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# Aligning a Digital Experience Strategy with Your Omni Channel Goals

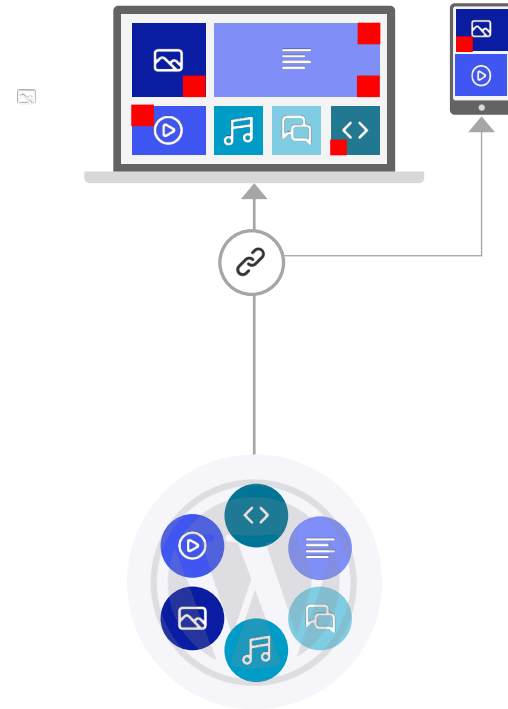
Digital Strategy • Web Development • Digital Support Services

Our #1 most asked question:

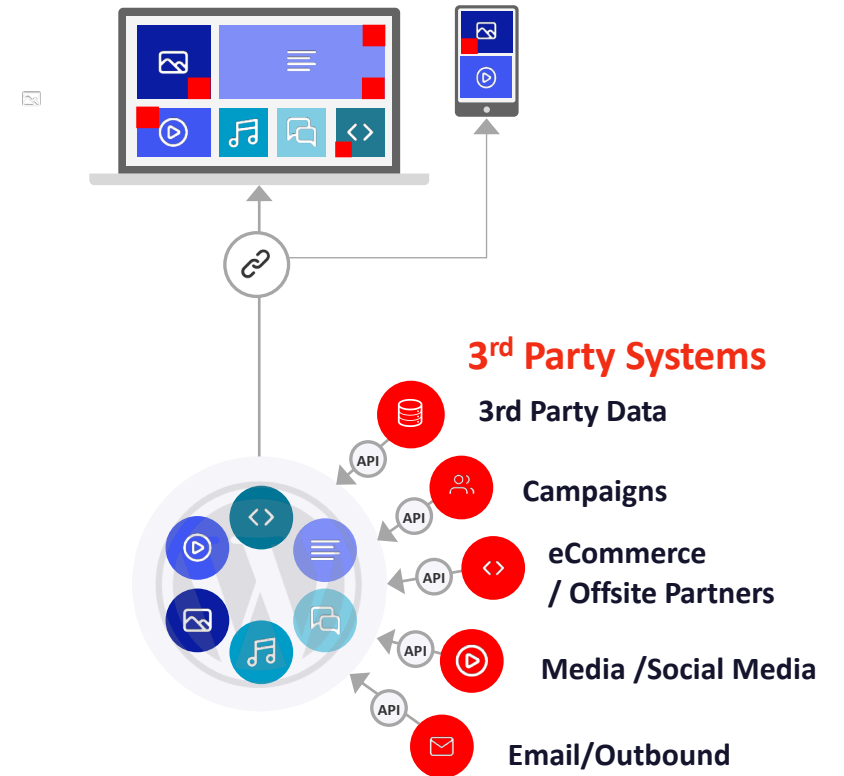
**“How do we move from pushing content to delivering a true Omni Channel Experience?”**

- 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..



# 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



What really developed was:

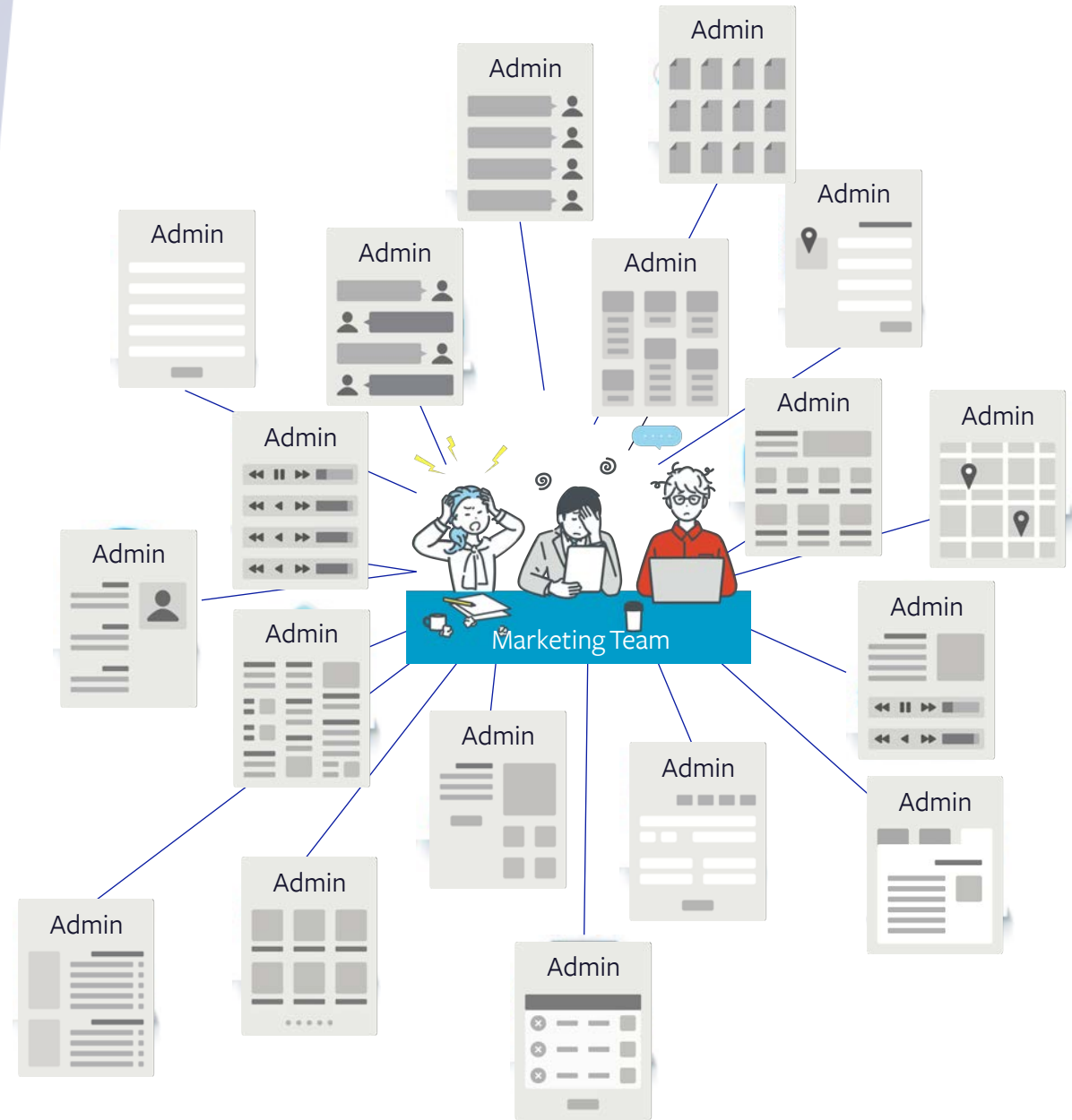
“Multi Channel”





