

# Digital Experience Accelerator (DXA)

SDL Tridion

**Typical enterprise web content management solutions often involve long and costly implementations, difficult and expensive upgrade paths, and complex deployment scenarios.**

Digital Experience Accelerator (DXA) for SDL Tridion provides a fast, cost-effective and solid platform to launch and manage digital channels.

## Features

**Proven technology & open standards.** DXA is based on the most current web standards. A fully documented, MVC-based web application, it uses open source frameworks and toolkits. Available in .NET and Java, DXA uses responsive design techniques and web standards, so your customers get the best possible experience on any device. It can be deployed on-premises, in the cloud or using a hybrid approach.

**Customizable HTML design.** With DXA, you can update the HTML design using a single ZIP file with no impact to the web application, providing flexible and fast rollouts of any updated brand elements.

**Extensible framework.** Using the DXA framework you can add community-developed accelerators for mobile, eCommerce, analytics, search and more.

**Faster time to market.** Using DXA, you start with a solid foundation for your entire implementation. This means that the contributors to your web experience – including designers, developers and content authors – can begin their work quickly with minimal delay.

**Blended marketing & product content.** DXA enables you to combine content from two key components of SDL Tridion - Sites and Docs. This provides your customers with a unified customer journey spanning marketing information and documentation.

## Speed up your web projects

The Digital Experience Accelerator (DXA) for SDL Tridion is a fully functional website implementation. Based on years of best practice, it provides a quick-start foundation for web projects, decreasing your website implementation time dramatically.

You can use it as the basis for a full web implementation or smaller initiatives such as campaigns sites.

DXA is provided at no cost, and its source code is available under an Apache 2.0 license.





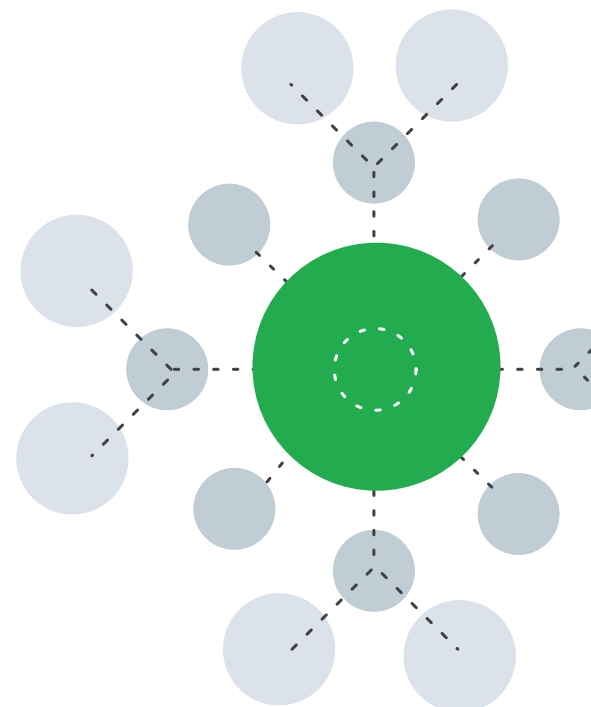
**Functional Features**

The DXA sample site includes the following features:

Standard roles	Standard roles and permissions
WYSIWYG	A WYSIWYG environment from which you can view and edit sample pages and content, both for desktop and mobile devices
Sample site content	Pre-populated content and royalty-free stock images to make the available page types and layouts clearer.
Regions	Regions that organize and control the types, order and layout of content on a page
Default language support	Default support for multiple languages
Social media	Integration with social networks, YouTube, Google Maps and Google Analytics
Audience management	Form-based site login with credentials stored in Audience Manager database
Targeting and personalization	Predefined triggers to deliver targeted and personalized content
Responsive design	Both client- and server-side responsive design
Automatic image resizing	Automated image resizing based on client devices
Site search	Apache Solr or Amazon CloudSearch
Navigation	Support for both standard- and taxonomy-based navigation

