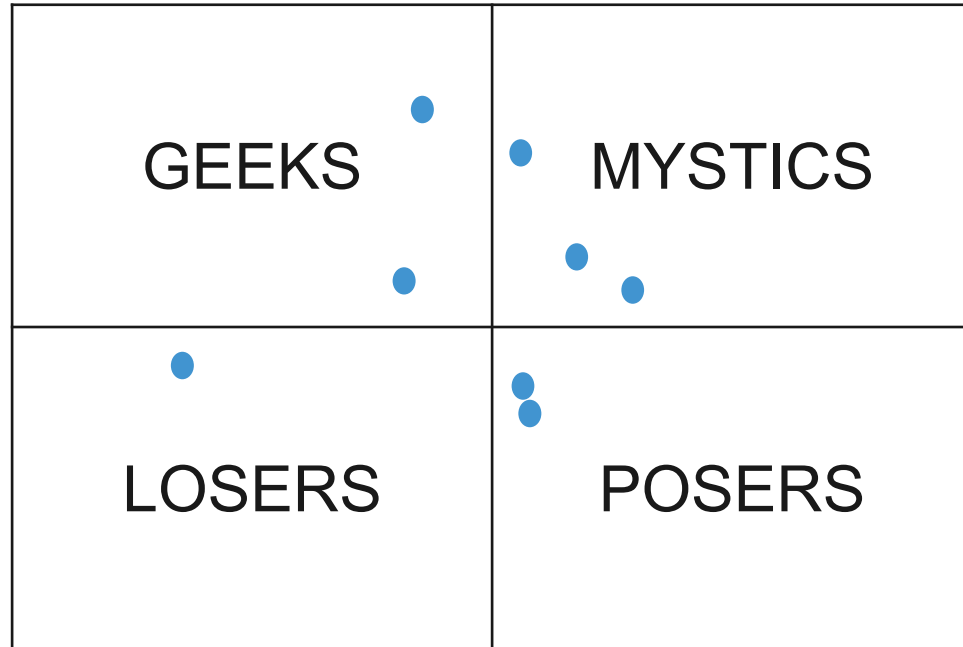




What Are the Right AI Vendors for Your MarTech Stack?

December 5, 2023

A Different Kind of Analyst Firm...



“the mystical quadrant”

