

Content Personalization starts with XperienCentral

Roadmap 2025

XperienCentral



XperienCentral

Shaping the Future of Content Personalization

The Next Chapter in Content Management

In today's dynamic environment, content is no longer just a medium for communication—it's a key driver of engagement, adaptability, and customer loyalty. Managing this effectively requires innovative tools that keep pace with evolving needs.

XperienCentral is designed to help businesses create modern content experiences that connect with their audiences across all digital channels. Whether through headless, headful, hybrid configurations or even as part of your DXP landscape—its flexibility ensures seamless integration into your technology ecosystem, supporting even the most complex content strategies.

A Better Experience for Content Teams

Managing content shouldn't feel like a struggle. Content creation lies at the core of digital experiences, and we're making significant improvements to how users interact with XperienCentral. Our efforts are focused on two key areas: the In-page Editor and the redesigned Editorial Workspace.

That's why we're introducing a redesigned workspace to make content creation faster, easier, and more intuitive. This upgrade will make it easier for users to create and edit content efficiently. The new Editorial Workspace provides teams with a visually appealing, modern workspace designed to enhance productivity through improved workflows and advanced tools.

Our objectives include

- A Modern Interface: A sleek, user-friendly design that simplifies workflows, reduces frustration and enhances productivity.
- Advanced Tools: Smarter navigation, in-page editing, and improved widget interactions make managing content a seamless experience.

Outcome

By listening to content editors, we've reimagined user experience so your teams can focus on impactful content, not complex processes.



Accessibility Made Effortless

With the upcoming European Accessibility Act (EAA) set to take effect in June 2025, creating inclusive digital experiences is more important than ever. We are committed to helping our customers create accessible content that aligns with [WCAG-standards](#).

This commitment reflects our focus on inclusive design and supports organizations in meeting essential regulatory obligations. With XperienCentral, creating WCAG-compliant websites becomes easier, ensuring that every visitor can interact with content effectively and without barriers.

Our objectives include

- A built-in accessibility toolbox for WCAG compliance and simplified processes to create barrier-free content quickly.
- Ensuring continuous up-to-date expertise to support your EAA-requirements.

Outcome

Easily create accessible websites that comply with WCAG-standards, supporting our commitment to inclusivity and providing a better experience for all users.



Smarter Content with AI

Content management is entering a new era, powered by artificial intelligence. Our AI integration is setting new standards for content management such as our latest widget, XCelerator. This tool significantly streamlines workflows and automates routine processes, enabling content teams to deliver high-quality output more efficiently.

Other key areas of focus include intelligent search capabilities, and emerging technologies that enhance productivity while maintaining ethical standards. By leveraging natural language processing, semantic search, and intelligent recommendations, we're creating a more intuitive and efficient content ecosystem.

Our objectives include

- Implement AI-powered enhancements.
- Ensure ethical and responsible AI usage.

Outcome

By adopting these AI capabilities, teams can work more efficiently, adapt to future trends, and focus on driving strategic impact, all while ensuring ethical and responsible AI usage.



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Why Content Matters

The Next Chapter in Content Management

Every piece of content you create impacts brand identity, customer engagement, and overall growth. Effective content management:

- Reduces costs by improving efficiency.
- Drives metrics like retention, conversion, and customer satisfaction.
- Ensures inclusivity, accessibility, and discoverability.

Content isn't just valuable—it's essential. With XperienCentral, you're equipped to meet these demands confidently.

Are you ready?

In 2025, XperienCentral is doubling down on usability, accessibility, and AI-driven innovation to empower organizations like yours to deliver exceptional digital experiences. With these tools, managing content becomes simpler, faster, and smarter, leaving more time to focus on what truly matters—connecting with your audience.



XperienCentral

XperienCentral is an award-winning, enterprise-capable CMS with a proven track record. It is centered around our vision of in-context editing and offers everything you might expect from a mature CMS. On top of that, XperienCentral is available in three configurations: Headful, Headless, and Hybrid. Want to know more about our CMS? Check out www.xperiencentral.com.

XperienCentral is a GX brand. GX has been developing content management and personalization solutions for over 25 years. Customers include brands such as Nationale Nederlanden, Klaverblad Verzekeringen, [PSV Eindhoven](#) and Ahold Delhaize, who have been integrating GX solutions into their digital strategies for years.