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# Key Insights into How Top Brands Exploit What's Next in Composable MarTech

## Elevating the Future of Digital Experience

■ DX Architecture & Implementation ■ Digital Strategy ■ Digital Marketing Acceleration ■ Digital Business Ecosystems



## Why Are “We” Up Here?



**Karim Marucchi**

 /in/KarimMarucchi

 CrowdFavorite.com



**James Rutherford**

 /in/JamesRutherford

 Pantheon.io



# 16 Years of Scaling Digital Marketing For Brands...

## ...By Integrating Open-Source Solutions for Complex MarTech







“Websites For Use Cases,  
Not Features...”

Alberto Medina  
-Google 2023







WCM

Modular Product Frameworks

Digital Transformation

CMS

Omni Channel

DXP

Web Apps

SaaS Integrations

# A Note About Buzzwords & Lexicon

WEM

Composable

Agile CMS

PIM

DXM

Multi Channel



**I Want To Talk  
To You From  
The Brands POV**





Our #1 most asked question:

“How Do We Move From  
**Pushing Content**  
to Delivering a  
**True Omni Channel**  
Experience?”

- What Are the Differences in MarTech Stacks, SaaS Apps, & Digital Experience Platforms?
- How Do We Look at the Actual Total Cost of Ownership?
- What are the Factors in Reducing Wasted Cycles in Digital Workflows?
- What First Steps Should We Think About When Looking at a MarTech Stack?



## The 360° Customer Focused Omni Channel Concept

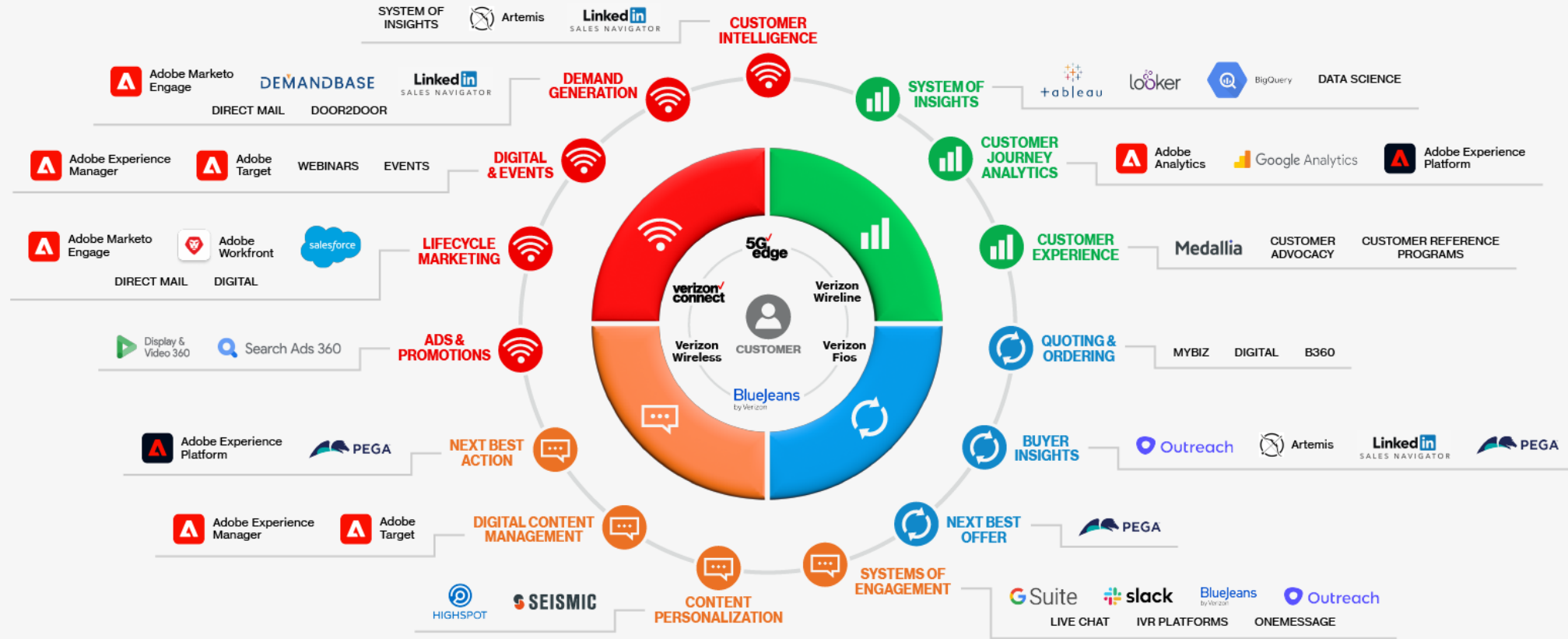
- Every interaction with your Brand should be part of a singular experience, in a word: **Personalized.**
- A genuinely seamless interaction **centered on the customer** & their perspective.
- **Focus on the Customer Journey:** Leveraging your Brand & content across many mediums.







