Blurred Lines: Where Should CDP Stop and Journey Orchestration Engines Begin?

November, 2020

linkedin.com/company/realstorygroup
www.realstorygroup.com
OMNICHANNEL STACK VENDOR MAP

Real Story Group’s vendor evaluations and advisory services have helped thousands of organizations find their way. We can help you too.

Take a test ride - download a sample today:
www.realstorygroup.com/try
Context: Ideal Customer Engagement

Get the right content and message...

To the right person...

In the right context...

At the right time...

...And measure the effectiveness
# 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>
</tr>
</thead>
<tbody>
<tr>
<td>Engagement Silo</td>
<td>Engagement Silo</td>
<td>Engagement Silo</td>
<td>Engagement Silo</td>
<td>Engagement Silo</td>
<td>Engagement Silo</td>
<td>Engagement Silo</td>
<td>Engagement Silo</td>
<td>Engagement Silo</td>
<td>Engagement Silo</td>
<td>Engagement Silo</td>
</tr>
</tbody>
</table>

- **Content**: Content
- **Data**: Data
- **Decisions**: Decisions
- **Planning**: Planning
- **Analytics**: 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 Decisions
- **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

## ENGAGEMENT CHANNELS

<table>
<thead>
<tr>
<th>Channel</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ads</td>
<td></td>
</tr>
<tr>
<td>Web</td>
<td></td>
</tr>
<tr>
<td>Email</td>
<td></td>
</tr>
<tr>
<td>Mobile</td>
<td></td>
</tr>
<tr>
<td>Social</td>
<td></td>
</tr>
<tr>
<td>Print</td>
<td></td>
</tr>
<tr>
<td>Voice</td>
<td></td>
</tr>
<tr>
<td>Chat</td>
<td></td>
</tr>
<tr>
<td>Call</td>
<td></td>
</tr>
<tr>
<td>PoS/F2F</td>
<td></td>
</tr>
<tr>
<td>IoT/Product</td>
<td></td>
</tr>
</tbody>
</table>

## INTERACTION & DELIVERY ENVIRONMENTS

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

## CONTENT & ENGAGEMENT MANAGEMENT PLATFORMS

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

## ENTERPRISE FOUNDATION PLATFORMS

<table>
<thead>
<tr>
<th>Platform</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operations Hubs</td>
<td>Creative &amp; Content Development, Campaign Scheduling, Resource Mgmt</td>
</tr>
<tr>
<td>Journey Orchestration Engine</td>
<td>Omnichannel engagement and personalization: rules and decisions</td>
</tr>
<tr>
<td>Omnichannel Content Platform</td>
<td>Content object store for base components</td>
</tr>
<tr>
<td>Customer Data Platform (CDP)</td>
<td>Definitive consumer data &amp; segments</td>
</tr>
<tr>
<td>Intelligence Hubs: Processing, Analytics, Reporting &amp; Visualization, Predictive Modeling, Dashboards</td>
<td></td>
</tr>
<tr>
<td>CIAM: Customer Identity &amp; Access Management, and SSO</td>
<td></td>
</tr>
</tbody>
</table>
Evolution of CDPs
Ten Potential CDP Business Use Case Categories

Key Considerations:
• Not all CDP vendors support all use cases, or support them evenly
• Best practice to prioritize business importance among them
CDP Logo Landscape

Suite Vendors

Pure-Play Platforms

Microsoft
SAP
Adobe
salesforce
acoustic
ORACLE
arm
Treasure Data
blueshift
BlueVenn
evergage
Lytics
RedEye
NG DATA
mparticle
ACTIONIQ
REDPOINT GLOBAL
optimove
TEALIUM
CrossEngage
Segment
Amperity
Ascent
AGIL ONE
celebros
QuickPivot

www.realstorygroup.com
Copyright © 2020 RSG
Evolving Orchestration Market
Most of us are here
2020 Journey Orchestration Engine Logo Landscape

MarTech Suites
- salesforce
- ORACLE
- HCL
- Adobe

BPM-Oriented
- infor
- Creatio
- PEGA

Journey Analytics
- Pointillist
- teradata

Pure-Play
- THUNDERHEAD
- usermind
- kitewheel
- Relay42

Contact Center-Oriented
- NICE
- GENESYS
Experienced Vendors Have Mature Offerings, But...

Figure: Teradata’s web UI for creating and managing customer journeys
Bundled data management (some) plus orchestration

Figure: Infor provides a visual interface for both segmentation as well as journey management.
Calling Some Maturity Questions

Some current challenges:

- Breadth of scope?
- Technical independence?
- Enterprise governance?
- Skill sets?
- Journey listening and analytics is HARD
- Is this where *personalization* lives in the future? A: Yes!
3

Recommendations
### Reference Architecture Model for the 2020s: Some Choices

#### ENGAGEMENT CHANNELS

<table>
<thead>
<tr>
<th>Ads</th>
<th>Web</th>
<th>Email</th>
<th>Mobile</th>
<th>Social</th>
<th>Print</th>
<th>Voice</th>
<th>Chat</th>
<th>Call</th>
<th>PoS/F2F</th>
<th>IoT/Product</th>
</tr>
</thead>
</table>

#### INTERACTION & DELIVERY ENVIRONMENTS

<table>
<thead>
<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>

#### 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**
  - Creative & Content Development, Campaign Scheduling, Resource Mgmt

- **Journey Orchestration Engine**
  - Omnichannel engagement and personalization: rules and decisions

- **Omnichannel Content Platform**
  - Content object store for base components

- **Customer Data Platform (CDP)**
  - Definitive consumer data & segments

- **Intelligence Hubs**: Processing, Analytics, Reporting & Visualization, Predictive Modeling, Dashboards

- **CIAM**: Customer Identity & Access Management, and SSO

---

Copyright, © 2020 - Real Story Group
MarTech Vendors Supporting Outbound Journeys…

Figure: Oracle’s program designer – very messaging oriented. Ditto for Adobe Campaign
Key Take-Aways

1. Don’t purchase a CDP until you figure out where it will sit in your stack – you might have short- and long-term stories here...

2. JOE technology – and enterprise journey ops – remain immature but promising

3. Indie personalization platforms will fill some space for omnichannel decisioning that JOE vendors don’t adequately occupy today

4. In the meantime, it’s OK to work on your channel-specific personalization game – everyone else is!

5. But to do that effectively, you must put your customer data house in order...

6. Meta story: do your research – RSG can help you here... 😊