

aws marketplace

Acquia Digital Experience Platform (DXP)

Reviews, tips, and  
advice from real users



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# Product Recap



Acquia Digital Experience Platform (DXP)

# Acquia Digital Experience Platform (DXP) Recap

Acquia Digital Experience Platform (DXP) is a comprehensive suite designed to facilitate content management, site building, and digital marketing. It integrates various tools to deliver personalized customer experiences across different digital channels.

## What key features does Acquia DXP offer?

- **Content Management System (CMS):** Built on Drupal, it offers robust content management capabilities that enable users to create, manage, and optimize digital content easily.
- **Personalization:** Acquia DXP includes tools like Acquia Lift, which allow for the creation of personalized experiences for users based on their behavior and preferences.
- **Cloud Platform:** Acquia Cloud provides a secure, scalable, and high-performance hosting environment optimized for Drupal.
- **Digital Asset Management:** The platform integrates Acquia DAM, facilitating efficient management and sharing of digital assets across marketing teams.

## What are the benefits of using Acquia DXP?

The platform's personalization capabilities ensure that each user receives a tailored experience, which can lead to increased engagement and satisfaction. The cloud-based architecture ensures that the platform can scale according to the needs of the business, handling traffic spikes efficiently. Finally, Acquia DXP provides enterprise-level security features and complies with various regulatory requirements, ensuring that user data is protected.

## How is Acquia DXP implemented across different industries?

Acquia DXP is versatile and can be implemented across various industries such as retail, media, government, and education. For instance, in retail, it can power e-commerce platforms, providing a seamless shopping experience with personalized content and customer interaction.

## What should you know about Acquia DXP's pricing and support?

Acquia offers a subscription-based pricing model that typically includes the costs for the platform's core services, support, and hosting. The company provides comprehensive support, including 24/7 customer service, dedicated account management, and professional services to assist with implementation and ongoing management.

Acquia DXP is an all-encompassing digital experience platform that provides robust tools for

content management, personalization, and digital asset management, designed to enhance user engagement and operational efficiency across various industries.

# Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “Based on my experience with their services, Acquia Cloud that we have been using, or Acquia hosting, is next to a native solution for Drupal projects, making it probably one of the best hosting solutions available, even though it has its flaws and we eventually had to shift to another one.”



**Verified user**

Senior Developer

- ✓ “Acquia Digital Experience Platform (DXP) has positively impacted my organization primarily through its ease of use, making it easier to generate content and pages, especially from a marketing perspective, so entry-level people can access it and utilize it as well as advanced users, appealing to a range of people.”



**John Venpin**

Lead Developer and Founder at Intelligensi.ai

- ✔ “Acquia Digital Experience Platform (DXP) offers the ability to provide a managed services cloud hosting environment for Drupal CMS, which is an open-source platform and can be a challenge to maintain independently due to the frequent updating and security patching required.”



**Mark Aceves**

digital product owner

- ✔ “Building pages using Site Studio components was very easy, and using Acquia Digital Experience Platform (DXP) for our website and project was really great.”



**Verified user**

Developer at a tech vendor with 10,001+ employees

- ✔ “Since moving to Acquia Digital Experience Platform (DXP), we have saved approximately three times the amount of time in deployment and site creation processes.”



**Hardik Chauhan**

Senior Software Consultant at a outsourcing company with 1,001-5,000 employees

- ✓ “Because for every new site that I have to spin up, it uses the same governed components, it makes it faster, launches with zero brand drift, and editors never need a developer for day-to-day page building.”



**Aziza Anwari**

Software Engineer at a energy/utilities company with 10,001+ employees

- ✓ “After migrating to DXP, the results were dramatic, including a 70-plus percent increase in conversion rate and a 30-plus percent increase in online booking revenue.”



**Talish Khan**

Drupal Architect at a tech services company with 501-1,000 employees

What users had to say about valuable features:

“Acquia Digital Experience Platform (DXP) is unique in my projects because it easily integrates with Acquia Site Factory and the cloud, making hosting simpler and allowing us to create and launch new sites easily.

The best feature Acquia Digital Experience Platform (DXP) offers is Acquia Site Studio, which provides drag-and-drop features with inbuilt components we can use to build pages, add styles and JavaScript, and various elements based on our requirements.

