How Should You Manage Omnichannel Content in 2020?

Tony Byrne – Founder
February 12, 2020
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:
www.realstorygroup.com/try
A Different Kind of Analyst firm…

“the mystical quadrant”

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The Omnichannel Context
Ideal Customer Engagement

Get the right content and message...

To the right person...

In the right context...

At the right time...

...And measure the effectiveness
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**Silo Problem: Isolated, Disjointed, Inconsistent Customer Experiences**

- 😞: Ads
- 😬: Web
- 😞: Email
- 😞: Mobile
- 😞: Social
- 😞: Print
- 😞: Alexa
- 😞: Chat
- 😞: Call
- 😞: PoS/F2F

Engagement Silo:
- Content
- Data
- Rules
- Planning
- Analytics
Service Model for an Integrated Customer Experience of the Future

**FOUNDATION SERVICES**

- **Omnichannel Operations**: Cross-team collaboration and planning
- **Unified Customer Data**: Single source for definitive customer data & segments
- **Journey Orchestration**: Omnichannel personalization and next-best-action rules
- **Omnichannel Content**: Single source of the truth for re-usable assets
- **Customer Intelligence**: Analytics, reporting, and modeling

**CUSTOMER BENEFITS**

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

Contextual Engagement
- Ads
- Web
- Email
- Mobile
- Social
- Print
- Alexa
- Chat
- Call
- PoS/F2F

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

#### ENGAGEMENT CHANNELS
- **Ads**
- **Web**
- **Email**
- **Mobile**
- **Social**
- **Print**
- **Alexa**
- **Chat**
- **Call**
- **PoS/F2F**

#### 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
Pilates for Your Stack!

**Broader Context:** moving capabilities from individual silos to enterprise-wide availability

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What an OCP Does
Omnichannel Content Platform for Unified Content and Experiences

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<td>Manage web content &amp; inbound experience</td>
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<td>DAM / MAM</td>
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Omnichannel Content Platform
Content object store for base, re-usable themes and assets

Text/Copy Snippets | Offers | Narratives | Images | Video | Audio | Documents | Micro-experiences | Where-Used Data | More...
Some Potential OCP Services and Use Cases

Core Content Support (component asset management)

- Email Components
- Mobile Promos
- Social Elements
- Micro-content
- Micro-experiences
- Digital Assets
- Video Assets
- Audio Assets
- ...and Others

Thank you for your visit

Dear [FIRST_NAME],

thank you for taking the time to visit our flagship store.

As one of our most valuable customers, please find below the selected items from our conversation as well as some related tips and trends.

We are looking forward to welcoming you back soon. If there are any questions in the meantime, please do not hesitate to contact me directly.

Yours sincerely,

[FIRST_NAME][LAST_NAME]
Some OCP Use Cases – Compound Asset Management

- Marketing Asset Management
- Advertising Asset Management
- Sales Collateral Management
- Service & Support Information Management
- Customer Communications Management
- Learning Asset Management
- Product Information Management
- Content as a Service
- Micro-Experience Syndication
Key Capabilities of an OCP

- **Object oriented:**
  - Supports compound asset management with parent/child/sibling etc
  - Highly extensible (ideally graph-based) information modeling
- Advanced Asset and Media Management
- Text and HTML as first-class objects
- Where-used tracking services
- Tight integration with enterprise data services
- Connector framework to deliver to digital/print/other assembly services
- Richly “shoppable” store
- Advanced permissions models
- Supports multiple taxonomies
- Pluggable AI /ML (not limited to vendor’s services)

Big divide here…
3

How Will You Manage?
What About Today? Comparing OCP Services to Other Tools

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<th>TECH TYPE</th>
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* This is a pro-forma model of what an OCP platform should do. No OCP vendor excels at all these services.

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Fit: 0-None 1-Slight 2-Moderate 3-Strong 4-Very Strong
OCP Marketplace

Complex Platforms
- censhare
- nuxeo
- Adobe
- Sitecore
- StyleLabs
- CoreMedia
- Oracle

Specialized Products
- Contentful
- Picturepark
- Acoustic
- Tenovos
- MarcomCentral

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Wrapping Up
Four Key Take-Aways

1. You will likely need some sort of OCP in the future, but the market remains somewhat immature in 2020

2. Meter your investment according to your urgency. Important use cases around email personalization, dynamic marketing materials, and more…

3. Don’t default to your incumbent WCM or DAM platform as a long-term OCP solution

4. Consider in context of broader stack….

realstorygroup.com/vendormap/
“There’s a new ABM module on Force.com!”

“The company we acquired licenses Pardot!”

“You should check out this new VoC platform!”

Already have VoC in our CRM that we can light up
18 Years of Hard-hitting Research

Real Story Group’s **OCP** research critically evaluates strengths and weaknesses of the major vendors.

- Learn the *real* weaknesses of the leading tools
- Avoid common pitfalls & negotiate a good price
- Download the reviews in minutes -- get the right shortlist in hours

Sample at
[www.realstorygroup.com/Try](http://www.realstorygroup.com/Try)
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