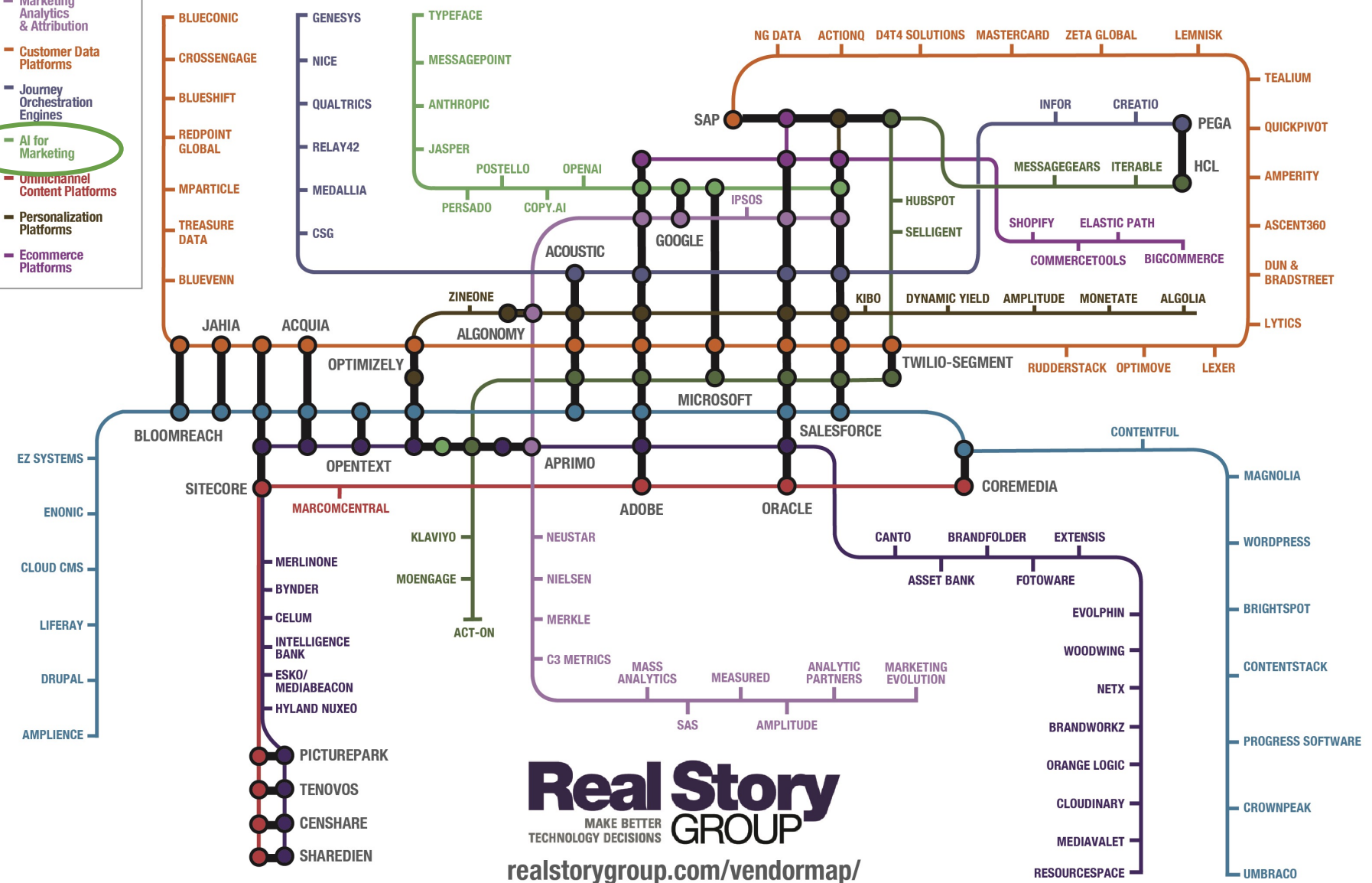
INDEPENDENCE FACTORS	REAL STORY GROUP	OTHER FIRMS
CONSULT TO VENDORS?	NO	YES
SPEAK AT VENDOR EVENTS?	NO	YES
ACCEPT EXPENSES & HOSPITALITY FROM VENDORS?	NO	YES
WRITE PAPERS FOR VENDORS?	NO	YES

MARTECH STACK VENDOR MAP

Real Story Group's vendor evaluations and advisory services have helped thousands of organizations find their way. We can help you too.

Take a test ride—download a sample today: www.realstorygroup.com/try

- KEY**
- Web Content & Experience Management
 - Digital Asset Management
 - Outbound Marketing Platforms
 - Marketing Analytics & Attribution
 - Customer Data Platforms
 - Journey Orchestration Engines
 - AI for Marketing
 - Omnichannel Content Platforms
 - Personalization Platforms
 - Ecommerce Platforms



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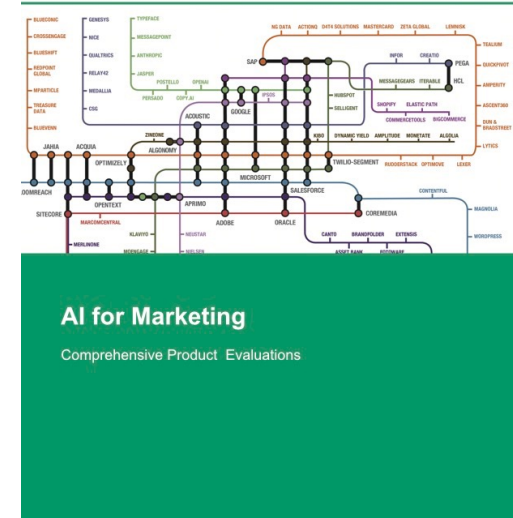