# 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



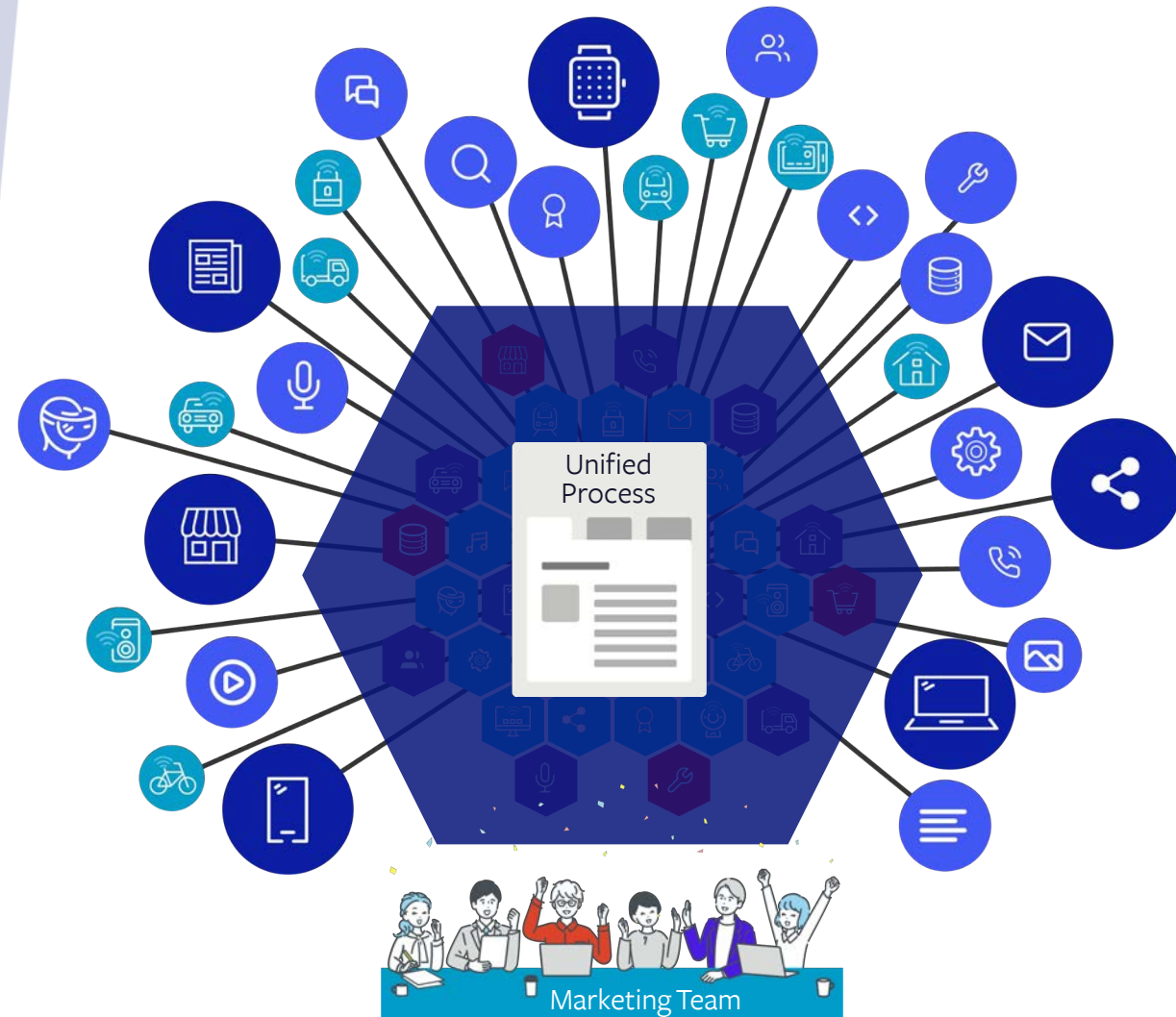
**85% of Enterprise Marketing teams still rely  
on IT/Dev teams for anything more than  
simple content publishing**



