Web Content Management in a Post-DXP World

Tony Byrne & Apoorv Durga
July, 2022
A Different Kind of Analyst Firm...

```
<table>
<thead>
<tr>
<th></th>
<th>GEEKS</th>
<th>MYSTICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOSERS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>POSERS</td>
<td></td>
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</tbody>
</table>
```

“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>
</table>
Evolution Part 1: Reference Model for the 2000s - Multichannel

Content in / Content out

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

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

CMS
Editorial Workflow
Business Rules
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
- Mobile Middleware
  Custom mobile experiences
- Optimization
  Analyze, test, and improve
- E-commerce
  Conduct Transactions
- Consumer Analytics
  Collect and report on behavior
- 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 Soup

BI
Analytics
PIM
MDM
ERP
CRM

DXP
Silo Problem: **Isolated, Disjointed, Inconsistent Customer Experiences**

- **Ads**
  - Content
  - Data
  - Rules
  - Planning
  - Analytics

- **Web**
  - Content
  - Data
  - Rules
  - Planning
  - Analytics

- **Email**
  - Content
  - Data
  - Rules
  - Planning
  - Analytics

- **Mobile**
  - Content
  - Data
  - Rules
  - Planning
  - Analytics

- **Social**
  - Content
  - Data
  - Rules
  - Planning
  - Analytics

- **Print**
  - Content
  - Data
  - Rules
  - Planning
  - Analytics

- **Alexa**
  - Content
  - Data
  - Rules
  - Planning
  - Analytics

- **Chat**
  - Content
  - Data
  - Rules
  - Planning
  - Analytics

- **Call**
  - Content
  - Data
  - Rules
  - Planning
  - Analytics

- **PoS/F2F**
  - Content
  - Data
  - Rules
  - Planning
  - Analytics

- **IoT/Product**
  - Content
  - Data
  - Rules
  - Planning
  - Analytics

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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 SERVICES

<table>
<thead>
<tr>
<th>Service</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Care</td>
<td>Manage customer inquiries</td>
</tr>
<tr>
<td>CRM &amp; SFA</td>
<td>Automate sales &amp; manage relationships</td>
</tr>
<tr>
<td>Social Media Management</td>
<td>Engage in social media &amp; communities</td>
</tr>
<tr>
<td>Outbound Marketing</td>
<td>Manage campaigns &amp; deliver messages</td>
</tr>
<tr>
<td>WCM</td>
<td>Manage web content &amp; inbound experiences</td>
</tr>
<tr>
<td>Ecommerce</td>
<td>Manage commercial activity</td>
</tr>
</tbody>
</table>

## 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>
<tr>
<td>Alexa</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>
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<tr>
<td>IoT/Product</td>
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## INTERACTION & DELIVERY ENVIRONMENTS

<table>
<thead>
<tr>
<th>Environment</th>
<th>Description</th>
</tr>
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<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>Distribution</td>
<td>Deliver via channel</td>
</tr>
<tr>
<td>Storefront</td>
<td>Manage commercial activity</td>
</tr>
<tr>
<td>Contact Center</td>
<td>Answer questions</td>
</tr>
</tbody>
</table>

## ENTERPRISE FOUNDATION SERVICES

- **Omnichannel Content Services**: Manage components fueled with data
- **Digital Asset Management**: Manage rich media & brand assets
- **Product Information Management**: Manage catalog structure, info, pricing
- **Customer Data Activation**: Manage actionable data & segments
- **Customer Data Operations**: Ingest, process, and unify customer data
- **Enterprise Data Intelligence**: Analytics, Modeling, Reporting
- **Experience Optimization**: Omnichannel test & improve
- **Omnichannel Personalization**: Customize individual experiences
- **Journey Orchestration**: Set decisions for omnichannel engagement

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**Enterprise Integration**: Data Collection, API Gateways, Eventing, Messaging, etc.
THREE IMPLICATIONS FOR LICENSEES
Opportunity: Get simpler at the engagement tier.

...Invest low and simplify high

Focus on WCM...
Architectural Considerations: Composable Means Hybrid

Traditional CMS

Cloud-first Headless
Enterprise Digital Content Management: Future Vision

INTERACTION ENVIRONMENTS

- Advertising: Generate demand
- Contact Center: Answer questions
- Applications/Portal: Deliver services
- Dealerships: F2F Engagement
- Websites: Deliver information
- Online Storefronts: Sell things

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

ENGAGEMENT SERVICES

- Customer Loyalty: Manage rewards logic and redemptions
- Sales & Support: Automate sales, Manage relationships
- Social Media Mgmt: Engage in social media & communities
- Outbound Marketing: Manage campaigns, Deliver messages
- WCM: Manage web content & inbound experiences
- Ecommerce: Manage commercial activity

RE-USABLE AND TRACKABLE CONTENT / ASSET / PRODUCT COMPONENTS

Omnichannel Content Services
- Manage components fueled with data

Omnichannel Content Platform
- Digital Asset Management: Manage rich media & brand assets

Product Information: Manage unified, core product information

Translation Management Service
- Unified translation process
AN EVOLVING WCM 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
Key Take-Aways for 2022-2021

1. Major CMS vendors dropped the ball in pursuit of DXP dreams
2. Top of market is now over-stretched horizontally, and over-weighted with technical debt and complexity
3. Meanwhile, scope of WCM has narrowed in the broader MarTech stack
4. Meta-trend around externalization of previously bundled services:
   - Content operations
   - A/B testing and optimization
   - Personalization
   - Analytics
   - DAM and other component assets
5. Vendors promoting “composable” DXPs: Caution here…
6. Remain cautious about “headless-only” – headless is a feature not a goal
7. “Back to the basics” of managing digital content effectively
Stay in Touch...

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