The Right Way to Select a New WCM Platform

Tony Byrne – Founder
July, 2021
A Different Kind of Analyst Firm...

A Story...

<table>
<thead>
<tr>
<th>GEEKS</th>
<th>MYSTICS</th>
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<table>
<thead>
<tr>
<th>LOSERS</th>
<th>POSERS</th>
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“the mystical quadrant”

<table>
<thead>
<tr>
<th>INDEPENDENCE FACTORS</th>
<th>REAL STORY GROUP</th>
<th>OTHER FIRMS</th>
</tr>
</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>
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MARTECH STACK VENDOR MAP

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WCM PAST & FUTURE
Evolution Part 1: Reference Model for the 2000s - Multichannel

Content in / Content out

Source Content
- DB: 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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Model for the 2010s: Horizontal Integration

MAJOR CHANNELS

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

PRODUCTION, INTERACTION, & DELIVERY SERVICES

- CDN
  Speed digital delivery
- OVP
  Deliver Streaming Video
- Optimization
  Analyze, test, and improve
- Mobile Middleware
  Custom mobile experiences
- Community
  Discussions and profiles
- Consumer Analytics
  Collect and report on behavior
- Portals
  Transact business
- Page Layout
  Develop Print materials and packaging
- 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
Forrester and Gartner on DXP: Doubling Down on the 2010s
Silo Problem: **Isolated, Disjointed, Inconsistent Customer Experiences**

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

- **Content**
- **Data**
- **Rules**
- **Planning**
- **Analytics**
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
Reference Architecture Model for the 2020s: Omnichannel CX Stack

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<tr>
<th>ENGAGEMENT CHANNELS</th>
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<th>INTERACTION &amp; DELIVERY ENVIRONMENTS</th>
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<td>Advertising</td>
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<td>Generate demand</td>
</tr>
<tr>
<td>Applications</td>
</tr>
<tr>
<td>Deliver services</td>
</tr>
<tr>
<td>E-commerce</td>
</tr>
<tr>
<td>Sell things</td>
</tr>
<tr>
<td>Distribution</td>
</tr>
<tr>
<td>Deliver via channel</td>
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<tr>
<td>Contact Center</td>
</tr>
<tr>
<td>Answer questions</td>
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<th>CONTENT &amp; ENGAGEMENT MANAGEMENT PLATFORMS</th>
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<td>Service &amp; Support</td>
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<tr>
<td>Address customer inquiries and problems</td>
</tr>
<tr>
<td>CRM &amp; SFA</td>
</tr>
<tr>
<td>Salesforce Automation &amp; Relationship Mgmt</td>
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<tr>
<td>Engage in social media &amp; communities</td>
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<td>Manage web content &amp; inbound experience</td>
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<td>DAM / MAM</td>
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<tr>
<td>Manage image, video, &amp; audio assets</td>
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<th>ENTERPRISE FOUNDATION PLATFORMS</th>
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<tr>
<td>Operations Hubs</td>
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<tr>
<td>Creative &amp; Content Development,</td>
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<tr>
<td>Campaign Scheduling, Resource Mgmt</td>
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<td>Content object store for base components</td>
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<td>Customer Data Platform (CDP)</td>
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<td>Definitive consumer data &amp; segments</td>
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**Personalization Platforms:** Customizing individual experiences

**Intelligence Hubs:** Analytics, Reporting & Visualization, Predictive Modeling, Dashboards
## Reference Architecture Model for the 2020s: Omnichannel CX Stack

### Engagement Channels

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### Interaction & Delivery Environments

- **Advertising**
  - Generate demand

- **Applications**
  - Deliver services

- **E-commerce**
  - 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

- **Personalization Platforms**:
  - Customizing individual experiences

- **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
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
2
FRAGMENTED BUT EVOLVING MARKETPLACE
WCM Marketplace: Complexity Spectrum

**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”

Traditional CMS

Cloud-first Headless
How to Evaluate & Select
Term of the Day....

“Design-Thinking”
Business-focused
Team-based
Empirical
Iterative
Adaptive
How to Filter...

**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
4.2.2 Scenario 2: Creating a new microsite

<table>
<thead>
<tr>
<th>User Task Profile Targeted</th>
<th>Central Editor</th>
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</thead>
<tbody>
<tr>
<td><strong>Subject Persona</strong></td>
<td>Ben, his boss Louise and Towson partner Bill</td>
</tr>
<tr>
<td><strong>Scenario Description</strong></td>
<td>Creating an Institute Microsite</td>
</tr>
</tbody>
</table>

**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:
Conduct competitive proofs-of-concept:
- Real scenarios
- Real ("dummy") data
- Real people
- Real environment
KEY TAKE-AWAYS
MARTECH STACK VENDOR MAP

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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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