When Big MarTech Vendors Break Bad

May, 2020
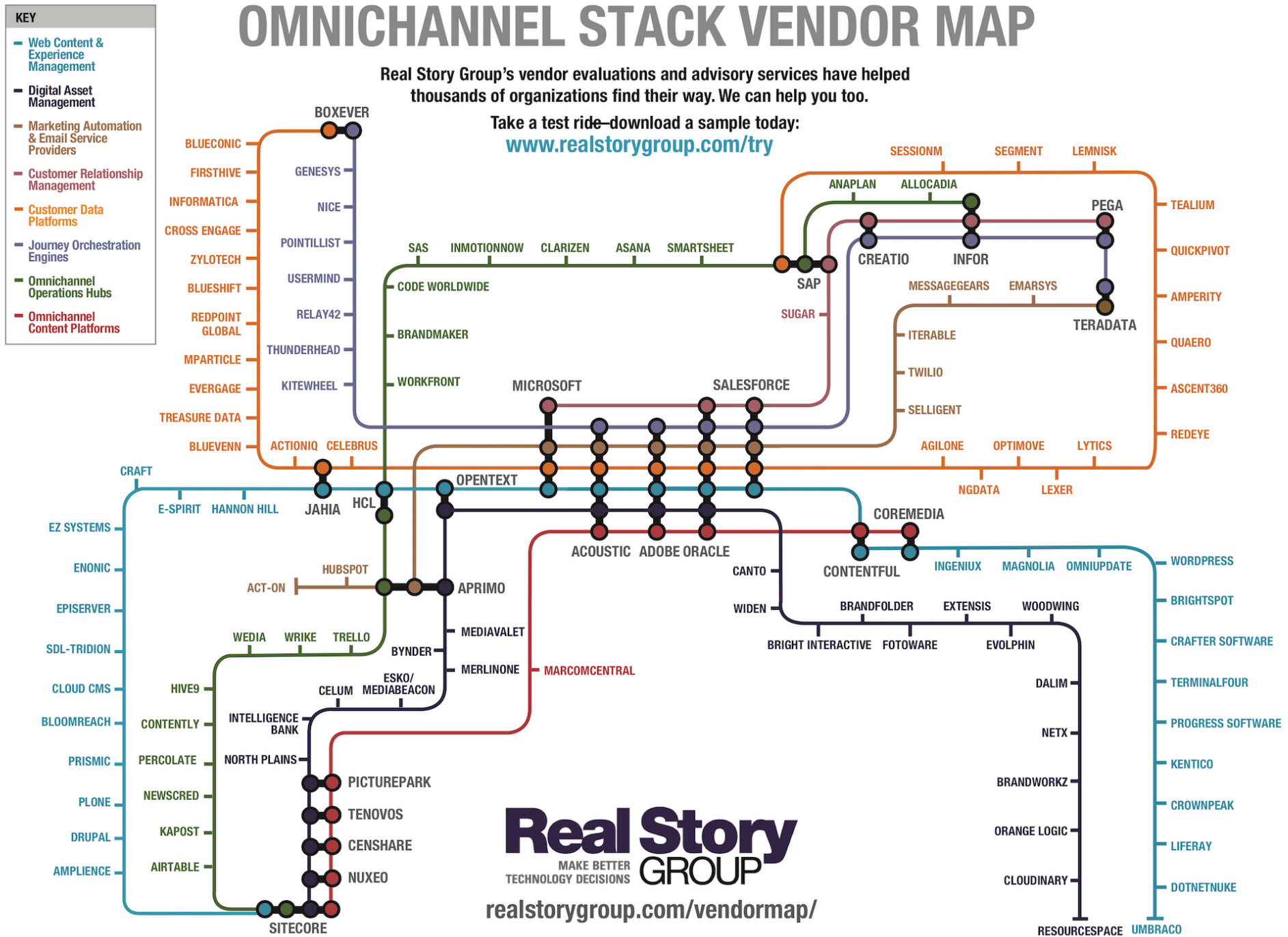
linkedin.com/company/realstorygroup
www.realstorygroup.com

