OASIS Starts Context Server (CXS) Initiative to Advance Standards for Personalized User Experiences Online

Jahia, LifeRay, Progress Software, and Others Collaborate on Standards for Big Data, Web Content Management (WCM), and Digital Marketing

4 June 2015 The OASIS open standards consortium announced the start of an initiative for delivering personalized user experiences online. Standards developed by the new OASIS Context Server (CXS) Technical Committee [1] will provide companies with more effective ways to engage with their audiences and will give users more control over the data that’s collected on them.

The Context Server will simplify management, integration, and interoperability for WCM, Big Data, CRM, Digital Marketing, and Data Management Platforms. CXS will enable data on user behavior to be collected and aggregated into profiles and user segments to be defined based on demographics. Third party WCM systems will be able to tag and serve content based on these segments. Marketing systems will access profiles and compile lists for campaigns using CXS. Users will have the ability to control their collected data and safeguard their desired level of privacy by accessing the Context Server.

"Organizations are struggling to create consistent personalized experiences across channels, markets, and systems," said Serge Huber of Jahia, co-chair of the OASIS CXS Technical Committee. "The Context Server will make it possible to deliver personalization in a simple, interoperable way."

"CXS will speed up vendor innovation and reduce integration costs," added Thomas Sigdestad of Enonic, who also co-chairs the Committee. "A widely adopted standard will expand the broader market by making it easier to ramp up new products, integrate with existing systems, and grow niche opportunities into new market areas."

To encourage more Marketing Automation vendors to join the CXS effort, OASIS will host two brief webinars on June 15 at 15:00 CET (09:00 EDT, 06:00 PDT) and at 21:30 CET (15:30 EDT, 12:30 PDT). Register at https://attendee.gotowebinar.com/rt/5164201973309833730.

New members are encouraged to join the OASIS CXS Technical Committee at any time. Archives of the work are accessible to both members and non-members, and OASIS invites public review and comment on the work.

Support for CXS

Jahia
"At Jahia, as initial proposers of the OASIS Context Server TC, we are very excited to chair the effort and put all our efforts behind this personalization standard which we hope will make it possible to build a more transparent web. We fully support the OASIS Context Server TC and will also propose our current
implementation to be submitted at the Apache Software Foundation," said Serge Huber, CTO, Jahia Solutions.

**Progress**

"The complexity of understanding the customer journey is spanning more channels and systems than ever before," said Svetozar Georgiev, SVP, Application Platforms of Telerik, a Progress Company. "The development of more standards will enable organizations to more easily gain a complete picture of their interactions with clients to drive better marketing, and overall all business results."

**About OASIS:** OASIS is a non-profit, international consortium that drives the development, convergence and adoption of open standards for the global information society. OASIS promotes industry consensus and produces worldwide standards for content technologies, digital experiences, security, privacy, cloud computing, IoT, and other areas. OASIS open standards offer the potential to lower cost, stimulate innovation, grow global markets, and protect the right of free choice of technology. OASIS members broadly represent the marketplace of public and private sector technology leaders, users, and influencers. The consortium has more than 5,000 participants representing over 600 organizations and individual members in 65+ countries.

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**Links:**

[1] https://www.oasis-open.org/committees/cxs