

Why Now is the Time to Rethink Your MarTech Stack

July 29, 2020

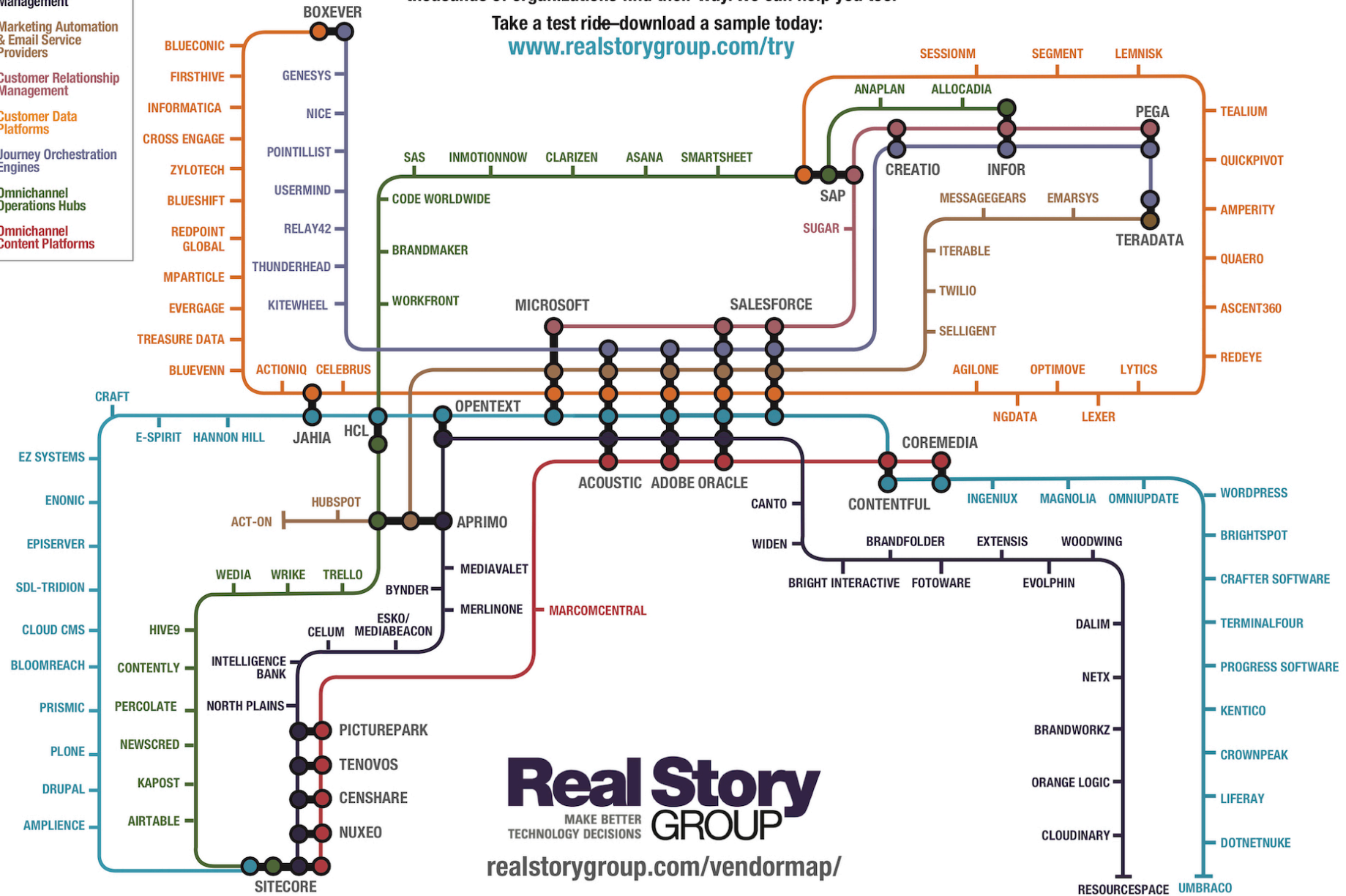
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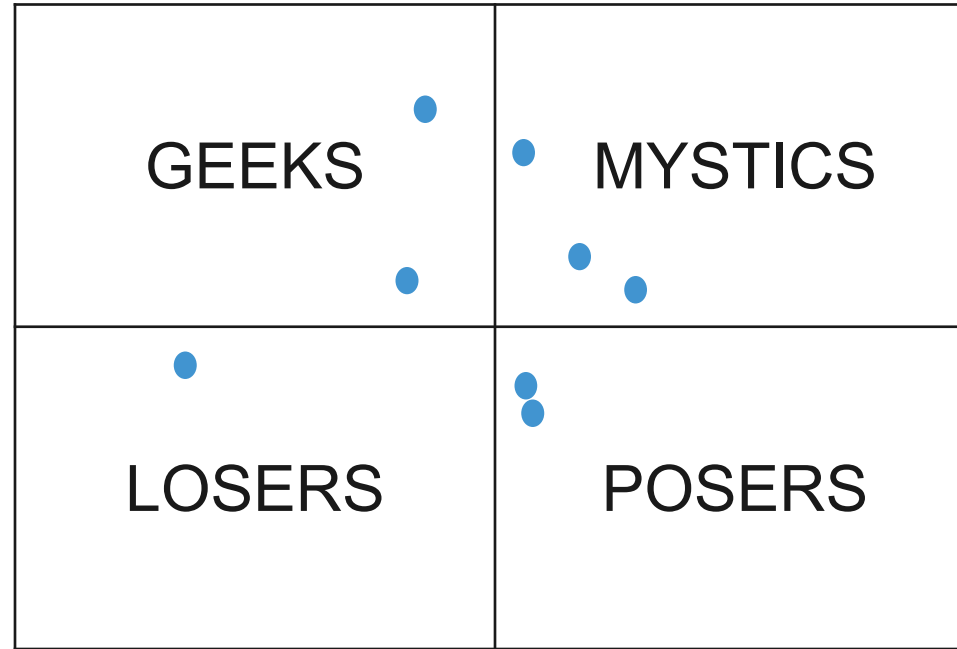
OMNICHANNEL STACK VENDOR MAP

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How RSG Is Different...



