

XCentium to Showcase Optimizely CMS, Commerce, and Opal Expertise at Opticon 2026

IRVINE, CA, UNITED STATES, August 20, 2026 /EINPresswire.com/ -- [XCentium](#),

an award-winning digital consultancy, today announced its participation in Opticon 2026, [Optimizely](#)'s annual customer conference taking place September 1, 2026, at the Javits Center in New York City. During the event, XCentium will share its expertise in digital experience

modernization, commerce optimization, and agentic AI across Optimizely CMS, Commerce, and Opal.

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Matt Kloss, Senior Vice President, Digital Delivery, XCentium

Opticon brings together the Optimizely community to explore the latest innovations in content management, commerce, experimentation, personalization, analytics, and agentic AI. The event offers an opportunity to learn from industry experts, exchange ideas with peers, and explore what's next across the Optimizely ecosystem.

XCentium helps organizations design, implement, evolve, and optimize digital experiences on the Optimizely

platform. In addition to its expertise across CMS, Commerce, and Opal, the company develops implementation accelerators and AI agents that help organizations automate workflows, streamline content operations, strengthen governance, and reduce delivery risk.

"Organizations are moving beyond experimenting with AI and looking for practical ways to put it to work across content, commerce, and digital operations," said Matt Kloss, Senior Vice President, Digital Delivery at XCentium. "Opticon is an opportunity to explore how capabilities like Opal can help teams automate workflows, strengthen governance, and get more value from their Optimizely investments."

Attendees can meet with XCentium's experts to discuss:

- Optimizely CMS modernization
- Optimizely Commerce optimization
- Applying Optimizely Opal to content operations

- AI agents and implementation accelerators
- Personalization, experimentation, and AI search strategies
- Assessments and health checks
- Fixed-price CMS and Commerce upgrades
- Managed services and ongoing optimization

To learn more or schedule a meeting during Opticon 2026, visit XCentium's event page.

About XCentium

XCentium is an award-winning consultancy that helps global brands design, build, and optimize digital experiences. The company combines deep expertise across digital experience and commerce platforms, as well as AI, data, and cloud, with senior-led teams and a client-first approach to deliver measurable business outcomes. For more information, visit [XCentium.com](https://www.xcentium.com).

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XCentium is a sponsor of Opticon 2026, taking place Sept. 1, 2026, in New York City.

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