The Right Way to Select a New WCM Platform

Tony Byrne – Founder July, 2021



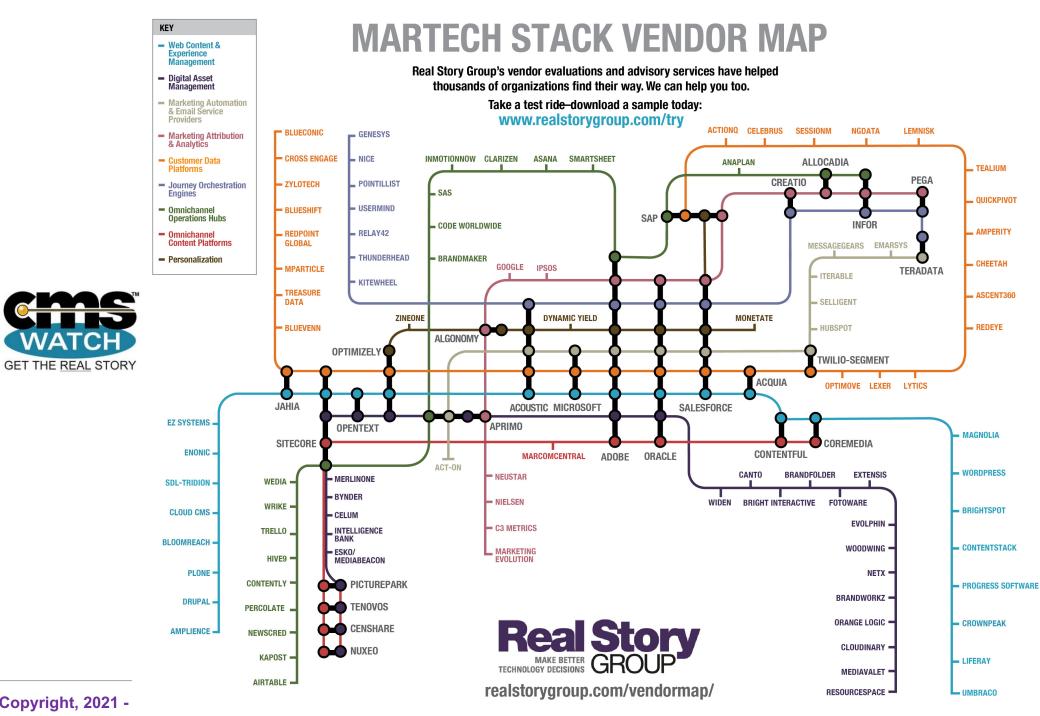
A Different Kind of Analyst Firm...

A Story...

| GEEKS | • MYSTICS |
|--------|-----------|
| LOSERS | POSERS |

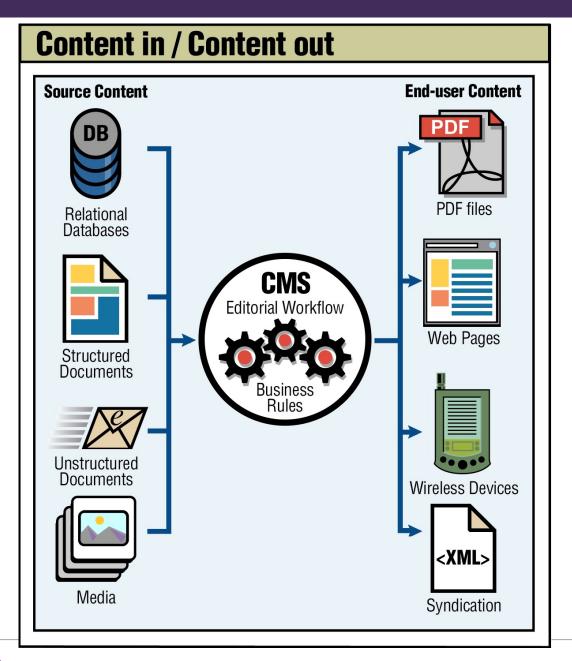
| INDEPENDENCE FACTORS | REAL STORY GROUP | OTHER FIRMS |
|---|------------------------|----------------|
| CONSULT TO VENDORS? | NO | YES |
| SPEAK AT VENDOR EVENTS? | NO | YES |
| ACCEPT EXPENSES & HOSPITALITY FROM VENDORS? | NO | YES |
| WRITE PAPERS FOR VENDORS? | NO | YES |