“the mystical quadrant”

How Does RSG Know What We Know?



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How Does RSG We Know What We Know Now?

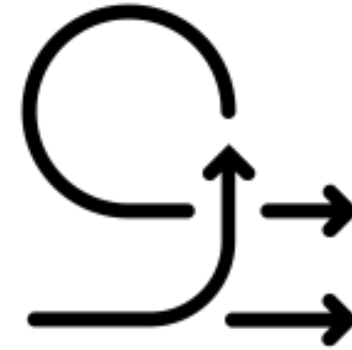


Four Key Themes Emerging from Crisis

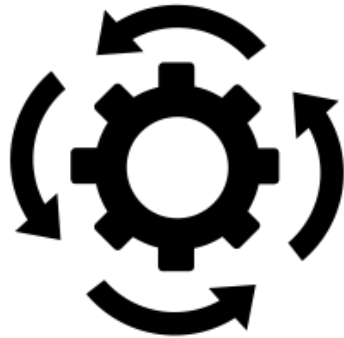


1. Acceleration

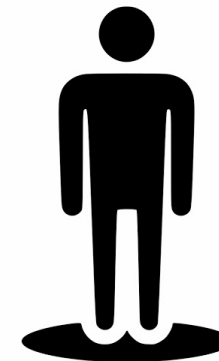
2. Flexibility



3. Efficiency



4. Humanity



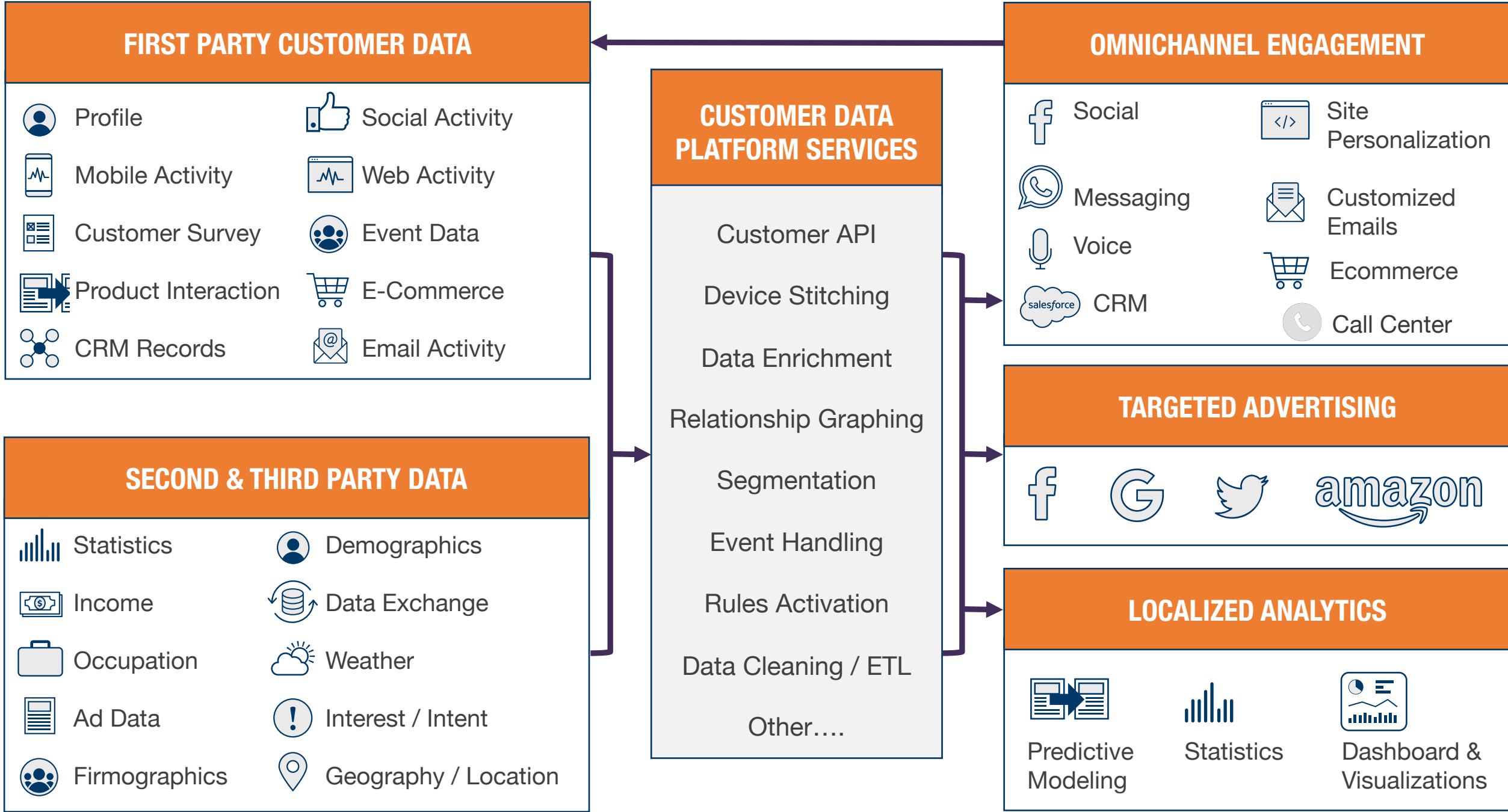
