

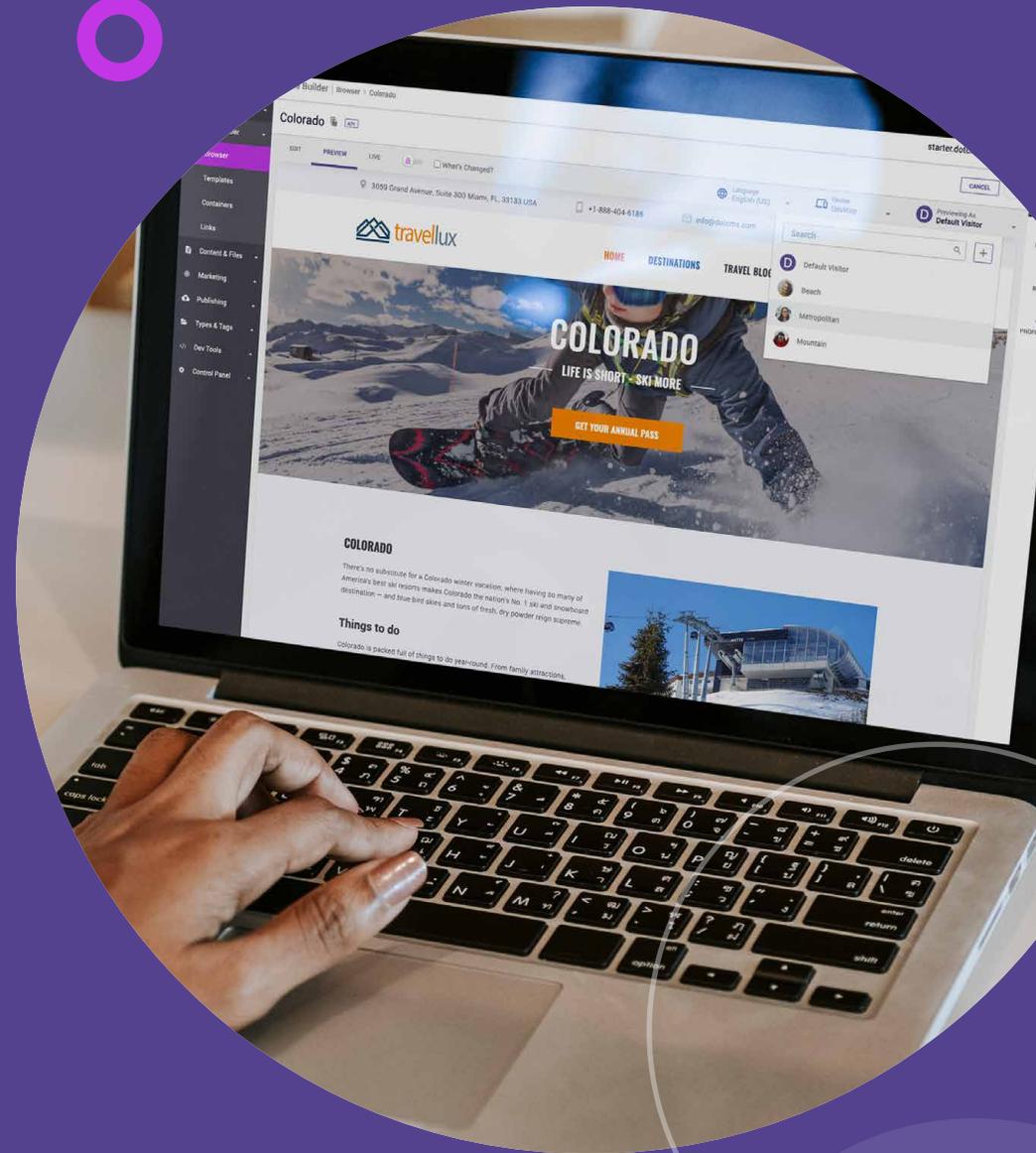


dotCMS Product Brief

Edit Mode Anywhere

Combined with the hybrid capabilities of dotCMS, Edit Mode Anywhere **makes an ideal enterprise-grade content foundation** for any Digital Experience Platform.

dotcms





A Headless Pain for Marketers

The rise of the headless CMS has been a boon for developers. Headless technology has freed them from the restraints of legacy CMS frameworks that aren't equipped to support modern, content-rich experiences. **But that developer freedom has had a cost**; it has forced content managers and business users back to the 2000s, where the key to all progress lies in developer muscle (i.e. "let's open a ticket") when it came to managing anything more than just content.

