WCM Marketplace Trends for 2021

Tony Byrne – Founder
January, 2021
OMNICHANNEL STACK VENDOR MAP

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FRAGMENTED BUT EVOLVING MARKETPLACE
WCM Marketplace – Circa 2021

Specific Trends

- Simplistic solutions too simplistic? Pressured by site-makers
- Final demise of the “Dinosaur” vendors
- Significant problems around “toolkits” – too heavy?
- Niche-seeking in upper range
- Vibrant mid-market
A GREAT PAUSE AT THE TOP?
1. Savvy buyers are trying to “right-size” their WCM investments relative to other digital needs

2. Marketing attribution is driving closer scrutiny of costs relative especially to in-bound marketing in general and complicated personalization schemes in particular

3. The WCM mid-market can now do 80%+ what the upper tier vendors can do

4. Relationship frustrations with MarTech “suite” vendors…
When Relationships Go Bad: Consultative to Transactional

Key Signs:

- “Share of Stack” behavior, including bullying and selling up the chain
- AEs selling more than advising
- Customer events about merchandising and not business best practices

https://www.realstorygroup.com/Blog/beware-martech-vendor-bullying
The Great Pause: Get simpler at the engagement tier....
OMNICHANNEL PAST AND PRESENT
Evolution Part 1: Reference Model for the 2000s - Multichannel
2020s Silo Problem: Isolated, Disjointed, Inconsistent Customer Experiences

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

Engagement Silo:
- Content
- Data
- Rules
- Planning
- Analytics

Smiley Faces:
- 😃
- 😒
- 😊
- 😞
- 😈
- 😄
- 😡
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**

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

### ENGAGEMENT CHANNELS

<table>
<thead>
<tr>
<th>Type</th>
<th>Platforms</th>
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<tbody>
<tr>
<td>Ads</td>
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<th>Section</th>
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## 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**
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Myth: Our incumbent platform will work for you!
Omnichannel Content Platform for Unified Content and Experiences

ENGAGEMENT CHANNELS

Social | Email | Web | Mobile | Print | Video | Voice

INTERACTION & DELIVERY SERVICES

Advertising
Generate demand

Applications
Conduct transactions

E-commerce
Sell things

Distribution
Deliver to partners

Contact Center
Address inquiries

CONTENT & ENGAGEMENT MANAGEMENT SERVICES

CRM
Customer care and salesforce automation

Social Engagement
Engage in social media & communities

Email & Marketing Automation
Manage outbound messaging

WCM
Manage web content & inbound customer experience

DAM / MAM
Manage image, video, & audio assets

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…
Some OCP Use Cases: Component Asset Management

Core Content Support (component asset management)

- Email Components →
- Mobile Promos
- Social Elements
- Micro-content
- Micro-experiences
- Digital Assets
- Video Assets
- Audio Assets
- ...and Others
HYBRID: ARCHITECTURES & AUTHORING
Architectural Considerations: “Headless” and “Hybrid”

Traditional CMS

Cloud-first Headless
EDITORIAL PARADIGMS

• “Medium”-style editors reduce complexity. Editorial fluidity, with content driving the experience- but is block addressable?

• Some ”page” management is useful…

• Yet there are times when you need structure…

• Emergence of hybrid authoring models

• Content as a Service vs. Experience as a Service…
Key Take-Aways

1. WCM Marketplace is fragmented, but compressing
2. Cautions around top and bottom of market
3. Top of market is over-stretching horizontally and most licensees are over-investing here
4. You have an opportunity (obligation?) to “lighten” at this tier
5. WCM vendors may be multi-channel, but typically not omnichannel
6. Apply design-thinking to tech selection if you want solutions that will really work for your teams
7. This means avoiding architectural “purity” as well as defaulting to incumbent suite vendors
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