Theme #1: Acceleration

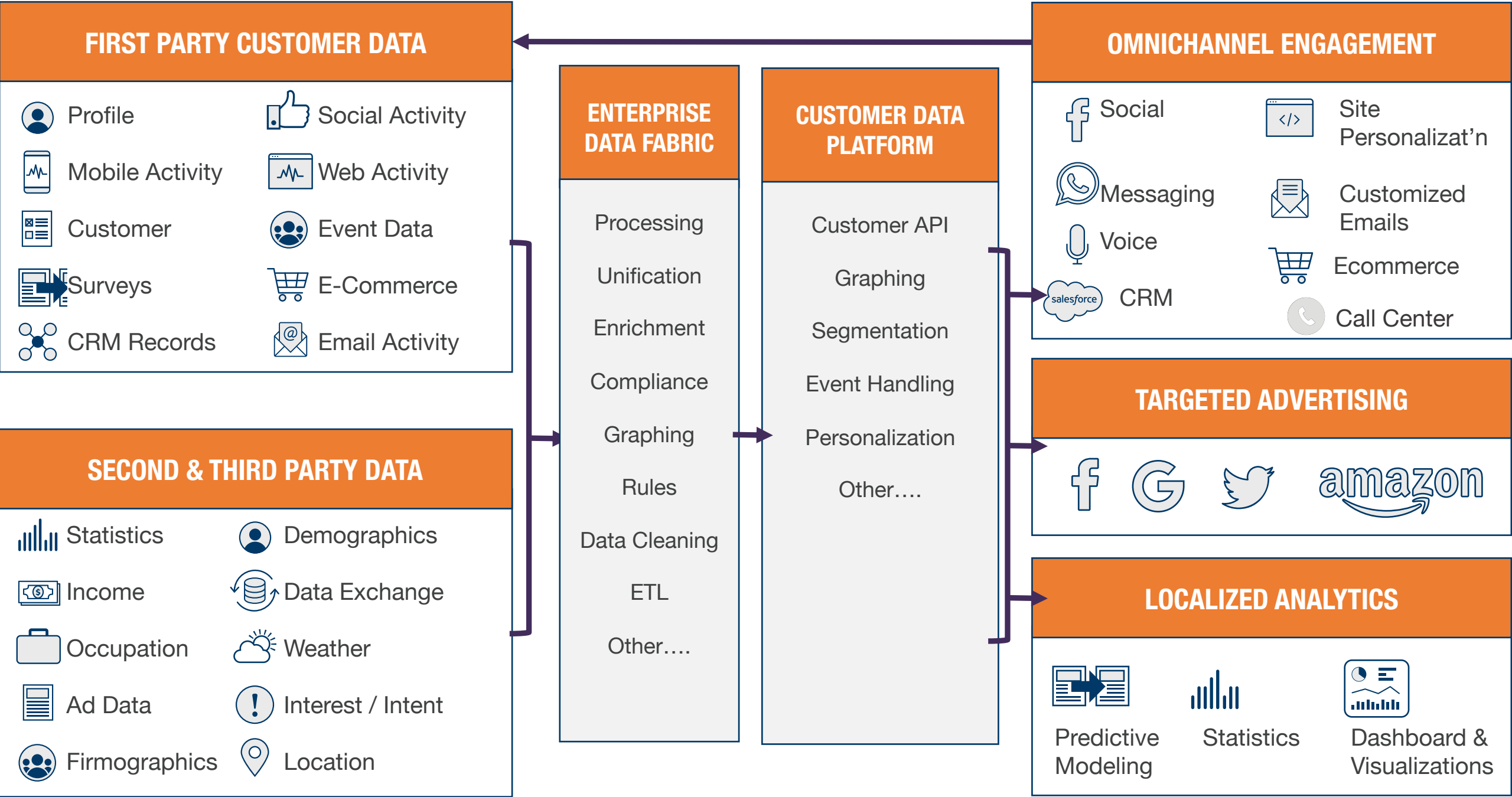


- Sharp uptick in ecommerce...everywhere
- Arbitrary spikes in info / services / support requests
- Need for faster tech decision-making
- Exposes Customer Data Management inadequacy
 - Poor fit on early impulse buys
 - Enterprise integration
 - Omnichannel relevance?

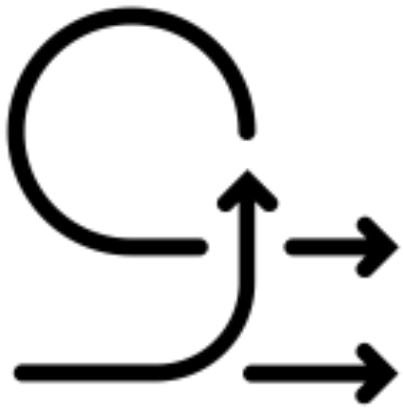
Do we have the right-fit tools?