"the mystical quadrant"

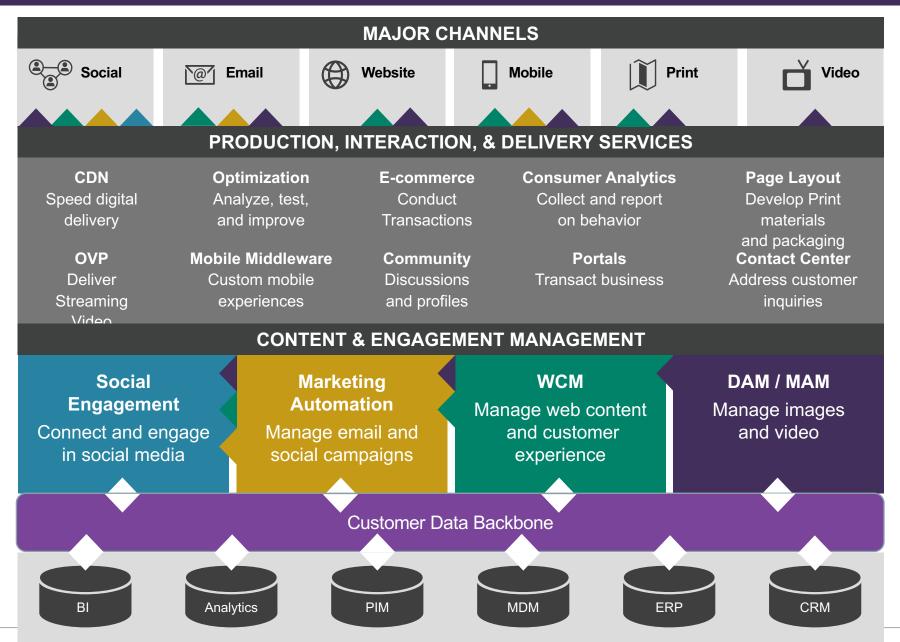




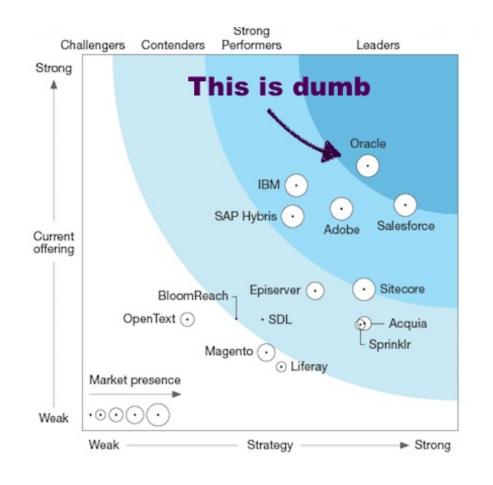
Evolution Part 1: Reference Model for the 2000s - Multichannel



Model for the 2010s: Horizontal Integration



Forrester and Gartner on DXPs: Doubling Down on the 2010s





Silo Problem: Isolated, Disjointed, Inconsistent Customer Experiences

| | | | | | 00 | | 36 | | | |
|--------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-----------------|
| ▶ Ads | Web | Email | Mobile | © Social | Print | Alexa | Chat | Call | PoS/ F2F | IoT/ Product |
| Engagement | Engagement | Engagement | Engagement | Engagement | Engagement | Engagement | Engagement | Engagement | Engagement | Engagement |
| Content | Content | Content | Content | Content | Content | Content | Content | Content | Content | Content |
| Data | Data | Data | Data | Data | Data | Data | Data | Data | Data | Data |
| Rules | Rules | Rules | Rules | Rules | Rules | Rules | Rules | Rules | Rules | Rules |
| Planning | Planning | Planning | Planning | Planning | Planning | Planning | Planning | Planning | Planning | Planning |
| Analytics | Analytics | Analytics | Analytics | Analytics | Analytics | Analytics | Analytics | Analytics | Analytics | Analytics |

Enterprise Target Reference Model for an Integrated Customer Experience



FOUNDATION SERVICE





| (| Ads | Web | Email | Mobile | ® Social | Print | Alexa | Chat | C Call | PoS/ F2F | loT/ Product |
|------------|------|---------------------------|--------------------|---------------------------|---------------------------|-------------|---------------------------|--------------------|--------------------|---------------------------|---------------------------|
| Fraggement | Silo | Engagement Silo | Engagement Silo | Engagement Silo | Engagement Silo | Engagement | Engagement Silo | Engagement Silo | Engagement Silo | Engagement Silo | Engagement Silo |
| S | Omr | nichannel C | perations: (| Cross-team co | ollaboration a | nd planning | | | | Consistent mess | aging |

Unified Customer Data: Single source for definitive customer data & segments

"They know me..."