Out of all the features, my team and I find ourselves using Acquia Site Studio the most, and it makes our day-to-day work easier as we use it almost every day..”

**Hardik Chauhan**

Senior Software Consultant at a outsourcing company with 1,001-5,000 employees

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“In my opinion, the best features Acquia Digital Experience Platform (DXP) offers are website hosting, CI/CD pipelines, automated testing capabilities, and flexible deployment workflows because those are the tools I use most on a daily basis.

The deployment workflows in Acquia Digital Experience Platform (DXP) are very easy to use. We have an integration with Jenkins where we make a build to create an artifact, and then we deploy to Acquia Digital Experience Platform (DXP) and all the pipeline runs there.

Acquia Digital Experience Platform (DXP) is very easy to use, and all of the team can perform well while using it. It is really accessible for all team members, so we have people working with front-end and Site Studio, and developers working with CI/CD pipelines.

The ease of use and the accessible log tools of Acquia Digital Experience Platform (DXP) make the team faster to debug things and deploy changes to the client website, so it really helps us. It is really easy to use and very useful..”

**Verified user**

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Software Developer at a outsourcing company with 1,001-5,000 employees

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“The best features Acquia Digital Experience Platform (DXP) offers include good documentation, which provides a lot of guides to help when you are new. If my company partners with Acquia, they offer training and sessions. If I encounter issues, they will quickly resolve them and give feedback regarding what went wrong, which is helpful support. The predefined components and templates make it easier to maintain the site, and the style guide and style guide managers are also really helpful.

Acquia Digital Experience Platform (DXP) has positively impacted my organization by enabling us to create sites pretty quickly. We are able to deliver many clients swiftly. Before using Acquia Digital Experience Platform (DXP), we might manage two projects a year, but now we can deliver four to five projects and provide more features for each client. Previously, time restrictions were a constraint, but now we can deliver much more within a limited time..”

**Gurramkonda Yaswanth**

Senior Software Analyst at a computer software company with 201-500 employees

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“In my opinion, one of the best features Acquia Digital Experience Platform (DXP) offers is Site Studio. Because for every new site that I have to spin up, it uses the same governed components. It makes it faster, launches with zero brand drift, and editors never need a developer for day-to-day page building.

“Site Studio helps my team launch sites faster because, for example, when I have a new site from the client that needs to be added as a sub-site into the main branch, I don't have to do much. I can use the existing base and speed up the process by using it. It makes it really easy for me to do that with Site Studio. Sometimes it can be a little tricky, but in my case, it makes the process a little bit faster.

“Acquia Digital Experience Platform (DXP) has positively impacted my organization because it eased the process..”

**Aziza Anwari**

Software Engineer at a energy/utilities company with 10,001+ employees

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“Based on my experience with their services, Acquia Cloud that we have been using, or Acquia hosting, is next to a native solution for Drupal projects, making it probably one of the best hosting solutions available, even though it has its flaws and we eventually had to shift to another one.

What makes Acquia hosting next to native for Drupal projects is basically the ease of integration, as Acquia and Drupal are very densely interconnected.

Acquia Digital Experience Platform (DXP) has positively impacted my organization primarily by ensuring that our services based on Drupal were available 24/7 in all countries that are a priority for our customer. I believe they provided a really good service, with some exceptions.

We have had almost all the metrics in the dashboard to measure this positive impact, including how many visitors we have over time, how big the load is on the infrastructure, and how the whole thing works. We have been monitoring this..”

**Verified user**

Senior Developer

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“In my experience, the best features Acquia Digital Experience Platform (DXP) offers include being a strong enterprise platform, especially if you are already in the Drupal ecosystem, with solid governance, scalability, and structured content capabilities, particularly for organizations with multiple teams and sites, and I really enjoyed the multi-use aspect of it, as that is where it really comes into its own.

What I appreciated most about the multi-use aspect is that you can work on the same project together and collaborate, which is really useful.

Acquia Digital Experience Platform (DXP) has positively impacted my organization primarily through its ease of use, making it easier to generate content and pages, especially from a marketing perspective, so entry-level people can access it and utilize it as well as advanced users, appealing to a range of people.

