



BOYE & CO

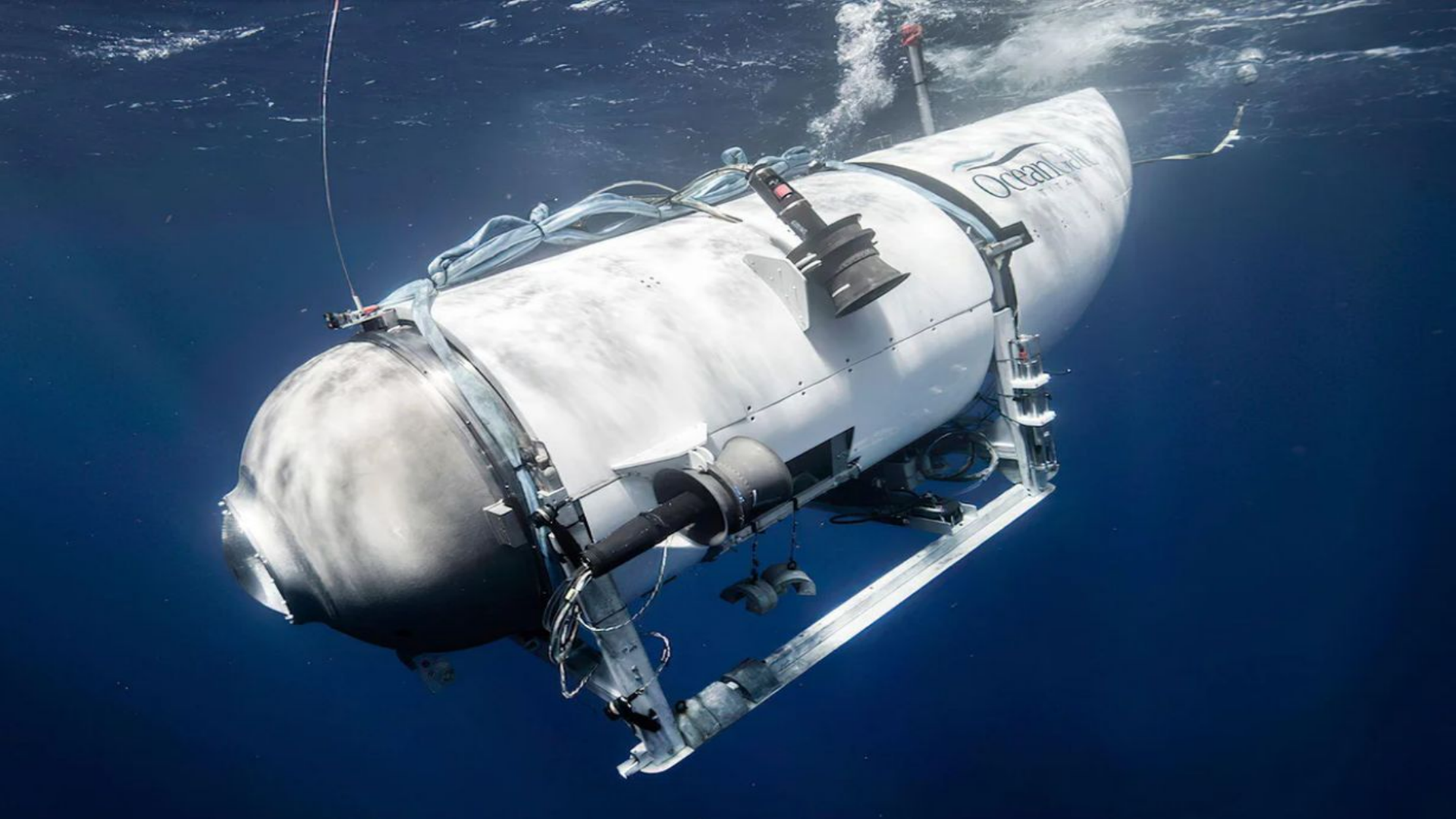


What's the state of the Experience Market?

Ibexa Global
Partner Conference
January 2024
Janus Boye

How was 2023?