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

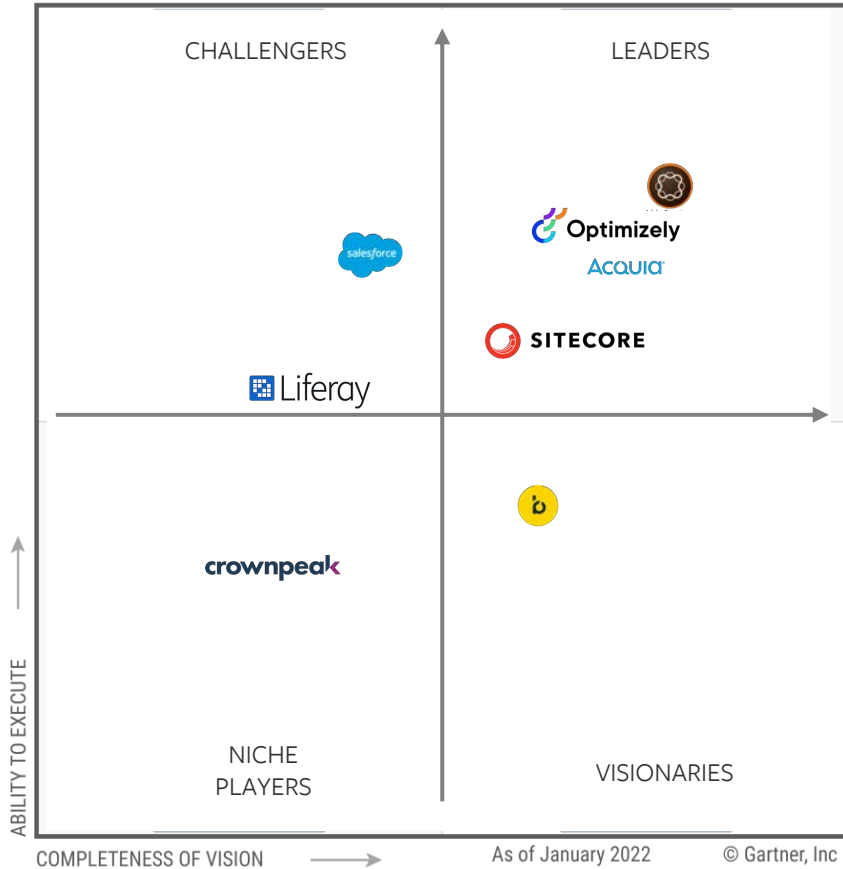
# The Omni Channel Marketer Experience

- 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**



# Typical DXP Features for Omni Channel

Figure 1: Magic Quadrant for Digital Experience Platforms



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 Orchestration
- Complex User Profiles
- Ad Management
- SEO & Campaign Management
- Cross-Channel Campaign Management
- Personal Data Management