ABOUT THE NEW RESEARCH

The Basics

- B** Twenty vendors across three categories
- C** Eight business use case criteria across three categories
- D** Four months in the making...
- E** Just updated this morning!
- F** Hard-hitting assessments you've come to expect
- G** Leavened by experience from the RSG Council

Real Story
GROUP

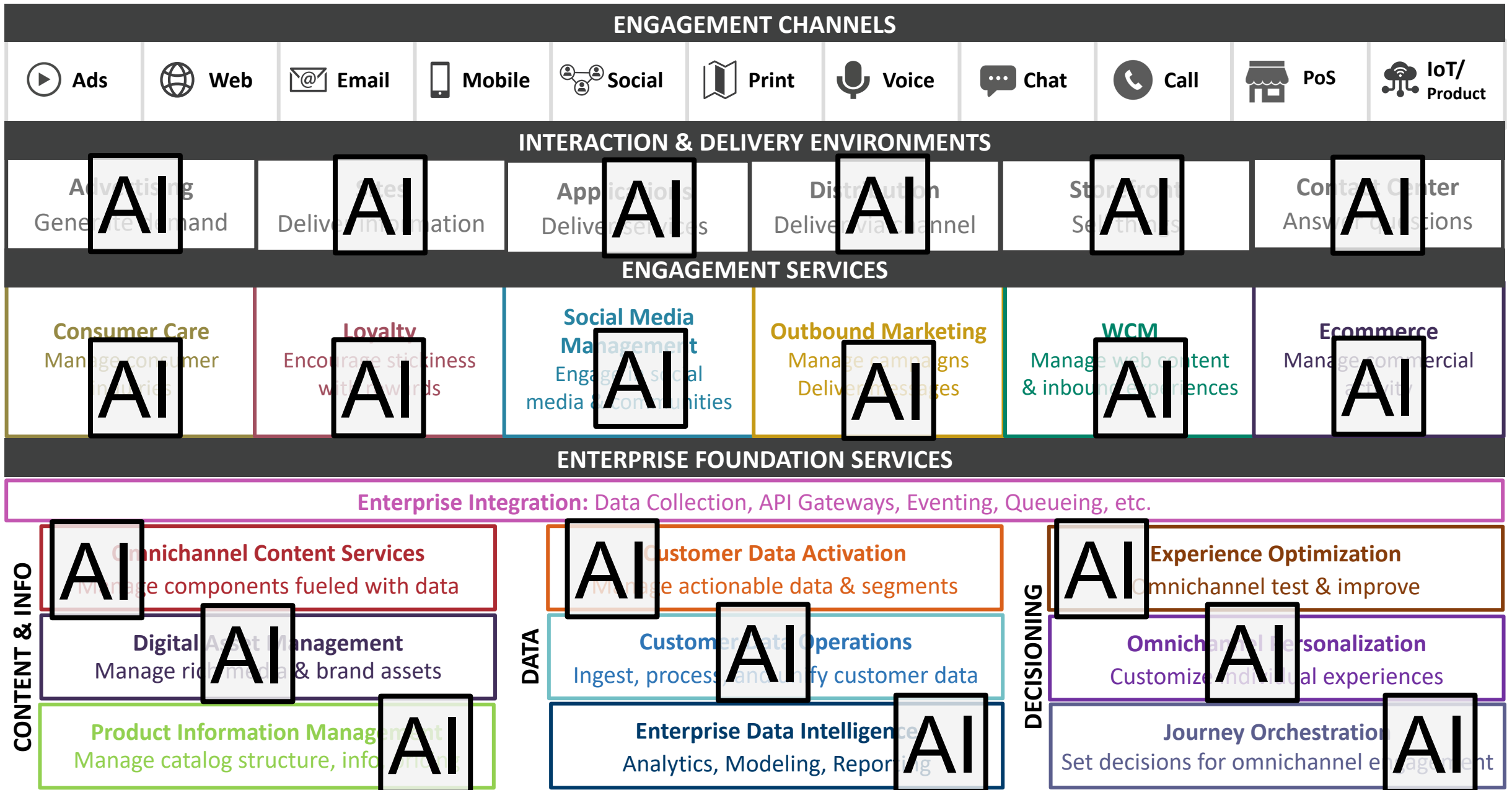




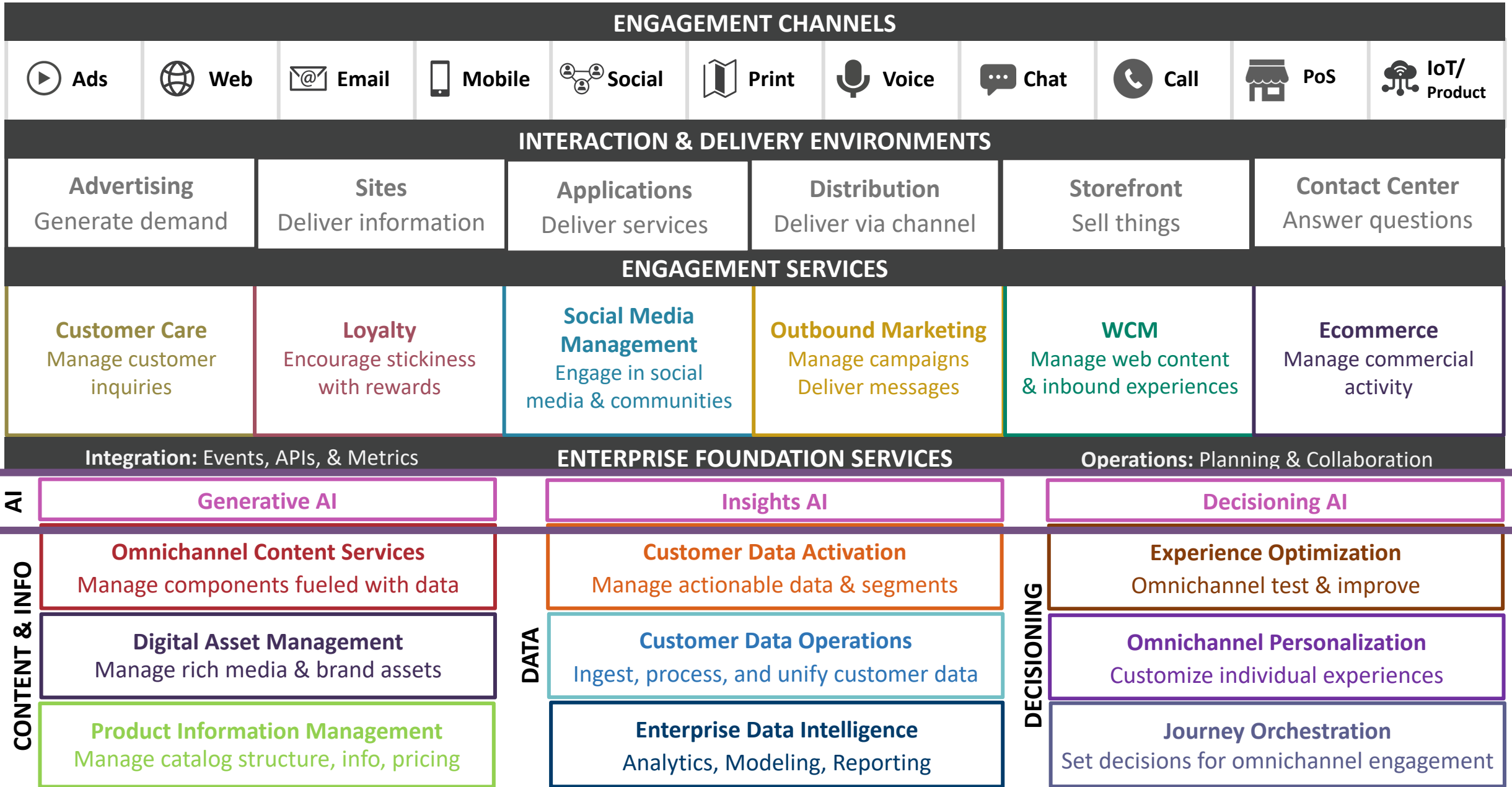
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AI IN YOUR MARTECH STACK

RSG Omnichannel Services Reference Model for B2C



MarTech Services Reference Model: B2C



What RSG Subscribers Are Saying...

