

News: Acquia Named a Leader in Gartner's 2018 Magic Quadrant for Web Content Management for Fifth Consecutive Year

Company Evaluated on its Ability to Execute and Completeness of Vision

BOSTON -- August 1, 2018 -- Acquia, the digital experience company, today announced it has been placed by Gartner, Inc. in the Leaders' quadrant of the 2018 Magic Quadrant for Web Content Management¹ based on its ability to execute and completeness of vision.

"The WCM industry is quickly evolving in response to the imperatives of customer experience strategies, which include digital transformation and continuous optimization using, for example, AI. While WCM remains at the heart of the technology stacks that support customer experience initiatives, native WCM capabilities are expanding beyond their traditional boundaries, and integrations with adjacent technologies are driving expansion into the area of DXPs," according to Gartner.

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SUBMIT "Since its founding, Acquia has demonstrated a longstanding commitment to our customers, who are looking for, and getting, a platform that is purpose-built for open innovation. We believe that Gartner's latest report affirms that," said Dries Buytaert, co-founder and CTO of Acquia. "We pride ourselves on delivering solutions that give our customers the freedom to build on their terms. Acquia's emphasis on being API-first means that organizations can integrate with preferred technology solutions, support the proliferation of new devices and digital channels, explore the growing adoption of JavaScript frameworks, and much more."

The Acquia Experience Platform offers a suite of technologies for easily building digital experiences at scale, across the web, mobile sites, native applications, voice assistants and more. The platform allows businesses to manage the deployment and iteration of those experiences in the cloud, and intelligently optimize how they are tailored for specific audiences using machine learning. These capabilities are complemented by an API-first approach designed to allow organizations the freedom to integrate third-party data sources and systems to maximize existing investments. As a result, enterprises can build and own their digital ecosystems based on the best technology for them, rather than licensing and locking them into monolithic vendors.

According to Gartner, Leaders should drive market transformation. They have the highest combined scores for Ability to Execute and Completeness of Vision. They are doing well and are prepared for the future with a clear vision and a thorough appreciation of the broader context of digital business. They have strong channel partners, a presence in multiple regions, consistent financial performance, broad platform support and good customer support. In addition, they dominate in one or more technologies or vertical markets. Leaders are aware of the ecosystem in which their offerings need to fit. Leaders can:

Demonstrate enterprise deployments Offer integration with other business applications and content repositories Support multiple vertical and horizontal contexts. A complimentary copy of the Gartner, Inc. 2018 "Magic Quadrant for Web Content Management" research report is available to access from the Acquia website.

¹ "Gartner Magic Quadrant for Web Content Management," by Mick MacComascaigh and Jim Murphy, July 30, 2018.

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About Acquia

Acquia is the open source digital experience company. We provide the world's most ambitious brands with technology that allows them to embrace innovation and create customer moments that matter. At Acquia, we believe in the power of community - giving our customers the freedom to build tomorrow on their terms. To learn more, visit acquia.com.

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