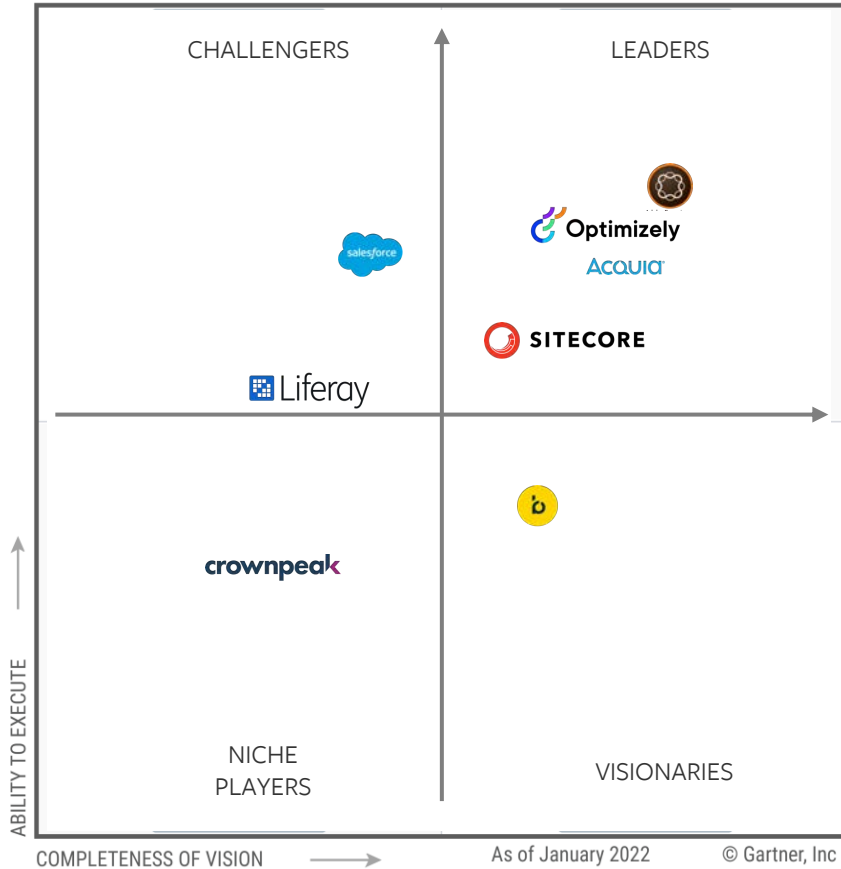
## Develop / Innovate

- 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



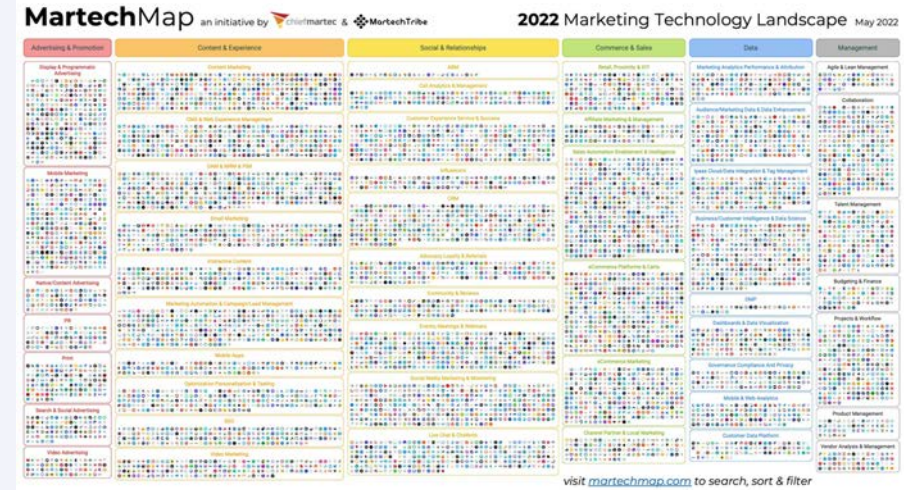
# All-in-One DXP's

Figure 1: Magic Quadrant for Digital Experience Platforms

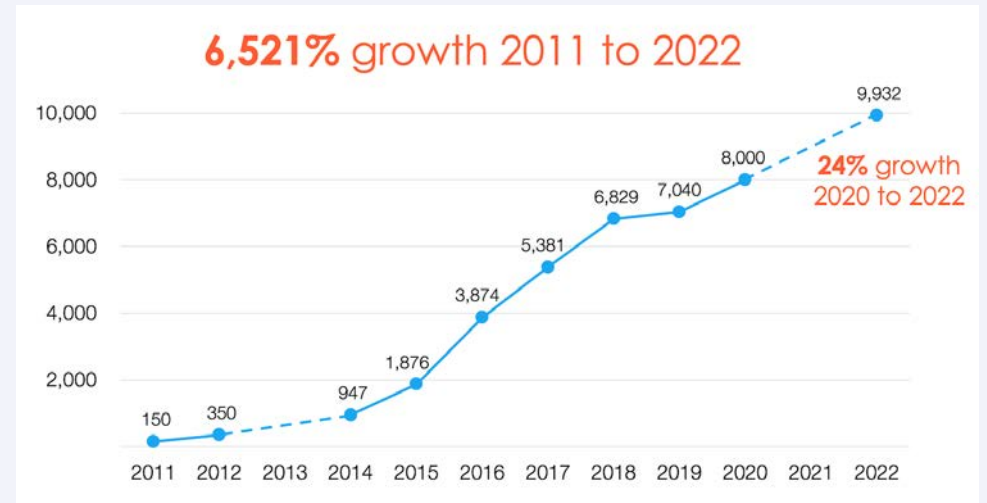


Source: Gartner (February 2022)

# The MarTech 9000+



or



# The Perceived Choices

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## All-in-One DXP



## Composable DXP



## 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

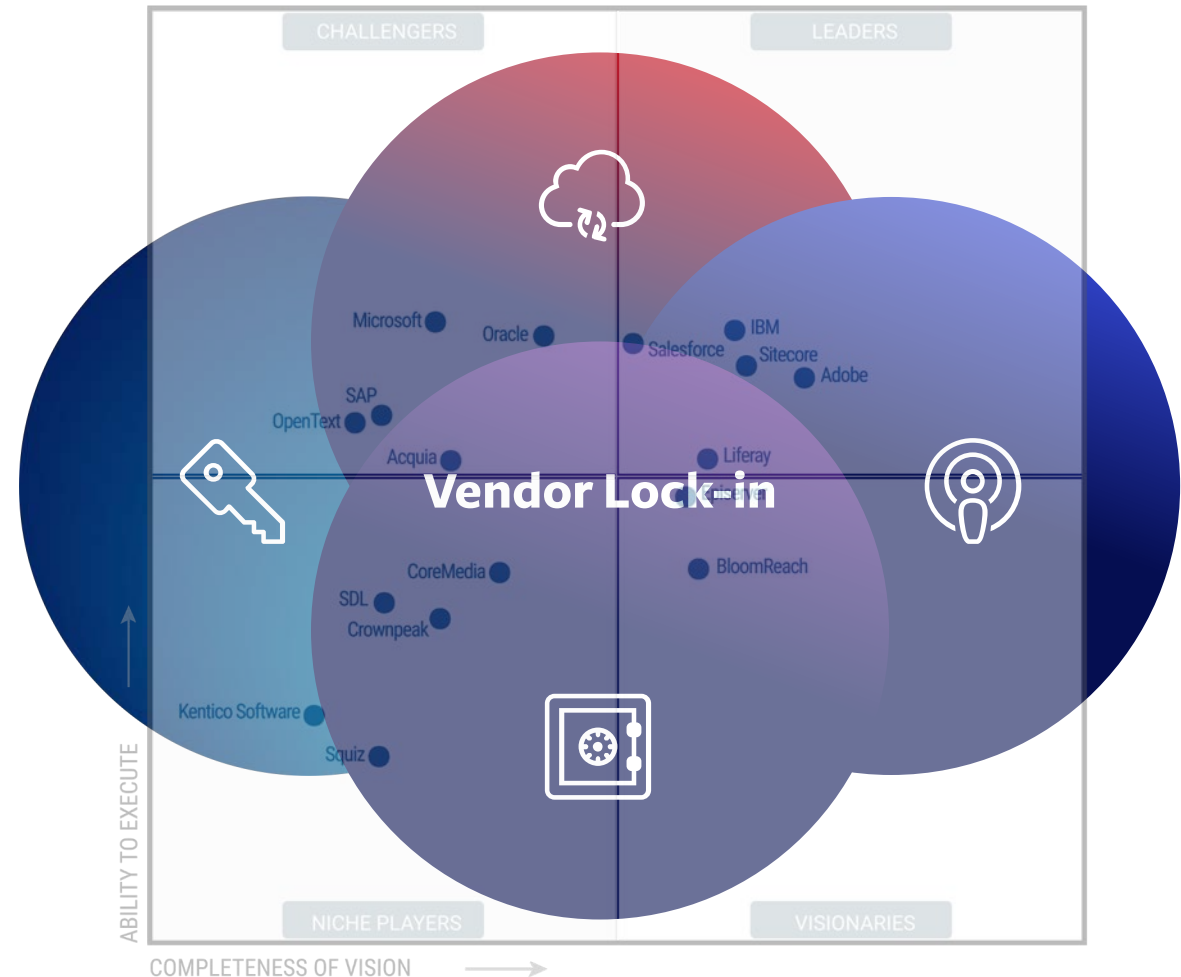
- Expensive Closed Environment with Workflow Lock-in, High Cost of Customization & Slow External Integration.

