



Mia-Platform mentioned in the 2026 Gartner® Market Overview for Digital Experience Platforms in Transportation

Mia-Platform has been mentioned in the 2026 Gartner® Market Overview for Digital Experience Platforms in Transportation by Sarah Davies and Shivani Palepu.

According to the Gartner® report, "The DXP market is a multibillion dollar market that serves several industry sectors. Transportation is driving growth in this market through several converging factors: early and aggressive enterprise cloud migration, stringent data privacy laws that necessitate robust governance frameworks, and a highly competitive, saturated consumer market where digital experience quality serves as the primary differentiator in brand preference".

Gartner also notes that "The right choice for a transport operator depends heavily on its existing architecture, the complexity of its multichannel delivery and its organizational appetite for technical independence".

With regards to the market definition, the report highlights how "transportation CIOs can leverage digital experience platforms (DXPs) to unify legacy IT infrastructure, enhance engagement and drive operational efficiency. By providing a frictionless path into creating a unified ecosystem, a DXP enables transportation providers to enable new capabilities and leverage real-time intelligence, crucial for fleet optimization and revenue growth. A DXP provides improved data management abilities, accessing historical data siloes that can be used for AI, predictive analytics and improved decision making. Competitive differentiation has shifted from seamless management of internal logistics improving customer journeys through to AI-driven personalization, dynamic pricing and self-management capabilities for passengers. To enable this shift, transportation CIOs are increasingly focusing on uniting core IT infrastructure, using it to

complement existing capabilities and compose new ones to deliver on their strategic vision”.

Consequently, “A DXP in this context becomes an enabler of operational excellence and a catalyst for digital evolution without full-scale transformation. With digital channels replacing or augmenting traditional interaction methods, DXPs help transportation providers ensure that passengers, shippers and fleet operators receive real-time, personalized and engaging information. Traditional back-office systems lack the ability to combine data across user-friendly interfaces, or the customer experience capabilities required to support digital interactions across web, mobile, social media and IoT channels. With agentic AI accelerating the number and velocity of these systems (the rise of the machine customer), the DXP market is rapidly expanding to provide new platforms to meet these rapidly changing needs.

DXPs enable operators to offer seamless, multimodal journeys by integrating planning, booking and real-time information into a single interface. These platforms go beyond basic transportation services, incorporating additional services (such as retail or other transport options) to create new revenue streams and improve cross-platform communications”.

The full report is available for Gartner subscribers [here](#).

Gartner, Market Overview for Digital Experience Platforms in Transportation, 2026 by Sarah Davies and Shivani Palepu, 17 August 2026. GARTNER is a trademark of Gartner, Inc. and/or its affiliates. Gartner does not endorse any company, vendor, product or service depicted in its publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner publications consist of the opinions of Gartner’s business and technology insights organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this publication, including any warranties of merchantability or fitness for a particular purpose.

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