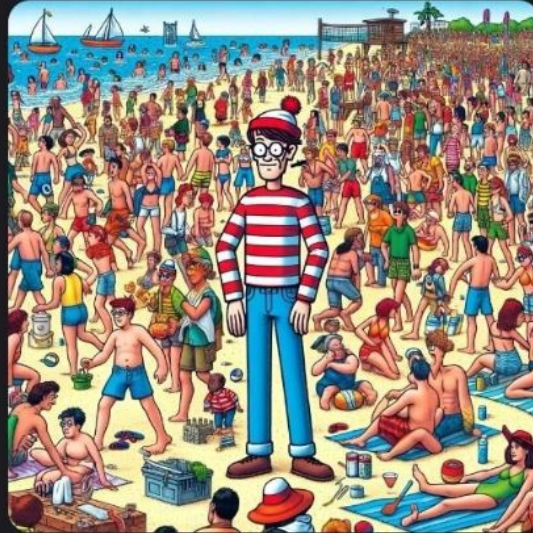


YOU

Make a wheres Waldo picture



CHATGPT

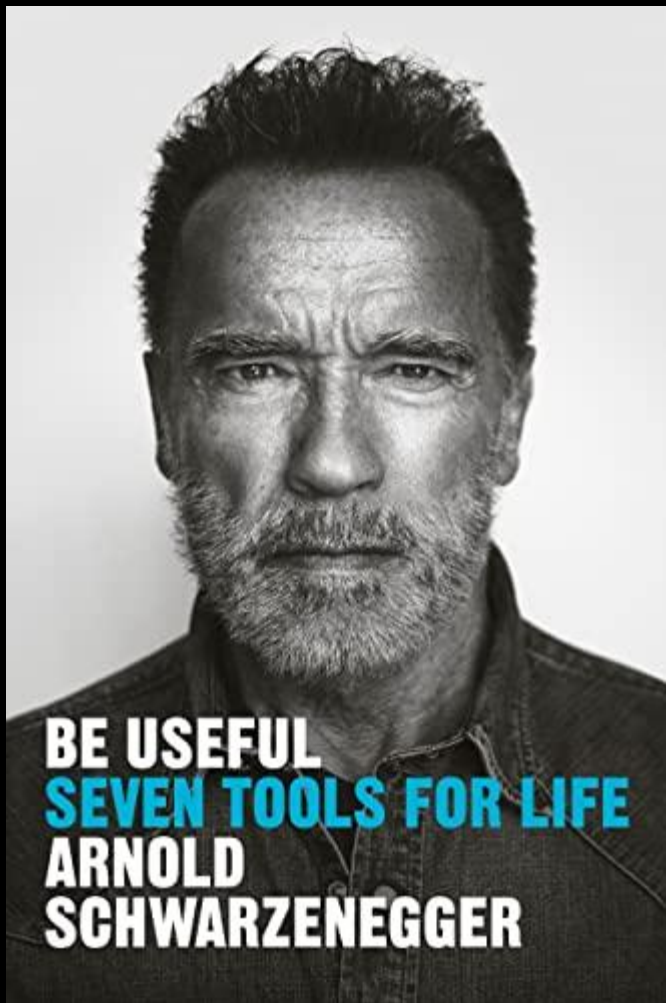


Here's your "Where's Waldo" style picture. Have fun trying to spot the character!

Takeaway #1

“There’s no I in AI (yet)”

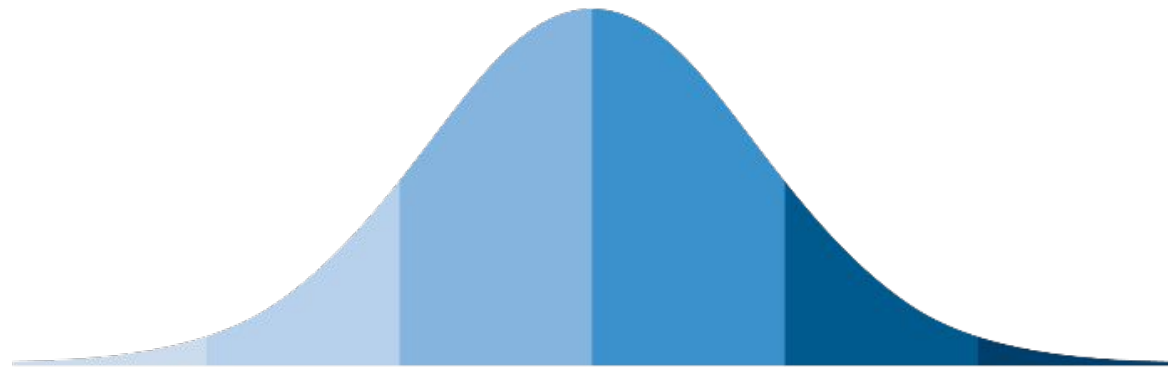
Before we do this together



BE USEFUL
SEVEN TOOLS FOR LIFE
ARNOLD
SCHWARZENEGGER

Where does **state of the art** fall on the innovation distribution?

