



ibexa

Summit 25

Future of Composable Ibexa DXP:

Deep dive in the Product Roadmap
for 2025 & beyond

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Speaker



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Director of Product Management
Ibexa

Agenda

- Recap of Q1 2024 – Q1 2025 – coming soon
- Release cycle for next versions
- Strategic Roadmap 2025/2026 of Composable DXP
- Key features highlights
- Summary

Roadmap & product created with and for YOU!



**We listen to
your voice**

+100
Individual
interviews

+5
Partner
events

∞
Direct
messages

+200
Insights reported
& processed

3
Advisory
Boards

5
Products
Fridays

5
Partner's
Fridays

Revolutionary, comfortable lifecycle





Past & Present

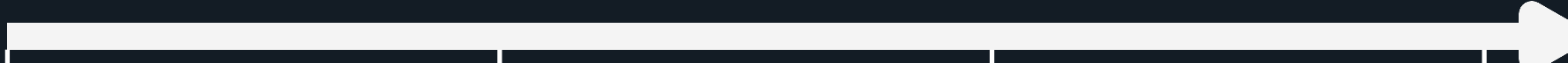
What's coming in Ibexa DXP v5 LTS

Q2 2024

Q3 2024

Q4 2024

Q1 2025



Opt-in features & Add-ons



Commerce



IMPROVE BUYER EXPERIENCE

- Percentage discounts
- Buy X get Y discount
- Generic codes (coupons)
- Fixed amount discounts
- Discounts priorities

Available soon



Experience

Add-ons

INTEGRATE WITH QNTM ECOSYSTEM



- Ibexa Engage: Campaign block & campaign custom tag
- DAM/Image management



BOOST UX

- Copy/paste blocks between landing pages
- Content preview improvements
- Autogenerated identifiers for Content Types

Available soon



Headless



INCREASE AI USAGE

- Framework for AI connectors
- Alternative text for images
- Use AI to improve text
- Use AI with QNTM Connect



IMPROVE CORE CAPABILITIES

- New Product Picker
- New attribute types: Date & time and Symbol

Available soon



STREAMLINE COLLABORATION

- Real-time collaboration in rich text edit
- Public link preview
- Productivity tools for the Online Editor

Available soon



BOOST UX

- Display attributes in groups
- Revamped notifications

Available soon

+ALL V5 LTS UPDATES INCLUDED



KEEP TECH STACK UP-TO-DATE

- Upgrade to Symfony 7
- New security layer
- Code base upgrade to PHP 8.3
- Support for Rector
- OpenAPI compatibility
- Foundation for
- Integration with API Platform
- TypeScript introduction



Future & Next chapter

Short- & Long-term objectives
for Composable DXP v6 LTS

Our Value Proposition

Differentiation & Hyper- Personalization

“A DXP with an
integrated CDP”



#experimentation #perso #CDP

Go-to-Market

“A DXP with
a strong PIM”



#globalization #PIM #CMS #combined

Cohesive Martech

“A unified interface
for Marketers”



#ui #unified #connect #hub

**Strategic Objectives-focused roadmap 2025/2026
(highlights)**

	Differentiation	Go to Market	Cohesive Martech	In-Product Enablement
	COMPLETE OFFERING PROMOTION / MARKETING & PRODUCT DATA ACCESS ▼▼		COMPOSABLE PLATFORM ▼	
Features	<ul style="list-style-type: none"> Content completeness configuration & overview Product relations 	<ul style="list-style-type: none"> Quable PIM integration Calculated attributes Quality score 	<ul style="list-style-type: none"> Asynchronous operations SSO Segment REST API QNTM Connect in DXP 	
	EXPERIMENTATION ▼	MARKET COMPETITIVENESS ▼	EASY TO USE ▼▼	
Features	<ul style="list-style-type: none"> A/B testing (integration with 3rd party) 	<ul style="list-style-type: none"> Image suggestion using AI Unlimited languages 	<ul style="list-style-type: none"> Real-time Collaboration in Page Builder Campaign Dashboard Powerful federated search 	<ul style="list-style-type: none"> Integrated help
	PERSONALIZED EXPERIENCES ▼	SALES & COMMERCE CHANNELS DEPLOYMENT ▼	EXPERIENCE BUILDING ▼▼	
Features	<ul style="list-style-type: none"> Content variations Multiple shopping lists Integrated CDP Integrated Recommendation Recommendation strategies for Commerce Recommendation performance metrics CLV Model & Audience Insights 	<ul style="list-style-type: none"> Channels & Markets Discounts enhancements Edit orders Commerce Dashboard 	<ul style="list-style-type: none"> Drafts in Content tree Layout Builder 	<ul style="list-style-type: none"> Interactive walk-through
	UNIFIED UX / CONTINUOUS IMPROVEMENT ▼▼▼▼			
Features	<ul style="list-style-type: none"> Discounts enhancements 	<ul style="list-style-type: none"> Quable UI improvements 	<ul style="list-style-type: none"> Design System Edit/Create multi translations Extended Content Types definition 	<ul style="list-style-type: none"> Product analytics



*This is for informational purposes only and is subject to change. The dates and features mentioned may be modified based on priorities and development needs.

