A Different Kind of Analyst Firm…

<table>
<thead>
<tr>
<th>GEEKS</th>
<th>MYSTICS</th>
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<table>
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<tr>
<th>LOSERS</th>
<th>POSERS</th>
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<tbody>
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</table>

“the mystical quadrant”

<table>
<thead>
<tr>
<th>INDEPENDENCE FACTORS</th>
<th>REAL STORY GROUP</th>
<th>OTHER FIRMS</th>
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</thead>
<tbody>
<tr>
<td>CONSULT TO VENDORS?</td>
<td>NO</td>
<td>YES</td>
</tr>
<tr>
<td>SPEAK AT VENDOR EVENTS?</td>
<td>NO</td>
<td>YES</td>
</tr>
<tr>
<td>ACCEPT EXPENSES &amp; HOSPITALITY FROM VENDORS?</td>
<td>NO</td>
<td>YES</td>
</tr>
<tr>
<td>WRITE PAPERS FOR VENDORS?</td>
<td>NO</td>
<td>YES</td>
</tr>
</tbody>
</table>
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

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About Jarrod

- Author of book about applying design thinking to the tech selection process
  - http://rosenfeldmedia.com/books/right-way-to-select-technology/
- Lead DAM analyst
  - Evaluating 30+ DAM vendors
  - https://www.realstorygroup.com/Reports/DAM/
Where are You on Your DAM Journey?

DAM 1.0

DAM 2.0

DAM 3.0
Is Your Current DAM holding you back?
2020 DAM Landscape

Complex
- Sitecore
- MediaBeacon
- Censhare
- Nuxeo
- Adobe
- Orange Logic

Mid-Range
- Bynder
- Widen
- Celum
- Aprimo
- Woodwing
- MediaValet
- Cumulus
- Equilibrium
- Netx
- IntelligenceBank
- Northplains
- PicturePark

Simpler
- ResourcSpace
- Extensis
- Cloudinary
- Canto
- MerlinOne
- Fotoware
- Brandfolder
- Evolphin
- AssetBank
- Brandworkz
<table>
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<tr>
<th>Brand Management</th>
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STANDALONE LIBRARY

Single repository managing images, video, audio files through their lifecycle

Step up from shared drives or cloud sharing platforms

Disconnected from larger technical stack

Another *destination* to store and retrieve assets
## Typical DAM 1.0 Scenarios

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- Northplains
- PICTUREPARK

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- Extensis
- Cloudinary
- Canto
- MerlinOne
- Fotoware
- Brandfolder
- Evolphin
- ASSETBANK
- Brandworkz

Digital & Marketing Asset Management

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DAM 2.0
STANDALONE LIBRARY

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MARTECH SERVICE

DAM recognized as MarTech

DAM is a critical part of workflow

Upstream and downstream integration

DAM supplying some systems of engagement

One-way flow of information

COMPLEXITY OF INTEGRATION
## Typical DAM 2.0 Scenarios

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<th>Brand Management</th>
<th>Marketing Asset Management</th>
<th>Enterprise Asset Management</th>
<th>Publishing</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Basic Brand Management</td>
<td>Advertising and Marketing</td>
<td>Work-in-Progress Creative</td>
<td>Digital+Print Publishing</td>
<td>Media Library</td>
</tr>
<tr>
<td>Multilingual Brand</td>
<td>Asset Management</td>
<td>Management</td>
<td>Periodical &amp; Catalog Production</td>
<td>Review and Approval</td>
</tr>
<tr>
<td>Management</td>
<td>Product Asset Management</td>
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<td></td>
<td>Media Editing &amp; Assembly</td>
</tr>
<tr>
<td></td>
<td>Integrated Marketing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Content Hub</td>
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<td></td>
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</tr>
</tbody>
</table>
Evolution Part 2: Model for the 2010s: Horizontal Integration

MAJOR CHANNELS

- Social
- Email
- Website
- Mobile
- Print
- Video

PRODUCTION, INTERACTION, & DELIVERY SERVICES

- CDN
  Speed digital delivery
- Optimization
  Analyze, test, and improve
- E-commerce
  Conduct Transactions
- Consumer Analytics
  Collect and report on behavior
- Page Layout
  Develop Print materials and packaging
- OVP
  Deliver Streaming Video
- Mobile Middleware
  Custom mobile experiences
- Community
  Discussions and profiles
- Portals
  Transact business
- Contact Center
  Address customer inquiries

CONTENT & ENGAGEMENT MANAGEMENT

- Social Engagement
  Connect and engage in social media
- Marketing Automation
  Manage email and social campaigns
- WCM
  Manage web content and customer experience
- DAM / MAM
  Manage images and video

