

The DXP Readiness Worksheet

Plenty of companies buy a DXP when what they had was a CMS problem, a data problem, or an org chart problem wearing a technology costume. This is how to tell.

Score each area from 1 to 5

1 means not us at all. 5 means exactly us. Be honest rather than aspirational.

Channels

We run several channels today and struggle to keep them consistent.

1

2

3

4

5

Customer data

Our customer data is fragmented across tools and nobody fully trusts it.

1

2

3

4

5

Personalisation use cases

We can name two or three specific things we would do in the first six months.

1

2

3

4

5

Team capacity

We have people to own content structure, segments and rules, and integrations.

1

2

3

4

5

Integration readiness

We have mapped the systems a platform would need to connect to.

1

2

3

4

5

Reading your score: 20 or above suggests a DXP is the right shape of answer. 12 to 19 means fix the weakest area first. Below 12, buy the specific tool that solves your actual bottleneck instead, usually a better CMS or a CDP.

Name your personalisation use cases

If you cannot fill in at least two, you are not ready to buy a platform built around this.

Use case 1

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Use case 2

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Use case 3

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Integration map

System	What it must exchange
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How to use this: Fill it in separately with your marketing lead, your technical lead, and whoever owns customer data. Where the three of you disagree is where the risk in the project is.