Composable DXP roadmap 2025/2026

SHORT-TERM

Up to 6 months

MID-TERM

6-12 months

LONG-TERM

12-18 months



DXP

- Discounts enhancements
- Image suggestions using AI
- Segment REST API
- Design System
- SSO
- Integrated Recommendations
- Integrated help

- Searchable Page Builder blocks
- Price history
- Edit orders
- Design System
- Interactive walk-through
- Product analytics integration

- Product relations
- Content variations
- Content completeness configuration & overview
- Drafts in Content tree
- QNTM Connect in DXP
- Multiple shopping lists
- Unlimited languages

- Real-time collaboration in Page Builder
- Channels & markets
- Commerce Dashboard
- Extended Content Types definition
- Edit/create multiple translations
- Powerful federated search
- Asynchronous operations
- Layout Builder



Dedicated PIM

- SSO
- Integration with DXP (phase I)
- Enhance products with marketing content from DXP
- Quable UI improvements

- Calculated attributes
- Quable UI improvements
- Product stats in DXP Dashboard

- Integration with DXP (phase II)
- Quality score



CDP & Personalized Recommendations

- SSO
- Integrated Recommendation in DXP
- Recommendation strategies for DXP Commerce
- Audience look-up API

- Integrated CDP (phase I)
- Recommendation performance metrics in the DXP
- CLV Model and Audience Insights
- Unified CDP & Recommendation UX/UI

- Integrated CDP (phase II)

NEW ROADMAP 25/26



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SHORT-TERM
Up to 6 months

MID-TERM
6-12 months

LONG-TERM
12-18 months

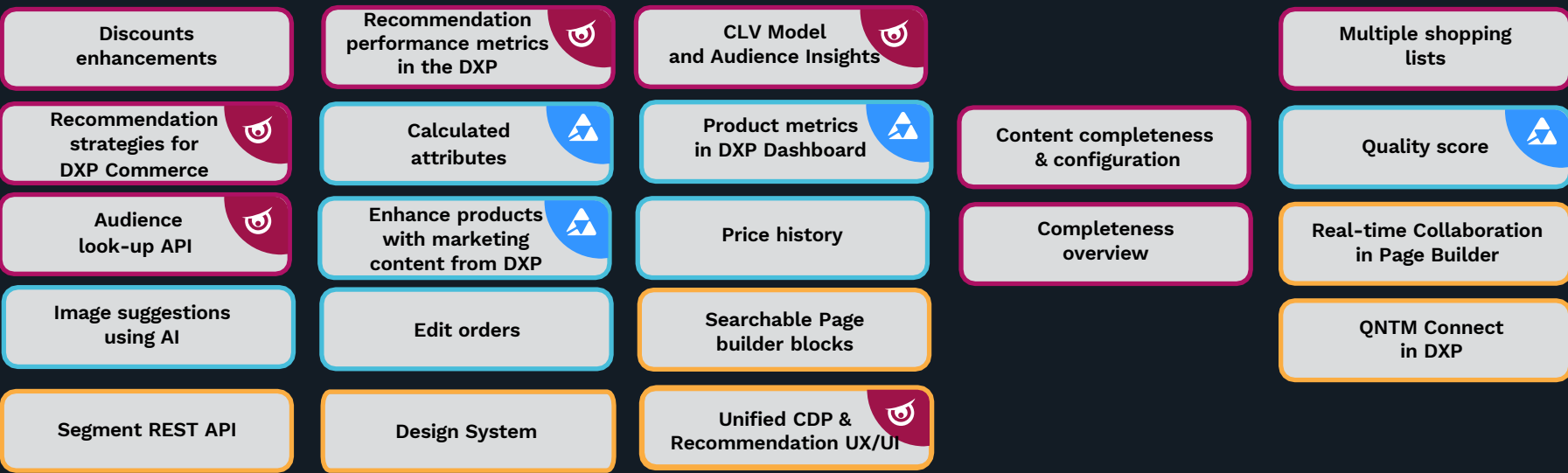
V6 FINAL RELEASE
Q3 2026

6.0 LTS

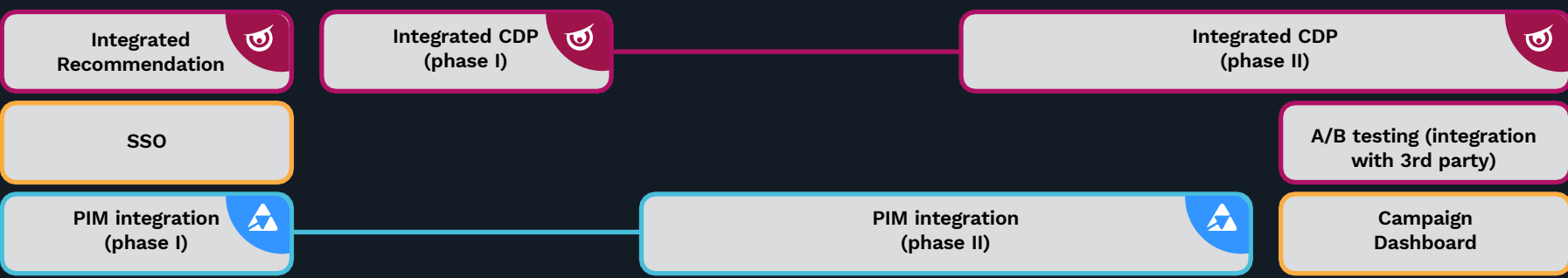


Composable DXP roadmap 2025/2026

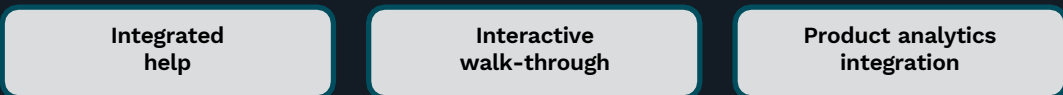
PRODUCT UPDATES



SEAMLESS INTEGRATION (QNTM)



