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PANTHEON™
The Platform for Extraordinary Websites

Aligning a Digital Experience Strategy with Your Omni Channel Goals

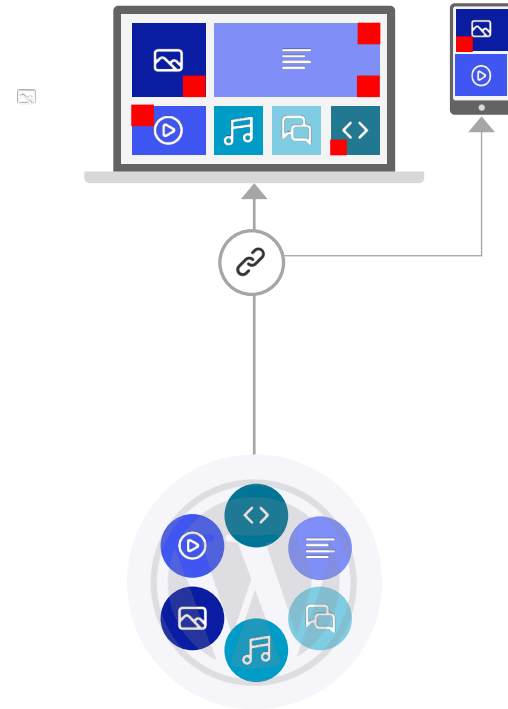Digital Strategy • Web Development • Digital Support Services

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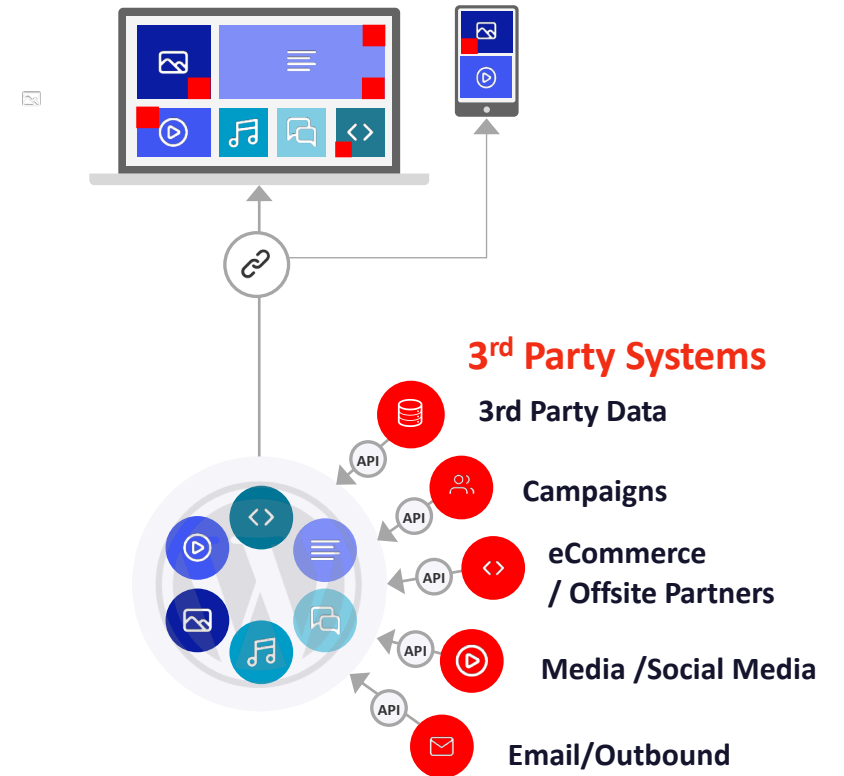
Our # 1 most asked question :

"How do we move from pushing content to delivering a true Omni Channel Experience?"

- What are the differences in Digital Experience Platforms?

- How do we look at the real Total Cost of Ownership?

- What are the factors in reducing wasted resources in Digital workflows?

- What first steps should we think about when looking at a Digital Experience Strategy?

The Good Old Days

Then we started adding things..

3rd Party Systems

3rd Party Data

Campaigns

eCommerce / Offsite Partners

Media /Social Media

Email/Outbound

The 360° Customer Focused Omnichannel Concept

- Every interaction with your Brand should be part of a singular experience, in a word: **Personalized**

- A truly seamless interaction, centered on the customer and their perspective
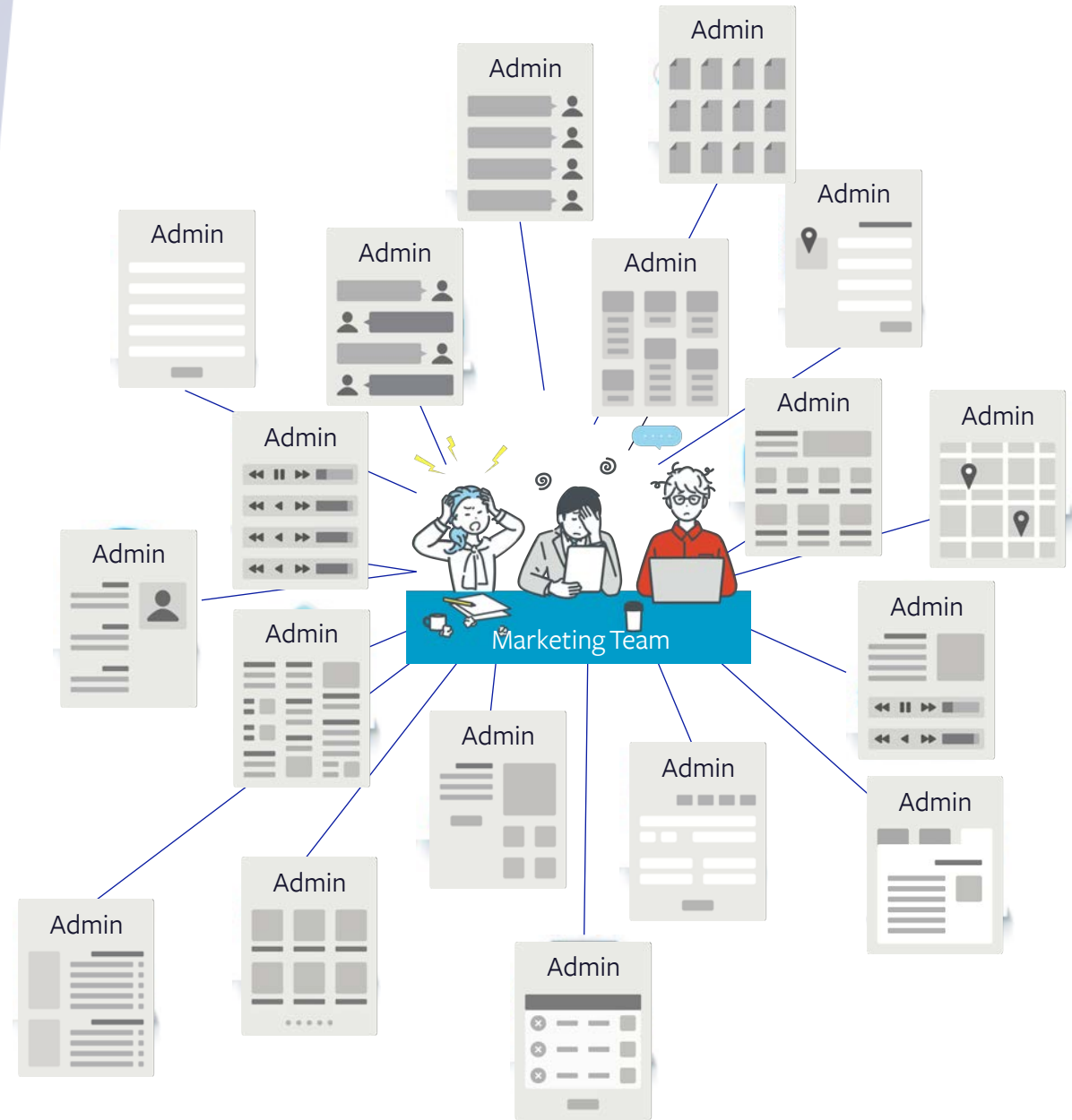
- Leveraging your Brand and Content across any medium