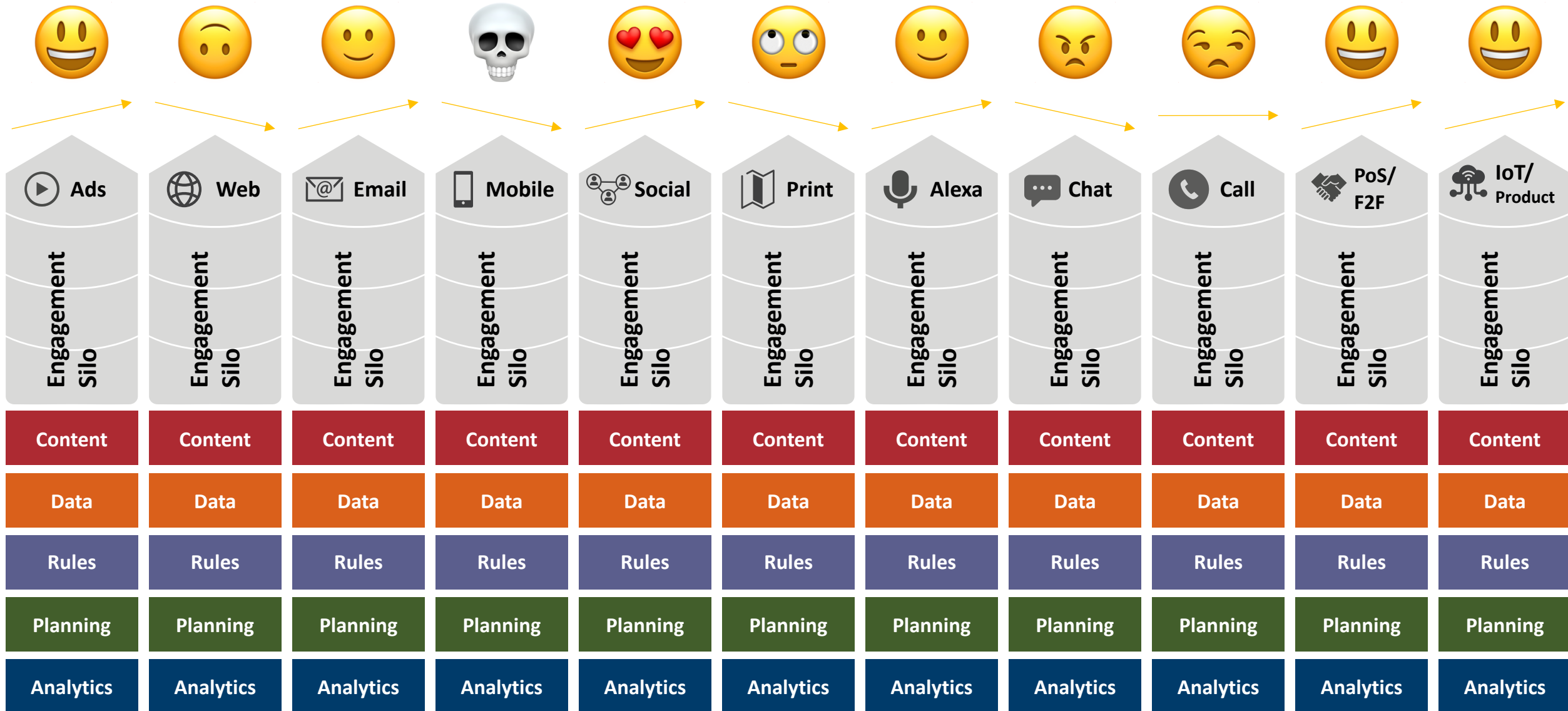


Theme #2: Flexibility

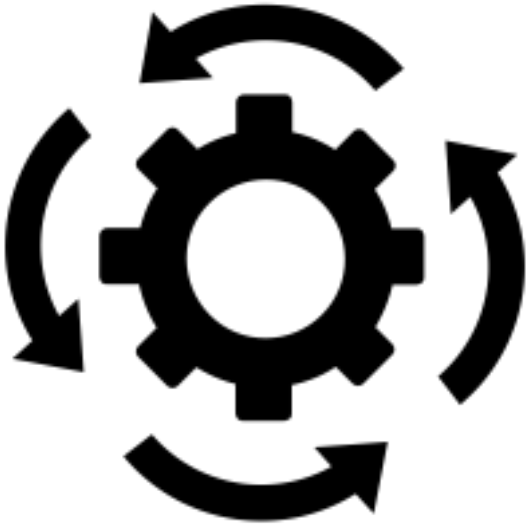


- Team Flex:
 - More tiger teams, less workflow
 - More product managers, fewer “business owners”
 - Less product acumen, more program acumen
- Shifting demand patterns
 - Showing up in different channels
 - Unusual activity spikes and dips
- Harder look at contract limits
 - API call volumes
 - Performance SLAs