That ease of use translated into tangible benefits for my team in terms of improved productivity because you can create a whole marketing campaign really quickly, making marketing happen very effectively..”

**John Venpin**

Lead Developer and Founder at Intelligensi.ai

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# Other Solutions Considered

“For the projects that have been in Acquia, I believe it was initially built in Acquia, and we moved to another service. I have also been using other services that provide the same kind of service, usually requiring a bit more custom work on our side. Acquia itself is basically a kind of native solution for Drupal projects..”

**Verified user**

Senior Developer

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“Before choosing Acquia Digital Experience Platform (DXP), I was not the decision maker, but other options evaluated included Adobe Experience Manager and Sitecore..”

**Gurramkonda Yaswanth**

Senior Software Analyst at a computer software company with 201-500 employees

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“Before choosing Acquia Digital Experience Platform (DXP), I evaluated other options because there were options, such as Pantheon and others. However, I think Acquia was a good choice, so we opted for that..”

**Aziza Anwari**

Software Engineer at a energy/utilities company with 10,001+ employees

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“I used to use PSH, but I decided to migrate to Acquia Digital Experience Platform (DXP) because it is easier to use and integrates better with Drupal. It is 100% Drupal.

I migrated from PSH to Acquia Digital Experience Platform (DXP) without evaluating other options..”

**Verified user**


Software Developer at a outsourcing company with 1,001-5,000 employees

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“Yes, as part of the company process, we are always looking at the strengths and weaknesses of the market offer to advise our customers and develop skills around them. I have been involved in integrating and developing Oracle's Colud application for Digital Experience and Customer Experience, Adobe AEM and the Marketing Suits, and several others for several years. Technology is becoming a commodity per- ce in its features and capabilities, especially if it is a SAAS or PAAS solution, a trend in the last few years. So, the main difference is how they compile for the market you are in and how well their value satisfies your customers' needs. .”

**Adrian Campanelli**

Director at Realmedia Network

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“Before using Acquia Digital Experience Platform (DXP), we used plain Drupal and faced hosting issues.

In plain Drupal, the hosting problems were significant, but after moving to Acquia Digital Experience Platform (DXP), we have access to Acquia Cloud and pipelines, making deployment easier and faster, with continuous testing and useful tools including modules and Acquia Site Studio..”

**Hardik Chauhan**

Senior Software Consultant at a outsourcing company with 1,001-5,000 employees

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# ROI

Real user quotes about their ROI:

“We have seen a return on investment with Acquia Digital Experience Platform (DXP), as we now need fewer employees; our HTML team has been reduced from three people to one due to increased efficiency..”

**Hardik Chauhan**

Senior Software Consultant at a outsourcing company with 1,001-5,000 employees

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“I do not have a specific answer regarding return on investment, but my team is agile, and I can see that working with competitors like PSH before, Acquia Digital Experience Platform (DXP) is much more accessible for the team. It helps improve delivery time and quality..”

**Verified user**


Software Developer at a outsourcing company with 1,001-5,000 employees

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“I have seen a return on investment since earlier we relied heavily on developers on an ongoing basis. When we wanted to rearrange components within the templates, we had to rely on tickets, and more developers were needed. Now, it is a one-time activity, allowing more marketers to simply assemble the components as they need..”

**Talish Khan**

Drupal Architect at a tech services company with 501-1,000 employees

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“I have seen a return on investment from using Acquia Digital Experience Platform (DXP). Delivering thirty-two sites in a year directly saves a lot of money. The management of sites and everything involved reduces the number of engineers needed to build it as well, so it has definitely been beneficial. They provide end-to-end services, including hosting, caching, cloud, database, and asset management, which are significant advantages..”

**Gurramkonda Yaswanth**


Senior Software Analyst at a computer software company with 201-500 employees

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“On highly demanding traffic sites of large organizations with several digital channels, different brands, or assets that need to be healthy governance by efficient teams concerned with what they publish, the quality of the information, and the performance of their digital products, the ROI is over 40%/Y or high when you quantify the easy and quick to go life with any modification. .”

**Adrian Campanelli**

Director at Realmedia Network

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# Use Case

“Our main use case for Acquia Digital Experience Platform (DXP) is to build our company's marketing website in the previous two organizations, where we built components that the marketing team can use to create landing pages and all types of pages.