# Verizon is NOT Starting With “AEM”, or Any Other “Stack”



We build the networks that move the world forward.

A Smarter, Faster, Personalized B2B MarTech Stack.

Our ecosystem vision is to create a connected and scalable B2B stack powered by data and AI, driving seamless experiences for customers across all channels.





# Rabobank is Asking About Integration & Support BEFORE Features

## Marketing automation landscape



From raw data to the right message for every customer

### 1 Collect



### 2 Unify



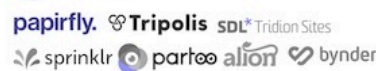
### 3 Enrich



### 6 Activate



### 5 Create



### 4 Predict





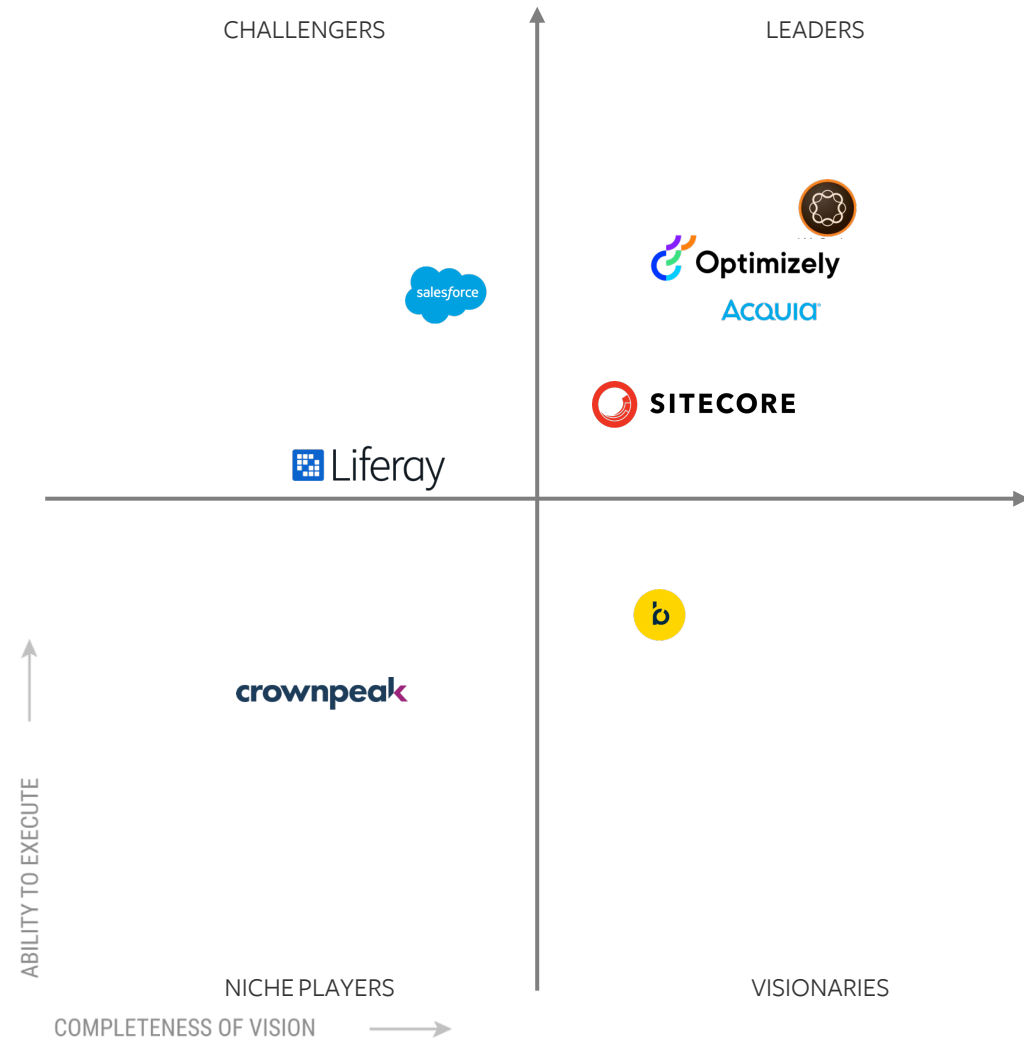


# Autodesk Mapped Out Workflow BEFORE Choosing MarTech





# The Assumption Was All-in-One DXP's



## 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
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- Version Control
- Rapid Development/Deployment
- Enterprise Sandbox Environments
- Strong Developer Community





**So If “All-In-One” DXPs,  
With SaaS Integrations,  
Was the Answer...**





**So If “All-In-One” DXPs,  
With SaaS Integrations,  
Was the Answer...**

**What Became  
The Problem?**





# Marketing Editorial Workflow Level of Effort



0

## Isolated System Architecture

- Out-of-the-box Marketing site
- Brochureware CMS sites with no connections or data sharing



