Solution Guide:
Digital Experience Portal

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This white paper discusses the Ingeniux solution for Digital Experience Portals. Digital Experience Portals offer a new way to deliver content and application services to key audiences and communities, while meeting modern branding, customer experience, and technology requirements.

A Digital Experience Portal is simply a secure website that delivers content, applications or online services, collaboration and engagement. You use a digital experience portal for any use case that requires secure access to information, collaboration, or explicit personalization based on the user profile.

Common use cases are company extranets, partner or distributor portals, training portals, membership portals and communities, purchasing portals, student or academic portals, or employee portals.

The Digital Experience Portal: The Modern Alternative to Legacy Portals

The Ingeniux Digital Experience Portal (DXP) solution is an innovative approach to portals that improves digital experiences for a range of users, including employees, partners, customers and support teams. It offers a content-driven experience that combines content management, application integration, collaboration and robust security.

A modern portal built with Ingeniux CMS offers a contextual content-driven experience that brings together information from business systems. Ingeniux CMS follows web standards and mobile responsive design. It not only securely integrates business systems such as CRMs and ERPs, but also offers content within the portal directly, giving users one place to quickly find information and engage with the organization and other users.

While some portals offer the same standard user experience regardless of organization, Ingeniux CMS provides complete graphic design and brand control, so you can create the best experience for your users.

The Ingeniux DXP includes a set of common portal modules along with the ability to easily extend and enhance it for specific use cases. Some examples of a Digital Experience Portal solution include extranet, customer support portal, training portal, partner portal, and employee workplace portal.

Breaking Down Information Silos

Information is found in a myriad of systems across organizations, including CRM, ERP, marketing automation, file shares, content management systems and more. But people who need information don't always know which system contains the information they require and don't have time to figure it out. All they want is a single place where they can go to get the right information and a consistent experience with easy centralized access.

Ingeniux is committed to providing a user experience that meets the needs of users by offering a single point of access and hub to all applications, information, and content, breaking down these information silos.

Portals have been around for a long time. But there are major differences between solutions that continue to provide legacy portal offerings and platforms like Ingeniux that provide modern agile solutions for the digital experience portal.

	Ingeniux CMS Portal Solution	**Legacy Portals**
Content Model	Support for full page and componitized content as well as applications and links.	Content model limited to links and content snippets. No page-based or narrative content.
Integration	Integation using modern web standards for Web Services and APIs.	Integration based on legacy portal standards for JSR and Microsoft.net.
Single Sign On & Permissions	Pre-built support for Active Directory, LDAP, and CAS. Support for SAML 2.0 and leading identity providers.	Prorprietary identity management or complex integration.
Mobile Support	Mobile first design model with responsive and adaptive templates.	Limited or no mobile support.
User Experience	Brand-forward user experience with full branding and style guide control.	Pre-built templates with limited brand control.
Application Access	Applications interfaces and data displayed in the portal views.	Links to external applications or widgets with application data and forms.

At a Glance: Capabilities

SSO, Permissions and Access	LMS Integration	SIS / ERP / CRM Integration
Collaboration	Social / Community	Search
Analytics	Web Content	Notifications/ Activity Feeds
Mobile	Profile Management	Developer APIs

Digital Experience Portal Features

The Ingeniux Digital Experience solution provides a seamless, consistent user experience where users have a single point of access to all the information they need.

Dashboards

When a user enters the Portal, they often view a dashboard customized to their needs. The portal dashboard (or Home Page) may offer common sections such as the training, help, support tickets, and contracts in addition to personalized sections or links based on the user's prior portal use. The dashboard may be a content-driven interface that surfaces the most important information and links personalized to each user.

Content Management

The Ingeniux DXP solution provides a full-featured content management system. Portal administrators can give access to authors, editors, and publishers for each department, team, or partner to create and manage content published in the portal.

Robust workflow is also available to ensure that all content published on the portal has gone through the appropriate reviews and approvals before going live.

Another key benefit of Ingeniux content management is its web governance capabilities. Ingeniux offers built-in features for quality assurance (so you can be sure the portal experience is free of unreadable text and broken links) and accessibility, including a built-in accessibility checker.

Portal Designer

Ingeniux CMS includes Page Builder, a visual designer, to develop web pages that are automatically responsive and follow company-defined standard templates.

Using Page Builder, web managers can pull in content from business systems into the portal experience offering immediate access to a range of information.

ERP, CRM, and Other Application Integration

Integration is available for CRMs such as Salesforce and MS Dynamics, as well as LMS and ERP.

Integrate with these systems to connect employee, partner, and student profiles, in addition to other related information.

Profile Management

User profiles are stored in the DXP solution and connected to their profile in the CRM or ERP. This means the profile in the portal is a combination of CRM profile information and custom profile elements in the portal.

Users may be able to update certain parts of their profile as identified by the company, including CRM profile information. Changes to core CRM profile information sync with the backend systems in real-time, so you can ensure profile data is accurate across systems.

The company defines the additional profile fields in the portal.

Notifications & Activity Feeds

The Ingeniux DXP solution can also provide an activity feed feature that allows portal members to follow other users and groups and other interesting activity feeds to stay up to date on events and activities. This feed is often shown on the Portal Homepage and can offer an email option that sends regular updates in a feed to the user's email address.