Customer

What really developed was:

"Multi Channel"

The Rush to add Multi Channel

- Most Brands & Enterprises settle for far less than they deserve

  - 15 % are functionally broken

  - 70% Get by with slow & painful manual processes

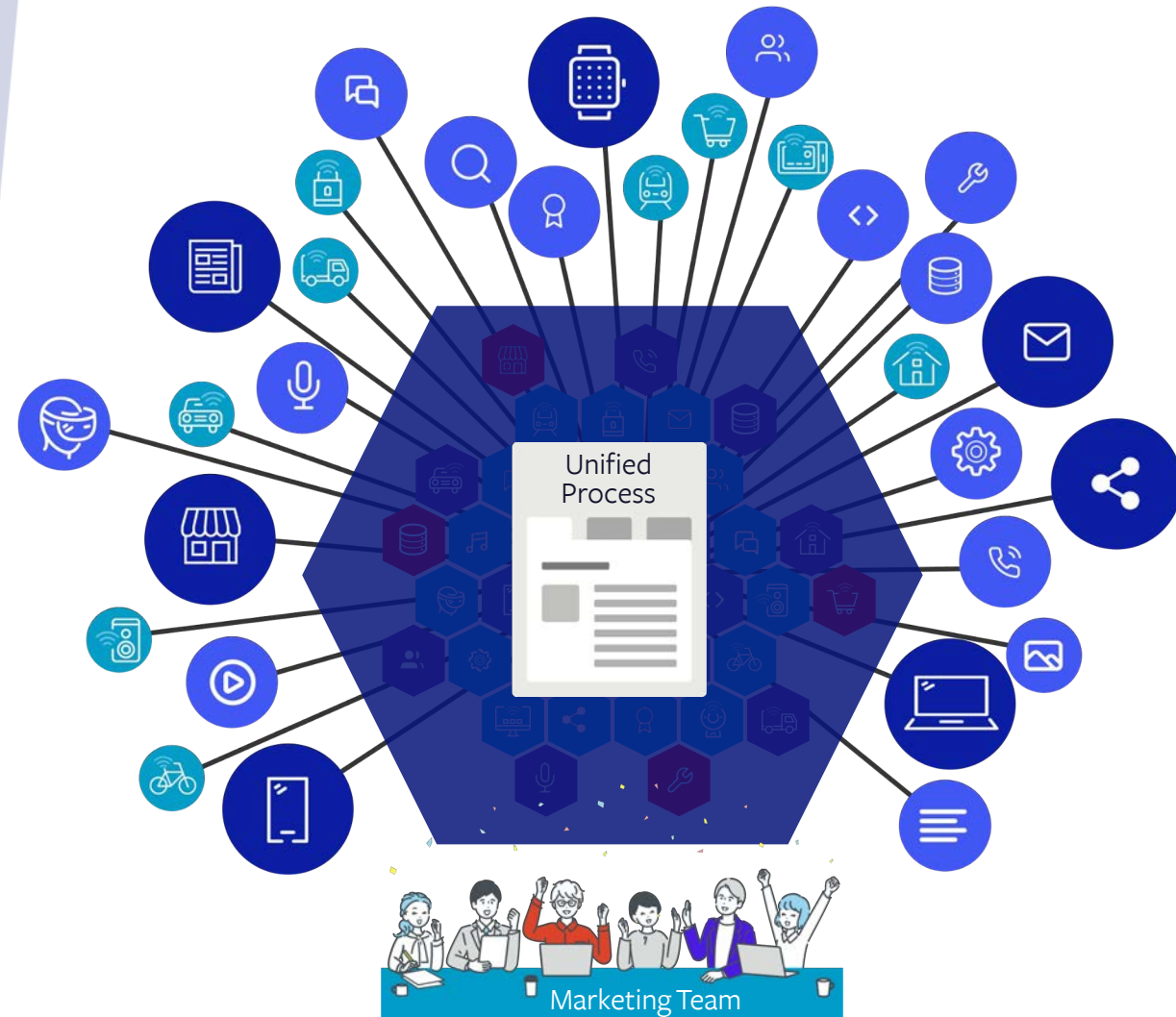 - 15% Are delivering well while meeting business goals

85% of Enterprise Marketing teams still rely on IT/Dev teams for anything more than simple content publishing

