

## Knot.x

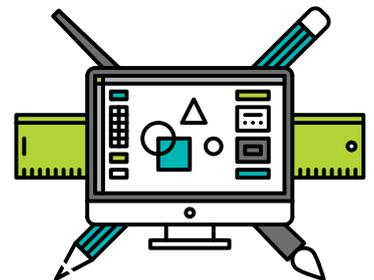
Rich Experiences Made Easy

In recent years digital customer experiences have become increasingly sophisticated. Consumers expect to be able to do everything online that they could traditionally do in-store or on the phone. This means more and more deep back-end systems and business services have to be made available via the web. But the more systems you include, the more rules you need to manage them in a cohesive way.

For many organisations, content management systems (CMS) have become the point where various business services come together as part of the customer experience. This is fine for a few relatively simple services. However, as the number and complexity of the services grow, this approach places heavy demands on the CMS, which has to apply complex business logic to knit them together. While most CMS are capable of this, it's not what they were designed to do.

Using a CMS in this way can cause a number of issues:

- Degraded site performance because the processing load increases as the services become more complex;
- Increased CMS licensing costs as workloads increase;
- Increased development costs from knitting complex services together in a bespoke fashion;
- Lack of scalability;
- Lengthy release cycles driven by the need to re-release an entire site whenever a single element changes.



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Making business systems available via the web presents other challenges. Many are bespoke, written in different languages, operate on different release cycles, and don't have a ready-to-use set of APIs. In addition, many deep business systems were never designed to operate at web scale. There are also the obvious security considerations of exposing critical business systems and data directly to the web.

Even if you manage to crack the problem of integrating these services, the results are often hardwired and inflexible. This means your digital platform starts to operate like a monolithic enterprise application, which isn't ideal when the rapidly evolving digital landscape calls for flexibility.

## Take a different approach

The ideal solution would be to let the CMS go back to doing what it does best; managing digital experiences. This means the business services would need to converge somewhere, in a service integration layer, before being presented to the CMS.

This point of conversion has to be able to handle multiple programming languages, technologies, and service types. It needs to be able to operate at web scale, no matter what services it's managing. It must also be completely flexible and able to bridge the gap between enterprise IT and digital. This means it can't operate like a monolithic application, but instead should seamlessly manage the continuous release cycles of web applications as well as the longer waterfall cycles of legacy enterprise apps.

Oh, and while we're making wish lists, it would be nice if it was free.

## Introducing Knot.x

Knot.x ticks all these boxes. It sits to one side of your content management system and knits together the threads of your services, ready to present them to the CMS as a complete customer experience. Knot.x applies microservices architecture to decompose the customer experience into separate independent services, allowing each to be managed independently. By taking on the heavy lifting of converging multiple services, it allows your CMS to focus on managing content and delivering digital experiences for better performance and efficiency.

Knot.x allows organisations to orchestrate all the moving parts of their customer experience in a controlled and manageable way, with the flexibility to move, change or add to any of them without worrying about the knock-on effects on other services. It overcomes the problem of presenting a vast array of services in a cohesive experience. Your customers can now enjoy seamless experiences that simultaneously interact with web services, deep back-end enterprise systems, and third-party providers, without missing a beat. And you can do all this without having to worry about vendors, technologies, programming languages or release cycles.

Life just got a whole lot easier.



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## Change the way you work

Knot.x also enables you to move to agile or continuous delivery. Now you don't need to wait on the long release cycles of legacy enterprise services. You are free to continuously iterate without worrying about breaking the experience.

You can also quickly create mock-ups using sample data, which can be presented directly to pages even if the real service is not yet available. You can then switch to the real service when it's ready without any further development work. This means business users and experience owners can get a feel for how the final service will look, and provide continuous feedback.

## Working with Cognifide and Knot.x

All tools work best when applied by people who really know how to use them. Knot.x was developed as an open-source project by a team of Cognifide developers. Cognifide has been applying microservices thinking to client projects for several years and has built deep experience in rapidly and efficiently delivering multi-dimensional experiences that are robust and massively scalable.

If you're thinking about delivering ever-more sophisticated digital experiences to your clients, at scale, there are few companies with Cognifide's experience in making it happen.

For more information on Knot.x:

Visit [www.knotx.io](http://www.knotx.io)

Email us at [info@cognifide.com](mailto:info@cognifide.com)