Journey Orchestration: Omnichannel personalization and next-best-action rules

Coherent interaction

Omnichannel Content: Single source of the truth for re-usable assets

Story consistency

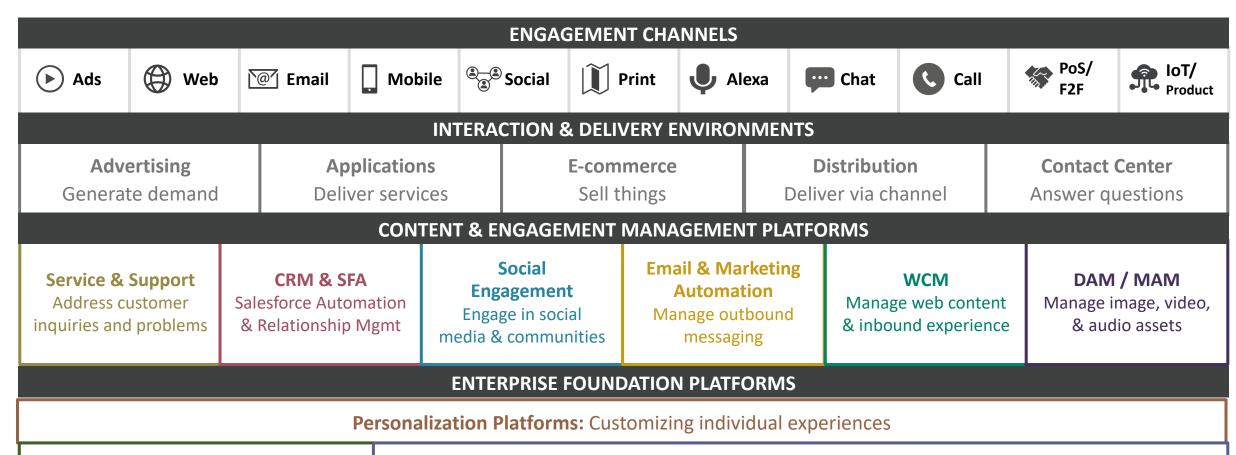
Customer Intelligence: Analytics, reporting, and modeling

Relevant options

BENEFITS

CUSTOMER

Reference Architecture Model for the 2020s: Omnichannel CX Stack



Operations Hubs

Creative & Content Development,
Campaign Scheduling, Resource Mgmt

Journey Orchestration Engines

Omnichannel engagement and orchestration: rules and decisions

Omnichannel Content Platform

Content object store for base components

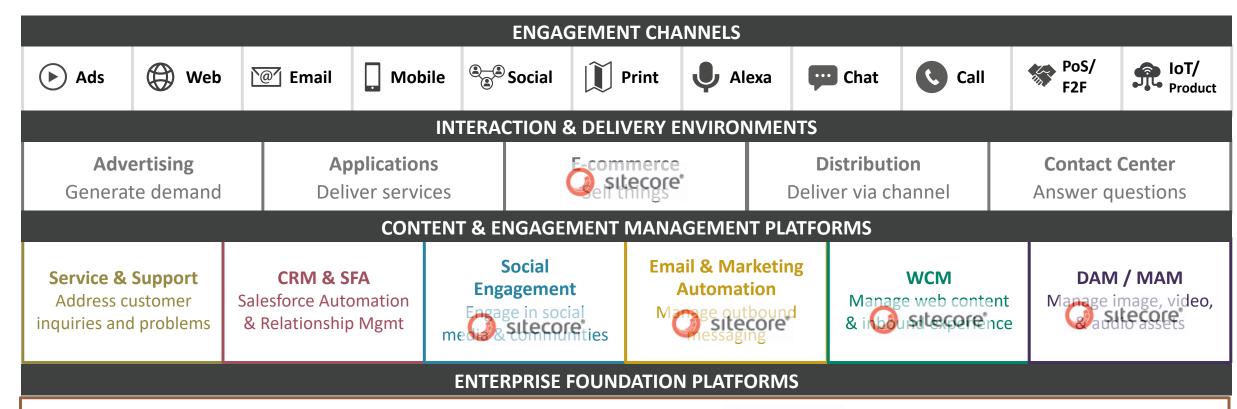
Customer Data Platform (CDP)