PRODUCT ENABLEMENT



+ ALL V5 LTS UPDATES INCLUDED

- Content variations
- Drafts in Content tree
- Product relations
- Unlimited languages
- Channels & Markets
- Commerce Dashboard
- Edit/create multiple translations
- Powerful federated search
- Asynchronous operations
- Layout Builder
- Extended Content Types definition



**Differentiate your
business & products**



SHORT-TERM

(Up to 6 months)

V5 LTS update

Key features:

- Personalized recommendations for every step of the sales funnel: from the exploration phase to the check-out step
- Available in the Commerce DXP
- Predefined scenarios:
 - The Personal Shopping Assistant,
 - Other Customers Have also Seen,
 - Other Customers Have also Purchased (Cross-sell)

Benefits:

- Personalized shopping experiences
- Boost conversions
- Increase average order value

Recommendation strategies for DXP Commerce

Differentiation





Long-term
(12-18 months)

Completeness in DXP

Differentiation

V5 LTS update

Content Type/Product Type



Flexibly configure

- Factors & rules that matter for content and product completeness
- Adjust completeness calculation to different channels or languages

Content/Product



Track Completeness level

- Easily identify what's missing on each content or product
- Filter items by completeness %

DXP Dashboard



Quick insight

- Overall overview of content & product completeness vs different dimensions: type, product categories, languages, channels
- Track quality on different levels



LONG-TERM

12-18 months

V5 LTS update

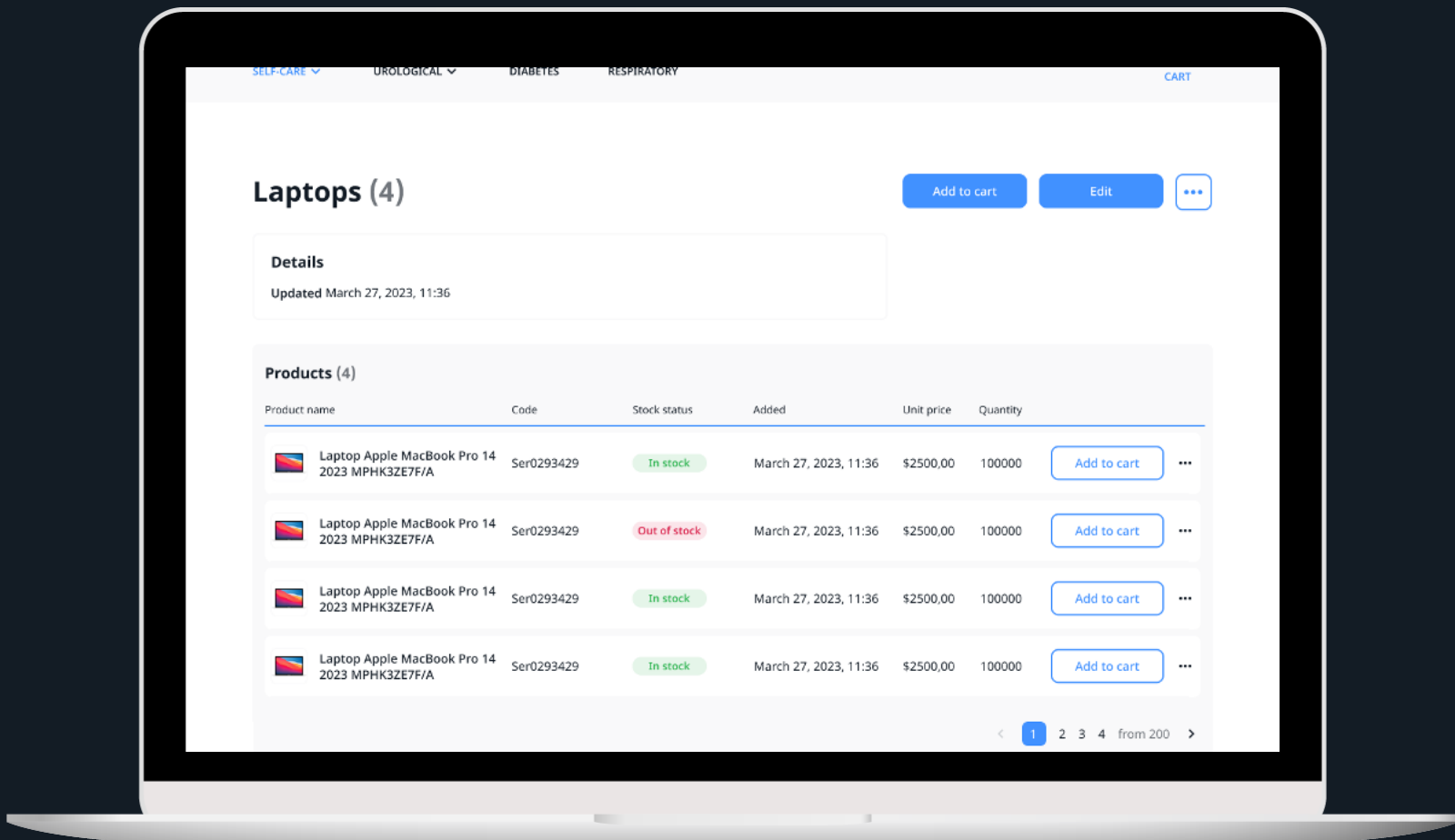
Key features:

- Create & manage multiple shopping lists
- Share with other buyers

Benefits:

- Deliver rich buyer experience
- Enhance storefront components
- Improve core Commerce capabilities

Multiple Shopping lists Differentiation





Accelerate Go to Market



SHORT-TERM

Up to 6 months

V5 LTS update

Key features:

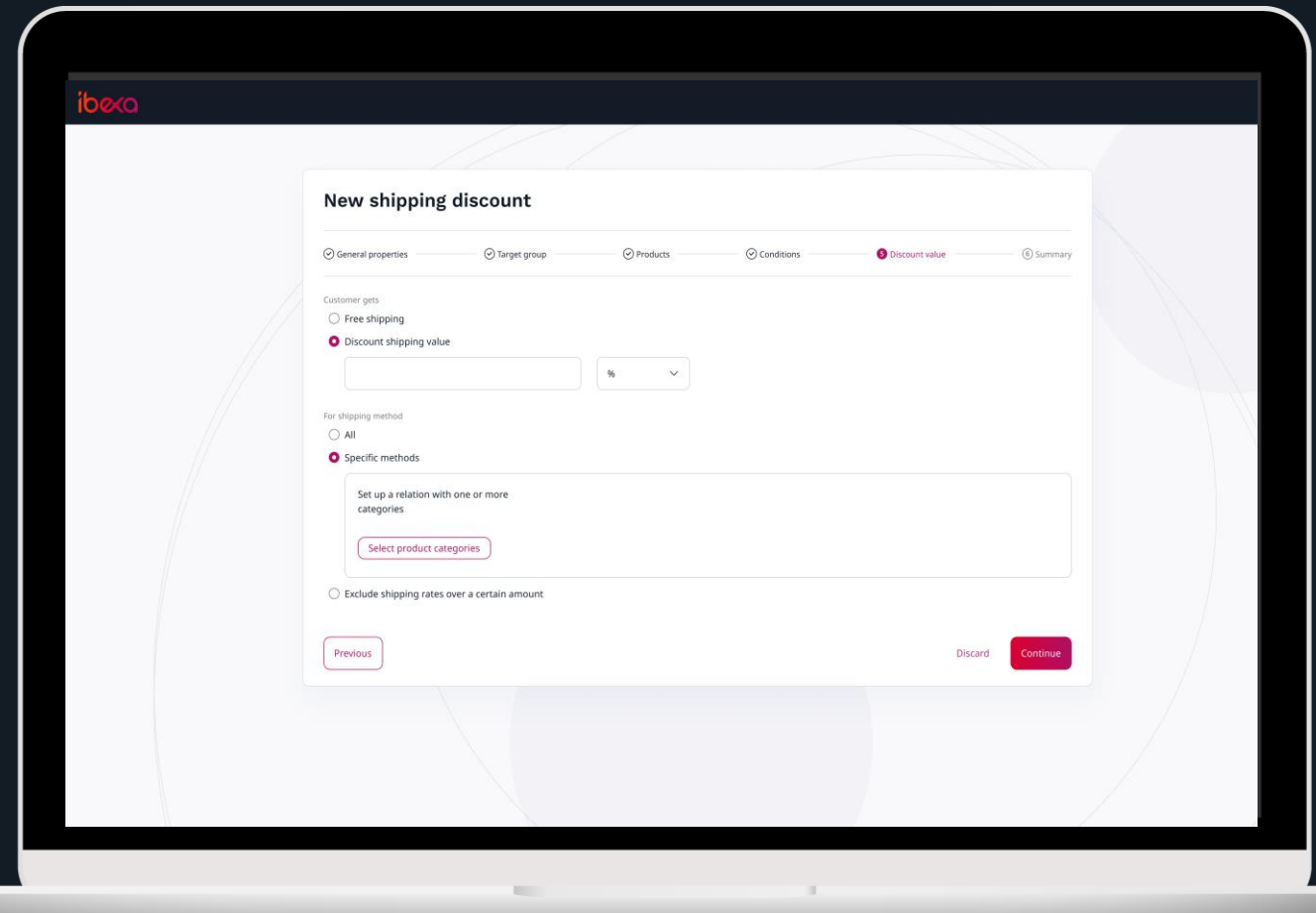
- New discounts types: Shipping discount, Volume discount
- Unique discount codes (coupons)
- Discounts copy

Benefits:

- Enhance the Discounts module with more promotions scenarios
- More flexible pricing methods
- Quickly define similar discounts