One specific project that stands out is my company's marketing website, where we had various content types including news, articles, and insights. Acquia Digital Experience Platform (DXP) was very helpful in managing different types of content with separate fields so that the non-technical marketing team could easily use the components we built and create the landing pages and features they wanted..”

## Hardik Chauhan

Senior Software Consultant at a outsourcing company with 1,001-5,000 employees

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“My main use case for Acquia Digital Experience Platform (DXP) is as the founder of intelligency.ai, where we build AI-driven integrations across CMSs and digital experience platforms, and we have evaluated Acquia Digital Experience Platform (DXP), particularly in the context of Drupal-based enterprise environments.

A quick, specific example of how I used Acquia Digital Experience Platform (DXP) in one of my projects is that we built an instance of it that is marketing-specific and then we used some of our applications to interact with that particular instance.

My applications interacted with Acquia Digital Experience Platform (DXP) in that marketing-focused instance by sending content and images that we have generated from one platform to another..”

**John Venpin**

Lead Developer and Founder at Intelligensi.ai

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“My main use case for Acquia Digital Experience Platform (DXP) includes code deployment using Acquia Cloud. I have used it for Acquia DAM to manage my assets and Site Studio to manage my multiple sites.

“A specific example of how I used Acquia Cloud for deployment is that Acquia Cloud handles code deployment. We have dev, stage, and prod environments. To deploy properly from local, we deploy to dev, and then we manage it across these environments. In that way, we use the pipelines. It becomes quite easy when you use Acquia Cloud that way.

“My main use cases with Acquia Digital Experience Platform (DXP) are DAM, Acquia Cloud, and Site Studio..”

**Aziza Anwari**

Software Engineer at a energy/utilities company with 10,001+ employees

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“Our main use case for Acquia Digital Experience Platform (DXP) is hosting our Drupal projects, covering a range from Drupal 7 to Drupal 10 or even 11. We used it for hosting and ensuring that our services are available 24/7 all over the world.

We work with a rather big engineering company presented in about 50 countries with thousands of people in their workforce. We focused on their main marketing site that provides information on their services and products, which has been hosted on Acquia for quite a long time.

I should clarify that I probably was not using directly Acquia Digital Experience Platform (DXP) in the way it is marketed at the moment on Acquia's site, which seems to be a no-code, low-code solution. We have been hosting our own Drupal websites that were specifically built for Acquia platform hosting, and we have extensively used Acquia services, which were rather good in general. However, at some point, we had to shift to another platform.

At some point, the pricing was higher than what our customer was willing to pay for the quality of service at that moment..”

**Verified user**

Senior Developer

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“I have been using Acquia Digital Experience Platform (DXP) for approximately one and a half to two years.

I typically use Acquia Digital Experience Platform (DXP) for tools such as Acquia Cloud, Site Studio, and website hosting, as well as for development practices including CI/CD pipelines and automated testing.

Most of my use with Acquia Digital Experience Platform (DXP) is with Site Studio, where I use it to build prototypes and web pages. My full website revolves around Site Studio. I also use the CI/CD and hosting capabilities so that I can deploy website changes, and Acquia takes care of all the CI/CD, testing, and hosting.

Since my website is 100% built around Drupal, Acquia Digital Experience Platform (DXP) is the best place to host my website. One of the platform's key strengths is its ability to unify content management, personalization, and customer data into a single experience layer, enabling my team to build highly tailored digital journeys across multiple channels for enterprise websites like the one I work for, as well as e-commerce integrations and customer portals..”

**Verified user**

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Software Developer at a outsourcing company with 1,001-5,000 employees

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“My main use case for Acquia Digital Experience Platform (DXP) is that I have primarily used Acquia Site Studio and Site Factory. Site Factory is an Acquia product itself, where we manage the sites, including creating the site, managing the site URL, clearing the cache, logging, user addition, and everything related to the site. In one place, you can manage a lot of sites. It is easy to manage many partner sites, especially when a company has a lot of them. My client had many partner sites, which is why I use Site Factory to manage those. For each site, we use Site Studio. Site Studio provides default components and templates, allowing you to have many options and features to create, customize components, and templates, and reuse them to build pages across other sites as well. This makes site creation faster and easier to maintain. Because of these reasons, we opted for those, and I have delivered two projects with these tools.