This is a huge set back for Digital Marketing teams and unfortunately, is still the case with many pure headless CMS solutions. dotCMS developed a solution to this set back with dotCMS 5.1 with the introduction of [Edit Mode Anywhere >>](#)

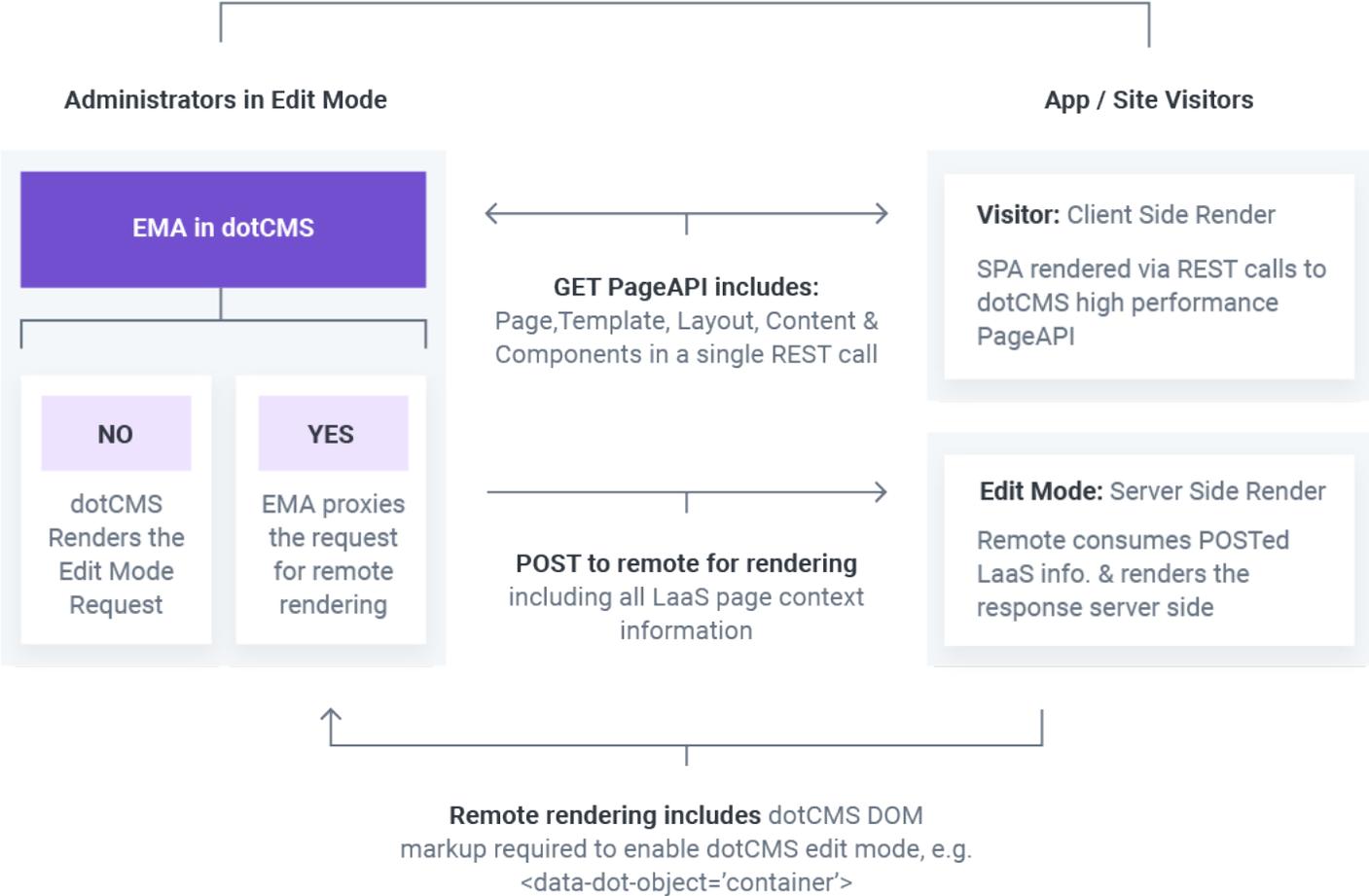
Key Concept Behind Edit Mode Anywhere

A central tool in the dotCMS authoring environment for **managing content, pages, page layouts and page compositions**, is the Edit Mode.

