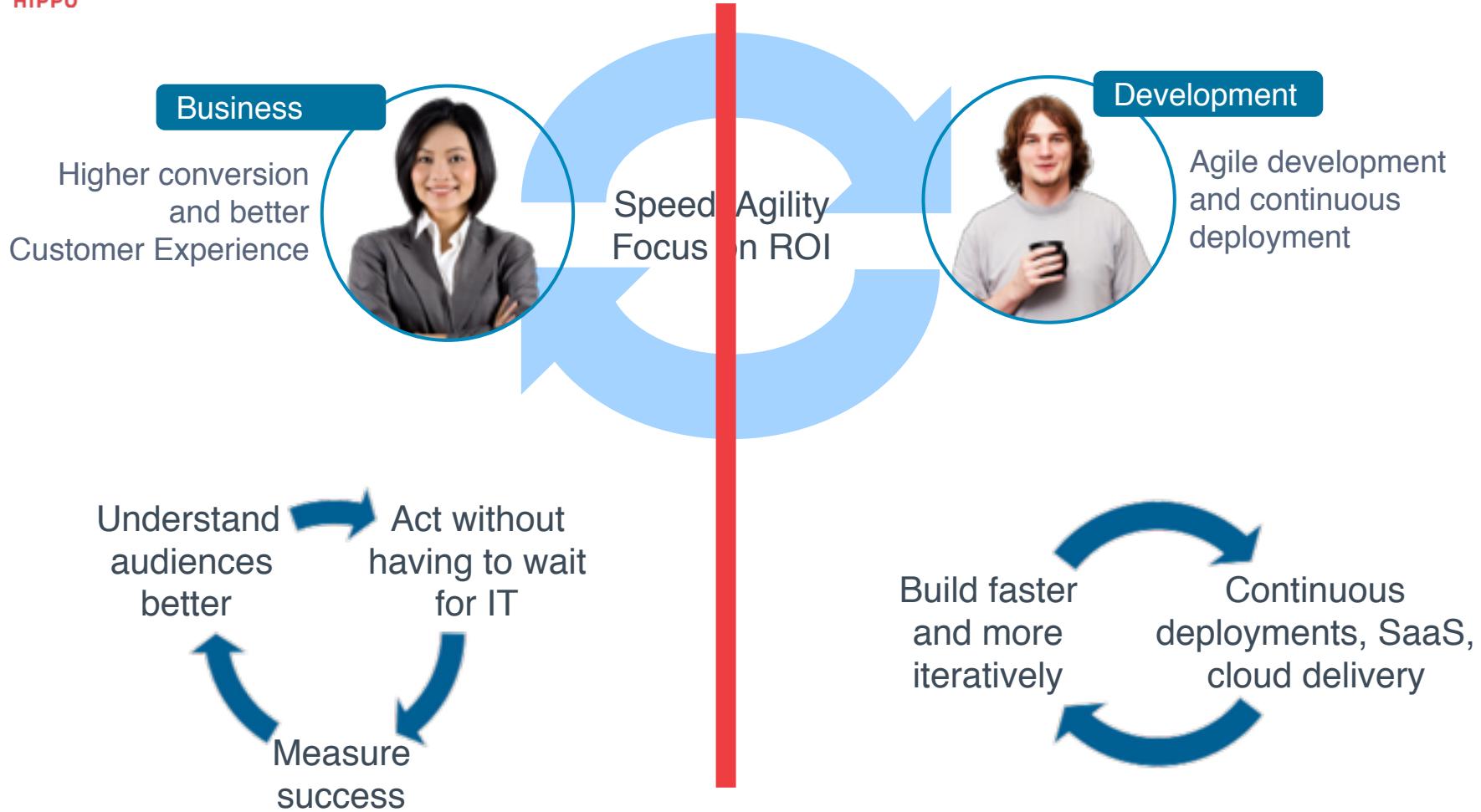


# It's getting better all the time





# Continuous Innovation = Business Agility







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