

DX Summit Announces Ars Logica Founder as 2016 Speaker

Ars Logica founder Tony White to present some of the firm's recent research on the theme "Improving Digital Experiences: Strategy and Implementation" at CMSWire's DX Summit 2016. His sessions will offer guidance on one or more of these subjects: DX needs analysis, experience management technology selection, DX strategy, and implementation success factors.

Boston, MA ([PRWEB](#)) March 08, 2016 -- [Ars Logica](#) founder and veteran analyst Tony White will share some of the firm's recent research on the subject "Improving Digital Experiences: Strategy and Implementation" at the [DX Summit 2016](#). Hosted by CMSWire, this year's second annual DX Summit focuses on the increasingly important digital experience market and takes place November 14-16 at the Radisson Blu Aqua, Chicago.

"Tony adds a seasoned and thoughtful perspective to what is going on in this industry," said conference organizer and [CMSWire](#) Publisher Brice Dunwoodie. "His experience over the years with vendors, implementers and end users gives him a broad perspective on DX strategies that are working—and in some cases, not working—across a number of industries."

DX Summit is one of the few conferences focusing on the digital experience market in a comprehensive way. "The sessions at DX Summit 2015 did a good job at bringing Marketing and IT together, helping bridge the traditional gap between them," White said. "There are a lot of marketing conferences and a lot of technology conferences, but very few that represent both aspects of the business." Ars Logica's work in both arenas allows White to speak on the state of digital experience technologies from a unique perspective. As an analyst, White annually sits in on dozens proofs of concept and demos presented by DX platform vendors; as a consultant, he also regularly works with service providers integrating the software and with clients who use it on a daily basis.

At this year's conference, White will be spotlighting a new strain of research on the overlooked but extremely important knowledge gap that buyers often experience between the purchase and implementation of DX platforms. Ars Logica is currently conducting research for [The Bridge Implementation Report](#)—a comprehensive study analyzing the quantitative and qualitative data associated with implementations of leading DX platforms. The research will introduce thought leadership on DX-implementation success factors, effectively helping service providers improve performance in the marketplace and enabling software buyers to avoid common implementation pitfalls.

White will be available for complimentary one-on-one advisory sessions at the conference on a first come, first served basis. Attendees can contact Ars Logica directly to set up an appointment. Implementers present at the DX Summit are welcome to enquire about participation in the survey-fielding process for future rounds of The Bridge Implementation Report.

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CMSWire's DX Summit 2016 (#DXS16), a two-day event for global digital leaders and marketers, will take place November 15 and 16 at the Radisson Blu Aqua Hotel in Chicago. It will be preceded by a full day of workshops on November 14.

Tony White is the founder of Ars Logica, a research and advisory firm specializing in digital experience



technologies. He has covered the content management market since its inception in the mid-1990s. Prior to founding Ars Logica in 2006, he held lead analyst roles at GIGA/Forrester Research, the Yankee Group, and the Gilbane Group (ran the WCM practice, 2007-2009). Ars Logica's clients have included The World Bank, Georgia-Pacific, Yale University, First Republic Bank, Foley & Lardner LLP, Starwood Hotels & Resorts, and many others. Ars Logica also provides product-development and strategic-marketing guidance to manufacturers of CMS, CXM, DAM, DX, and WEM software.



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