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

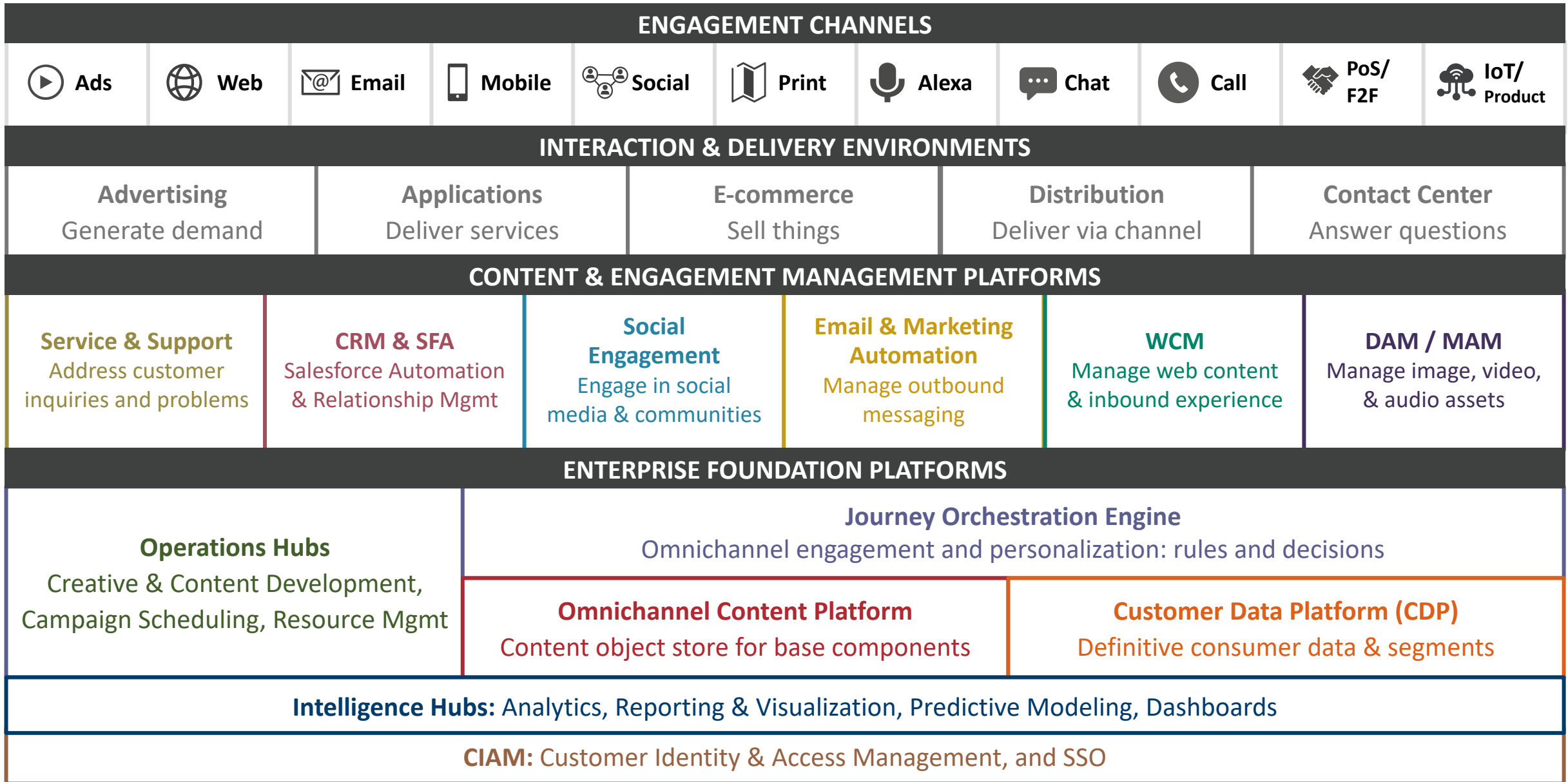


Theme #3: Efficiency

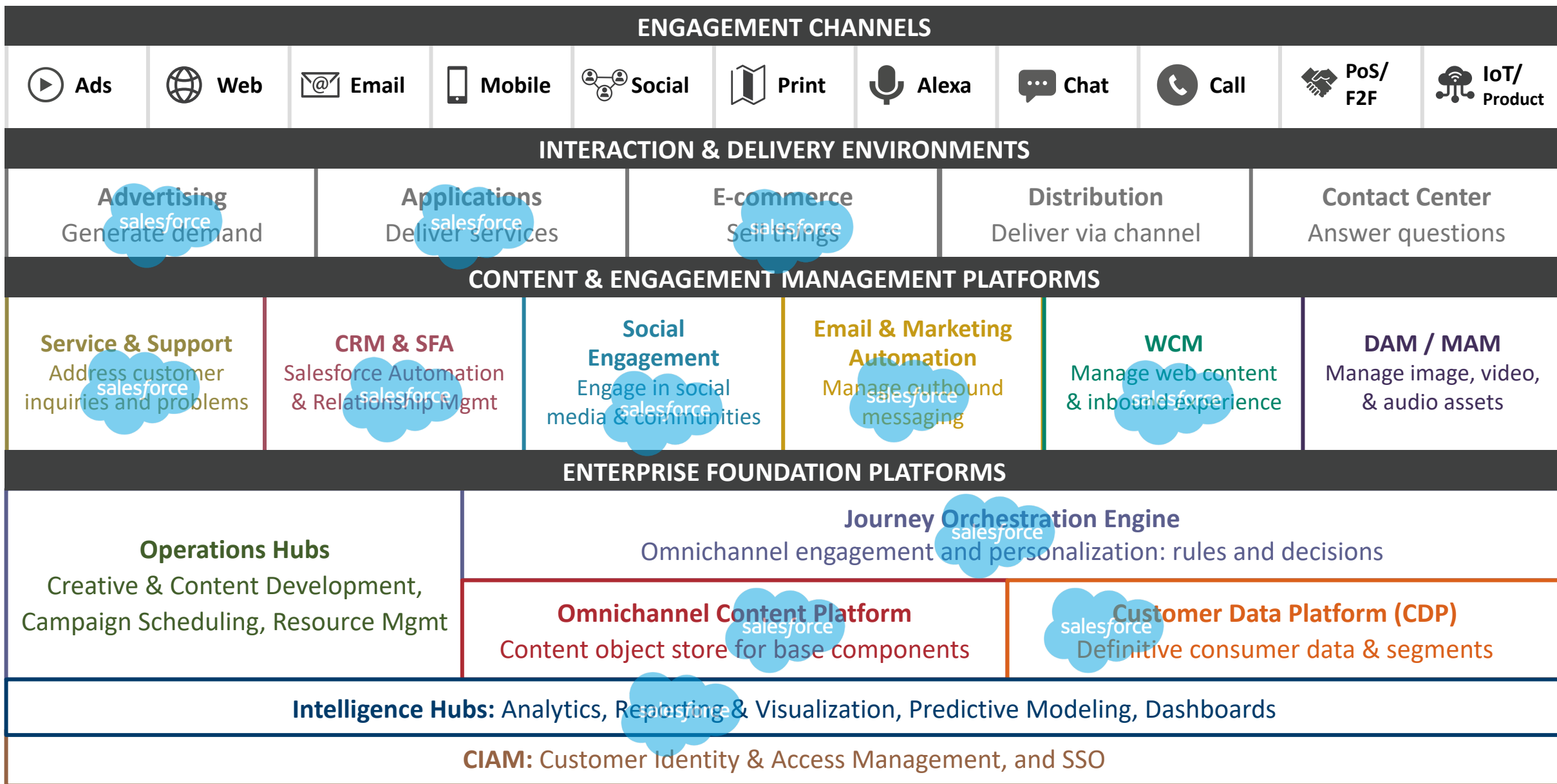


- Stack redundancy
 - Multiple platforms that seem to do similar things
 - Services- and capabilities-analysis
 - Resisting calls for vendor unification
- Starker look at Marketing Attribution
 - Digital media spend not as traceable as we'd like
 - "MAdTech"
 - Growing recognition that attribution is less of a technical problem than data challenge
- Harder look at the content supply chain
 - Lack of necessary variants for personalization
 - Do we really need all the production value?
 - This theme will recur in #4...

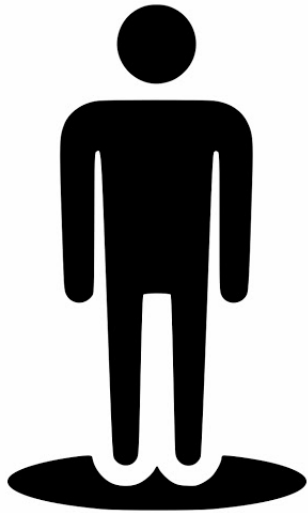