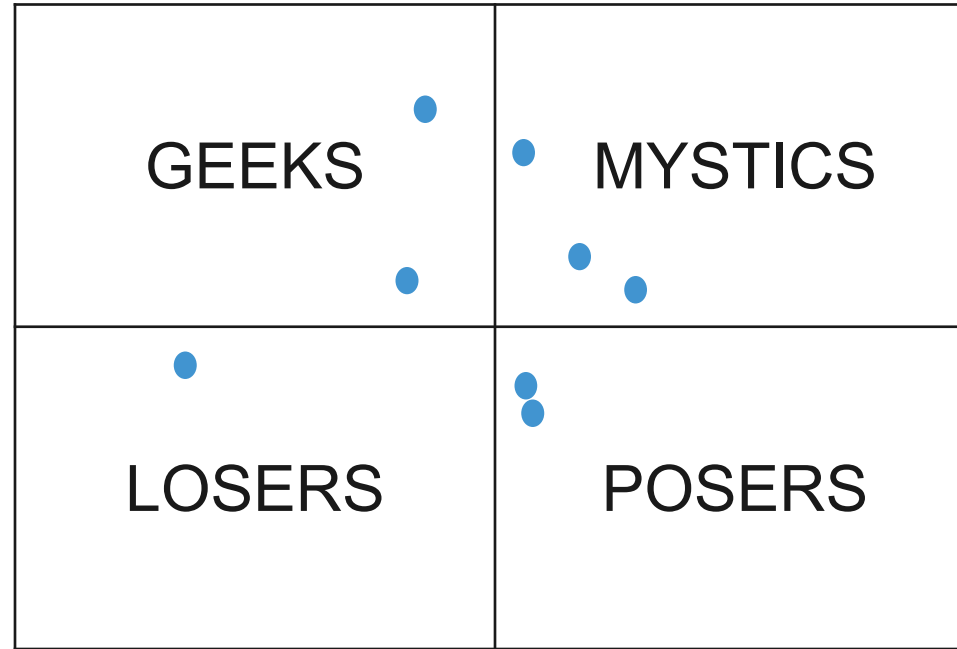**Real Story GROUP**
MAKE BETTER
TECHNOLOGY DECISIONS

OMNICHANNEL 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:

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KEY
- Web Content & Experience Management
- Digital Asset Management
- Marketing Automation & Email Service Providers
- Customer Relationship Management
- Customer Data Platforms
- Journey Orchestration Engines
- Omnichannel Operations Hubs
- Omnichannel Content Platforms

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realstorygroup.com/vendormap/

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When Analyst Firms Break Bad… ;)

GEEKS	MYSTICS
LOSERS	POSERS

"the mythical quadrant"

Good and Bad Co-Exist in this World…

The MarTech / Customer Experience "Cloud"

"We can do it all"