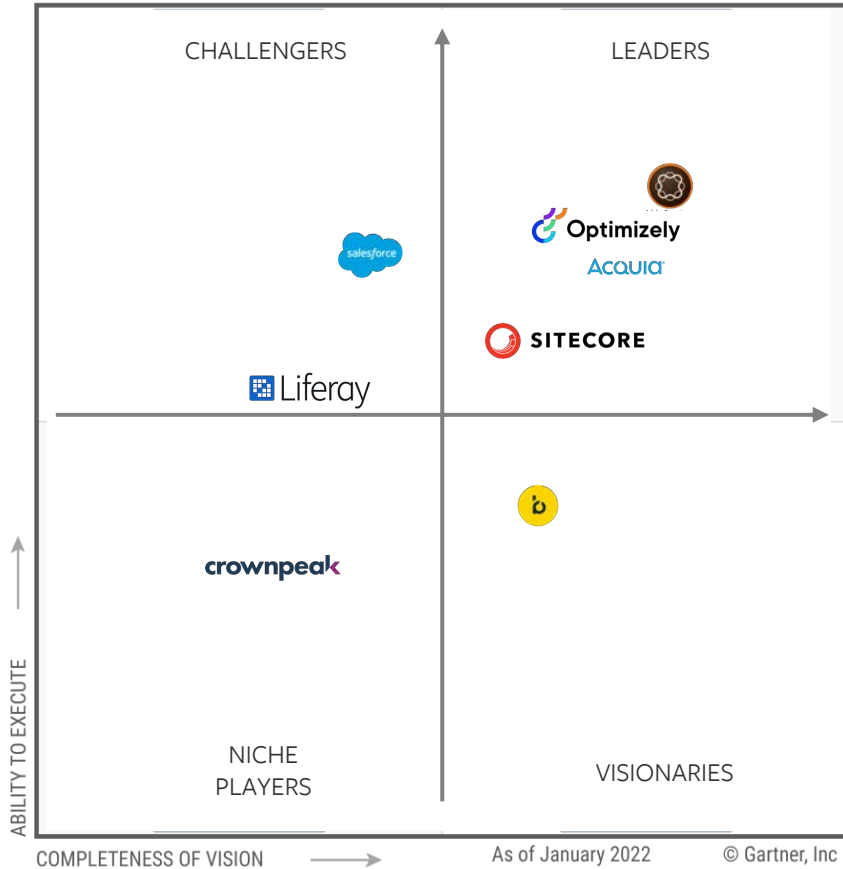What's missing and
how do we improve the
Customers experience
and our workflows?

The Omni Channel Marketer Experience

- For a true Omni Channel strategy to work we need it to remember who is at the center of making it all happen...

- **The Marketer**

Unified Process

Marketing Team

Typical DXP Features for Omni Channel

Figure 1: Magic Quadrant for Digital Experience Platforms

CHALLENGERS

LEADERS

Optimizely

Acquia

salesforce

SITECORE

Liferay

crownpeak

ABILITY TO EXECUTE

NICHE PLAYERS

VISIONARIES

COMPLETENESS OF VISION

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Source: Gartner (February 2022)

Create

- Full Experiential Control
- No-Code/Low-Code Content Creation
- Advanced Page Building
- Atomic Designed Template Architecture
- Omnichannel Publishing - Content as a Service
- Marketing Automation
- Advanced Campaign Tools
- Style Systems
- eCommerce
- Deep 3rd Party Integrations

Optimize

- Personalization/Conditional Content
- Marketing Automation Tools & Integrations
- Native & Extendable Analytics
- Advanced Campaign Tools
- Customer Insight Conversion Optimization
- Artificial Intelligence BI Integrations
- Real Time Customer Profiles
- Lead Management

Manage

- Multi-Site Management
- Multilingual Module
- Publishing/Editorial Workflows
- Collaborative Team/Task Orchestration5
- Complex User Profiles
- Ad Management
- SEO & Campaign Management
- Cross-Channel Campaign Management
- Personal Data Management

Develop / Innovate

- API First Architecture
- Innovate with Faster Time to Market Dev
- Headless Framework Available
- Artificial Intelligence BI Integrations
- Data Privacy/Ownership
- Application/Module Marketplace
- Version Control
- Rapid Development/Deployment
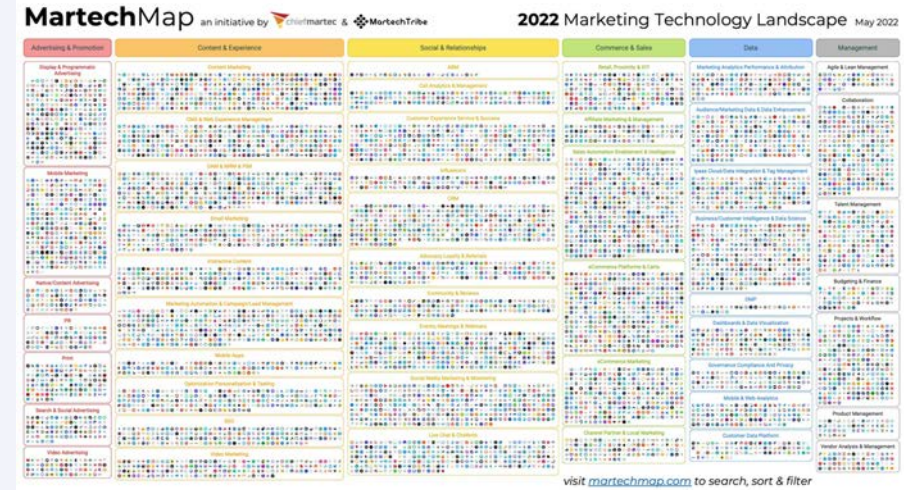- Enterprise Sandbox Environments
- Strong Developer Community

All-in-One DXP's

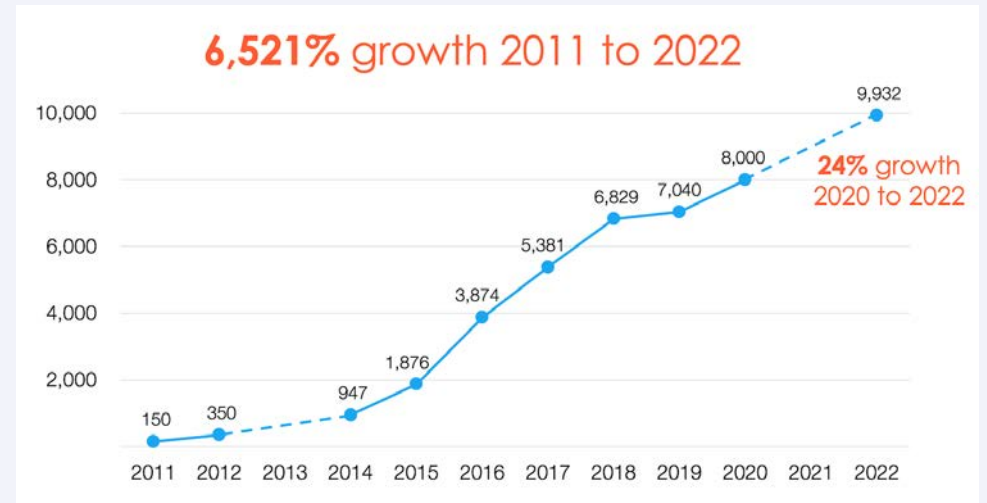Figure 1: Magic Quadrant for Digital Experience Platforms