Acquia Site Factory and Site Studio helped my team manage multiple sites by allowing us to build a corporate site entirely, after which we reused the components from the corporate site in the partner sites. We reused everything, which is how Acquia Site Factory helped us. You can create a new site with the same profile; for a corporate site, you can use a different profile, and for a partner site, you can use another. The user interface in Site Factory allows you to see those options. Once the corporate site was ready and the profiles were divided, we just clicked to create a new site, named it, set the URL, and selected the needed profile. With that, many predefined components and templates associated with that profile came along. We then revamped the site using the style guide, which specifies a specific logo and colors for each partner site. The site will be ready in about twenty to thirty minutes using these profiles and components..”

**Gurramkonda Yaswanth**

Senior Software Analyst at a computer software company with 201-500 employees

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# Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

In the past, I found the pricing of Acquia Digital Experience Platform (DXP) to feel somewhat steep despite using an open-source platform, but setup and licensing were handled by other groups.

**Mark Aceves**

digital product owner

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“I am uncertain whether Acquia Digital Experience Platform (DXP) was purchased through the AWS Marketplace, as it was already acquired before I joined the organization..”

**Hardik Chauhan**

Senior Software Consultant at a outsourcing company with 1,001-5,000 employees

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“Initially, we faced challenges with setup due to Acquia's enabling of Docker and related toolkits. However, with Acquia Cloud, the setup has become much easier..”

**Shafi Khan**

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Software Associate at Wipro Limited

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“The initial setup is not the easiest stack to set up initially. That said, it is well documented. For an experienced developer, the setup would be relatively straightforward and rated as a nine..”

**Iyas Hamadet**

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Technical Architect / Technical Officer at SQLI

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“I did not purchase Acquia Digital Experience Platform (DXP) directly through the AWS Marketplace. There was a sales team involved, and they contacted the Acquia team, which seems to be the channel used for the sales process..”

**Talish Khan**

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Drupal Architect at a tech services company with 501-1,000 employees

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“The initial setup was tricky as it involved a lot of information to move over to Acquia. Every time Drupal changed its version, we had to ensure everything continued to work seamlessly..”

**Lisa Stephens**

Assistant Dean, SEAS Online at University at Buffalo (UB)

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# Customer Service and Support

“The customer support for Acquia Digital Experience Platform (DXP) is good. Most of the time they are really easy to approach. Sometimes it gets a little tricky..”

**Aziza Anwari**

Software Engineer at a energy/utilities company with 10,001+ employees

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“The customer support for Acquia Digital Experience Platform (DXP) is excellent; we have weekly calls with a technical account manager who addresses any queries, and for urgent problems, we can raise issues through a portal that gets resolved promptly..”

**Hardik Chauhan**

Senior Software Consultant at a outsourcing company with 1,001-5,000 employees

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“The customer support of Acquia Digital Experience Platform (DXP) is good. Whenever we have issues or questions, we raise a ticket, and they quickly respond with helpful links to explore..”

**Gurramkonda Yaswanth**

Senior Software Analyst at a computer software company with 201-500 employees

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“Customer support for Acquia Digital Experience Platform (DXP) is good, but I think it could be improved in terms of 24/7 availability due to the people being spread across different regions..”

**Talish Khan**

Drupal Architect at a tech services company with 501-1,000 employees

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“Overall, customer support with Acquia Digital Experience Platform (DXP) was positive; we received rapid responses to queries and account management support as well.

I would rate the customer support on a scale of one to ten as a nine. .”

**Tris Tris**

Founder at a wholesaler/distributor with 51-200 employees

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“The customer support used to be good, but as I mentioned earlier, this was one of the problems we had with our project. Maybe it was just some temporary issues with the team, but we had problems with the support, and that was the reason to move to another platform..”

**Verified user**

Senior Developer

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# Other Advice

“The advice I would give to others looking into using Acquia Digital Experience Platform (DXP) is to utilize all its inbuilt features and additional products for content and asset management to enhance website performance..”