This core capability can now run as "Edit Mode Anywhere" in cases where dotCMS runs [headless](#) or [hybrid](#), & marketing needs to manage content on [Single Page Apps](#), IOT devices & the likes. Running in Edit Mode Anywhere offers continued access to the digital marketing tools that are available when running in classic mode, and it addresses the key pain points marketers experience. Don't just take [our word](#) for it.



Edit Mode Anywhere





Edit Mode Anywhere for Marketers

For marketers, Edit Mode Anywhere has brought a **high comfort level of editor experience while executing on their Digital Marketing ambition, and more importantly, without going back in time and losing access to agile marketing tools** they have in a traditional CMS.

IT will have the freedom to leverage their latest-and-greatest flavor of front-end technology to drive innovation, while marketing maintains agility with key digital marketing tools.

Preview

Regardless of where and how the content is exposed to your audiences, **the marketing team can preview for devices, personas, & language** at all times to ensure the experience is right before published.

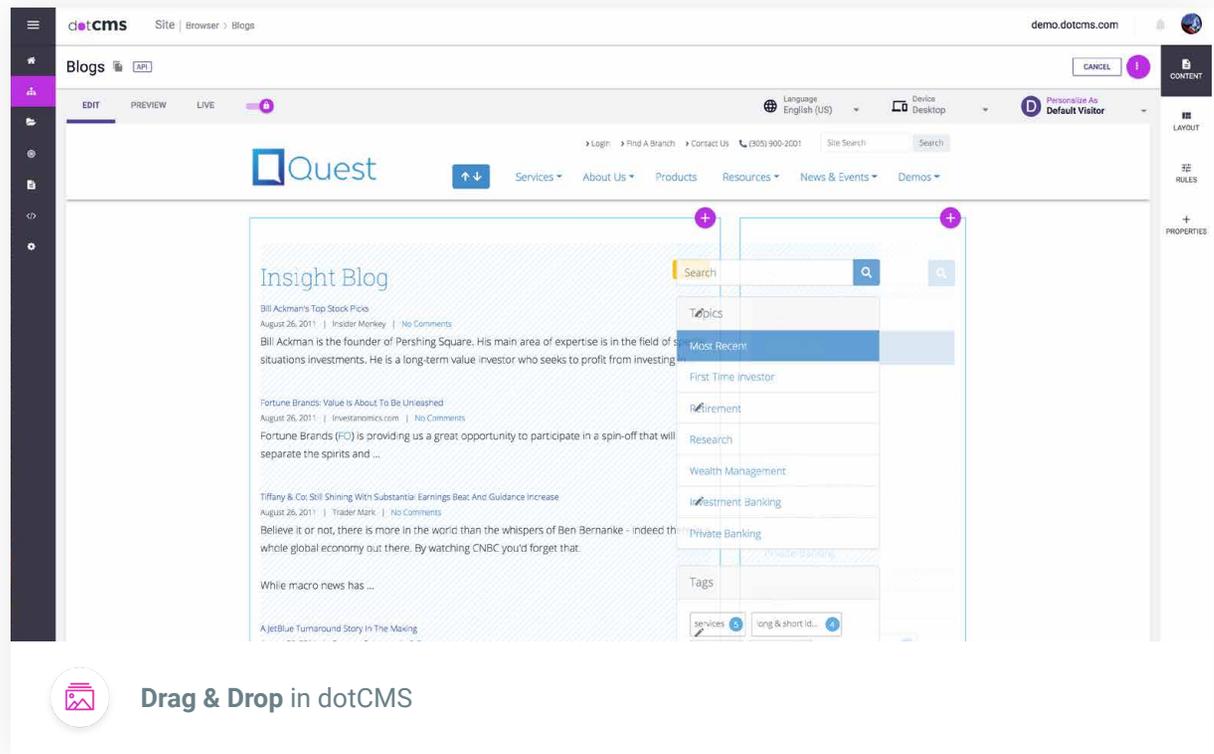
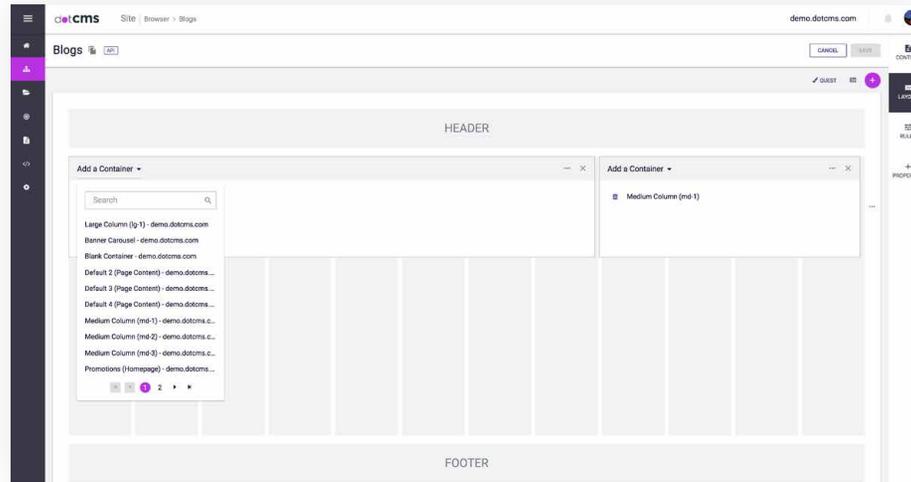
Page Layout Builder