Definitive consumer data & segments

Intelligence Hubs: Analytics, Reporting & Visualization, Predictive Modeling, Dashboards



Reference Architecture Model for the 2020s: Omnichannel CX Stack



Personalization Platforms: Customizing in letterore ences

Operations Hubs

Creative & Content Development,
Campaign Schusike CRee urce Mgmt

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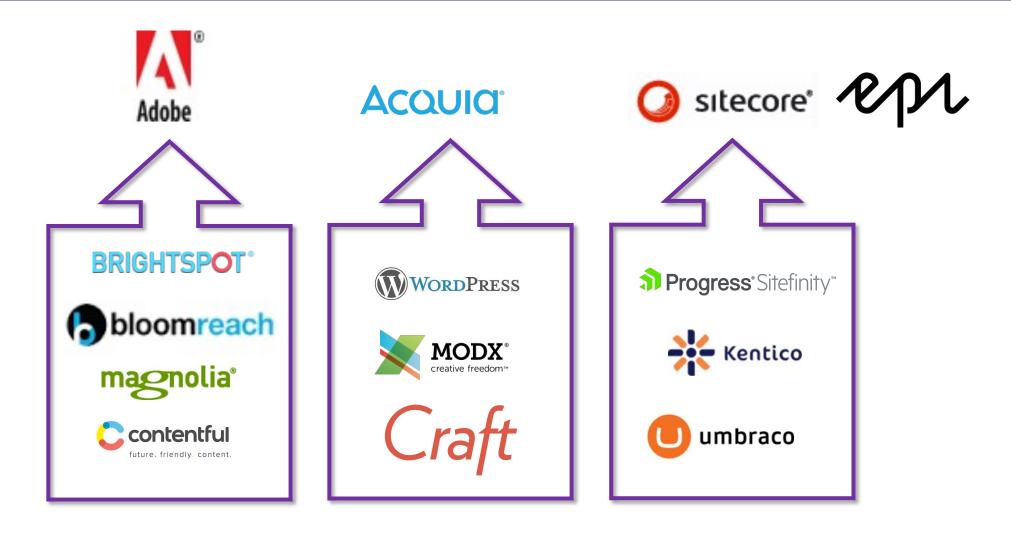


The Great Pause... Rethinking WCM Investments

- 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

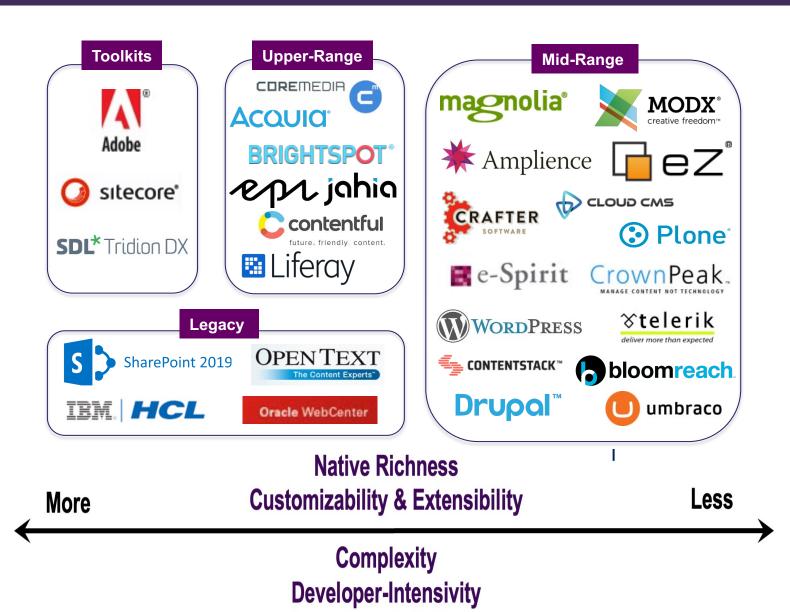
The Great Pause: Get simpler at the engagement tier....