CHALLENGERS | LEADERS

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NICHE PLAYERS | VISIONARIES

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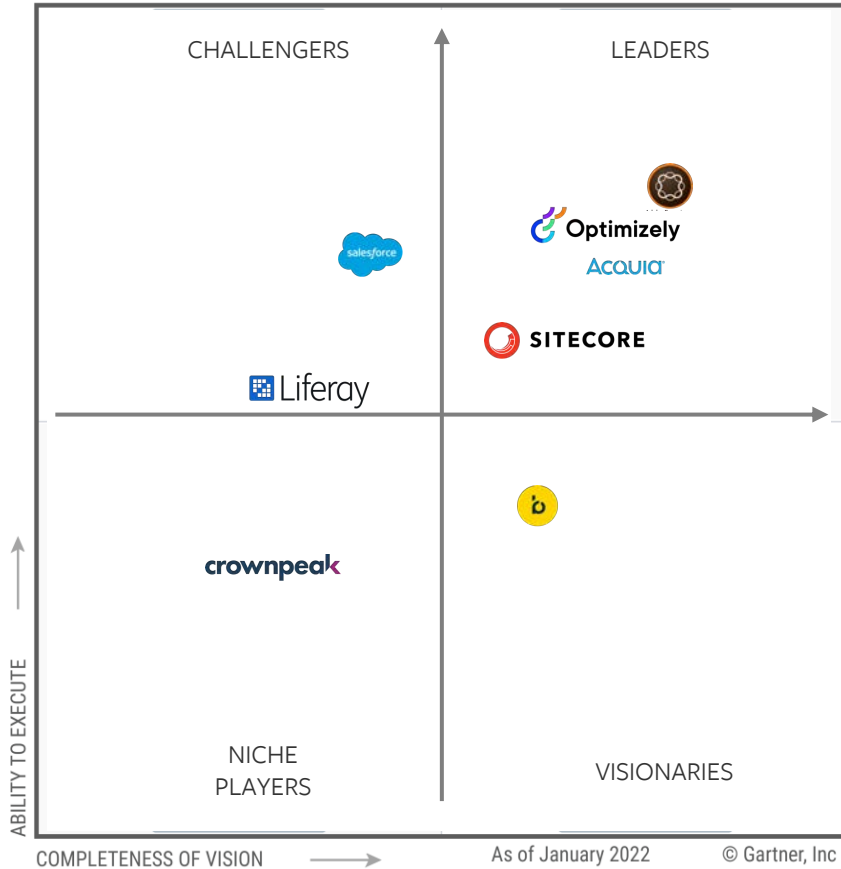
Source: Gartner (February 2022)

The MarTech 9000+

or

6,521% growth 2011 to 2022

24% growth 2020 to 2022

Year	Value
2011	150
2012	350
2014	947
2015	1,876
2016	3,874
2017	5,381
2018	6,829
2019	7,040
2020	8,000
2022	9,932

The Perceived Choices

All-in-One DXP

Composable DXP

Unified Process

Unified Process

But Wait, There's More

Monolithic suites, a classic, all-in-one CMS platform with other MarTech technologies all integrated into one suite purchased from one vendor.

Composable DXPs, a "best-of-breed" strategy that lets a brand choose the best CMS, digital tools, and other MarTech technologies .

Not ALL Composable DXP's are Equal

Black Box – Software Lock Out

- Proprietary Software with Customization and External Integration Limits.

SaaS Platform Lock-In

- Expensive Closed Environment with Workflow Lock-in, High Cost of Customization & Slow External Integration.

Micro Open Source Project

- Gateway Sale, Small Specialized Software Evolved from a Product or Agency's Bespoke Solution not compatible with or supported by a larger community.