**Benefits**

- Speed up your deployment time by eliminating unnecessary programming efforts
- Cover up to 70% of the most common use cases
- Free resources to focus on custom requirements
- Open-source access to community features





Technical Specifications

<p>Web application</p>	<p>MVC architecture:</p> <ul style="list-style-type: none"> <li>• .NET: ASP.NET MVC 5 architecture</li> <li>• Java: Spring MVC</li> </ul> <p>Service-based content provider with DD4T and R2 data model compatibility.</p> <p>SDL Tridion content and pages publish to the Content Broker database:</p> <ul style="list-style-type: none"> <li>• Scalable web deployments</li> <li>• Minimal configuration and web application footprint</li> </ul>
<p>Microservices</p>	<ul style="list-style-type: none"> <li>• Full Support for Content Interaction Services (CIS) of SDL Tridion Sites 8.5 and later</li> <li>• Content microservice provides full support for GraphQL</li> <li>• Content Delivery Server Roles as a microservice that runs independently of the web application</li> <li>• Reduced version and library dependencies</li> <li>• Easier upgrades</li> </ul>
<p>Templating</p>	<p>Templating implemented via views:</p> <ul style="list-style-type: none"> <li>• Pages, regions and entities (content)</li> <li>• ASP.NET: Razor views</li> <li>• Java: JSPs with tags from the included tag library</li> </ul> <p>Out-of-the box template building blocks:</p> <ul style="list-style-type: none"> <li>• Navigation</li> <li>• Configuration</li> <li>• Resource data assets</li> <li>• HTML design assets to .NET or Java web application</li> </ul>
<p>HTML design</p>	<ul style="list-style-type: none"> <li>• Bootstrap framework</li> <li>• 3rd-party plugins</li> <li>• Customizations and extensions possible</li> </ul>
<p>BluePrint</p>	<ul style="list-style-type: none"> <li>• Five-level default structure</li> <li>• Support for localized websites</li> <li>• Site Wizard for new sites</li> <li>• Use the DXA BluePrint as is, enhance it or build your own</li> </ul>
<p>SEO/RDFa</p>	<ul style="list-style-type: none"> <li>• Schema.org compliant</li> <li>• Extensible semantic mapping model</li> <li>• Auto-populated open graph metadata for social sharing</li> </ul>



Technical Specifications (continued)

Responsive design	<ul style="list-style-type: none"> <li>• RESS (RWD + Server Side) website</li> <li>• Default of 4 breakpoints:             <ul style="list-style-type: none"> <li>◦ Large (&gt;1140)</li> <li>◦ Medium (940 – 1139)</li> <li>◦ Small (480 – 939)</li> <li>◦ Extra Small (&lt;480)</li> </ul> </li> <li>• Add breakpoints if required</li> </ul>
Device detection	<ul style="list-style-type: none"> <li>• Server-side SDL Tridion device library (User Agent-Based Device Detection).             <ul style="list-style-type: none"> <li>◦ Device description (W3C device vocabulary)</li> <li>◦ In-memory database</li> <li>◦ Available as a plugin or REST service</li> </ul> </li> <li>• Automated device lookups and detection (10 millisecond User Agent resolution on average)</li> <li>• JavaScript plugin to enrich device properties and automatically update the database with new devices</li> <li>• Support for contextual view switching, allowing to render specifically for the detected device</li> <li>• Optional enhanced device detection capabilities available via third party (51Degrees module)</li> </ul>
Boilerplates and helpers	<ul style="list-style-type: none"> <li>• Modernizr</li> </ul>
Grid system	<ul style="list-style-type: none"> <li>• Bootstrap</li> </ul>
JavaScript framework	<ul style="list-style-type: none"> <li>• JQuery</li> </ul>
CSS management	<ul style="list-style-type: none"> <li>• LESS, Grunt, Bower</li> </ul>
License	DXA is provided at no cost, and its source code is available under an Apache 2.0 license

Find out more: [sdl.com/tridion](https://sdl.com/tridion)

**SDL\***

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