...Invest low and simplify high

FRAGMENTED BUT EVOLVING MARKETPLACE

WCM Marketplace: Complexity Spectrum

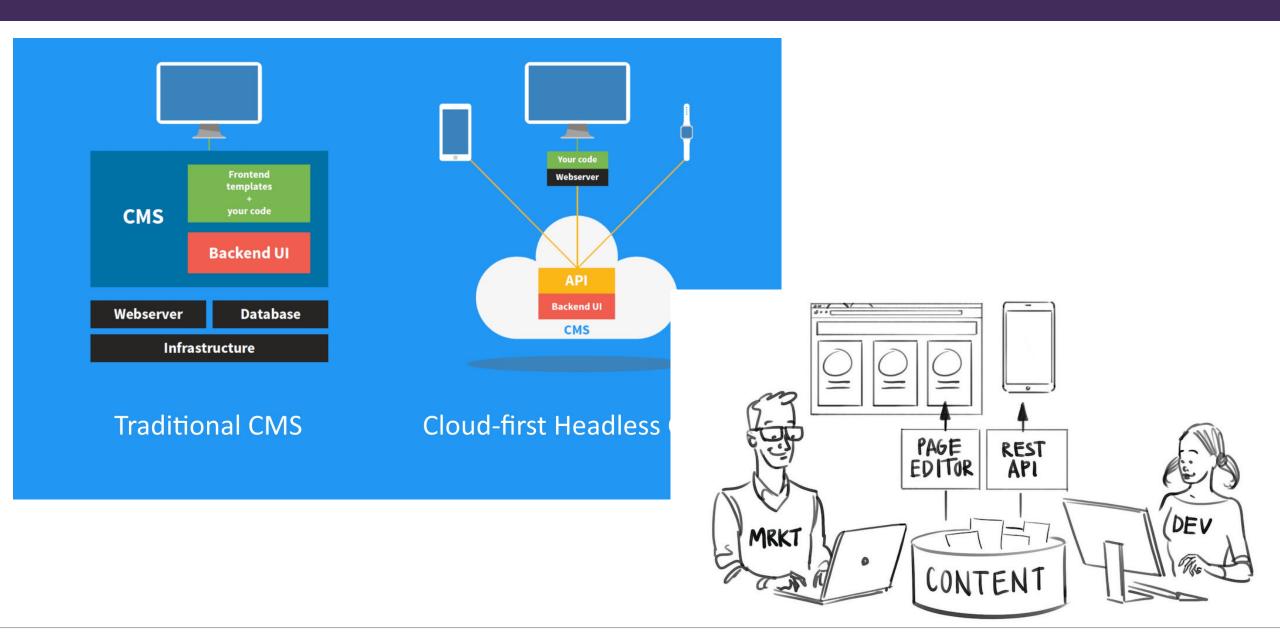


Long-term Total Cost

HIGHLY FRAGMENTED

- Traditional analyst firms (Forrester, Gartner) miss breadth of market
- PaaS still predominates over SaaS
- Significant competition persists around usability and editorial model "fit"
- Competition on architecture too, but: emergence of "head optional" as dominant model
- General market squeeze: pressure on top tier players from below
- This has led to expansion into adjacent spaces among major players

Architectural Considerations: "Headless" and "Hybrid"



How to Evaluate & Select

Term of the Day....

"Design-Thinking" **Business-focused Team-based Empirical Iterative Adaptive**

DIGITAL REALITY CHECKS

2

The Right Way To Select Technology



GET THE REAL STORY ON FINDING THE BEST FIT

TONY BYRNE & JARROD GINGRAS



EMPATHIZE (30+):

Create Diverse User Stories

DEFINE (6-8):

Create RFP and Vendor Shortlist

IDEATE (4):

Review Proposals and Demos

PROTOTYPE (2):

Hands-on Bake-off

TEST (1):

Optional PoC

Testable Narratives

Part Science, Part Art....