Some tentative observations

1. Enterprise strategy & approach vs departmental initiatives
 - Former offers more risk mitigation
 - Latter offers more speed and adaptiveness
 - Work with Source vendor or Infrastructure value-add partner?
2. Major energy around Generative AI
 - Perception of accessibility / pluggability
3. Diversity of use case explorations
 - Only a few progressing beyond pilot....
 - Cost emerging as an issue
4. Full optimization cycles need all three types of AI





3 AI VENDORS FOR MARTECH

AI / ML for Marketing Marketplace, Circa 2024

Generative Specialists

OpenAI ChatGPT 4.0 OpenAI DALL-E 2
Google Stable Diffusion
Jasper Adobe Firefly
Typeface Pixis
[PERSADO] synthesis copy.ai
Midjourney runway
Meta

Multi-Function / Suite-Dependent

Adobe salesforce

Multi-Function / Infrastructure-Dependent

Microsoft IBM aws

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No single vendor spans use cases well...

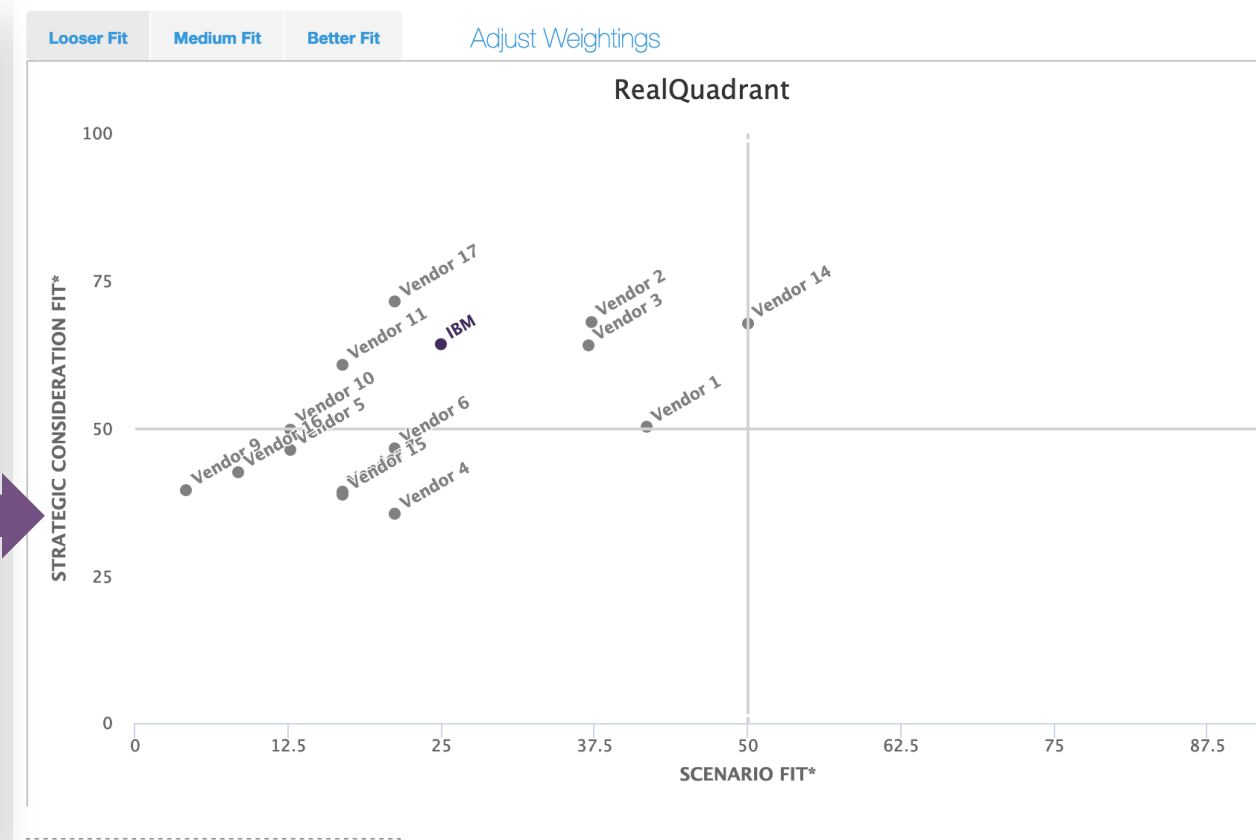
STEP 1: Technology Marketplace
STEP 2: Criteria
STEP 3: Use Scenarios
STEP 4: Weightings
STEP 5: Your Short List