Customer Data Backbone

- BI
- Analytics
- PIM
- MDM
- ERP
- CRM
CPG Workflow Example

- **PIM**: Definitive product data
- **DAM**: Manage images and video
- **Packaging**: Review and approval workflow of packaging assets
- **WCM**: Manage web content & visitor experience
- **Product Info Aggregation**: Aggregate product assets and data for 3rd parties
DAM 3.0
**Phases of DAM**

**DAM 1.0**

**STANDALONE LIBRARY**

- Single repository managing images, video, audio files through their lifecycle
- Step up from shared drives or cloud sharing platforms
-Disconnected from larger technical stack
- Another destination to store and retrieve assets

**DAM 2.0**

**MARTECH SERVICE**

- DAM recognized as MarTech
- DAM is a critical part of workflow
- Upstream and downstream integration
- DAM supplying some systems of engagement
- One-way flow of information

**DAM 3.0**

**OMNICHANNEL CONTENT PLATFORM**

- Manage media, narrative, and data all as first-class objects
- Support component-level management for omnichannel activation
- Enable sophisticated, compound, mixed-media content
- Measure effectiveness beyond traditional campaign analytics
- 2-way flow of information, including usage and derivations

**COMPLEXITY OF INTEGRATION**
## ENGAGEMENT CHANNELS

<table>
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<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>
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</table>

## INTERACTION & DELIVERY ENVIRONMENTS

<table>
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<tr>
<th>Advertising</th>
<th>Sites</th>
<th>Applications</th>
<th>E-commerce</th>
<th>Distribution</th>
<th>Contact Centers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generate demand</td>
<td>Deliver Information</td>
<td>Deliver services</td>
<td>Sell things</td>
<td>Deliver via channel</td>
<td>Answer questions</td>
</tr>
</tbody>
</table>

**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

## CONTENT & ENGAGEMENT MANAGEMENT PLATFORMS

<table>
<thead>
<tr>
<th>Operations Hubs</th>
<th>Journey Orchestration Engine</th>
<th>Omnicommand Content Platform</th>
<th>Customer Data Platform (CDP)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative &amp; Content Development, Campaign Scheduling, Resource Mgmt</td>
<td>Omnichannel engagement and personalization: rules and decisions</td>
<td>Content object store for base components</td>
<td>Definitive consumer data &amp; segments</td>
</tr>
</tbody>
</table>

**Intelligence Hubs:** Analytics, Reporting & Visualization, Predictive Modeling, Dashboards
Key Platforms Power Omnichannel in the Enterprise Foundation Layer

New omnichannel architectures push rules, data, content, and collaboration lower in the stack, enabling you to take an enterprise-wide approach to customer interaction.

Create, collaborate, and schedule across teams – internally and externally

Map, execute, view, measure, and optimize omnichannel customer journeys

Provide one-stop access to core customer engagement objects to support omnichannel experiences

Unify customer and prospect records, then make them readily available to front-line marketers to leverage across channels
Omnichannel Content Platform for Unified Content and Experiences

<table>
<thead>
<tr>
<th>ENGAGEMENT CHANNELS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social</td>
</tr>
<tr>
<td>Email</td>
</tr>
<tr>
<td>Web</td>
</tr>
<tr>
<td>Mobile</td>
</tr>
<tr>
<td>Print</td>
</tr>
<tr>
<td>Video</td>
</tr>
<tr>
<td>Voice</td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th>INTERACTION &amp; DELIVERY SERVICES</th>
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</thead>
<tbody>
<tr>
<td>Advertising</td>
</tr>
<tr>
<td>Generate demand</td>
</tr>
<tr>
<td>Applications</td>
</tr>
<tr>
<td>Conduct transactions</td>
</tr>
<tr>
<td>E-commerce</td>
</tr>
<tr>
<td>Sell</td>
</tr>
<tr>
<td>Distribution</td>
</tr>
<tr>
<td>Deliver to partners</td>
</tr>
<tr>
<td>Contact Center</td>
</tr>
<tr>
<td>Address inquiries</td>
</tr>
</tbody>
</table>

<table>
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<th>CONTENT &amp; ENGAGEMENT MANAGEMENT SERVICES</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRM</td>
</tr>
<tr>
<td>Customer care and salesforce automation</td>
</tr>
<tr>
<td>Social Engagement</td>
</tr>
<tr>
<td>Engage in social media &amp; communities</td>
</tr>
<tr>
<td>Email &amp; Marketing Automation</td>
</tr>
<tr>
<td>Manage outbound messaging</td>
</tr>
<tr>
<td>WCM</td>
</tr>
<tr>
<td>Manage web content &amp; inbound customer experience</td>
</tr>
<tr>
<td>DAM / MAM</td>
</tr>
<tr>
<td>Manage image, video, &amp; audio assets</td>
</tr>
</tbody>
</table>

