



STATE OF OPEN CON[®] 25

"Who owns your customer data: Open source, digital sovereignty
and your marketing stack"

Track - Open Source Software and Security



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Who owns your customer data?

A hand is shown holding a glowing, purple padlock. The padlock is surrounded by various icons representing data protection, such as a document, a key, and a gear. The background features a world map and a grid pattern. The text "DATA PROTECTION" is visible above the padlock.



Your most valuable asset, in the
hands of ...



Digital sovereignty is the idea that people, organizations and nations should have the right and ability to control their own digital destinies and not be entirely dependent on external factors

What about data sovereignty?



A photograph showing a person's hands bound with heavy, rusted metal chains. The person is wearing a light blue button-down shirt and is sitting at a dark wooden desk. A silver laptop is open in front of them, with their hands resting on the keyboard area. The image is framed by a thick, rounded, olive-green border.

The business perspective



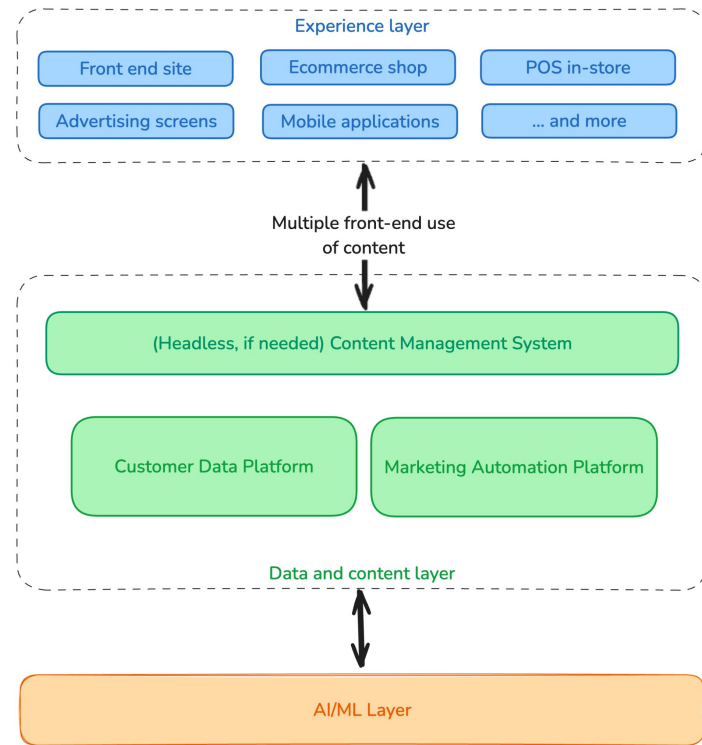
**Maybe open source
can help us here?**



**Wait .. open source,
privacy focused
marketing is a thing?**

Introducing the Open DXP

- Fully integrated via API / integrations between tools
- Fully extendable
- Avoid vendor lock in - fully control and own every part of your marketing tech stack
- D-I-Y or work with sovereign cloud SaaS providers who respect data sovereignty



Inspired by Dropsolid's DXP structure



Where to start?

Open:UK

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Assess your status
Explore your options
Plan for change

A woman with dark hair, wearing a white long-sleeved shirt and a blue lanyard, is shown in profile from the chest up. She is looking towards the right, where a computer monitor is visible. The background is a server room with racks of equipment and blue lighting. The text is overlaid on the image in white boxes.

**How dependent are you on your
existing providers?
Are you happy with that?**

A woman with dark hair, wearing a white shirt and a blue lanyard, is shown in profile from the chest up. She is looking towards the right, where a computer monitor is visible. The background is a server room with racks of equipment. The entire image is framed by a thick, rounded, light-brown border.

**Self-host tools on your own estate,
create your own cloud, or work with
sovereign cloud SaaS providers**



Do you have true ownership of the data in your marketing stack? Could you export everything (all customer data) and move to another system?



Consider open source tooling which enables full transparency and access to your data on your own terms.



Thank you!

Come and find me on Stand 5 in
the DX Zone

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