Disguised Vendor Lock-in Within OSS

- Customized Framework, originally built on top of Open Source, but Added Code and SaaS Features create Lock-in.
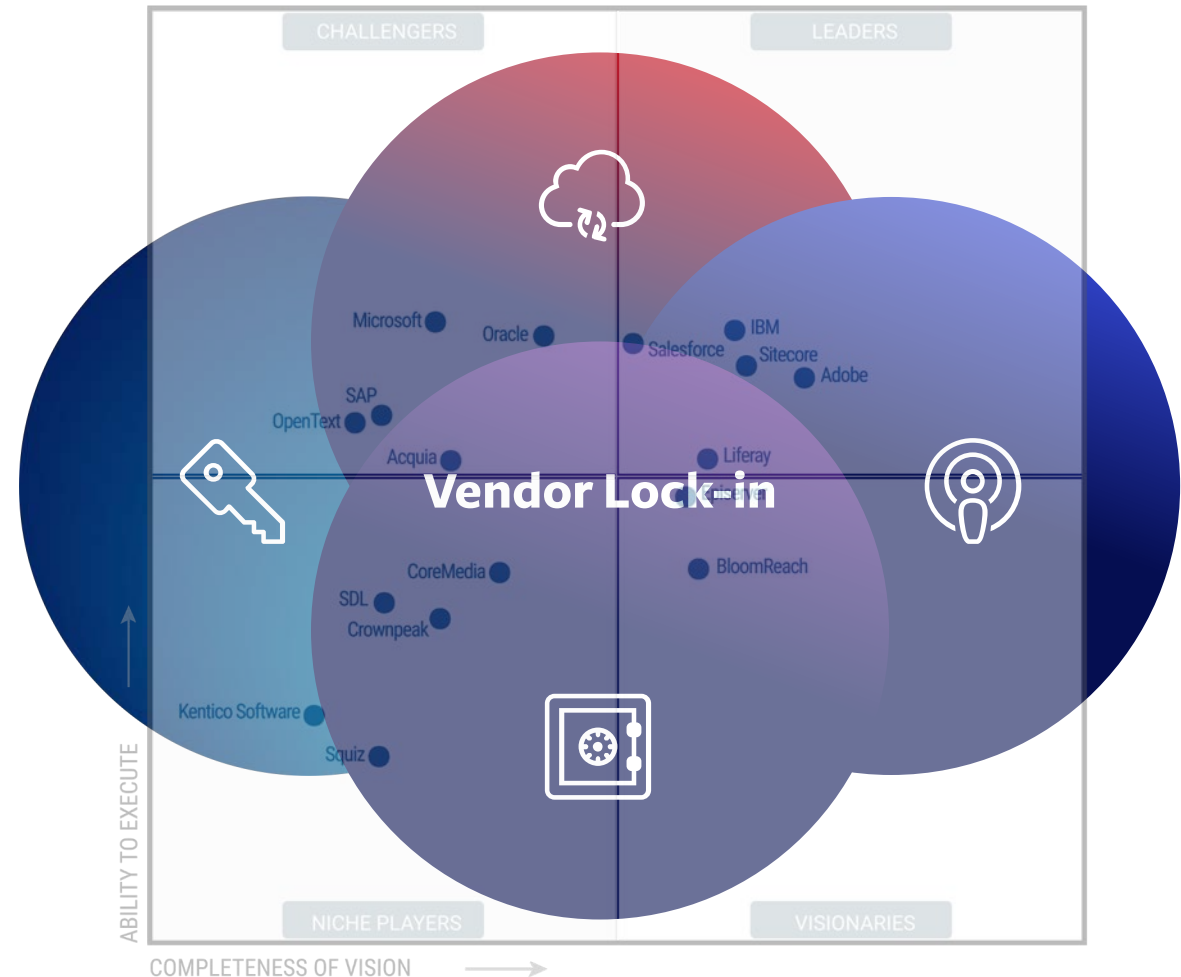
Composable DXP's with an Open Source Core offer even more flexibility
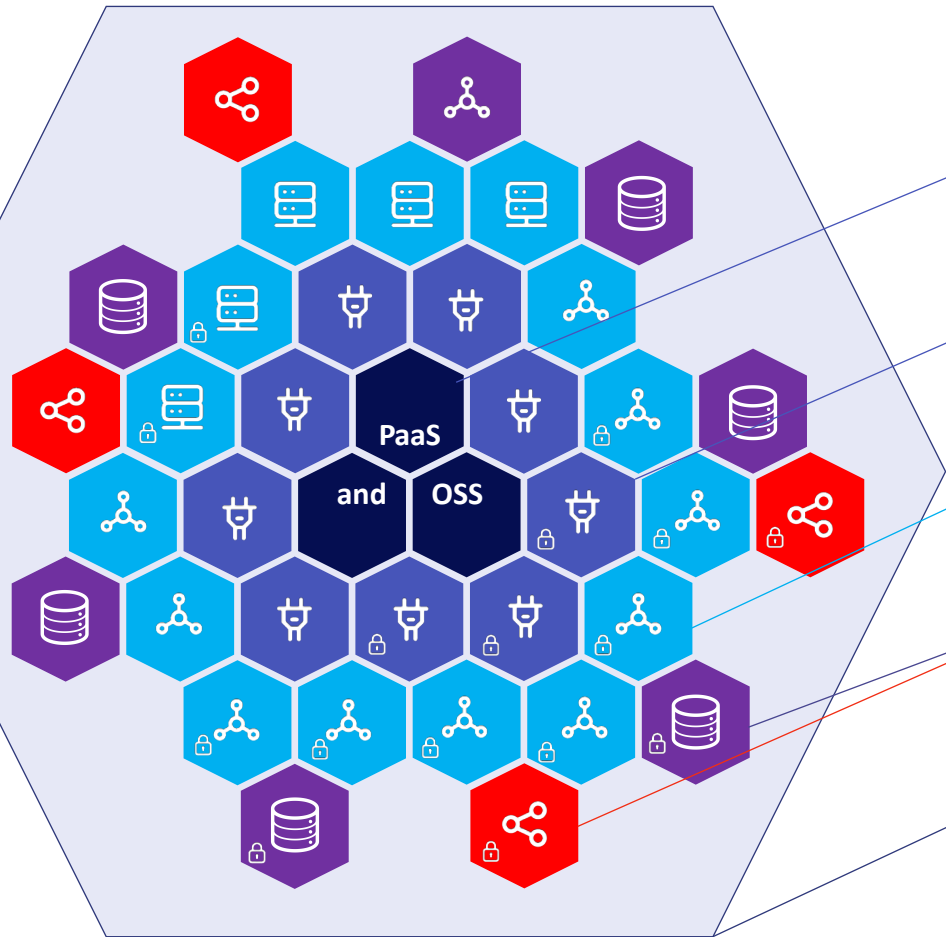
- Foundation PaaS & Open-Source Layer
- Off-the-Shelf & Custom Modules
- Modular Best of Breed SaaS and Software Layer
- Enterprise Integration Layer
- Custom Integration Workflow Layer for Unified Process

PaaS and OSS

Discussion points for your team

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All-in-One DXP Pros and Cons

Possible Pros

- Product is live across a deep install

- Low upfront costs when you adapt to their workflow

- Rapid deployment of the Base Products

- Maintenance and updates should be almost invisible

- A well-defined, orchestrated deployment experience

- True "Single Point" of accountability

Possible Cons

- Customization can be expensive

- Customization and outside integrations could be limited

- Slow road map for innovation held back by same deep install

- Long-term Total Cost of Ownership is high

- Data Access and Ownership

- Cost of Workflow adaptation

Composable DXP Pros and Cons

Possible Pros

- Increased agility and speed

- Less vendor lock-in

- Can be designed with lower starting budgets

- Increased flexibility and scalability

- Evolve at your own pace

- Can be designed for autonomy from IT teams and partners

- Features are scaled easily, based on organizational demand

- Assemble your perfect DXP

Possible Cons

- Lacks signal point of accountability

- Integration expertise is a must

- Initial launch can be delayed if not planned well

- System architecture must be designed for modularity

- Workflow integration of different modules is required

- Possible R&D rabbit holes

- Possible Governance issues

- Maintenance Support Services

Open Source opens more doors for Composable DXP Strategies

- Vast modular ecosystem

- Control over modularity

- Finite control over data ownership

- No vendor lock-in

- No licensing

- Innovate faster through off-the-shelf prototyping of features

- Customize without massive regression risks

- Massive install base provides same level of deep install surety

- Control Over Total Cost of Ownership Savings

Some Examples?