Number of Products



Degree of Innovation

A word on content

Will it be your code or your content that makes you stick out?

Content failures can happen quickly and be devastating

**CODE
PROCESS**

**CONTENT
PROCESS**

**THE ORG'S
ATTENTION**

Information changes across tools

- I was a Joomla loyalist for 10 years until...
 - Someone made another choice for me
 - Drupal
 - Vignette
 - Magnolia
 - Jahia
 - Wordpress
 - Hubspot
 - Webflow

Information changes less across time

- Content turns to stone over time
 - Links must resolve indefinitely
 - Consistency must be maintained
 - Longevity is critical crucial

Takeaway #2

“Content production is not a solved problem”

A word on management



Page Builders: Threat or Menace?

Brand Strategy

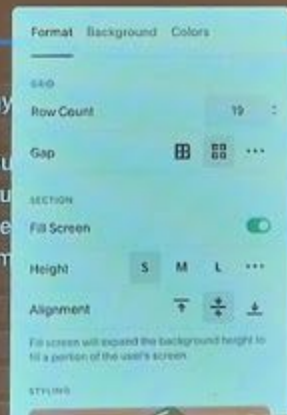
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Content Strategy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

UX Strategy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



A word on systems

Anyone remembers this?

OpenDoc

🌐 6 languages ▾

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Not to be confused with [OpenDocument](#).



This article **needs additional citations for verification**. Please help [improve this article](#) by [adding citations to reliable sources](#). Unsourced material may be challenged and removed.

Find sources: "OpenDoc" – news · newspapers · books · scholar · JSTOR (June 2013) ([Learn how and when to remove this template message](#))

OpenDoc is a defunct multi-platform [software componentry](#) framework standard created by [Apple](#) in the 1990s for [compound documents](#), intended as an alternative to [Microsoft's](#) proprietary [Object Linking and Embedding](#) (OLE).^[1] It is one of Apple's earliest experiments with [open standards](#) and collaborative development methods with other companies. OpenDoc development was transferred to the non-profit Component Integration Laboratories, Inc. (CI Labs), owned by a growing team of major corporate backers and effectively starting an industry consortium. In 1992, the [AIM alliance](#) launched between Apple, [IBM](#), and [Motorola](#)—with OpenDoc as a foundation. With the return of [Steve Jobs](#) to Apple, OpenDoc was discontinued in March 1997.

OpenDoc

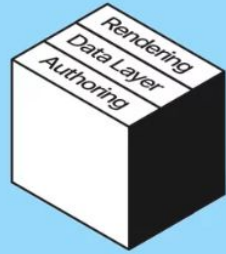


Developer(s)	Apple Inc.
Stable release	1.2.1 / March 1997; 26 years ago

Way back when

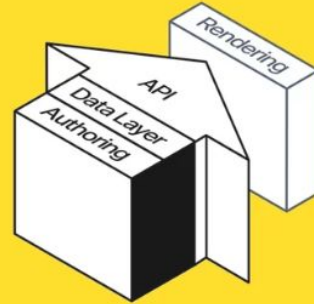


The headless confusion gets worse and worse



Traditional CMS

Monolithic
Self-host
Websites



Headless CMS

Semi-decoupled
SaaS or Hosted
Web Oriented

Headless, now with preview...

DRIES BUYTAERT

[BLOG](#) [PROJECTS](#) [PHOTOS](#) [ABOUT](#)

The new old: Jamstack and MACH's journey towards traditional CMS concepts

How Jamstack, MACH, and traditional CMSes like Drupal are evolving by learning from one another. Also, debunking some myths in Jamstack and MACH marketing.