Notifications are also available within the portal to provide alerts and items of interest to users – such as project updates, major events, upcoming deadlines and news and other alerts. Notifications can appear highlighted in the portal, or sent via email or SMS.

Enterprise Search

The ability to find information quickly is critical in a DXP. Along with a well-defined information architecture set up by the company, the Ingeniux Digital Experience Portal solution also provides built-in enterprise search.

Ingeniux Search provides a rich set of capabilities out of the box, including federation, faceted or guided search, secure search, and multilingual search. Portal administrators can customize search results by configuring search rankings and creating a custom search results UI.

Single Sign-On, Permissions, and Access

There is robust security and permissions for users, groups and content assets built into the Ingeniux Digital Experience Portal solution.

Single Sign-on and Access: End-user SSO is done depending on the platform integrations and requirements. The most common form is to use SAML 2.0 and any number of Identity Providers (IDP) such as Active Directory Federation Services (ADFS), Azure AD/Office 365, Shibboleth, Ping, Okta, etc. When using an external IDP, Ingeniux delegates credential management to the external system.

The Ingeniux DXP solution can integrate directly with Active Directory, LDAP, work with Central Authentication Service (CAS) or a host of custom providers, or it can provide security directly. Because it provides cascading authentication, it can utilize multiple identity providers to manage access and group-level security in the Portal.

By applying permissions by Role or Group, institutions can easily manage access to content within the Portal, as well as access to systems integrated with the portal through Single-sign on.

Social Community

In some instances, community is an important aspect of the DXP. The Ingeniux DXP solution supports a social and community environment through a number of features including blogs, forums, activity feeds, social feedback (commenting, likes, ratings, etc.) and interest groups. Gamification is another feature that encourages engagement through features such as leaderboards, badges, and games.

Companies can identify community managers internally or extend community manager capabilities to other groups or participants.

Collaboration

Employees often work in groups or teams. Departments want a place to store information, projects, contracts, schedules and so on. The DXP solution provides collaboration capabilities that enable employees to work together including shared workspaces and calendars, activity feeds and notifications.

Reports and Analytics

Ingeniux provides web analytics dashboards on a page-by-page and portal-wide basis. Analytics data is integrated via a provider model with pre-built connectors for Google Analytics, WebTrends, and Adobe.

Create custom reports or view a standard set out of the box to track portal usage. Regular monitoring helps companies see what areas of the portal are accessed most often and enables them to adjust the user experience by bringing more important, or commonly accessed information into the Dashboard.

Analytics on communities can help groups monitor how well their community is performing, including most popular content and frequent community members.

In addition, there is reporting on enterprise search usage, giving the company a view into what information user are searching for. Again, this information helps them improve the experience by creating more content or bringing widely searched content into the dashboard, common links or navigation.

Third-Party Application Integration

Ingeniux software is built on the latest Microsoft technology; including ASP.NET 4.5 and MVC 5.

Ingeniux CMS features a true three-tier architecture, support for the latest ASP.NET technologies including MVC and the Razor view engine, full Visual Studio integration, and open RESTful API elements. The Ingeniux DXP provides a Developer API written in ASP.NET. The API is available in REST and SOAP. A CS API provides access to the content store and content management application services. It is built around a NoSQL document database. The DSS API (Dynamic Site Server API) provides access to the content delivery tier and is used to integrate content and other systems in the Student Portal.

Mobile Experience

Ingeniux CMS supports mobile experiences out of the box. The Digital Experience Portal solution natively support responsive frameworks like Bootstrap, Angular and Foundation. A plug-in system supports additional responsive frameworks. The Ingeniux Page Builder uses responsive frameworks to generate the grids in which content items are added, and rows and columns set to visually layout a new page or modify an existing template.

You can make your portal device-aware with Ingeniux CMS. A device-aware portal solution detects the user agent and device for each content request. The portal can target and render content based on device types and capabilities. Ingeniux packages a device profile library of over 20,000 mobile devices that is automatically updated weekly with new specifications. Use the library for loading emulations (the Portal supports desktop, tablet and smartphone content emulation and preview) and real-time device and capabilities detection for intelligent content display.

Portal Deployment Options

The Ingeniux Digital Experience Portal is available as a software service managed in the Cloud, or as an on-premises application. The managed hosting solution enables companies to accelerate growth and scale operations while controlling costs and reducing IT infrastructure support risks.

Ingeniux offers more than traditional multitenant SaaS solutions by providing each customer with a dedicated environment for its Digital Experience Portal application. Using this approach, each customer can define the network configuration needed to meet business, security, and compliance requirements.

The Ingeniux approach also provides greater flexibility: upgrade when you want, manage file-level access, write customizations and integrations, install additional applications or databases, and, perhaps most importantly, move the application to your servers if you want in the future.

Ingeniux's industry-leading software-as-a-service goes beyond traditional hosting by providing application management, change management, performance management, and application optimization.

The Cloud provides greater scalability, less management overhead for IT teams, and the peace of mind of having one number to call to address your web software, performance, and uptime services.

About Ingeniux

Ingeniux is the leading provider of web content management and digital experience software. We enable organizations to orchestrate the entire customer experience from acquisition through to sales to support and service, across any device, application, or website.

Ingeniux software is available as a fully managed software service or an on-premise application. Ingeniux delivers unparalleled service and support to customers worldwide.

To learn more about Ingeniux portal and web content management solutions, e-mail info@ingeniux.com.

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