Disney
ABC
Press

8 Brands, Hundreds of Thousands of Episodes with Millions of Assists

Insperity

Advanced Personalization with lower Total Cost of Ownership
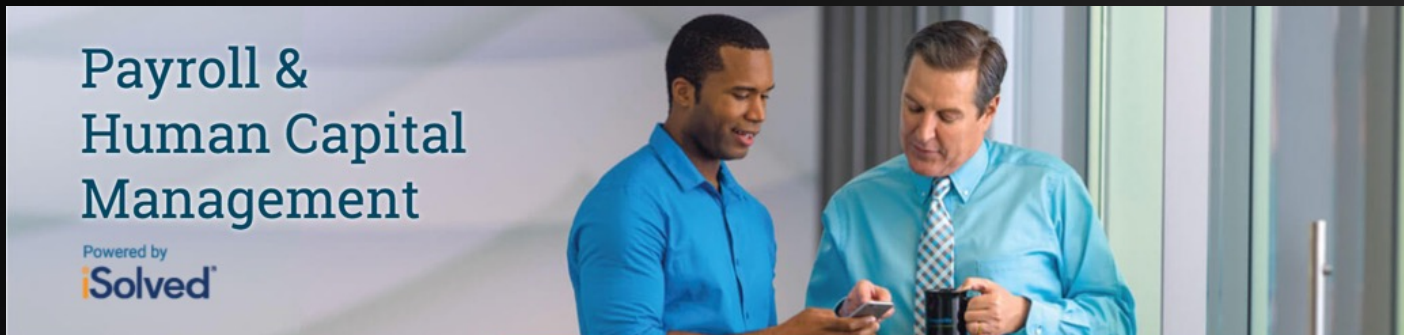
Real Time Progressive Profiling & Customer Personalization

USOPM
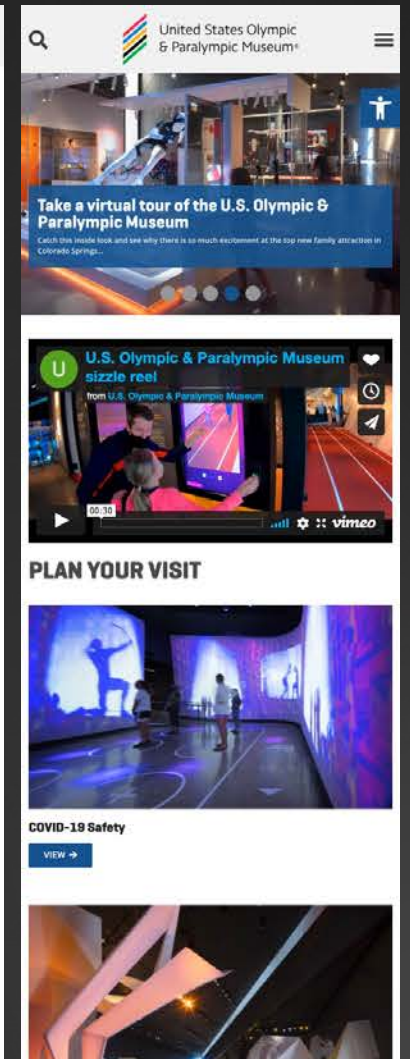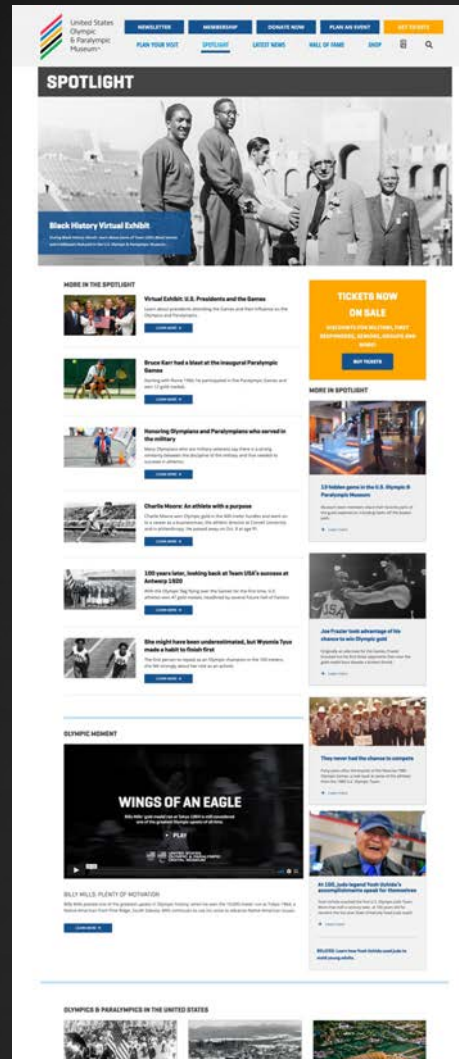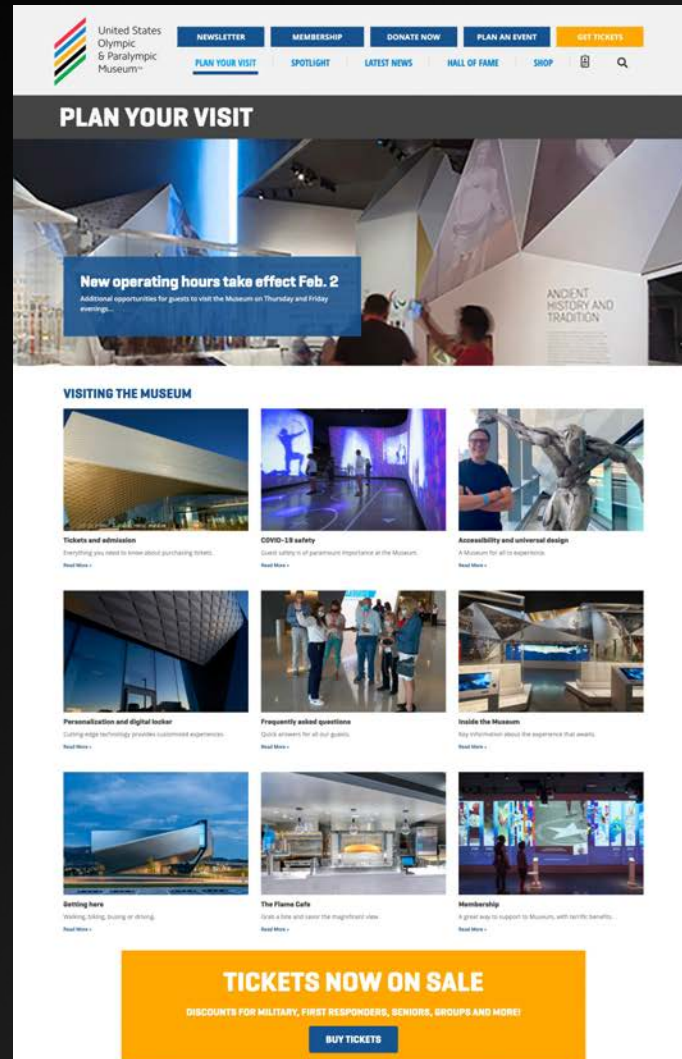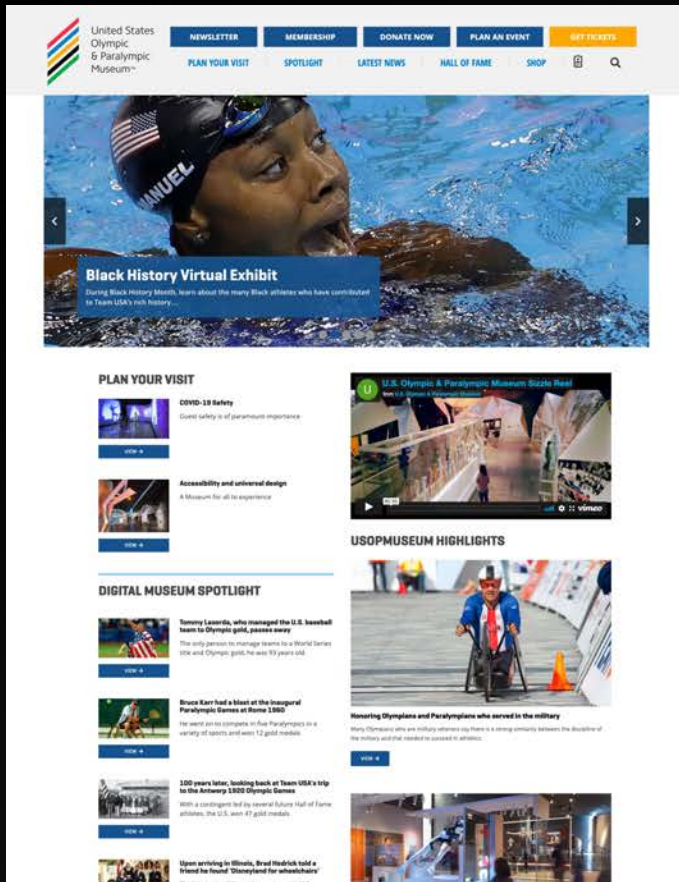
Unifying Your Online and Physical Experience