Reference Architecture Model for the 2020s: Omnichannel CX Stack



Single Vendor Tends to Mitigate Against Efficiency and Effectiveness

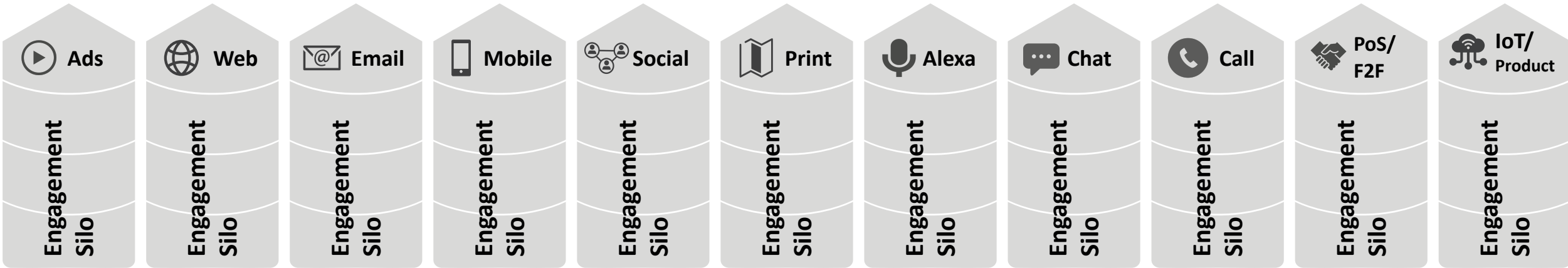


Theme #4: Humanity



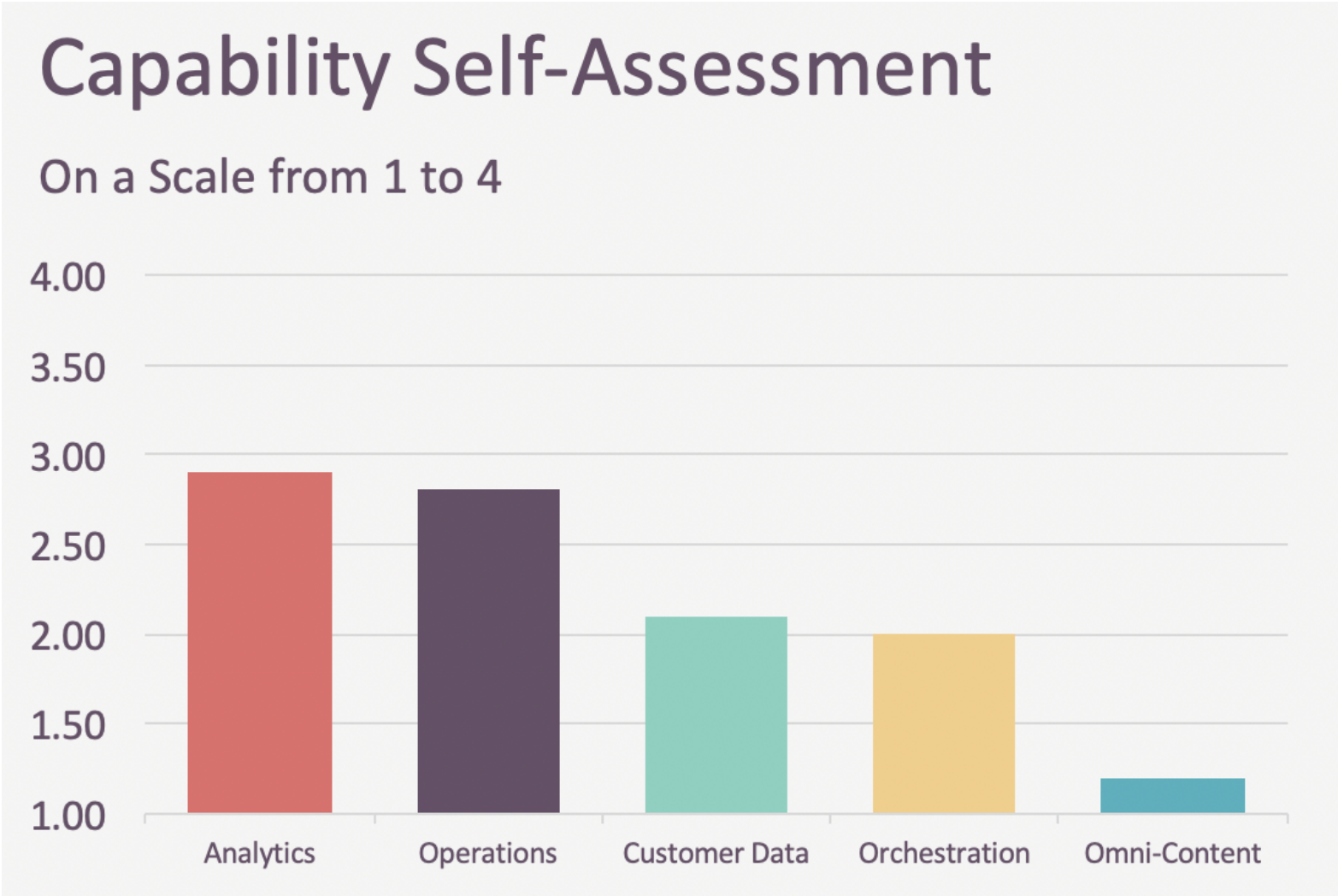
- Primacy of human connections in an (mostly) digital world
 - Pets on Zoom calls
 - Imagine how our customers and clients are adapting
- Subtle but profound impacts...
 - Flattening internal hierarchies
 - Collaborators to the fore
 - Do we have the right Marketing / CX Ops platforms?
- Connecting with customer humans
 - More than feel-good advertising
 - “Customer Centricity” as prime transformation goal
 - Operational and technology silos no longer working
 - Content is central to Omnichannel CX

