



# Multisource

Create a unified DX with all your content  
in one hub

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*Ease of integration is #1 priority for digital experience.*

(Forrester, Q1 2018 Digital Business and Experience Panel Survey)

With Multisource, Magnolia makes it fast and easy to connect to any content source with just a few lines of configuration. Developers and marketers can use that content throughout your project as if it were Magnolia native.

Use Multisource to bring in content from your PIM, DAM or even other CMS, and data from your analytics, personalization and optimization sources. Then you can deliver all of your content in a consistent way to each of your visitors, and across all of your digital channels.

## The DX integration challenge

Running a 360° DX platform means bringing together all of your content and insights about your customers. Connecting all these systems is usually a time-consuming, expensive and complicated part of a digital initiative. Many CMS and DXP vendors do not even offer the flexibility to integrate with external content, in which case completely new tools must be built to manage such an integration.

## Two key Magnolia innovations to solve this

- Integration is hard because every system has a different content format, and a different API. However all systems have adopted a REST-style of API. Multisource leverages that and can connect to any REST API due to a highly configurable connection which can transform any content structure. No programming required.
- Secondly, every UI element in the Magnolia AdminCentral tool has the flexibility to work with native Magnolia content or external REST-based content. No programming required. Magnolia's flexibility and configuration-based approach leads to fast and effective integrations without requiring backend software development.

# Key benefits of Multisource

## **For Marketers:**

- Use Magnolia as a content hub - the one tool to not only store content, but to surface and mix content from other sources as well.
- Use Magnolia as a DX hub - to easily create great digital experiences from all of your valuable content sources.
- Curate collections of content from external sources.
- Overcome your company's content silos.
- Get the integrations you need, sooner, and without additional complicated development.

## **For Developers:**

- Accomplish common integration tasks faster, in a standardized and easier to maintain way.
- Deploy Multisource implementations to running systems with no restart. (compatible with Light Development)
- Work with external content and local content in the same way.

# Key capabilities of Multisource

## **Access content from external systems**

Access content from external systems throughout the Magnolia UI as if it were native content, for example to link to a job description in an external HR tool:

- in an app
- in a select field
- in a link field chooser
- as search results in the Find Bar

## **Include content from external systems**

Include content from external systems in your digital experiences, for example publishing exchange rates pulled from a remote service on a web page.

# Implementing Multisource

MultiSource is a part of our new Light Integrations technology. The core technology enabling this feature are REST clients. A REST client in Magnolia can make a connection to an external system via REST, trigger an operation on that system, and receive data and content from that system.

## Create a REST client with configuration

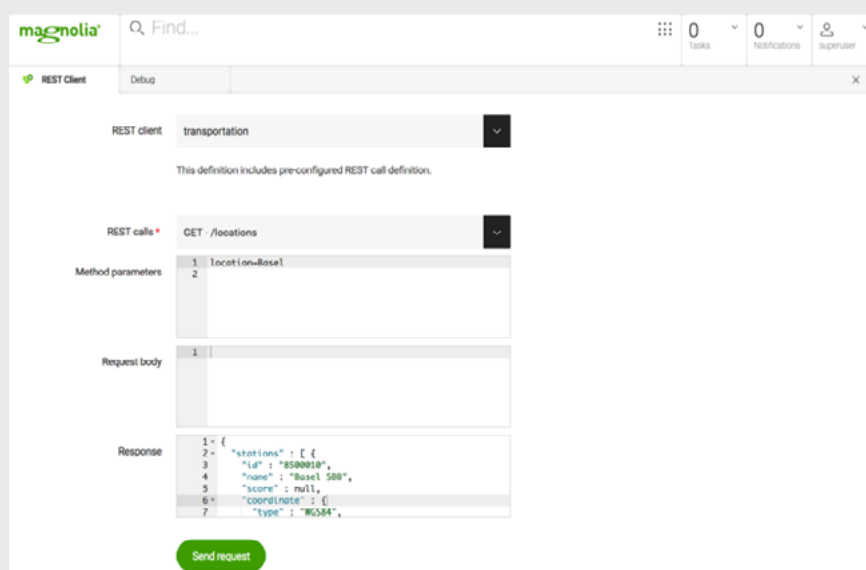
REST clients can be easily created with a simple YAML configuration file, and deployed via Light Development.

## Content Transformation

The external content can be transformed to be compatible with the Magnolia UI, such as renaming fields and manipulating the structure of the REST response.

## REST Client App

A dedicated Magnolia App helps developers test and debug REST clients.



# Multisource & the Magnolia Connector Packs

To accelerate and make integrations easier, at Magnolia we are building [Connector Packs](#) to the most popular DX software categories.

If a Magnolia Connector Pack contains a connection to your content source, use that first. But if not, then use Multisource to accomplish your integration.



## Get in touch

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