Application: 7732

Unified DXP | Technology Agnostic Innovation That Converts Strategy to Scalable Execution | 35% Higher Conversions, 40% Higher AOV

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Digital Factory 24

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Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Unified DXP | Technology Agnostic Innovation That Converts Strategy to Scalable Execution | 35% Higher Conversions, 40% Higher AOV

Category

H06. New Service of the Year - Business Technology

New Service Submission Format

Written Answers

a. Briefly describe the organization that developed the nominated new service: its history and past performance (up to 200 words). Required

Digital Factory 24 is a strategic digital transformation partner specializing in delivering value-driven digital solutions through Digital Core Technologies, MarTech Architecture, and Data-Driven Marketing. With a global team of over 120 certified professionals across the US, Mexico, India, and the UK, Digital Factory 24 has consistently demonstrated expertise in consulting, implementation, and performance measurement for enterprises seeking digital modernization.

Established with a vision to revolutionize enterprise digital experiences, DF24 has achieved 60% year-over-year growth, 95% repeat business, and 100% client retention, underscoring its reliability and impact. The company excels in hosting, digital experience platforms, custom application development, SEO and digital marketing, data analytics, and mobile solutions. Its proven track record includes transforming complex legacy systems, deploying AI-powered platforms, and managing enterprise-grade CMS and e-commerce ecosystems. DF24's focus on ethical AI, agile DevSecOps, and customer-centric UX/UI design positions it as a leader in next-gen digital services. Its work spans industries, from non-profits to global commerce brands, demonstrating adaptability and innovation at scale.

b. Specify the date on which this nominated service was introduced to the marketplace. Outline the nominated service's features, functions, benefits and novelty (up to 250 words). Required

Digital Factory 24 played a pivotal role in transforming Orange, a leading non-profit organization, by introducing a Unified Digital Experience Platform (DXP) in Q3 2023. This innovative solution integrated content management, contextual commerce, AI-driven personalization, and agile DevSecOps into a cohesive platform, effectively addressing the organization's fragmented digital presence.

Through the implementation of the DXP, Digital Factory 24 enabled Orange to leverage key features such as headless architecture for seamless integration of content and commerce, and a custom recommendation engine powered by watsonx.ai. This allowed for embedded product recommendations within editorial content, enhancing user experience and engagement.

The results were impressive: Orange experienced a 35% increase in conversion rates, a 40% rise in average order value, and a 50% boost in user engagement. These metrics highlight the effectiveness of connected experiences in driving significant business outcomes. Additionally, the DXP facilitated ethical AI deployment, which improved customer satisfaction while reducing manual efforts.

Digital Factory 24's focus on mobile-first optimization and agile content management further ensured that Orange's digital ecosystem was not only scalable but also future-ready, tailored specifically for mission-driven organizations. This transformation exemplifies how Digital Factory 24's expertise in digital solutions can empower non-profits to thrive in an increasingly competitive landscape, ultimately creating a personalized, revenue-generating ecosystem that meets the needs of their stakeholders.

c. Explain why the nominated service is unique or significant. If possible compare the service to competitors' offerings and/or to the organization's other or past products (up to 250 words). Required

Digital Factory 24's Unified DXP service is unique and transformative due to its technology-agnostic, AI-first approach combined with ethical governance, setting it apart from traditional DXP providers. Unlike many competitors who offer siloed tools or rigid frameworks, DF24 delivers a composable, modular platform powered by AI-driven personalization, contextual commerce, and seamless integrations across CRM, ERP, and analytics systems.

What makes this service especially significant is its end-to-end orchestration—from strategy and implementation to ongoing support via DevSecOps and 24/7 managed services. It integrates Drupal-based CMS, Shopify/enterprise e-commerce, and IBM watsonx.ai to create hyper-personalized experiences, as seen in the case study where a non-profit saw a 40% average order value surge and a 50% increase in time-on-site.

Compared to competitors like Adobe Experience Manager or Sitecore, DF24's solution offers greater agility and customizability, avoiding vendor lock-in. It also emphasizes ethical AI, ensuring transparency and trust—a critical differentiator in today's regulatory environment.

Moreover, DF24 extends beyond just technology by providing strategic advisory, change management, and performance optimization, aligning digital initiatives directly with business KPIs. This holistic, customer-centric approach reflects DF24's evolution from a tech vendor to a transformational partner, uniquely positioned to drive measurable ROI and sustainable digital growth.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

The case study attached serves as key supporting material, validating the success metrics and technical capabilities claimed in this nomination. It highlights how Digital Factory 24 implemented a Unified DXP for a non-profit client, achieving a 35% increase in conversion rates, a 40% rise in average order value, and a 50% boost in user engagement—clear quantitative proof of the service's effectiveness.

Additionally, the case study details the use of AI-driven personalization via watsonx.ai, headless commerce integration, and contextual product recommendations, reinforcing the technological sophistication and scalability of DF24's platform. These elements are further supported by qualitative outcomes such as 93% customer satisfaction and a 50% reduction in manual efforts, showcasing operational efficiency and user-centric design.

The attached template complements these claims by outlining DF24's broader service framework, including agile content management, DevSecOps, UX/UI innovation, and AI-empowered marketing. It illustrates DF24's multi-shore delivery model, certified engineering teams, and proven change management framework, essential for successful large-scale transformations.

Together, these documents substantiate DF24's ability to deliver high-impact, ethical, and scalable digital transformation. They confirm the company's leadership in composable DXPs, AI personalization, and customer-centric digital journeys, positioning DF24 as a standout innovator in the "New Service of the Year – Business Technology" category.

Would you like to add an additional supporting document?

No

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