## 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.

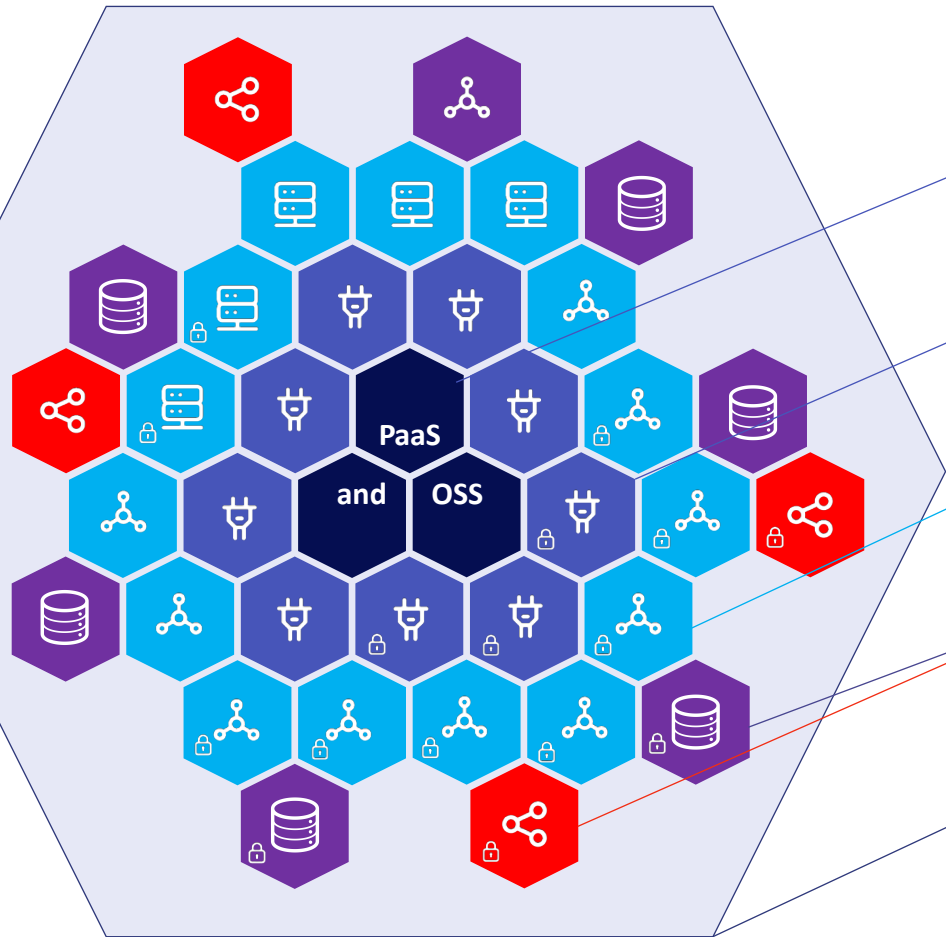
## Disguised Vendor Lock-in Within OSS

- 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

# Discussion points for your team

## 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?**



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## MARVEL'S AGENT CARTER

Primetime, Tuesdays, 9:00 - 10:00 p.m.

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EPISODE 106	AIR DATE: 02/10/15 "A SIN TO ERR"
EPISODE 105	AIR DATE: 02/03/15 "THE IRON CEILING"

Read Synopsis

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Marvel's Agent Carter Updated February 10 Add Collection

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EPISODE 104	AIR DATE: 01/13/15 "THE BLITZKRIEG BUTTON"	EPISODE 103	AIR DATE: 01/06/15 "TIME & TIDE"	EPISODE 102	AIR DATE: 01/06/15 "BRIDGE AND TUNNEL"	EPISODE 101	AIR DATE: 01/06/15 "NOW IS NOT THE END"

### BIOS

See all bios >

HAYLEY ATWELL Agent Peggy Carter on ABC's "Marvel's Agent Carter"	CHRIS DINGESS Executive Producer	JAMES D'ARCY Executive Producer	LOUIS D'ESPOSITO Executive Producer
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### SHOW BIOS

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### TALENT

HAYLEY ATWELL Agent Peggy Carter on ABC's "Marvel's Agent Carter"	JAMES D'ARCY Executive Producer on ABC's "Marvel's Agent Carter"	LYNDSY FONSECA Agent Howl on ABC's "Marvel's Agent Carter"	ENVER GJOKAJ Agent Daniel Sousa on ABC's "Marvel's Agent Carter"
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### Lyndsy Fonseca

Angie Mortelli on ABC's "Marvel's Agent Carter"

A stunning and talented young actress, Lyndsy Fonseca has quickly grabbed attention as one of Hollywood's most vibrant talents.

Fonseca recently co-starred in the Amazon pilot, "Down Dog," which was directed by Brad Silberling. On the big screen, she is best-known for her roles in both of Matthew Vaughn's "Kingsman" features, in which she co-starred opposite Aaron Taylor-Johnson and Chloë Grace Moretz. She also starred in "Hot Tub Time Machine," opposite John Cusack, Katie Walsh and Chevy Chase, and in John Carpenter's thriller "The Ward," opposite Amber Heard, Donalys Pardo and Marnie Currier. Earlier last year, Fonseca shot the independent film, "The Escort," starring opposite Ruher Willis.

Fonseca previously starred for four seasons on the popular CW series "Nikki" and recurred on the hit ABC series "Desperate Housewives."