MACH Alliance

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- This article **needs additional citations for verification**. *(February 2023)*
- This article **contains content that is written like an advertisement**. *(October 2023)*

The **MACH Alliance** is a not-for-profit [advocacy group](#) whose members include [software vendors](#), [systems integrators](#), agencies, and individual experts, called "Ambassadors",^[1] advocating for open technology ecosystems.^{[2][3]} The Alliance was formed in June 2020^[4] and has, as of December 2023, over 100 members^[5] spanning three continents.^[6] Notable members are, in alphabetical order, [Amazon Web Services](#), [Capgemini](#), [Deloitte](#), [Google Cloud Platform](#), [MongoDB](#), [PayPal](#), [Publicis Sapient](#), [Vercel](#), and [Wunderman Thompson](#).

History [\[edit\]](#)

The MACH Alliance

ALLIANCE

Logo of The MACH Alliance

[Commons](#) [Advocacy group](#)

MACH Alliance

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History [edit]

The MACH Alliance

ALLIANCE

Logo of The MACH Alliance

[Community](#) [Advocacy group](#)

Discover the power of QNTM
composable ecosystem

actito

ADNAMI

bizzkit

IBEXA

qualifio

raptor

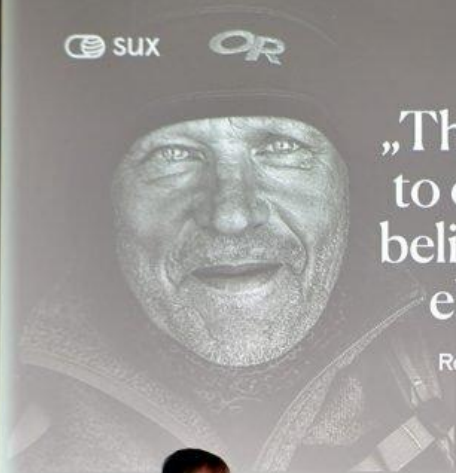
SEE
THIS

QNTM

One more big topic

SUX

OR



„The greatest *threat*
to our planet is the
belief that someone
else will save it.“

Robert Swan - 2041 Foundation





The internet is the world's largest
coal-powered machine

But it doesn't need to be

LOW ← TECH MAGAZINE

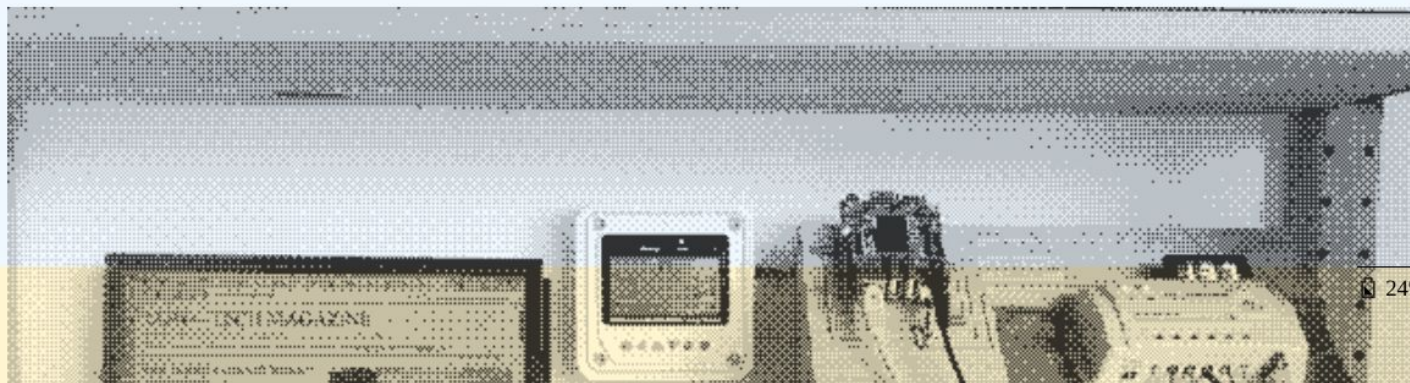
This is a solar-powered website, which means it sometimes goes offline ✨

MENU



About this website

This website is a solar-powered, self-hosted version of Low-tech Magazine. It has been designed to radically reduce the energy use associated with accessing our content.



Takeaway #3

“Sustainable digital leadership is both a huge opportunity and a competitive advantage”



The greatest **danger** in times of turbulence is not the turbulence; it is to **act with yesterday's logic.**

— *Peter Drucker*



Good luck with your projects