Weigh the importance of each Scenario (optional)

Scenario	Weight
Text Personalization	17%
Image Generation	17%
Media Generation	17%
Advanced Intelligence	17%
Predictive Next Action & Personalization	16%
Behavioral Recommendations	16%
Total Weighting Must equal 100%	100%

Weigh the importance of each Strategic Consideration (optional)

Strategic Consideration	Weight
Community Strength	14%
Customer Support	14%
Value for Money	14%
Viability & Stability	16%
Responsibility Index	14%
Strategy and Roadmap	14%
Service Breadth and Depth	14%
Total Weighting Must equal 100%	100%



A deeper look at “watsonx” ...









Strengths

- Provides generative and decisioning services via single platform
- Independent layer decoupled from enterprise stacks
- You can readily access underlying data from stores in other clouds, such as AWS Redshift or S3
- IBM provides an IP indemnity (contractual protection) for its own foundation models,
- IBM offers free tiers that allow you to evaluate before committing
- You can use it as a broader underlying toolset for data science and ML Ops beyond the marketing function








Weaknesses

- There are no specific Marketing-related capabilities out-of-the-box, and IBM continues to play to its traditional strengths in knowledge management and search here
- It’s a developer tool; does not provide any business-friendly interfaces.
- While stack-independent, you will still need to expend considerable integration effort to obtain value
- While technically you can run watsonx.ai containerized via RedHat in AWS, the platform wants to run in the IBM cloud where it leverages native identity management and security (among other) services, making it less apt to enterprises that have not committed to big blue in the cloud
- IBM’s previous track record with Marketing-specific technologies and use cases has been weak, which may bode poorly here

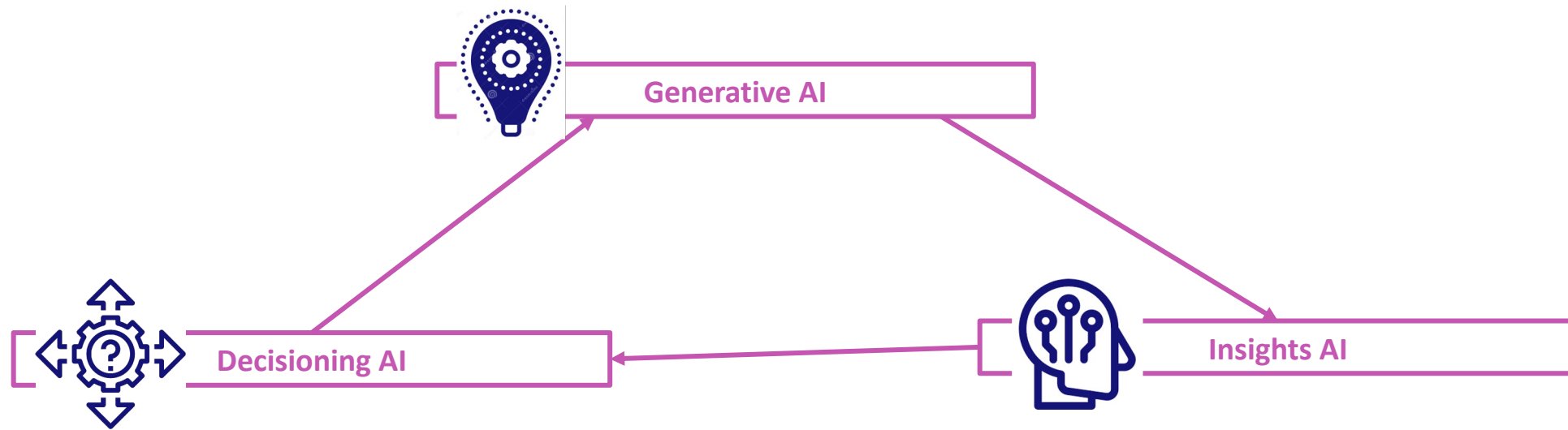
IBM Scenario Fit: Broad, yes, but not deep...

