The Changing Role of Web CMS in Your Stack

Tony Byrne – Founder
September, 2020
OMNICHANNEL STACK VENDOR MAP

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FRAGMENTED BUT EVOLVING MARKETPLACE
WCM Marketplace: Complexity Spectrum

- **Toolkits**
  - Adobe
  - Sitecore
  - SDL Tridion DX

- **Upper-Range**
  - CoreMedia
  - Acquia
  - Brightspot
  - Epi
  - Jahia
  - Liferay

- **Mid-Range**
  - Magnolia
  - MODX
  - Crafter Software
  - e-Spirit
  - Contentful
  - CrownPeak
  - Contentful
  - WordPress
  - telerik
  - Umbraco

- **Simpler**
  - Joomla!
  - Kentico
  - t4
  - OmniUpdate
  - DNN
  - Hannon Hill
  - Ingeniux

**HIGHLY FRAGMENTED**

- Traditional analyst firms (Forrester, Gartner) continue to miss breadth of market
- PaaS still predominates over SaaS in the cloud
- Significant competition persists around usability & modernity
- Clear divide persists between platforms and products

**Complexity**
- Developer-Intensivity
- Long-term Total Cost

**Native Richness**
- Customizability & Extensibility

**More**

**Less**
CMS Marketplace – Circa 2020

Specific Trends

- Simplistic solutions too simplistic? Pressured by site-maker platforms
- Demise of the “Dinosaur” vendors
- Significant problems around "toolkits" – too heavy?
- Upper range struggling to justify TCO
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A GREAT PAUSE AT THE TOP?
The Great Pause… Rethinking WCM Investments

1. Savvy buyers are trying to “right-size” their WCM investments relative to other digital needs

2. Marketing attribution is driving closer scrutiny of costs relative especially to in-bound marketing in general and complicated personalization schemes in particular

3. The WCM mid-market can now do 80%+ what the upper tier vendors can do

4. Relationship frustrations with MarTech “suite” vendors…
When Relationships Go Bad: Consultative to Transactional

Key Signs:

- “Share of Stack” behavior, including bullying and selling up the chain

- AEs selling more than advising

- Customer events about merchandising and not business best practices

https://www.realstorygroup.com/Blog/beware-martech-vendor-bullying
The Great Pause: Get simpler at the engagement tier...
OMNICHANNEL PAST AND PRESENT
Evolution Part 1: Reference Model for the 2000s - Multichannel
# Model for the 2010s: Horizontal Integration with WCM as Engine

## MAJOR CHANNELS

- **Social**
- **Email**
- **Website**
- **Mobile**
- **Print**
- **Video**

## PRODUCTION, INTERACTION, & DELIVERY SERVICES

- **CDN**
  - Speed digital delivery
- **OVP**
  - Deliver
  - Streaming Video
- **Optimization**
  - Analyze, test, and improve
- **Mobile Middleware**
  - Custom mobile experiences
- **E-commerce**
  - Conduct Transactions
- **Consumer Analytics**
  - Collect and report on behavior
- **Page Layout**
  - Develop Print materials and packaging
- **Contact Center**
  - Address customer inquiries

## CONTENT & ENGAGEMENT MANAGEMENT

- **Social Engagement**
  - Connect and engage in social media
- **Marketing Automation**
  - Manage email and social campaigns
- **WCM**
  - Manage web content and customer experience
- **DAM / MAM**
  - Manage images and video

## Customer Data Backbone

- **BI**
- **Analytics**
- **PIM**
- **MDM**
- **ERP**
- **CRM**
Forrester and Gartner on DXP: Doubling Down on the 2010s

Figure 2: Forrester Wave™: Digital Experience Platforms, Q3 ’17

From a customer perspective this is a crazy-quilt agglomeration of unrelated toolsets.
2020s Silo Problem: Isolated, Disjointed, Inconsistent Customer Experiences

- **Ads**
  - Engagement Silo
  - Content
  - Data
  - Rules
  - Planning
  - Analytics

- **Web**
  - Engagement Silo
  - Content
  - Data
  - Rules
  - Planning
  - Analytics

- **Email**
  - Engagement Silo
  - Content
  - Data
  - Rules
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  - Analytics

- **Mobile**
  - Engagement Silo
  - Content
  - Data
  - Rules
  - Planning
  - Analytics

- **Social**
  - Engagement Silo
  - Content
  - Data
  - Rules
  - Planning
  - Analytics

- **Print**
  - Engagement Silo
  - Content
  - Data
  - Rules
  - Planning
  - Analytics

- **Alexa**
  - Engagement Silo
  - Content
  - Data
  - Rules
  - Planning
  - Analytics