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

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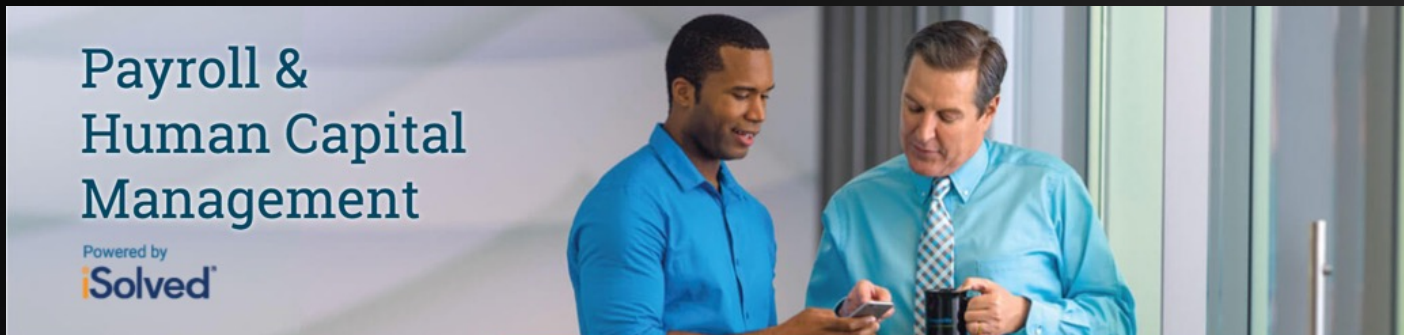
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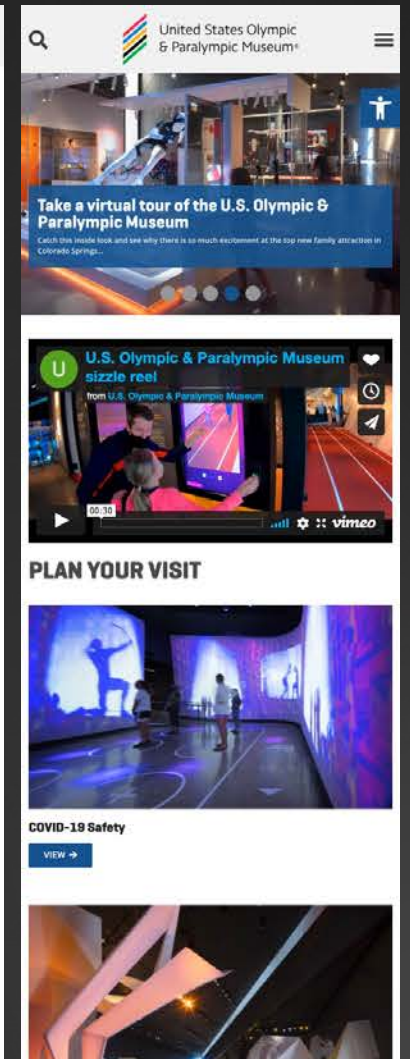
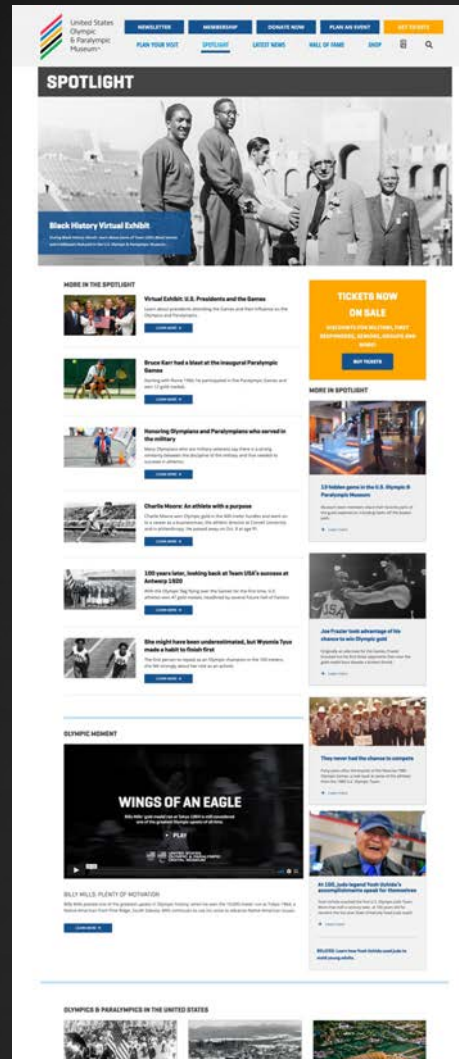
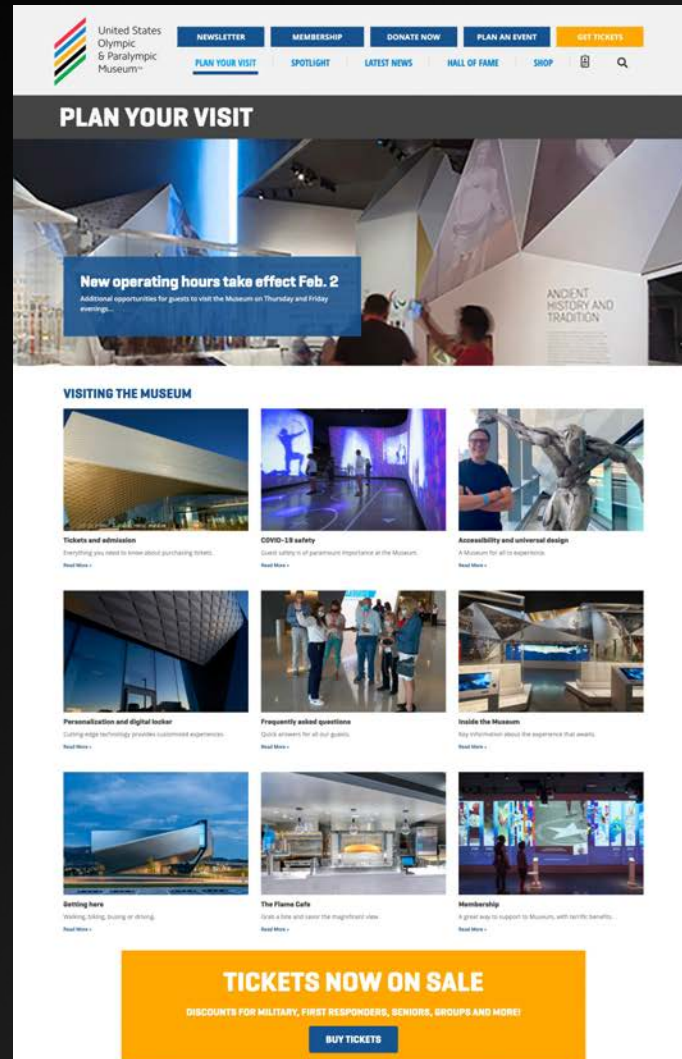
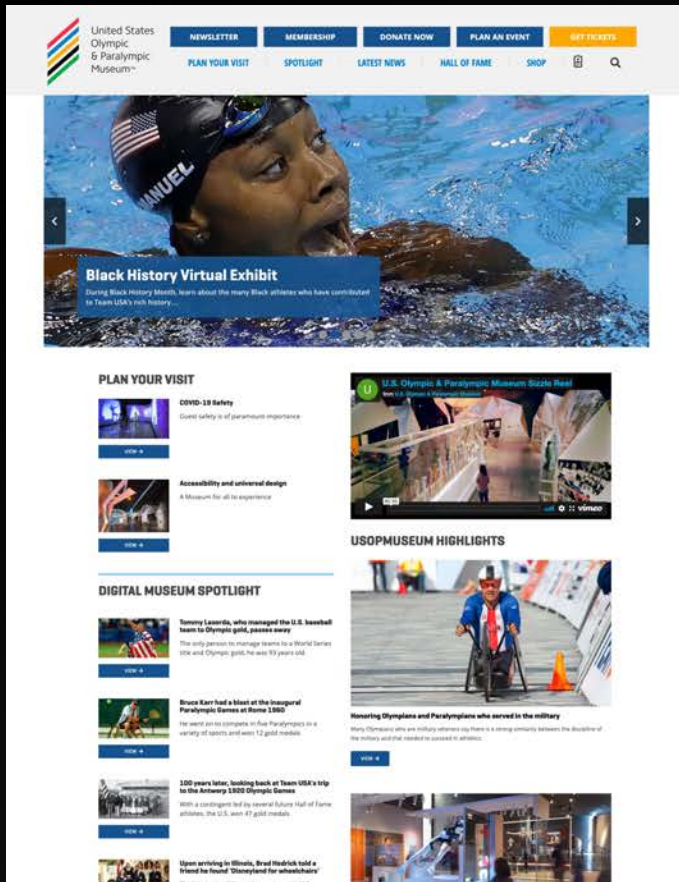
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Digital Drama Series Pre-Nominations for the 46<sup>th</sup> Annual Daytime (UPDATED)

