The New MarTech Stack for the 2020s: What Will it Look Like?

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Background: Evolving to a 2020s Stack

Implications for Key Components

Summary of Findings
Evolution Part 1: Reference Model for the 2000s - Multichannel

Content in / Content out

Source Content
- Relational Databases
- Structured Documents
- Unstructured Documents
- Media

CMS
Editorial Workflow
Business Rules

End-user Content
- PDF
- PDF files
- Web Pages
- Wireless Devices
- Syndication

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2020s Silo Problem: Isolated, Disjointed, Inconsistent Customer Experiences

<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>
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Enterprise Target Reference Model for an Integrated Customer Experience

**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
# RSG MarTech Services Reference Model: Composable Stack

## ENGAGEMENT CHANNELS

<table>
<thead>
<tr>
<th>Channel</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ads</td>
<td>Generate demand</td>
</tr>
<tr>
<td>Web</td>
<td>Deliver information</td>
</tr>
<tr>
<td>Email</td>
<td>Deliver services</td>
</tr>
<tr>
<td>Mobile</td>
<td>Deliver via channel</td>
</tr>
<tr>
<td>Social</td>
<td>Sell things</td>
</tr>
<tr>
<td>Print</td>
<td>Answer questions</td>
</tr>
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<td>Alexa</td>
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<td>PoS/F2F</td>
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<tr>
<td>IoT/Product</td>
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## INTERACTION & DELIVERY ENVIRONMENTS

- **Advertising**
  - Generate demand

- **Sites**
  - Deliver information

- **Applications**
  - Deliver services

- **Distribution**
  - Deliver via channel

- **Storefront**
  - Sell things

- **Contact Center**
  - Answer questions

## ENGAGEMENT SERVICES

- **Customer Care**
  - Manage customer inquiries

- **CRM & SFA**
  - Automate sales & manage relationships

- **Social Media Management**
  - Engage in social media & communities

- **Outbound Marketing**
  - Manage campaigns & deliver messages

- **WCM**
  - Manage web content & inbound experiences

- **Ecommerce**
  - Manage commercial activity

## CONTENT & INFO

- **Omnichannel Content Services**
  - Manage components fueled with data

- **Digital Asset Management**
  - Manage rich media & brand assets

- **Product Information Management**
  - Manage catalog structure, info, pricing

## DATA

- **Customer Data Activation**
  - Manage actionable data & segments

- **Customer Data Operations**
  - Ingest, process, and unify customer data

- **Enterprise Data Intelligence**
  - Analytics, Modeling, Reporting

## DECISIONING

- **Experience Optimization**
  - Omnichannel test & improve

- **Omnichannel Personalization**
  - Customize individual experiences

- **Journey Orchestration**
  - Set decisions for omnichannel engagement

## ENTERPRISE FOUNDATION SERVICES

- **Enterprise Integration**: Data Collection, API Gateways, Eventing, Messaging, etc.
Background: Evolving to a 2020s Stack

Implications for Key Components

Summary of Findings
Enterprise Content Management: Future Vision

INTERACTION ENVIRONMENTS

<table>
<thead>
<tr>
<th>Advertising</th>
<th>Contact Center</th>
<th>Applications/Portal</th>
<th>Channel</th>
<th>Websites</th>
<th>Online Storefronts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generate demand</td>
<td>Answer questions</td>
<td>Deliver services</td>
<td>Distribute product</td>
<td>Deliver information</td>
<td>Sell things</td>
</tr>
</tbody>
</table>

LONGER-FORM EXPERIENTIAL / VALUE-STORY CONTENT & SOME STATIC PAGE MANAGEMENT

ENGAGEMENT SERVICES

<table>
<thead>
<tr>
<th>Customer Loyalty</th>
<th>Sales &amp; Support</th>
<th>Social Media Mgmt</th>
<th>Outbound Marketing</th>
<th>WCM</th>
<th>Ecommerce</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manage rewards logic and redemptions</td>
<td>Automate sales Manage relationships</td>
<td>Engage in social media &amp; communities</td>
<td>Manage campaigns Deliver messages</td>
<td>Manage web content &amp; inbound experiences</td>
<td>Manage commercial activity</td>
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OMNICHANNEL CONTENT SERVICES

- Manage components fueled with data
- Re-usable and trackable content / asset / product components

OMNICHANNEL CONTENT PLATFORM

- Deliver information
- Manage rich media & brand assets

PRODUCT INFORMATION: Manage unified, core product information

TRANSLATION MANAGEMENT SERVICE

UNIFIED TRANSLATION PROCESS

SCOPE OF WCM NARROWS...
#PersonalizationFail

Can’t wait to surprise my wife with an organic red bell pepper!