Customer Centricity...



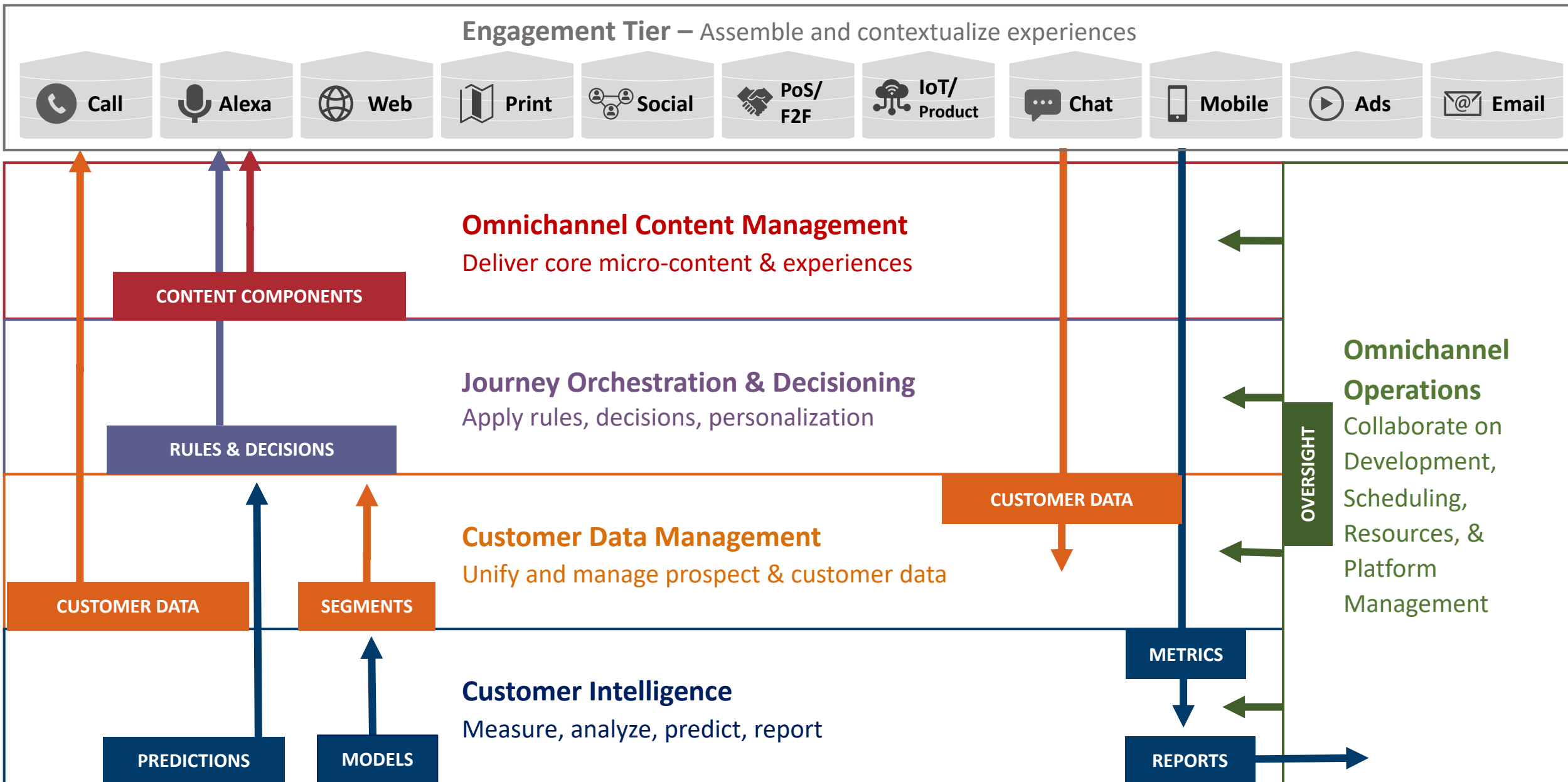
FOUNDATION SERVICES	Omnichannel Operations: Cross-team collaboration and planning	Staff Sanity!	CUSTOMER BENEFITS
	Unified Customer Data: Single source for definitive customer data & segments	"They know me..."	
	Journey Orchestration: Omnichannel personalization and next-best-action rules	Coherent interaction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

Where Are the Gaps?