Dick Vitale Sports Emmy Lifetime Achievement Award Honoree

Drama Performer Pre-Nominations Announced

THE NATIONAL ACADEMY of TELEVISION Arts & Sciences  
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Digital Drama Series Pre-Nominations for the 46<sup>th</sup> Annual Daytime (UPDATED)






DIGITAL DRAMA SERIES PRE-NOMINATIONS ANNOUNCED FOR THE 46<sup>th</sup> ANNUAL DAYTIME EMMY AWARDS New York - February 18, 2016 - The National Academy of Television Arts & Sciences (NATAS) today announced the Digital Drama Series Pre-Nominations for the 46<sup>th</sup> Annual Daytime Emmy Awards. The process used to determine the Pre-Nominated Digital Drama Series follows. An online judging ballot.

THE NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES






NOMINEES

Categories






Outstanding Lead Actress in a Drama Series

 <b>Edwige Fenech</b> as Betty Johnson The Young and the Restless CBS	 <b>Nancy Lee Grahn</b> as Betty Johnson General Hospital ABC	 <b>Marti Miller</b> as Maggie Donovan Days of Our Lives NBC	 <b>Maure West</b> as Sara Jensen General Hospital ABC	 <b>Laura Wright</b> as Lily Llanos General Hospital ABC
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Outstanding Lead Actor in a Drama Series

 <b>Peter Bergman</b> as Jack Abbott The Young and the Restless CBS	 <b>Michael Easton</b> as Matthew Florio General Hospital ABC	 <b>John McCook</b> as Eric Forrester The Bold and the Beautiful ABC	 <b>Billy Miller</b> as Eric Forrester Summertime ABC	 <b>James Reynolds</b> as Eric Forrester Days of Our Lives NBC
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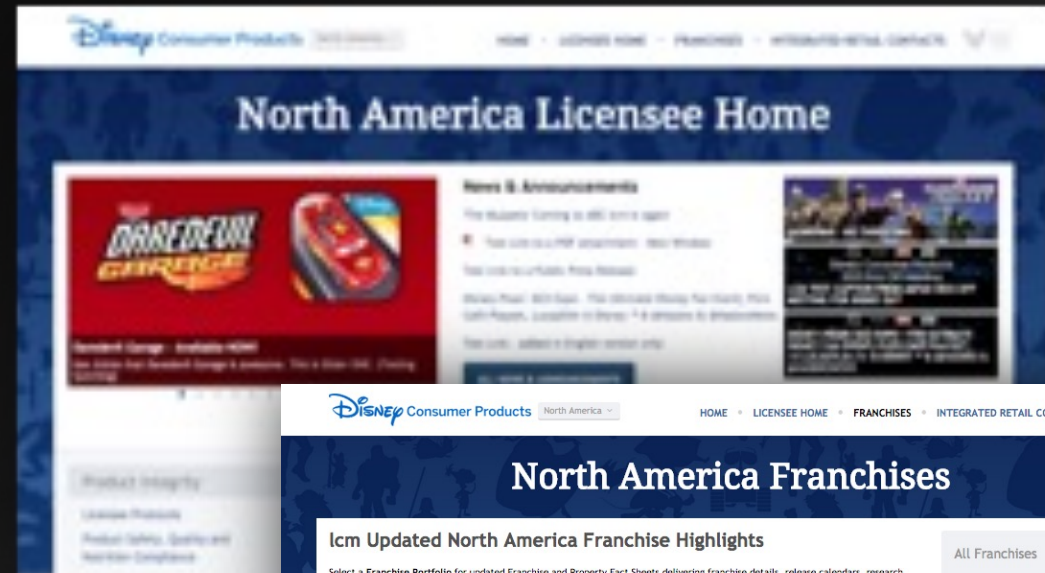
Outstanding Supporting Actress in a Drama Series