**Hardik Chauhan**

Senior Software Consultant at a outsourcing company with 1,001-5,000 employees

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“My advice for others looking into using Acquia Digital Experience Platform (DXP) is to first go through the official documentation. If you are a partner, take advantage of the training provided before diving in. I would rate Acquia Digital Experience Platform (DXP) an eight out of ten..”

**Gurramkonda Yaswanth**

Senior Software Analyst at a computer software company with 201-500 employees

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“The advice I would give to others looking into using Acquia Digital Experience Platform (DXP) is that it's a positive experience. If you have large, enterprise-based websites, you can opt for it, and it will be a good purchase. However, if you have a very small site or a smaller solution, I don't think it's optimal given the price, as it's a little steeper. I would rate this product an 8 out of 10..”

**Aziza Anwari**

Software Engineer at a energy/utilities company with 10,001+ employees

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“My advice for others looking into using Acquia Digital Experience Platform (DXP) is to definitely use it if they have an enterprise customer or client who wants to get real usage from the CMS work along with the CDP and low-code site building, which will be beneficial for them if they switch to Acquia Digital Experience Platform (DXP). I have rated this product an 8 out of 10..”

**Talish Khan**

Drupal Architect at a tech services company with 501-1,000 employees

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“My advice for others looking into using Acquia Digital Experience Platform (DXP) is that it is a robust and scalable digital experience platform that stands out for its strong integration with Drupal, its cloud-native architecture, and from a developer's perspective, it provides a well-structured ecosystem that supports modern development practices, including CI/CD pipelines, automated testing, and flexible deployment workflows. One of the key strengths is its ability to unify content management, personalization, and customer data into a single experience layer, enabling my team to build highly tailored digital journeys with less time, very fast delivery, and higher quality in all deliveries. I gave Acquia Digital Experience Platform (DXP) an overall review rating of 10 out of 10..”

**Verified user**

Software Developer at a outsourcing company with 1,001-5,000 employees

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“The project started before me, so I am not quite sure exactly what options were evaluated.

On a scale of 1 to 10, I would rate Acquia Digital Experience Platform (DXP) overall around eight, as I said before, as it is mostly about Acquia Cloud, not DXP as it is marketed at the moment. The results on our project affected the grade quite a lot, making it lower, but for a Drupal site, it is still a very good solution.

I choose the number eight because we had to move from this platform, which was something that convinced us to make that decision, and this is why I cannot say 10. Considering all other projects that succeeded on their platform, I believe that it is still a good solution, specifically for Drupal-based projects.

My overall rating for Acquia Digital Experience Platform (DXP) is 8 out of 10..”

**Verified user**

Senior Developer

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by visitors reading reviews

Energy/Utilities Company

24%

Computer Software Company

13%

Outsourcing Company

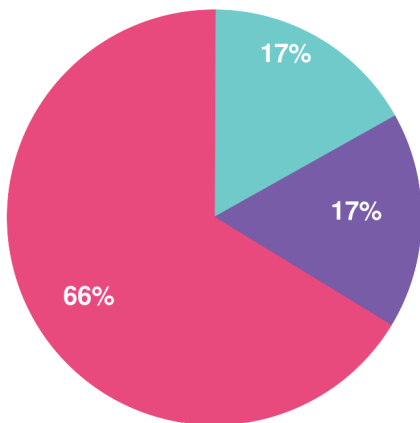
8%

Financial Services Firm

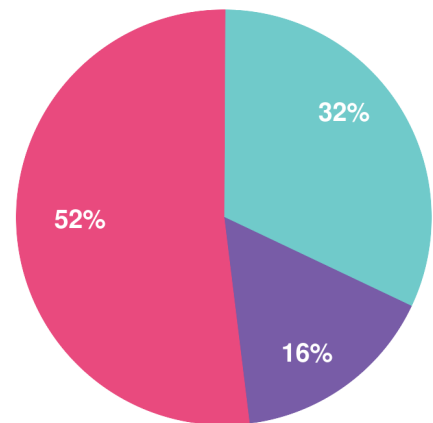
8%

# Company Size

by reviewers



by visitors reading reviews



Large Enterprise

Midsize Enterprise

Small Business

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## PeerSpot

244 5th Avenue, Suite R-230 • New York, NY 10001

[reports@peerspot.com](mailto:reports@peerspot.com)

+1 646.328.1944