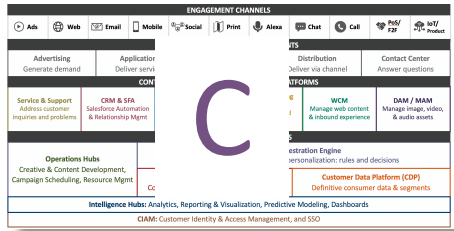
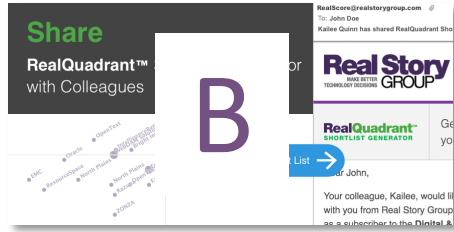
Average enterprise stack leader self-assessment in five capability areas, on a scale of 1 to 4. n=22 large-enterprise stack owners. Source: Real Story Group

Omnichannel Services Reference Model



Four Key Impacts

- 1. Customer Data Primacy, But...**
- 2. Stack Rationalization \neq Vendor Unification**
- 3. Stack Flexibility $>$ Stack Rationalization also: Operations**
- 4. Human-focus Means Starting with CX...**

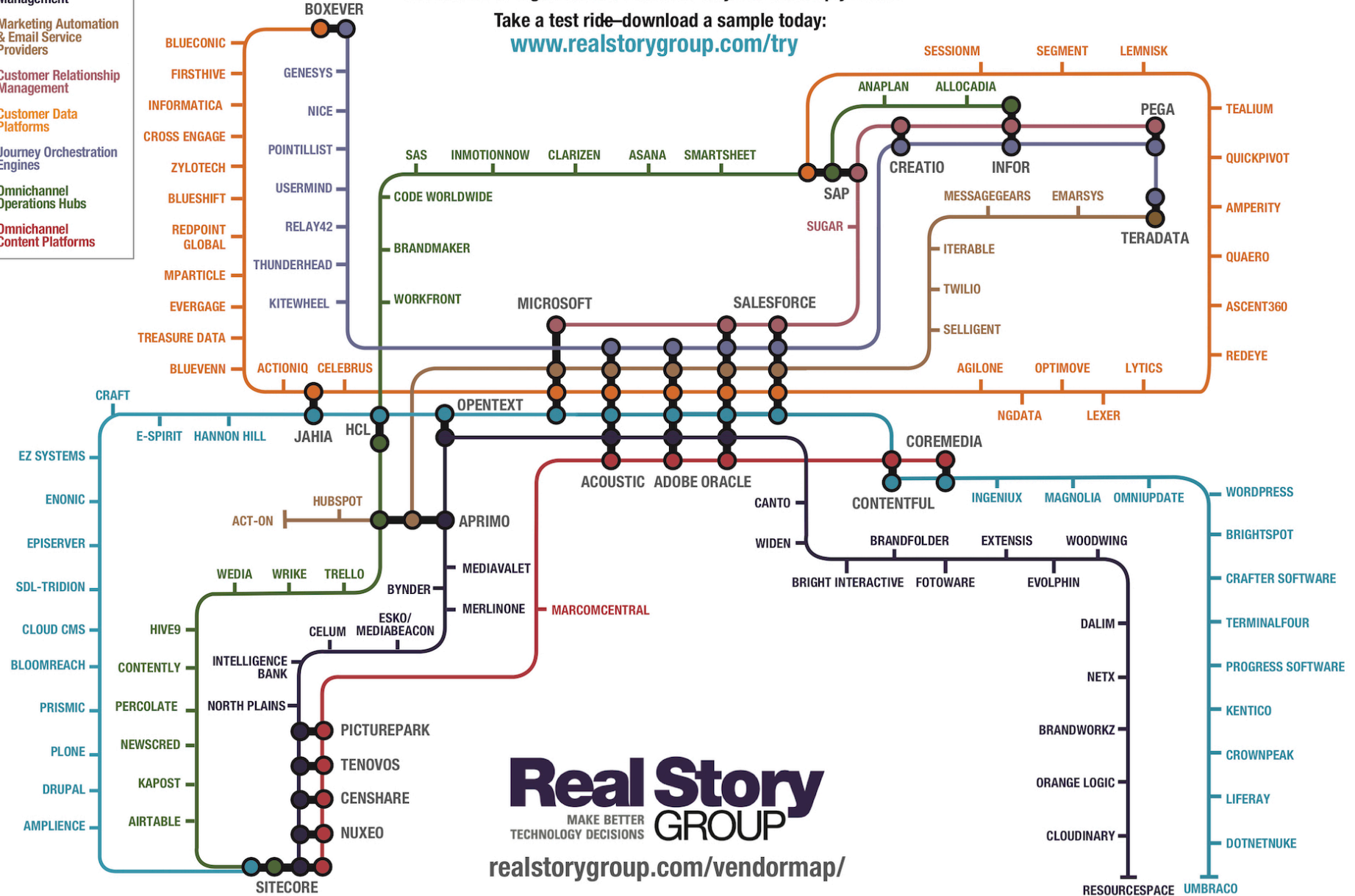


- KEY**
- Web Content & Experience Management
 - Digital Asset Management
 - Marketing Automation & Email Service Providers
 - Customer Relationship Management
 - Customer Data Platforms
 - Journey Orchestration Engines
 - Omnichannel Operations Hubs
 - Omnichannel Content Platforms

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