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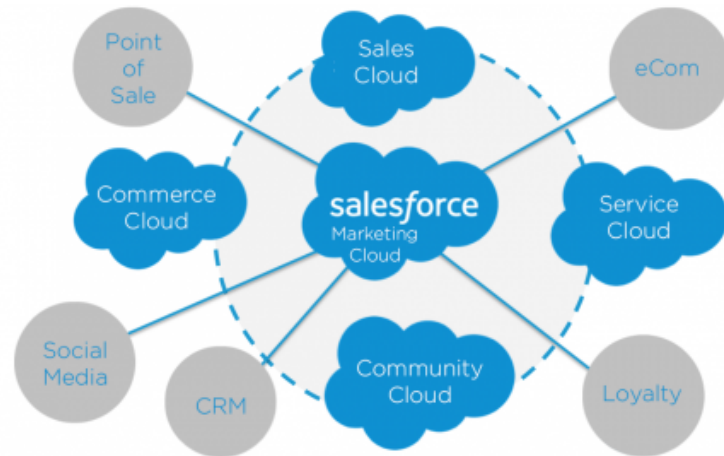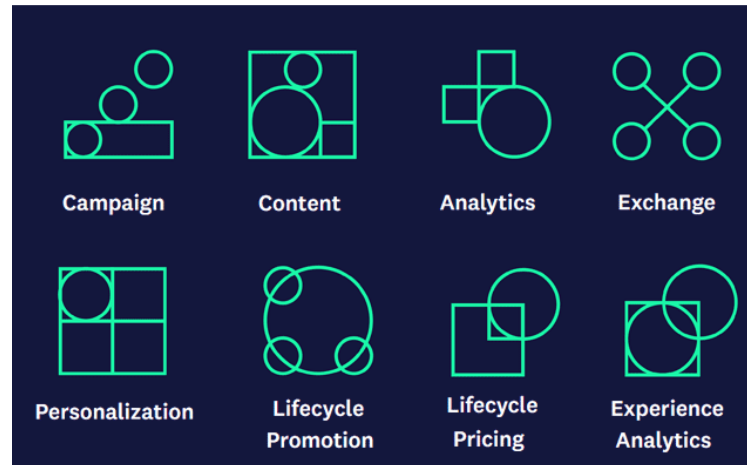Take a test ride–download a sample today:
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Legend:
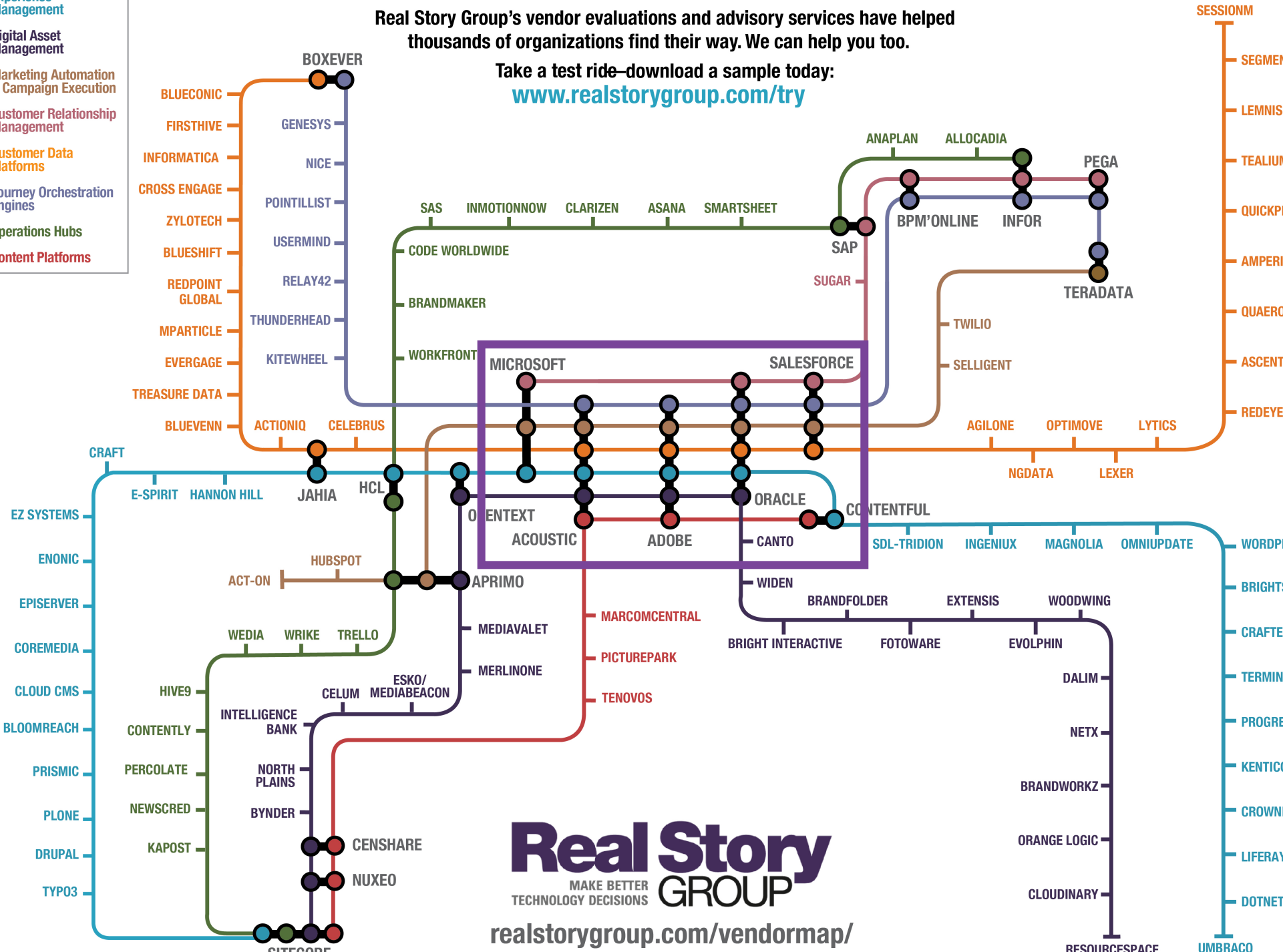- Experience Management
- Digital Asset Management
- Marketing Automation & Campaign Execution
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- Operations Hubs
- Content Platforms