4.2.2 Scenario 2: Creating a new microsite

| • | User Task Profile Targeted | Central Editor | | | | | |
|---|----------------------------|--|--|--|--|--|--|
| | Subject Persona | Ben, his boss Louise and Towson partner Bill | | | | | |
| | Scenario Description | Creating an Institute Microsite | | | | | |

Background:

Towson has created a public-private venture with Megg-Jason mutual funds to establish an "Institute for Ethical Finance." Ben has been tasked with creating an initial microsite to describe the venture and solicit individuals to sign up for more information.

Objective:

Towson needs to spin out basic microsites from an existing microsite template on a regular basis.

Narrative:

Ben logs into the CMS and navigates to the area where he can select among existing microsite templates. The system allows him to create a new one from a master template or clone an existing site. The microsite master has some basic Towson branding and simple navigation for four or five pages plus a lead-generation form.

Ben then configures the entire microsite, including:

EMPATHIZE:

Create Diverse User Stories

DEFINE (6-8):

Create RFP and Vendor Shortlist

IDEATE (4):

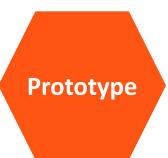
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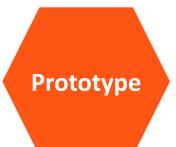


Conduct competitive proofs-of concept:

DO NOT SKIP!

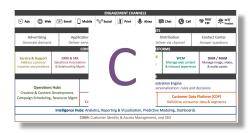
- Real scenarios
- Real ("dummy") data
- Real people
- Real environment

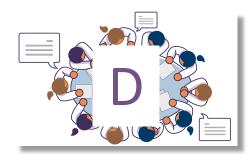


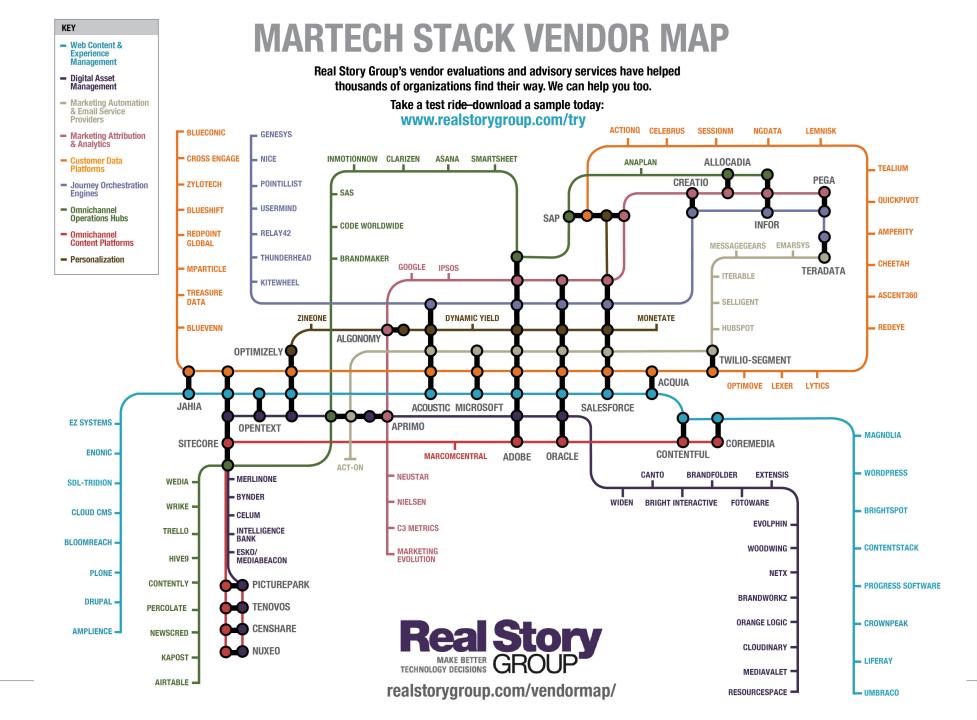












Key Take-Aways

- 1. WCM Marketplace is fragmented, but compressing
- 2. Cautions around top and bottom of market
- 3. Top of market is over-stretching horizontally, and over-weighted with technical debt and complexity
- 4. Apply design-thinking to tech selection if you want solutions that will really work for your teams
- 5. Remain cautious about "headless-only"
- 6. Select in the context of your broader stack, and understand that key services likely to reside elsewhere: DAM / CDP / Personalization / Etc.

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