Discounts enhancements

Go-To-Market





Calculated attributes

Go-To-Market

MID -TERM

12 – 18 months

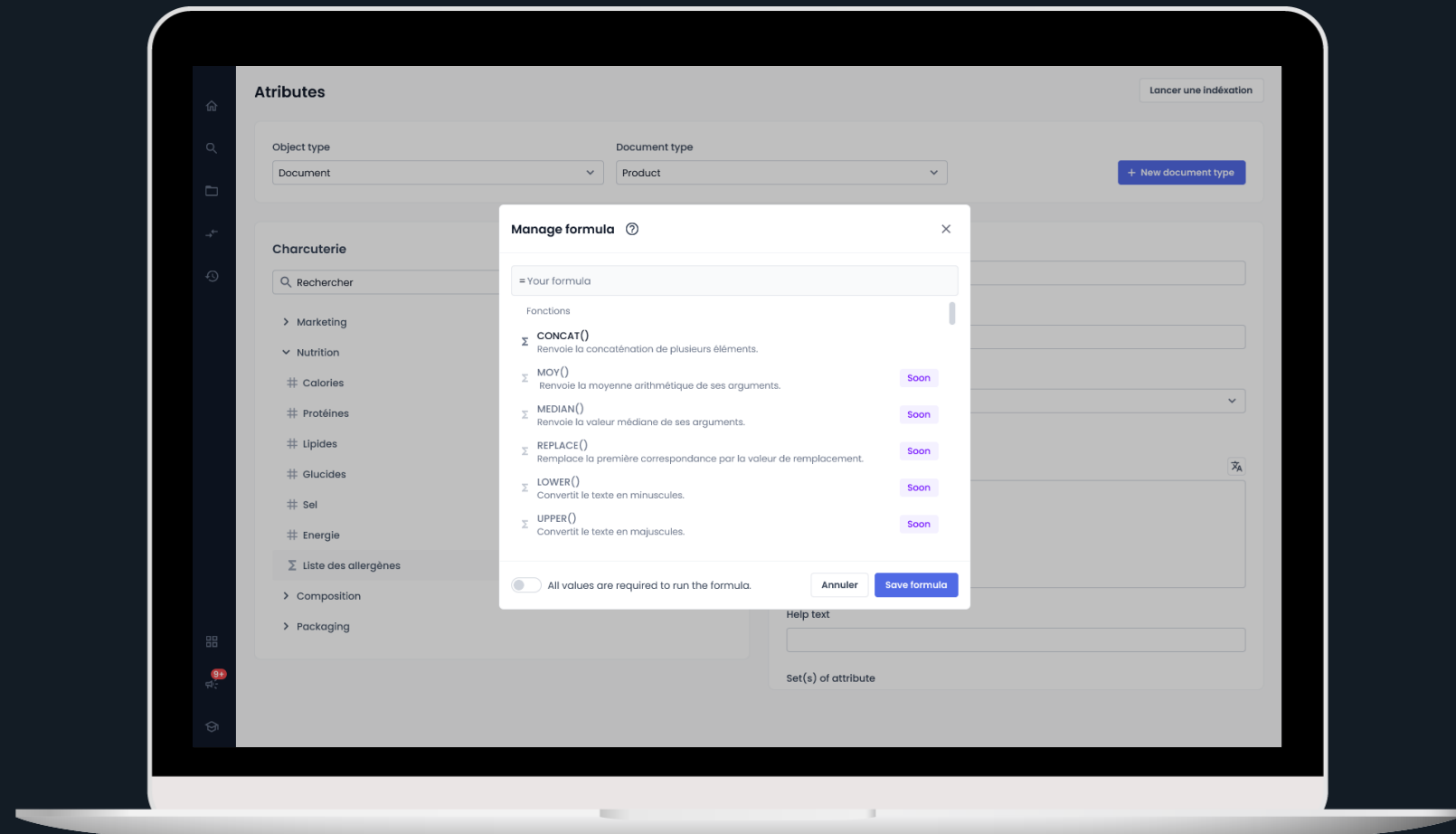
PRODUCT UPDATE

Key features:

- Combine different attributes values in one
- Create formulas with intuitive interface
- Automatic update of calculated fields

Benefits:

- Flexibly use for more complex use cases in product specification
- User-friendly interface
- Eliminate manual data entry





LONG-TERM

12 – 18 months

V6 LTS

Key features:

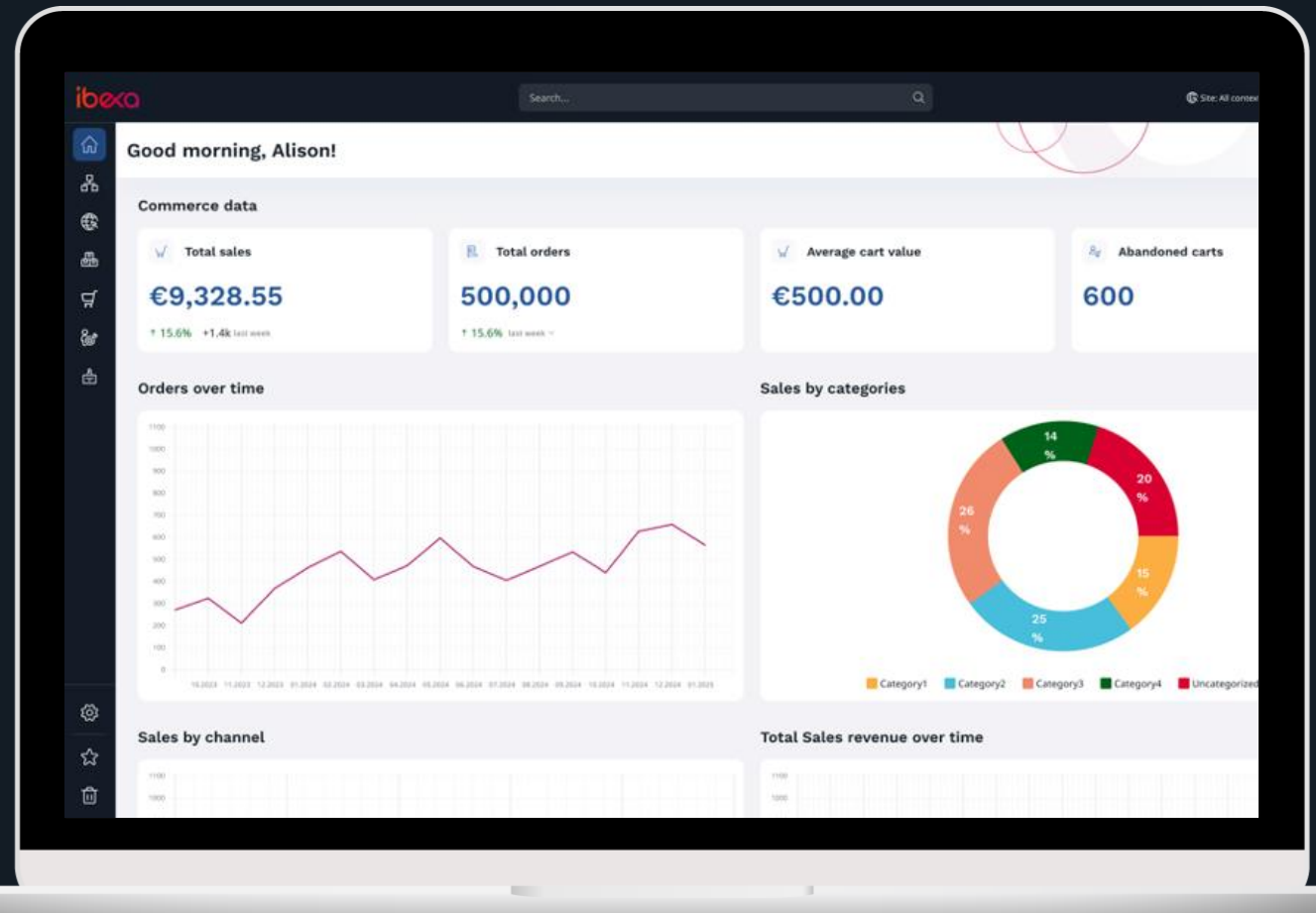
- New blocks presenting key metrics and stats in the Customizable dashboard
- Examples: Average order value, Orders over time, Total Sales revenue vs time period, Discounts performance, Sales by categories, Top buyers...