This **NoCode** tool that allows the creation and editing of **page templates** and is available to marketing teams running Edit Mode Anywhere. Freedom of creation as always, and without the need for a developer.

Drag & Drop Page Building

For Single Page Apps, Progressive Web Apps and many others, the marketing team has the ability to **compose pages and experiences by dragging & dropping reusable widgets** around to their liking.

This is done seamlessly, and with full control over the experience and preview visibility for personas, device types and languages.



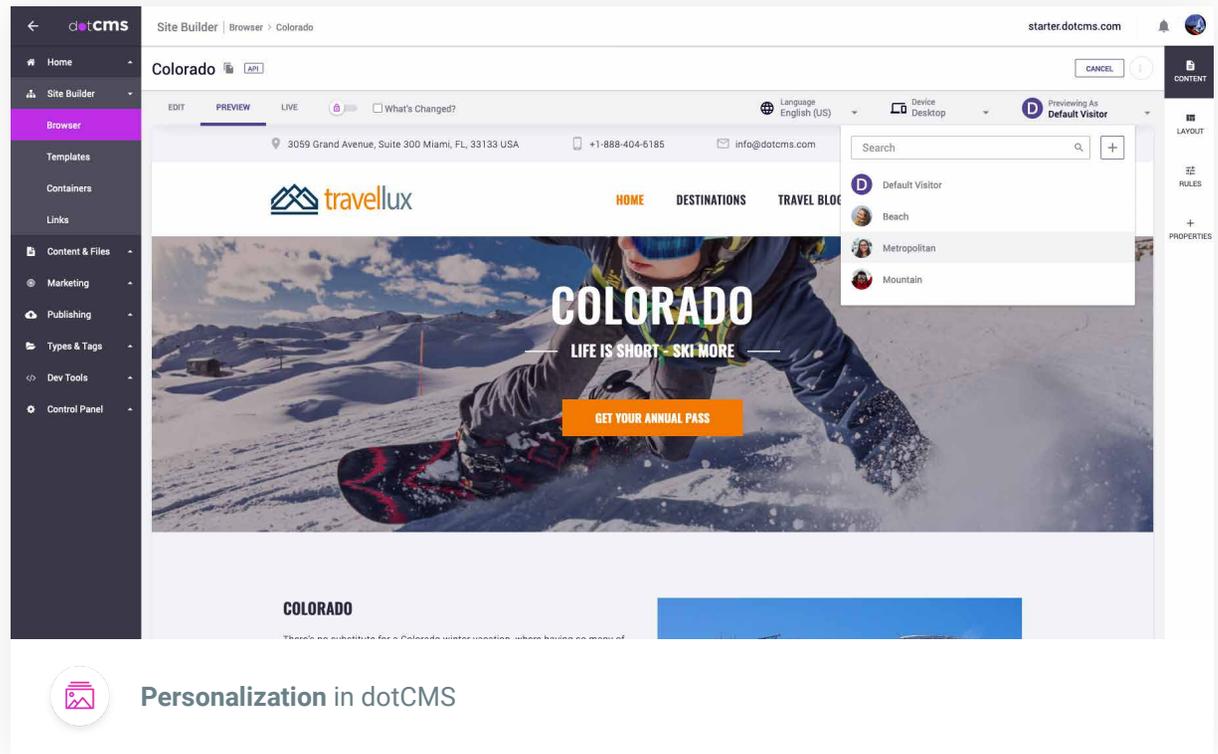
Call to Actions with Forms

Enhanced form capabilities were introduced in [dotCMS 5.2](#), including [Forms-as-a-Service](#) that allow digital marketers to **create meaningful and converting CTAs for any application, including Single Page Apps.**

Personalization

dotCMS comes with an intuitive [personalization engine](#) that **allows for granular and data-driven hyper-personalization & content targeting.**

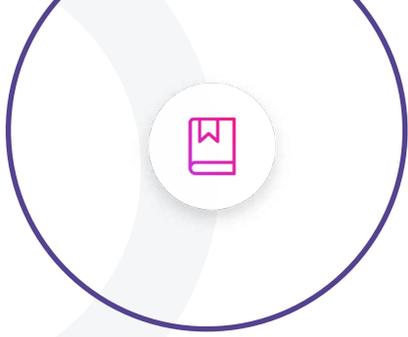
The rules engine is an extensible framework that allows for seamless interoperability with commerce engines and marketing automation. In session data as well as external data can be leveraged in the personalization strategy, whether you manage a desktop website, Single Page App or IOT-display, all via NoCode tooling.



Hybrid CMS

Edit Mode Anywhere is the quintessential capability that reflects the power of hybrid dotCMS. It has never been easier to execute on an **omnichannel strategy and engage with customers**

and prospects along their journey via all the digital touchpoints with your brand. Render content natively, headlessly or both. Publish content statically or dynamically to one or multiple environments at the same time. **All from a single dotCMS environment & guaranteed editor experience with Edit Mode Anywhere.**



Edit Mode Anywhere for IT

Freedom of Innovation

No longer is the development team bound to proprietary technology and monolithic solutions.

dotCMS is **front-end agnostic**, & allows teams to work with one or many of the technologies they prefer, driving time-to-value with advanced solutions to support the business.

APIs for Everything