Generative AI		
Text Generation		watsonx.ai provides several proprietary as well as open-source models (via Hugging Face) for text generation, classification, summarization, and extraction
Text Personalization		You will need to build using an existing model or build your own personalization model. It's not a business-user friendly tool
Image Generation		Not a focus at present
Media Generation		Not a focus at present
Insights AI		
Advanced Intelligence		You will need to build using an existing model or build your own analytics model. It's not a business-user friendly tool
Decisioning AI		
Predictive Next Action & Personalization		You will need to build using an existing model or construct your own decisioning model. It's not a business-user friendly tool
Behavioral Recommendations		You will need to build using an existing model or build your own recommendation model. It's not a business-user friendly tool
Ecommerce Recommendations		You will need to build using an existing model or build your own recommendation model. It's not a business-user friendly tool

IBM Strategic Considerations: More staying power than start-ups in this space?

Ecosystem		
Community Strength		Watson is a long-standing platform/brand with a decent community around it
Vendor		
Customer Support		Generally, if you're a big customer, IBM will support you well. As a corollary, if you are not, you will struggle to get support.
Viability & Stability		IBM is large, viable, and seems committed to this space for the long haul
Responsibility Index		IBM helpfully indemnifies its licensees, and has a published set of "Principles of Trust and Transparency" which can guide their customers as well
Strategy and Roadmap		IBM seems committed to watsonx. But the focus remains on enterprise rather than marketing use cases
Service Breadth and Depth		With a veritable army of IBM Global Services and consultants around the world, IBM support you with all kinds of services
Product		
Value for Money		Will require a lot of effort to build and integrate

Closing the AI Loop

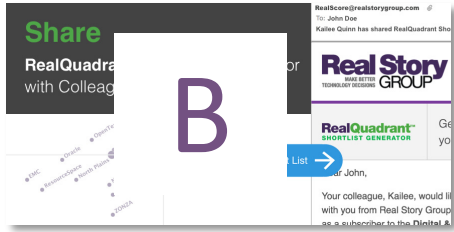


Requires

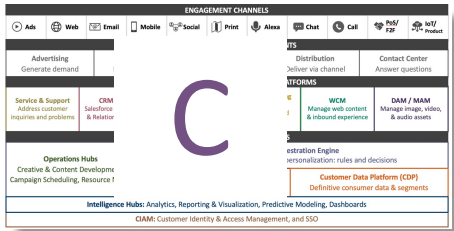
- Enterprise integration
- Likely multiple vendors
- Enterprise governance

Key Take-aways

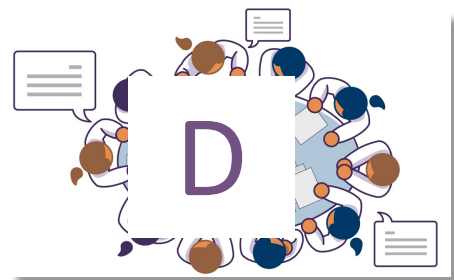
- B A marketplace is emerging for AI in MarTech
- C Exceptional variety in terms of approaches
- D No single vendor can (or should) do it all
- E Costs and integration emerging as key mitigators
- F Evaluate vendors based on your scenarios
- G Always try before you buy