- **Chat**
  - Engagement Silo
  - Content
  - Data
  - Rules
  - Planning
  - Analytics

- **Call**
  - Engagement Silo
  - Content
  - Data
  - Rules
  - Planning
  - Analytics

- **PoS/F2F**
  - Engagement Silo
  - Content
  - Data
  - Rules
  - Planning
  - Analytics

- **IoT/Product**
  - Engagement Silo
  - Content
  - Data
  - Rules
  - Planning
  - Analytics

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Enterprise Target Reference Model for an Integrated Customer Experience

**Omnichannel Operations:** Cross-team collaboration and planning

**Unified Customer Data:** Single source for definitive customer data & segments

**Journey Orchestratoin:** Omnichannel personalization and next-best-action rules

**Omnichannel Content:** Single source of the truth for re-usable assets

**Customer Intelligence:** Analytics, reporting, and modeling

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**CUSTOMER BENEFITS**

- Consistent messaging
- “They know me...”
- Coherent interaction
- Story consistency
- Relevant options

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## Reference Architecture Model for the 2020s: Omnichannel CX Stack

### Engagement Channels

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### Interaction & Delivery Environments

- **Advertising**: Generate demand
- **Applications**: Deliver services
- **E-commerce**: Sell things
- **Distribution**: Deliver via channel
- **Contact Center**: Answer questions

### Content & Engagement Management Platforms

- **Service & Support**: Address customer inquiries and problems
- **CRM & SFA**: Salesforce Automation & Relationship Mgmt
- **Social Engagement**: Engage in social media & communities
- **Email & Marketing Automation**: Manage outbound messaging
- **WCM**: Manage web content & inbound experience
- **DAM / MAM**: Manage image, video, & audio assets

### Enterprise Foundation Platforms

- **Operations Hubs**: Creative & Content Development, Campaign Scheduling, Resource Mgmt
- **Journey Orchestration & Personalization Engines**: Omnichannel engagement and personalization: rules and decisions
- **Omnichannel Content Platform**: Content object store for base components
- **Customer Data Platform (CDP)**: Definitive consumer data & segments

### Intelligence Hubs: Analytics, Reporting & Visualization, Predictive Modeling, Dashboards

- **CIAM**: Customer Identity & Access Management, and SSO
# Reference Architecture Model for the 2020s: Omnichannel CX Stack

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## Content & Engagement Management Platforms

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<td>Address customer inquiries and problems</td>
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## Intelligence Hubs

- Analytics, Reporting & Visualization
- Predictive Modeling, Dashboards

## CIAM

- Customer Identity & Access Management, and SSO
Myth: Our incumbent / sister platform will work for you!
Omnichannel Content Platform for Unified Content and Experiences

**ENGAGEMENT CHANNELS**
- Social
- Email
- Web
- Mobile
- Print
- Video
- Voice

**INTERACTION & DELIVERY SERVICES**
- Advertising: Generate demand
- Applications: Conduct transactions
- E-commerce: Sell things
- Distribution: Deliver to partners
- Contact Center: Address inquiries

**CONTENT & ENGAGEMENT MANAGEMENT SERVICES**
- CRM: Customer care and salesforce automation
- Social Engagement: Engage in social media & communities
- Email & Marketing Automation: Manage outbound messaging
- WCM: Manage web content & inbound customer experience
- DAM / MAM: Manage image, video, & audio assets

Omnichannel Content Platform
Content object store for base, re-usable themes and assets

Text/Copy Snippets | Offers | Images | Video | Audio | Documents | Micro-experiences | Where-Used Data | More…
Some OCP Use Cases: Component Asset Management

Core Content Support (component asset management)

- Email Components
- Mobile Promos
- Social Elements
- Micro-content
- Micro-experiences
- Digital Assets
- Video Assets
- Audio Assets
- …and Others
HYBRID: ARCHITECTURES & AUTHORING
Architectural Considerations: “Headless” and “Hybrid”
Mixed Editorial Paradigms

EDITORIAL PARADIGMS

- “Medium”-style editors reduce complexity. Editorial fluidity, with content driving the experience.
- Some “page” management is useful…
- But there are times when you need structure…
- Content as a Service vs. Experience as a Service…
Key Take-Aways

1. WCM Marketplace is fragmented, but compressing
2. Cautions around top and bottom of market
3. Top of market is over-stretching horizontally and most licensees are over-investing here
4. You have an opportunity (obligation?) to “lighten” at this tier
5. WCM vendors may be multi-channel, but typically not omnichannel
6. Apply design-thinking to tech selection if you want solutions that will really work for your teams
7. This means avoiding architectural “purity” as well as defaulting to incumbent suite vendors
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