dotCMS is an API-first platform. Everything is content, & all content is exposed via REST APIs or **GraphQL**, including permissions and relationships. In addition, the **LowCode API Tooling** puts the web developer in the driver's seat to build production-ready and advanced integrations with adjacent technologies in a fraction of the time, compared to competitors.





What's on the Horizon

The launch of Edit Mode Anywhere is a starting point of our vision and how we see **digital marketing being empowered with an enterprise-grade content foundation** that impacts business outcomes.

Technology is changing rapidly and new frameworks can pop up any time. From a CMS perspective, we strive to enable development teams to utilize emerging technology in conjunction with dotCMS, while also giving marketing the tools needed to drive success.

We see new frameworks like Gatsby gaining traction, and we'll make sure dotCMS supports these,

like we have always done. Check the very near future of headless dotCMS and how it is going to play well with Edit Mode Anywhere.

[Watch Video Here >>](#)



Complimentary Evaluation Support

dotCMS offers a variety of tactics to test-drive and proof out your key use-cases around your personalization strategy. It is our investment and helps you to evaluate dotCMS effectively, way beyond shiny product demos and slick sales presentation.

More on our evaluation support

[Here >>>](#)





About dotCMS

dotCMS is a leading, open source content and customer experience management platform for companies that want innovation and performance driving their websites and other content-driven applications. Extensible and massively scalable, both small and large organizations can rapidly deliver personalized and engaging content across browsers, mobile devices, channels, second screens and endpoints -- all from a single system.

Founded in 2003, dotCMS is a privately owned US company with offices in Miami, Florida; Boston, Massachusetts and San Jose, Costa Rica. With a global network of certified development partners and an active open source community, dotCMS has generated more than a half-million downloads and thousands of implementations and integration projects worldwide. **Notable dotCMS customers include:** Telus, Standard & Poors, Hospital Corporation of America, Royal Bank of Canada, DirecTV, Thomson Reuters, China Mobile, Aon, and DriveTest Ontario.

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