Find Best-fit Vendor



Optimize Your Stack

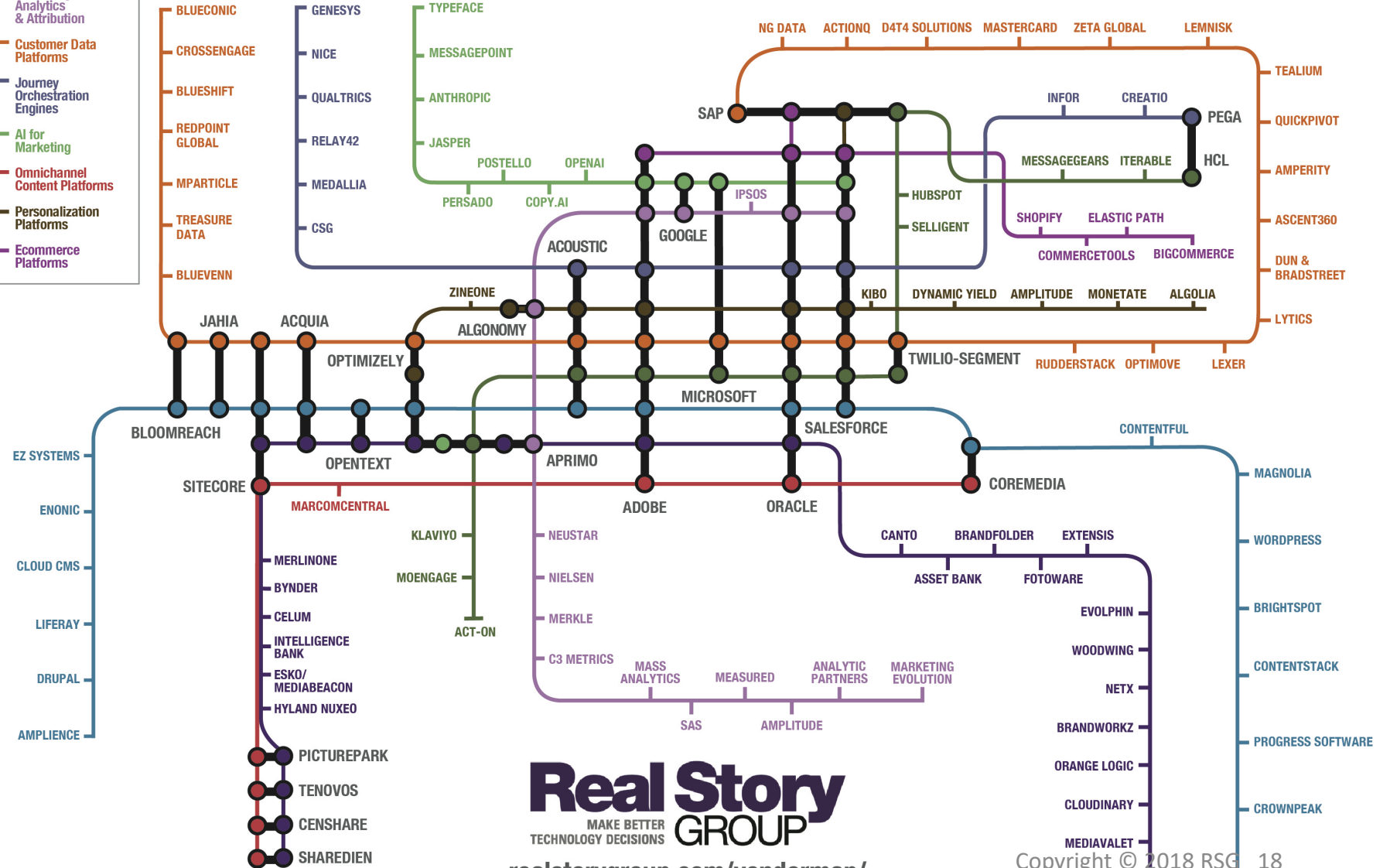


Learn from Peers

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Customer Data Platforms

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Digital & Marketing Asset Management

Email & Marketing Automation

Personalization Platforms

Omnichannel Content Platforms

Ecommerce Platforms
Comprehensive Product Evaluations

AI for Marketing
Comprehensive Product Evaluations