Benefits:

- Quick insights into Commerce KPIs
- Easily track sales & discounts performance
- Adjust dashboard to your preferences

Commerce dashboards

Go-To-Market





Long-term
(12-18 months)

Channels & Markets

V6 LTS

Go-To-Market

Admin



Configure channels & manage settings

- Languages
- Units
- Categories
- Attributes
- Payment methods & shipping methods
- Order workflows
- Shipping workflows
- Notifications

DXP UI



Define & launch

- Marketing content
- Catalogs
- Attributes
- Discounts
- Shipping methods
- Payment methods
- Dashboards

DXP Dashboard



Quick insight

- Content & product completeness per channel
- Sales & orders per channel
- Catalog structure per channel
- Etc.



Cohesive Martech

A complete marketing Platform absorbing your complexity





LONG-TERM

12 – 18 months

V5 LTS update

Key features:

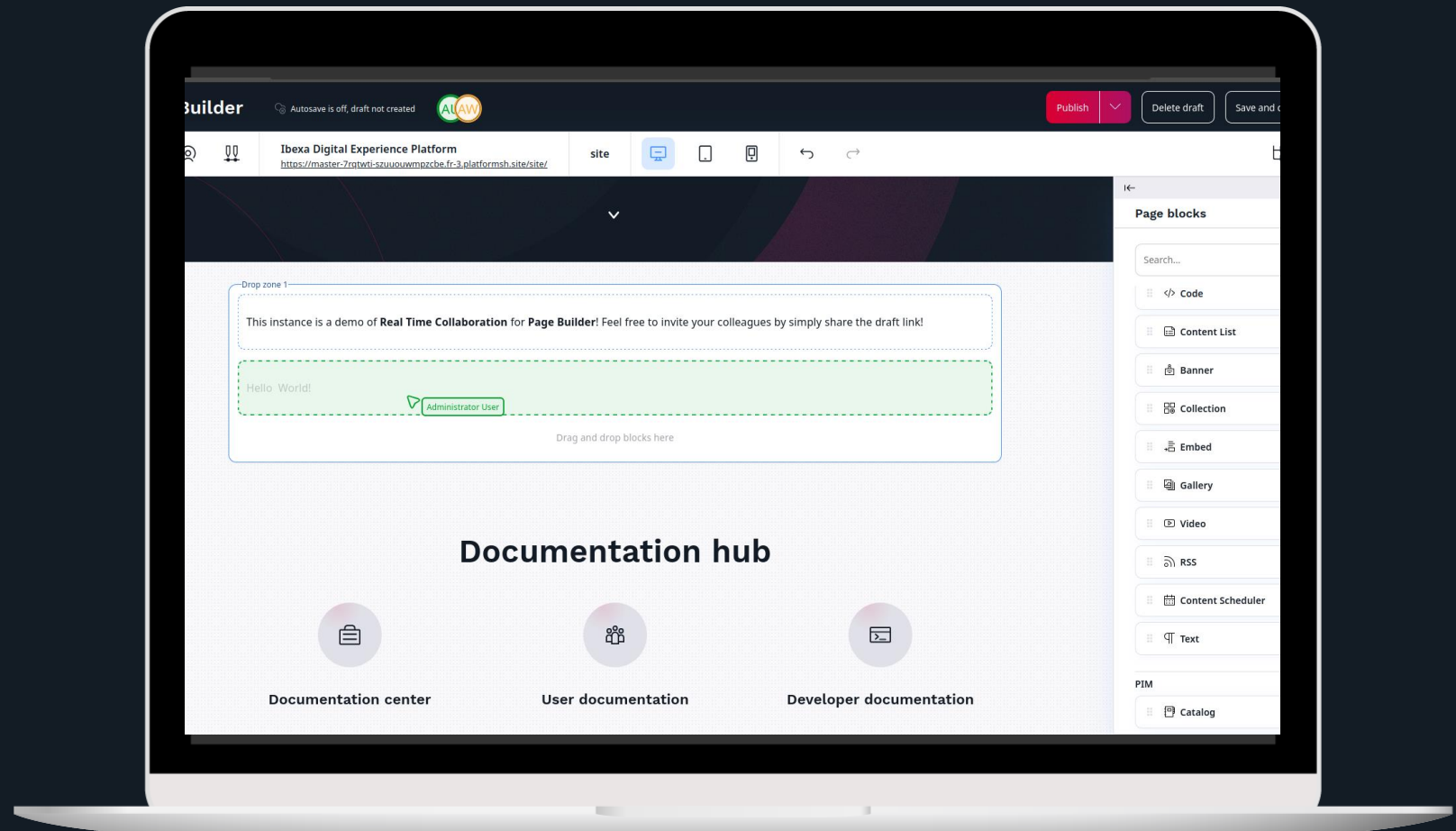
- Invite your team members
- Work collaboratively on one landing page in real-time
- Track other users changes