Whole Foods Market shopper • Just now

One of the items in your Whole Foods Market order is out of stock, please review substitution option(s).

OUT OF STOCK
Rose 12 Stems 40Cm
Whole Trade Guarantee
$12.99

SUBSTITUTION
Pepper Bell Red Whole
Trade Guarantee Organic, 1 Each
$3.99

Decline
Accept
## Traditional Stacks

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

### INTERACTION & DELIVERY ENVIRONMENTS

<table>
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<tr>
<th>Service &amp; Support</th>
<th>CRM &amp; SFA</th>
<th>Social</th>
<th>Email &amp; Marketing Automation</th>
<th>WCM</th>
<th>DAM / MAM</th>
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<tr>
<td>Address customer inquiries and problems</td>
<td>Salesforce Automation &amp; Relationship Mgmt</td>
<td>Engage in social media &amp; communities</td>
<td>Manage outbound messaging</td>
<td>Manage web content &amp; inbound experience</td>
<td>Manage image, video, &amp; audio assets</td>
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### CONTENT & ENGAGEMENT MANAGEMENT PLATFORMS

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**Q:** Where Does Personalization Live Today?

**A:** Everywhere
# Personalization as an Enterprise Service

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**Enterprise Integration:** Data Collection, API Gateways, Eventing, Messaging, etc.
### Customer Data is a Complicated Topic

#### Engagement Channels
- **Ads**
- **Web**
- **Email**
- **Mobile**
- **Social**
- **Print**
- **Alexa**
- **Chat**
- **Call**
- **PoS/F2F**
- **IoT/Product**

#### Interaction & Delivery Environments
- **Advertising**
  - Generate demand
- **Sites**
  - Deliver information
- **Applications**
  - Deliver services
- **Distribution**
  - Deliver via channel
- **Storefront**
  - Sell things
- **Contact Center**
  - Answer questions

#### Engagement Services
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#### Enterprise Foundation Services

#### Enterprise Integration: Data Collection, API Gateways, Eventing, Messaging, etc.

#### Content & Info
- **Omnichannel Content Services**
  - Manage components fueled with data
- **Digital Asset Management**
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#### Data
- **Customer Data Activation**
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- **Customer Data Operations**
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  - Analytics, Modeling, Reporting

#### Decisioning
- **Experience Optimization**
  - Omnichannel test & improve
- **Omnichannel Personalization**
  - Customize individual experiences
- **Journey Orchestration**
  - Set decisions for omnichannel engagement
Where MarketingOps and ITOps / DataOps Really Meet
**Management Capabilities**
Prepare data for activation

**Key themes:**
- Data Fabric
- Data Ops
- Data Products

**Customer Data Operations**
Ingest, process, and unify customer data

**Enterprise Data Intelligence**
Analytics, Modeling, Reporting

**Key Capabilities**
Leverage data for better engagement

**Customer Data Activation**
Manage actionable data & segments

**Key Themes:**
- Self service
- From Data to Activation

**Key Themes: Data Fabric**, **Data Ops**, **Data Products**

**Key Capabilities:**
- Leverage data for better engagement

**Integration Engineer**
Builds connectors

**Data Engineer**
Grooms data and logic for inserting, merging, updating, outputting, etc.

**Data Scientist**
Builds models & reports

**Marketing Manager**
(Defines requirements)

**Marketing Analyst**
(Builds & activates segments)
Background: Evolving to a 2020s Stack

Implications for Key Components

Summary of Findings
Five Key Take-Aways

1. Transition investments lower in the stack to foundational services

2. Maintain agility and flexibility in customer-facing environments, ideally with lighter tooling for WCM, Outbound Marketing, and others

3. Focus on right-fit instead of vendor consolidation within “suites”

4. Rationalize based on services rather than vendors: you may have one platform filling multiple boxes

5. Re-think corollary considerations around operational integration and “business user” expertise
MARTECH STACK VENDOR MAP

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