Emmy Online

Disney Consumer Products

One internet property connecting 42 EPR systems across 56 country's in 12 languages
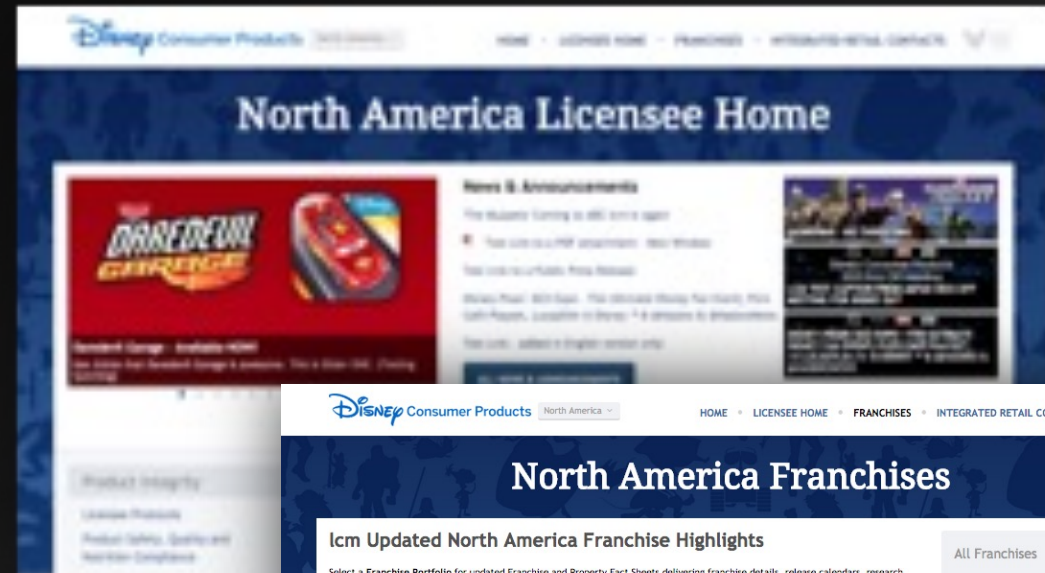
Open Source Based API Hub and Spoke Systems
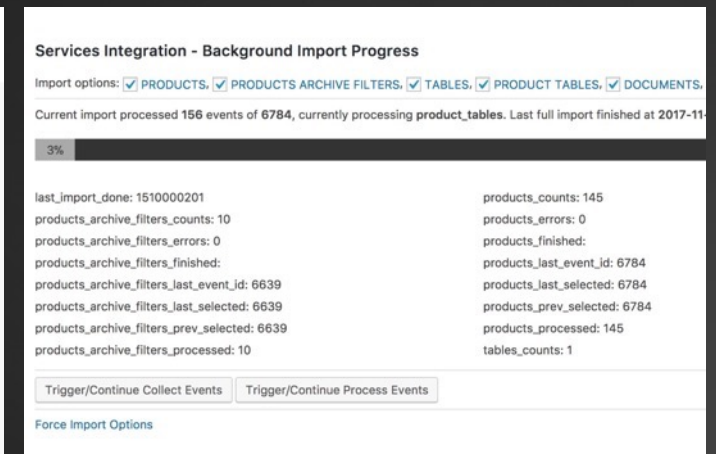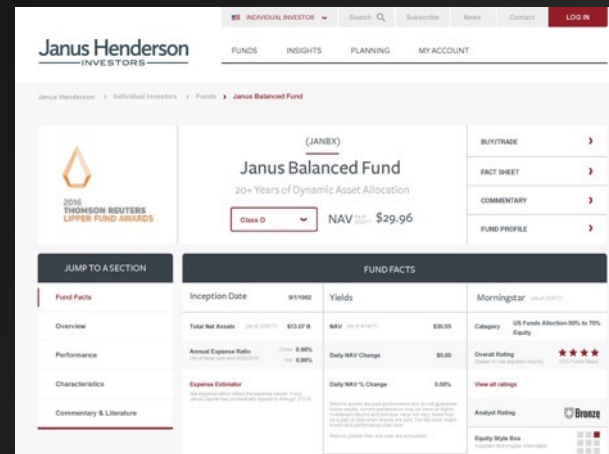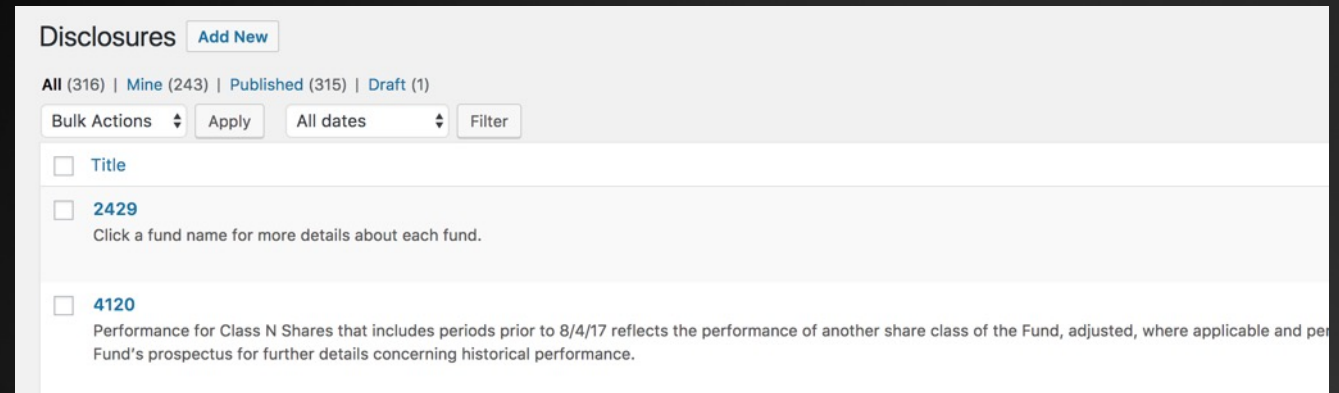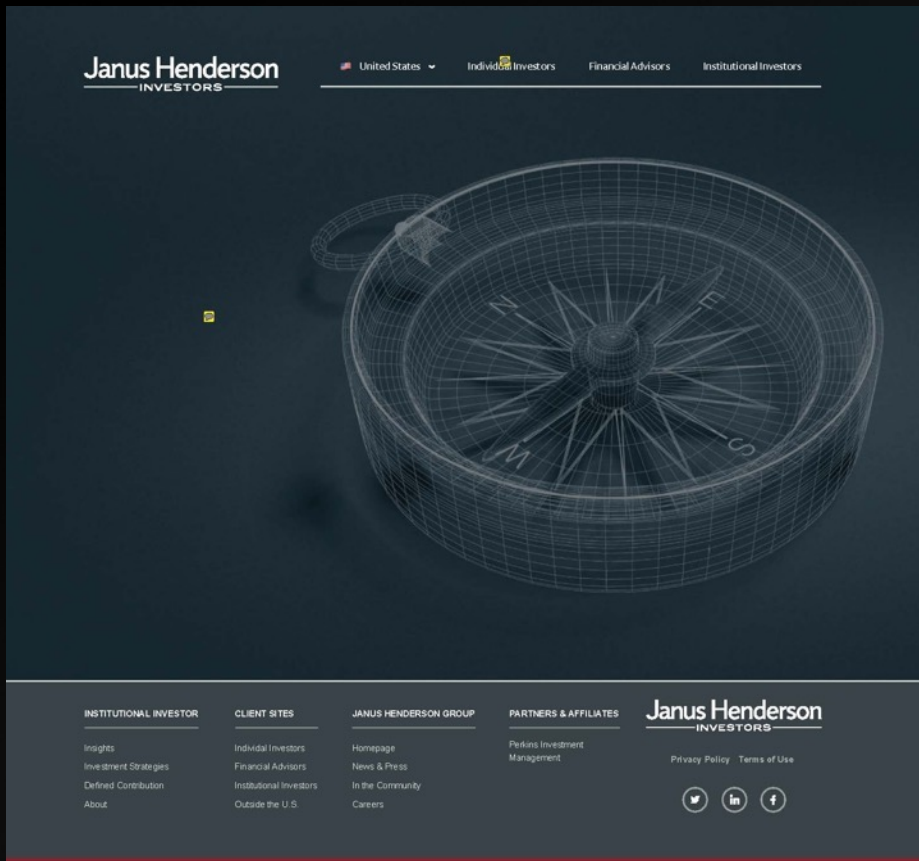
So, what does
a plan look like?

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A guide to Getting Started

- Decide early if this will be done internal or if you need a Subject Matter Expert (SME) Team

- Define how business KPI's will define digital needs going forward

- Involve stakeholders early to stick to outcomes and get buy-in

- Begin inventory of needs at a very high-level before doing a technology evaluation

- Audit current and wish-list workflows from a business and departmental point of view

- Determine how quick your proposed time to value is: Is it a one-time heavy lift, or small iterative sprints

- Work out your roadmap to include costs and any dependencies

- Make your business case, define your goals, and line up providers that align with your vision

- Start your digital transformation journey

Organizations should consider the following questions:

- Where are you in your digital transformation journey?

- What type of organization structure do you have (what types of teams)?

- What are your digital transformation and Omni Channel business goals?

- Can you do a (quick) Directional Workshop to determine goals?

- Are existing digital channels optimized? Do they need functional agility for new channels or does your team's workflows need an overhaul?

- How high is the onboarding barrier to the workflow process?

- Which business workflows are missing, must be kept, or integrated into the solution?

- Are there budget or resource constraints that would affect project timing?

Decision makers
should consider the following questions:

- Do we have a core solution/base platform already? Can this solution be leveraged to scale or easily adapted for our new digital transition?

- How easily do our CMS/Digital marketing tools integrate with our other business tools? Is that data easily sharable between tools?

- What does the team training and workflow implications look like for this new solution?

- Is the workflow customizable as new needs arise? What is the cost basis, is it additive or rip-and-replace? What additional time, budget, or resources will it require to add new feature workflows?

- Do we have the right resources in-house, or do we have a solid partner/vendor support for this transition?

- How often can we expect the product/solution to be updated? Is there a set roadmap, or what is the needed rate of renewal if it's composable?

- How much value does the solution provide over time (ROI) and what is the real Total Cost of Ownership?

- What are the potential "Anti Churn" issues with any parts of this solution?

What we covered:

- Understand the advantages between the various Digital Experience Platforms and their total cost of ownership.

- Understand how DXPs can be customized to your workflows, reducing wasted resources.

- Take the first steps in moving from a standard CMS-only solution to a Digital Experience Strategy that aligns with your organizational strategic direction.