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Today's Example: "DXP" – Not a Stack-in-the-Box

Challengers Contenders Performers Leaders

Strong

This is dumb

Oracle

IBM

SAP Hybris

Adobe Salesforce

Current offering

BloomReach — Episerver — Sitecore

OpenText · SDL

Magento — Acquia — Sprinklr

Liferay

Market presence

Weak

Weak — Strategy — Strong

CHALLENGERS LEADERS

From a customer perspective this is a crazy-quilt agglomeration of unrelated toolsets

Microsoft
Oracle
Salesforce Sitecore IBM
OpenText SAP Acquia Adobe
Liferay

CoreMedia Episerver
SDL BloomReach
Crownpeak
Kentico Software
Squiz Jahia
Oxcyon censhare

GX Software

ABILITY TO EXECUTE

NICHE PLAYERS VISIONARIES

COMPLETENESS OF VISION As of December 2017 © Gartner, Inc

Source: Gartner (January 2018) **(Via CMSWire)**

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Silo Problem: **Isolated, Disjointed,** Inconsistent Customer Experiences

Ads	Web	Email	Mobile	Social	Print	Alexa	Chat	Call	PoS/F2F	IoT/Product
Engagement Silo	Engagement Silo	Engagement Silo	Engagement Silo	Engagement Silo	Engagement Silo	Engagement Silo	Engagement Silo	Engagement Silo	Engagement Silo	Engagement Silo
Content	Content	Content	Content	Content	Content	Content	Content	Content	Content	Content
Data	Data	Data	Data	Data	Data	Data	Data	Data	Data	Data
Rules	Rules	Rules	Rules	Rules	Rules	Rules	Rules	Rules	Rules	Rules
Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning	Planning
Analytics	Analytics	Analytics	Analytics	Analytics	Analytics	Analytics	Analytics	Analytics	Analytics	Analytics

Enterprise Target Reference Model for an Integrated Customer Experience

Ads	Web	Email	Mobile	Social	Print	Alexa	Chat	Call	PoS/F2F	IoT/Product
Engagement Silo	Engagement Silo	Engagement Silo	Engagement Silo	Engagement Silo	Engagement Silo	Engagement Silo	Engagement Silo	Engagement Silo	Engagement Silo	Engagement Silo
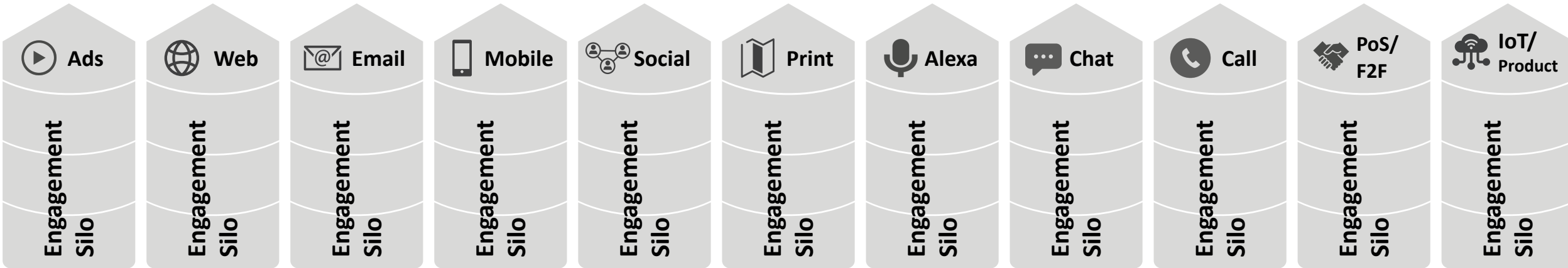
FOUNDATION SERVICES

