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
#1) My Life as A Myth Buster

“the mythical quadrant”
Generic Quadrants = #FAIL

Exactly the same research, same vendors, and same products

Portal Servers Use Case
Internal Collaboration
Enterprise Preference
Lower TCO

Portal Servers Use Case
BI & Dashboards
Enterprise Preference
Professional Services Channel

realstorygroup.com/Realtime/Shortlist-Generator/
Myth #2 “We can scale”
Myth #3: Our AI/ML Platform is Going to Do All Your Hard Work!

<table>
<thead>
<tr>
<th>Microsoft</th>
<th>Google</th>
<th>Clarifai</th>
</tr>
</thead>
<tbody>
<tr>
<td>a close up of a sandwich on a plate table</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>food</td>
<td>food</td>
<td>food</td>
</tr>
<tr>
<td>indoor</td>
<td>dish</td>
<td>no person</td>
</tr>
<tr>
<td>sandwich</td>
<td>meat</td>
<td>grow</td>
</tr>
<tr>
<td>food</td>
<td>pot roast</td>
<td>bread</td>
</tr>
<tr>
<td>cooked</td>
<td>pork</td>
<td>meat</td>
</tr>
<tr>
<td></td>
<td>slider</td>
<td>delicious</td>
</tr>
<tr>
<td></td>
<td>roast beef</td>
<td>dairy product</td>
</tr>
<tr>
<td></td>
<td>Sandwich</td>
<td>Refreshment</td>
</tr>
</tbody>
</table>

AI: An Evolving Landscape
Myth #4: The Customer Experience “Cloud”

The Oracle Customer Experience Cloud

1. New Adobe Experience Cloud

Adobe Marketing Cloud
Integrated marketing solutions - differentiate brand story, connect with customers on personal level, engage them in moments that matter
- Experience personalization & optimization
- Campaign orchestration & journey management
- Experience management & delivery
- Monetization of video experiences

Adobe Analytics Cloud
Intelligence engine for the enterprise - combine digital & offline data to help brands move from insights to action, smarter and faster
- Big data without boundaries
- Customer journey context
- Meaningful measurement
- Automated audience creation
- Insights into action

Adobe Advertising Cloud
Industry’s first end-to-end platform - manage advertising spanning traditional TV and all digital formats
- Automated media execution - plan, buy, measure, optimize all buys
- Cross-channel
- Real-time bidding, private marketplace, and curated inventory
- Dynamic cost optimization

www.realstorygroup.com
Don’t Be This Guy....

I love the smell of Salesforce in the morning...
Today’s Example: “DXP”
Myth #5: “Omnichannel”

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

### Engagement Channels

<table>
<thead>
<tr>
<th>Ads</th>
<th>Web</th>
<th>Email</th>
<th>Mobile</th>
<th>Social</th>
<th>Print</th>
<th>Alexa</th>
<th>Chat</th>
<th>Call</th>
<th>PoS/F2F</th>
<th>IoT/Product</th>
</tr>
</thead>
</table>

### 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

Copyright, © 2020 - Real Story Group
### Myth #6: We Can Address All Your Use Cases

<table>
<thead>
<tr>
<th>Use Case</th>
<th>Rating</th>
<th>Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simpler</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Basic Digital Marketing</td>
<td></td>
<td>This is overkill for this scenario.</td>
</tr>
<tr>
<td>Online Communities</td>
<td></td>
<td>TeamSite has no tools for this scenario.</td>
</tr>
<tr>
<td>Digital Workplace</td>
<td></td>
<td>TeamSite is not suited to this scenario.</td>
</tr>
<tr>
<td>Campaign &amp; Microsites</td>
<td></td>
<td>LiveSite has some useful services, but you wouldn’t want to use a heavy platform like TeamSite for this scenario.</td>
</tr>
<tr>
<td>Informational Sites</td>
<td></td>
<td>This is overkill for this scenario, though TeamSite can support very large static sites.</td>
</tr>
<tr>
<td>Complex</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Multilingual Digital</td>
<td></td>
<td>TeamSite has no tools for this scenario.</td>
</tr>
<tr>
<td>Advanced Personalization</td>
<td></td>
<td>There are some reasonably good targeting services, but not they’re not easy to deploy or test.</td>
</tr>
<tr>
<td>Omni-Channel Engagement</td>
<td></td>
<td>In theory, the decoupled architecture and XML-based content should support this, but TeamSite offers little support.</td>
</tr>
<tr>
<td>Mobile-Optimized Experiences</td>
<td></td>
<td>There are some nifty mobile features — if you license the optional third-party module.</td>
</tr>
<tr>
<td>Content-Enriched Applications</td>
<td></td>
<td>The decoupled architecture should support this, but TeamSite’s frameworks are too dated to work with modern web applications.</td>
</tr>
</tbody>
</table>

**Business uses cases always trump features**

**Use cases get hard-wired into products**

**This is a good thing: jack of many = master of none**
Myth #7: “We’re Unique”
Myth #8 Our incumbent platform will work for you!
Just Watch Out for This...
Three Subscription Offerings

Vendor Selection Advisory
Inform and empower tech selection teams with critical research and candid advice

Omnichannel Stack Advisory
Advise stack owners on strategic decisions and technology choices

Council-Level Membership
Host executive leadership council for peer support to omnichannel stack owners

Copyright, 2020 - Real Story Group