Omnichannel Content Platform
Content object store for base, re-usable themes and assets

Text/Copy Snippets | Offers | Images | Video | Audio | Documents | Micro-experiences | Where-Used Data | More...
As of today, Real Story Group believes DAM vendors represent best long-term solution

- More scalable and robust repositories rather than Content Marketing or Web Content Management vendors
- Advanced support for images and media is essential
- Object-oriented architectures support omnichannel content derivations and compound marketing assets (e.g., parent-child and sibling relationships)
## Typical DAM 3.0 Scenarios

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<td>Integrated Marketing Content Hub</td>
<td></td>
<td>Media-based Knowledge Management</td>
<td>Highly-regulated Environment</td>
<td></td>
</tr>
</tbody>
</table>
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 – at asset level
- 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)
2020 DAM Landscape

Complex:
- Sitecore
- MediaBeacon
- Censhare
- Nuxeo
- Adobe
- Orange Logic

Mid-Range:
- Bynder
- Widen
- Celum
- Aprimo
- WoodWing
- MediaValet
- Cumulus
- EQ
- NetX
- IntelligenceBank
- northplains
- Picturepark

Simpler:
- ResourceSpace
- Extensis
- Cloudinary
- Canto
- MerlinOne
- Fotoware
- Brandfolder
- Evolphin
- AssetBank
- Brandworx

Digital & Marketing Asset Management

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Phases of DAM

**DAM 1.0**
- **STANDALONE LIBRARY**
  - Single repository managing images, video, audio files through their lifecycle
  - Step up from shared drives or cloud sharing platforms
  - Disconnected from larger technical stack
  - Another *destination* to store and retrieve assets

**DAM 2.0**
- **MARTECH SERVICE**
  - DAM recognized as MarTech
  - DAM is a critical part of workflow
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  - One-way flow of information

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  - Support component-level management for omnichannel activation
  - Enable sophisticated, compound, mixed-media content
  - Measure effectiveness beyond traditional campaign analytics
  - 2-way flow of information, including usage and derivations
What is Most Important to You?

Weigh the importance of each Scenario (optional)

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Weight</th>
<th>Raw Scores</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Brand Management</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Multilingual Brand Management</td>
<td>6%</td>
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</tr>
<tr>
<td>Work-in-Progress Creative Management</td>
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<tr>
<td>Media-based Knowledge Management</td>
<td>6%</td>
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</tr>
<tr>
<td>Highly-regulated Environment</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Advertising &amp; Marketing Asset Management</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Product Asset Management</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>Integrated Marketing Content Hub</td>
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</tbody>
</table>

Update RealQuadrant Chart

Total Weighting
Must equal 100%

100%

Weigh the importance of each Strategic Consideration (optional)

<table>
<thead>
<tr>
<th>Strategic Consideration</th>
<th>Weight</th>
<th>Raw Scores</th>
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<td>Channel Professional Services</td>
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<td>Community Strength</td>
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<td>Customer Support</td>
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<tr>
<td>Technical Modernity</td>
<td>14%</td>
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<tr>
<td>Value for Money</td>
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<tr>
<td>Vendor Professional Services</td>
<td>14%</td>
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<tr>
<td>Viability &amp; Stability</td>
<td>14%</td>
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Update RealQuadrant Chart

Total Weighting
Must equal 100%

100%
A Shortlist Customized to Your Needs

Get the right vendor shortlist based on your unique requirements.
Digital & Marketing Asset Management

Scenarios

Brand Management:
- Select All | Select None
- Basic Brand Management
- Multilingual Brand Management

Enterprise Asset Management:
- Select All | Select None
- Highly-regulated Environment
- Media-based Knowledge Management
- Photo / Asset Library
- Work-in-Progress Creative Management

Marketing Asset Management:
- Select All | Select None
- Advertising & Marketing Asset Management
- Integrated Marketing Content Hub
- Product Asset Management

Publishing:
- Select All | Select None
- Digital+Print Publishing
- Periodical & Catalog Production

Video & Audio Management:
- Select All | Select None
- Media Editing & Assembly
- Media Library Review & Approval

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Final Thoughts

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• Follow us on Twitter:
  • @realstorygroup
  • @jarrodgingras

• Email: jgingras@realstorygroup.com
Reference Architecture Model for the 2020s: Omnichannel CX Stack

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