 <b>Maria Adams</b> as Erica Forrester The Young and the Restless CBS	 <b>Carmyn Grimes</b> as Rachel Lambert The Young and the Restless CBS	 <b>Elizabeth Hendrickson</b> as Drew Hilliard The Young and the Restless CBS	 <b>Jacqueline MacInnes Wood</b> as Betty Johnson General Hospital ABC	 <b>Michael Morgan</b> as Henry Evans The Young and the Restless CBS
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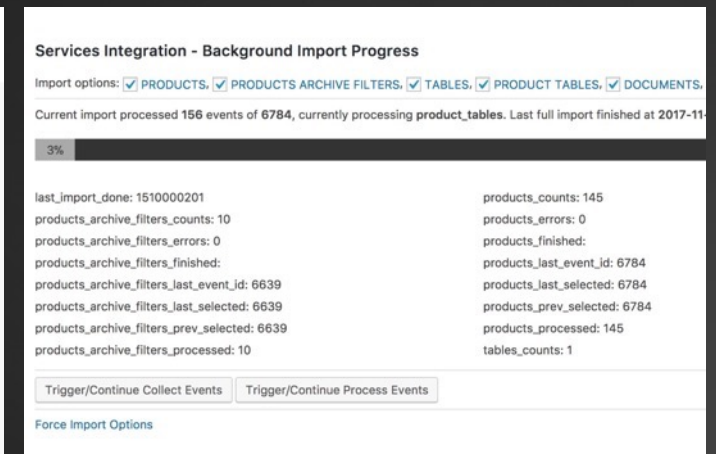
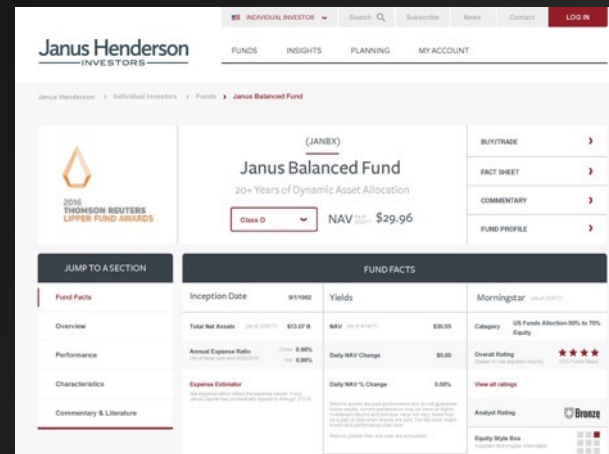
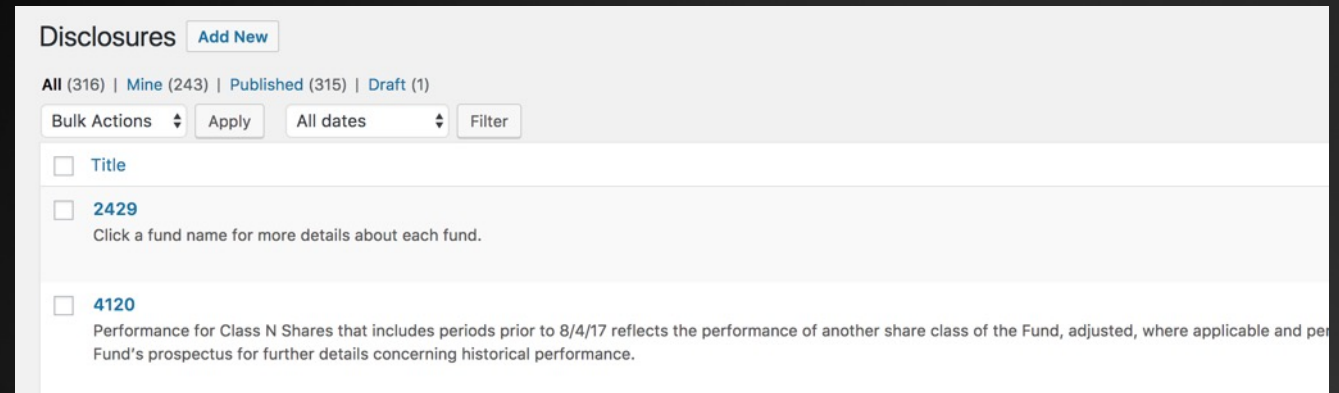
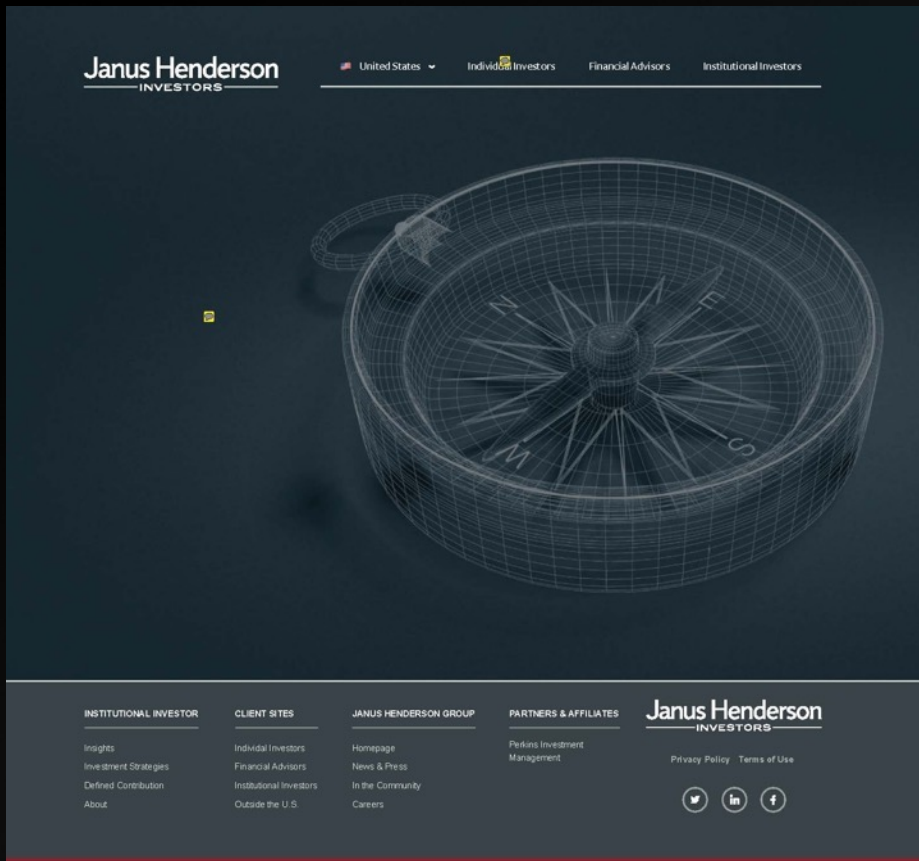
# Disney Consumer Products

One internet property connecting 42 EPR systems across 56 country's in 12 languages



# Janus Henderson

WordPress as a data integration tool across digital channels



Secure, External Systems Big Data, applied with complex rules through a unified workflow



**So, what does  
a plan look like?**

## 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.

# Thank you



**Karim Marucchi**

 @KarimMarucchi

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With the speed new MarTech is emerging, it can seem like a **Sprint**...

...but it is not, it's a **Marathon**