Benefits:

- Streamlined collaboration for remote teams present in different locations
- Boost user experience

Real-time collaboration in the Page Builder

Cohesive Martech





LONG-TERM

12 – 18 months

V6 LTS

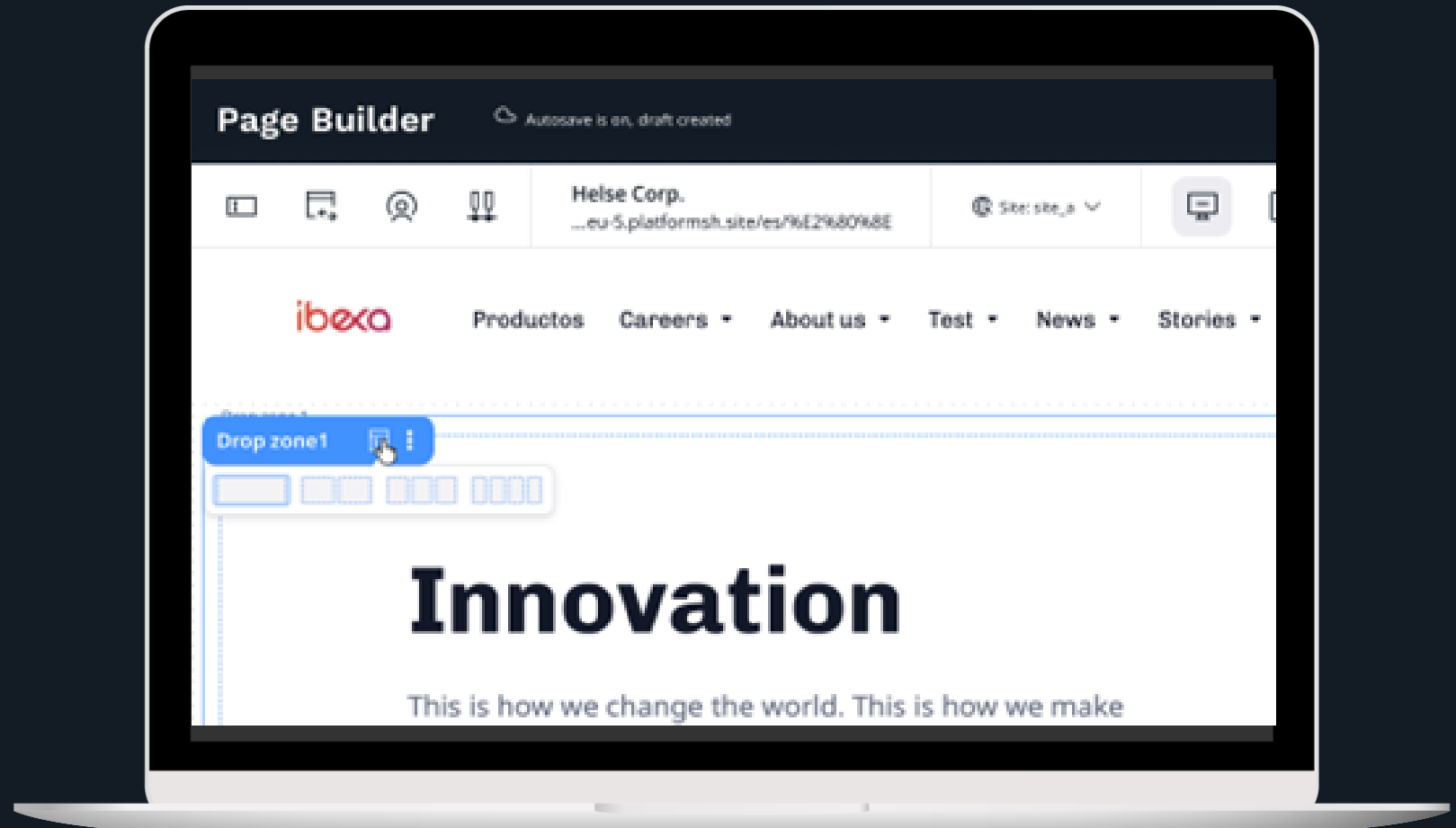
Key features:

- Customize & adjust default layouts and zones in the Page Builder
- Split zones into selected blocks

Benefits:

- More flexible way to define the structure of landing pages
- No need to ask IT to create new layout or change existing one
- Easy to use by marketers

Layout builder Cohesive Martech



Mid-term
(6-12 months)

Ibexa Design System

V5 LTS update

Cohesive Martech

1

Foundation

- Buttons
- Inputs
- Selection controls
- Tags
- Colors
- Typography
- Icons

2

High-impact components

- Breadcrumbs
- Table
- Notification
- Pagination
- Tabs
- Header
- Dialog
- Switcher
- Shadows

3

Secondary components

- Main menu
- Right modal
- Tooltip
- Accordion
- Filters
- Popup menu
- Progress bar
- Loading

4

Infrequent components

- Autosave
- Cards
- Content tree
- Toolbox
- Calendar
- Drop zone
- Content path (UDW)

5

Future components

- Side bar [left]
- Slider



Stay tuned!



In-Product Enablement

Simplify user onboarding & speed up features adoption





MID-TERM

6 – 12 months

V5 LTS update

Key features:

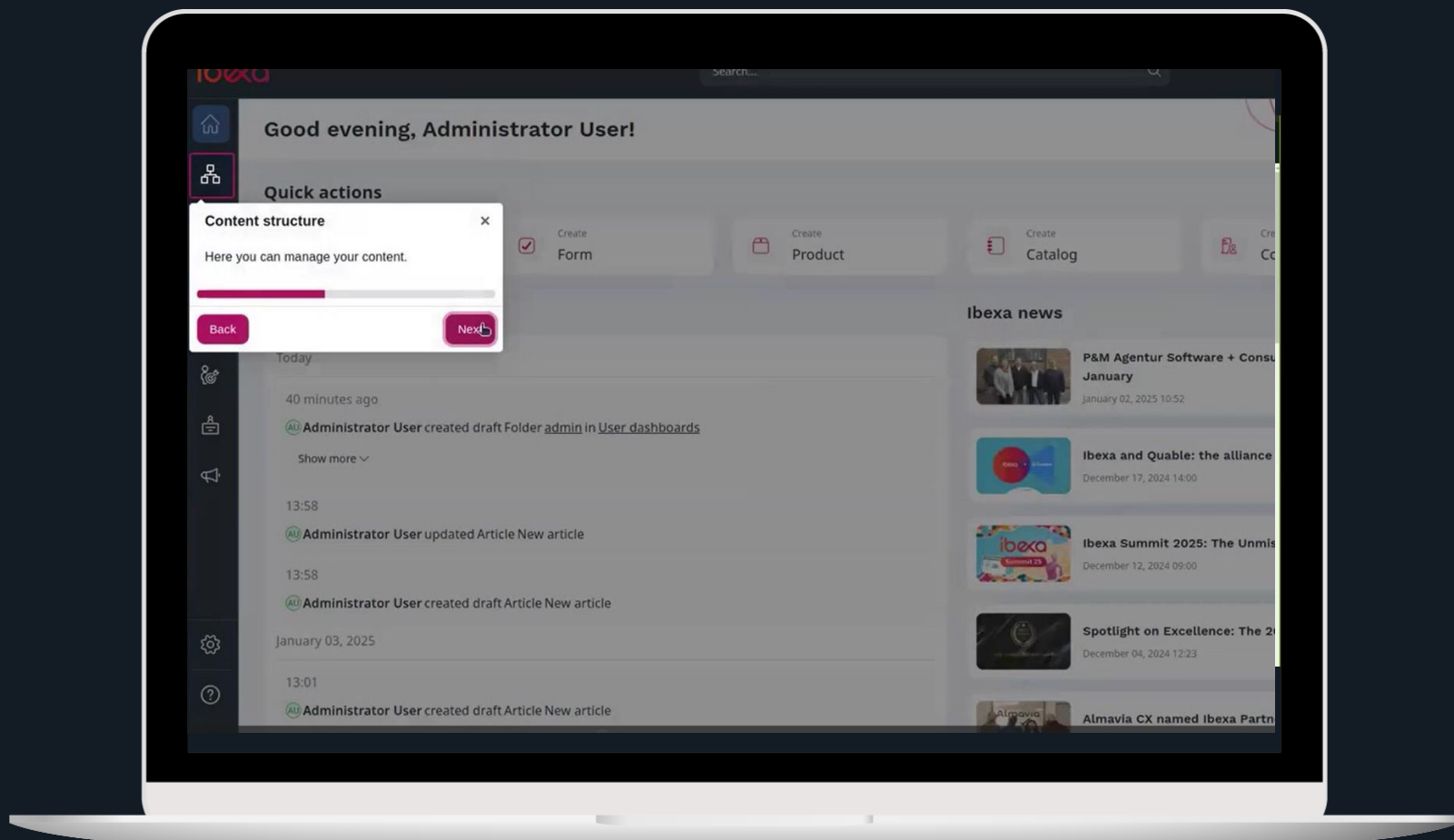
- Step-by-step onboarding and tips for users
- Integrated help & roadmap quick link
- Submit idea or report the issue

Benefits:

- Handy quick links to useful guides & learning portal
- Guide new users through the platform & reduce time-to-value
- Help existing users discover new features contextually
- Share your feedback about the product instantly

Integrated help & Interactive walk-through

In-Product Enablement



**Your vote is crucial
for us!**



Share your feedback & ideas



Product Cafe

Join us & discuss your ideas

Time:

DAY 2 14:30-16:00

Location:

Mare Nostrum B-F



Thank you!

For all your insights & feedback