	CUSTOMER BENEFITS
Omnichannel Operations: Cross-team collaboration and planning	**Consistent messaging**
Unified Customer Data: Single source for definitive customer data & segments	**"They know me…"**
Journey Orchestration: Omnichannel personalization and next-best-action rules	**Coherent interaction**
Omnichannel Content: Single source of the truth for re-usable assets	**Story consistency**
Customer Intelligence: Analytics, reporting, and modeling	**Relevant options**

Reference Architecture Model for the 2020s: Omnichannel CX Stack

ENGAGEMENT CHANNELS

Ads	Web	Email	Mobile	Social	Print	Alexa	Chat	Call	PoS/F2F	IoT/Product

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 Engine
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

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Myth: Our incumbent / sister platform will work for you!

"Design-Thinking"

Team
Test / Empirical
Iterate
Adapt

Apply to Tech Selection
as well as **Stack Assessments**

DIGITAL REALITY CHECKS

2

The Right Way To Select Technology

GET THE REAL STORY ON
FINDING THE BEST FIT

by

TONY BYRNE & JARROD GINGRAS

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Ten Potential CDP Business Use Case Categories

Advanced Customer Data Management

Predictive Analytics
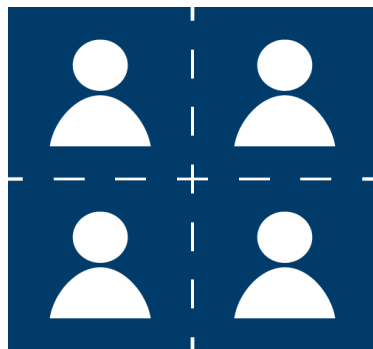
Outbound Marketing Campaign Support

Online Personalization & Experience Optimization

Ecommerce Recommendations & Optimization

Omnichannel & Offline Aggregation

Realtime Behavioral Analysis

B2B / Household / Channel Support
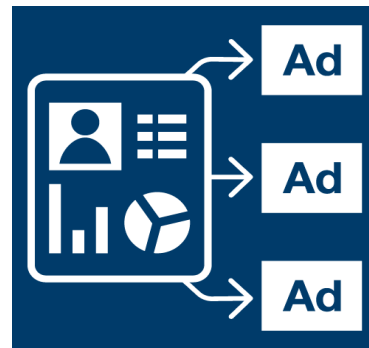
Digital Advertising Support

Loyalty & Rewards Management

Key Considerations:

- Not all CDP vendors support all use cases, or support them evenly
- Best practice to prioritize business importance among them

Addressing cost, integration, relationship *in context*

PRIORITIZED BUSINESS OBJECTIVES FOR NEW MARTECH PLATFORM	CONSIDER				
	VENDOR 1	VENDOR 2	VENDOR 3	VENDOR 4	INCUMBENT
1.) Marketing Use Case 1	2	4	2	2	2
2.) Marketing Use Case 2	4	2	2	4	0
3.) Integrates effectively with our CDP	4	2	4	4	2
4.) Marketing Use Case 3	2	2	2	2	0
5.) Business-friendly platform management	2	2	4	2	0
6.) Productive relationship with solid vendor supplier	2	4	2	2	4
7.) Marketing Use Case 4	4	2	2	4	0
8.) Realize attractive TCO	2	2	4	2	2

"Fit" Key: 0- Poor   2- Good   4- Very good

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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

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Key Take-Aways

1. Major MarTech / CX vendors will aggressively cross-sell you, often against your own interest

2. Their offerings are not "stack in the box"

3. Desire for "share of stack" can lead to over-selling

4. Benefits of vendor incumbency to you are relative and not absolute

5. Take internal responsibility for stack decision-making

6. Apply design-thinking to tech selection if you want solutions that will really work

7. You will still have key "anchor tenants," but they're not the whole mall

8. Fall in love with your customer, not your vendors, and build accordingly

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Don't Be This Guy....

I love the smell of Salesforce in the morning...

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Stay in Touch...

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Journey Orchestration Engine

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Web Content & Experience Management

Digital & Marketing Asset Management

Campaign & Lead Management Technology

Customer Relationship Management