

Optimizely Connect Platform

General Overview

Optimizely Connect Platform (OCP) provides two main features:

- **Developer Experience** – An app building toolkit and framework provided by Optimizely that enables third-party developers to build apps that are compatible with one or more Optimizely Software Services. Applications developed using OCP may be published to the Admin Center's App Directory following Optimizely's review and approval.
- **Data Syncs** – Enables Customers to configure and manage scheduled and real-time syncs between supported third-party software-as-a-service (SaaS) solutions and supported Optimizely Software Services, or between multiple supported Optimizely Software Services. Customers are responsible for the accuracy and appropriateness of their sync configurations and the data transferred.
- **Opal tool hosting** – Enables Customers who use Opal to host their own tools.

Functionalities, Capabilities and Features

The functionality and capabilities of the Subscription may vary depending on whether the Features are part of the Subscription, and/or have otherwise been activated or de-activated by the Customer.

Developer Experience. Lets developers build apps that connect supported external systems to one or more Optimizely Software Services. Features include, amongst others as described in the Documentation-

- User interface for managing app listings, retrieve testing credentials, gain sandbox access, and submit their app for review
- Automated OCP user provisioning
- Usage reporting and logs
- Local testing capabilities

Data Syncs. Lets Customers map data and fields between supported third-party SaaS solutions and Optimizely Software Services. Features include, amongst others as described in the Documentation -

- User interface for building data syncs
- Ability to extend destination schema to accept source data
- Visualize OCP data

HIPAA

OCP is not HIPAA-enabled. OCP should not be utilized, and should be disabled, by Customers utilising a HIPAA-enabled Software Service (CMS or Experimentation).

Officially supported Optimizely Software Services

Software Service	Source support	Destination support
Optimizely Graph	Yes	Yes
Optimizely Digital Asset Management (DAM)	Yes	No

Service Descriptions: Optimizely Software Services

2025-11. Optimizely Confidential Information

CMS (SaaS) content	Yes, via Graph	Yes, via Graph
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Supported third-party products

[Third-party apps](#) supported by Optimizely for building integrations and data syncs with OCP.

Prerequisite Optimizely Software Services

Not applicable.

APIs

Not applicable.

Optimizely Options and Add-Ons

Not applicable.

Integrations to Other Optimizely Software Services

Not applicable.

Third-party Software and Platform Integrations

Not applicable.

Included services

The following services are included in this Software Service.

- Onboarding
 - Onboarding is described in the applicable Onboarding Documentation.
 - Onboarding services are only available in the initial subscription term, unless otherwise stated in the Order Form.
- Support – [Support Policy](#).