# Marketing Editorial Workflow Level of Effort



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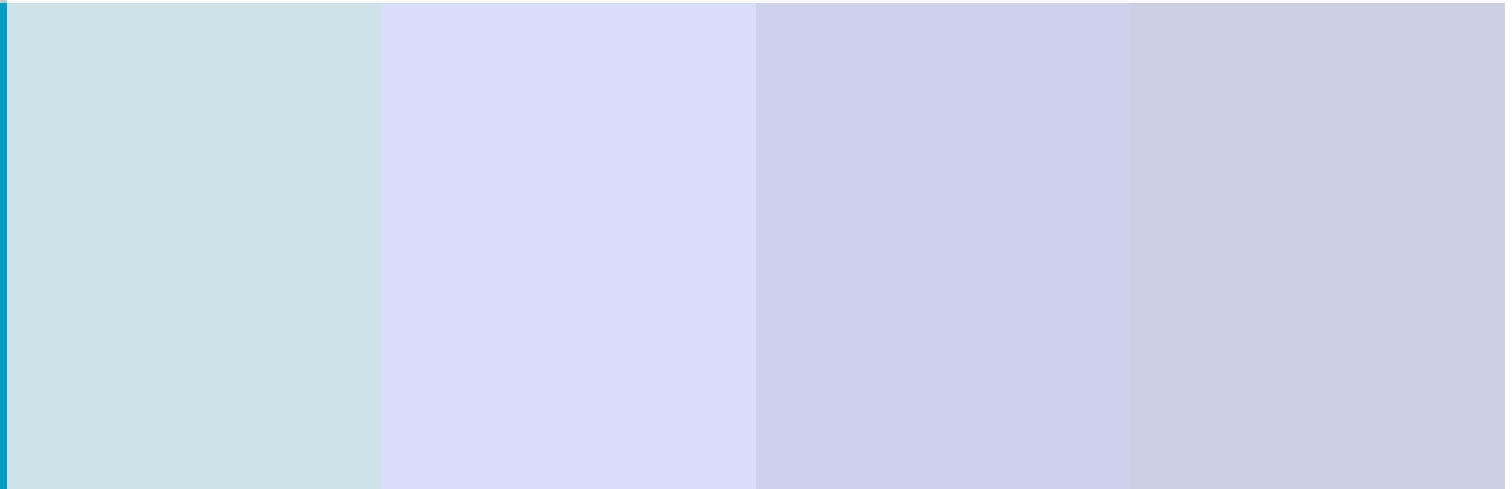
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## Single Pipeline Architecture

- CMS with SaaS & inbound feeds
- Simple Marketing sites with one direction of data





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2

## Multiple Data Stream Architecture

- Ability to pass information from CRM etc. back & forth
- Complex data administration

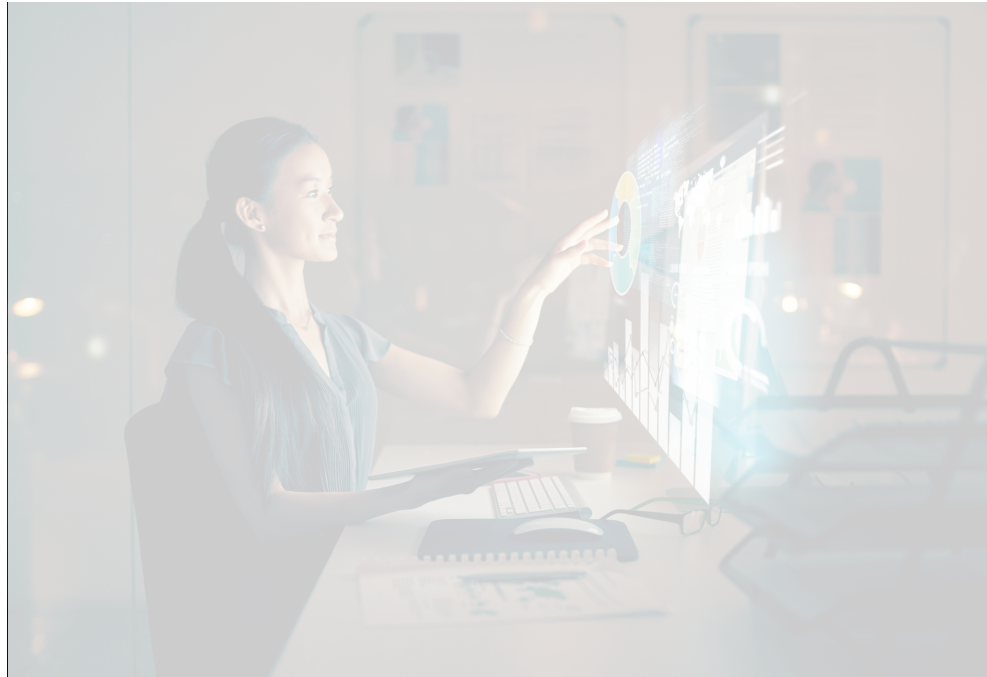






# The Perceived Choices

## All-in-One DXP's



## Choose Your Own Adventure SaaS



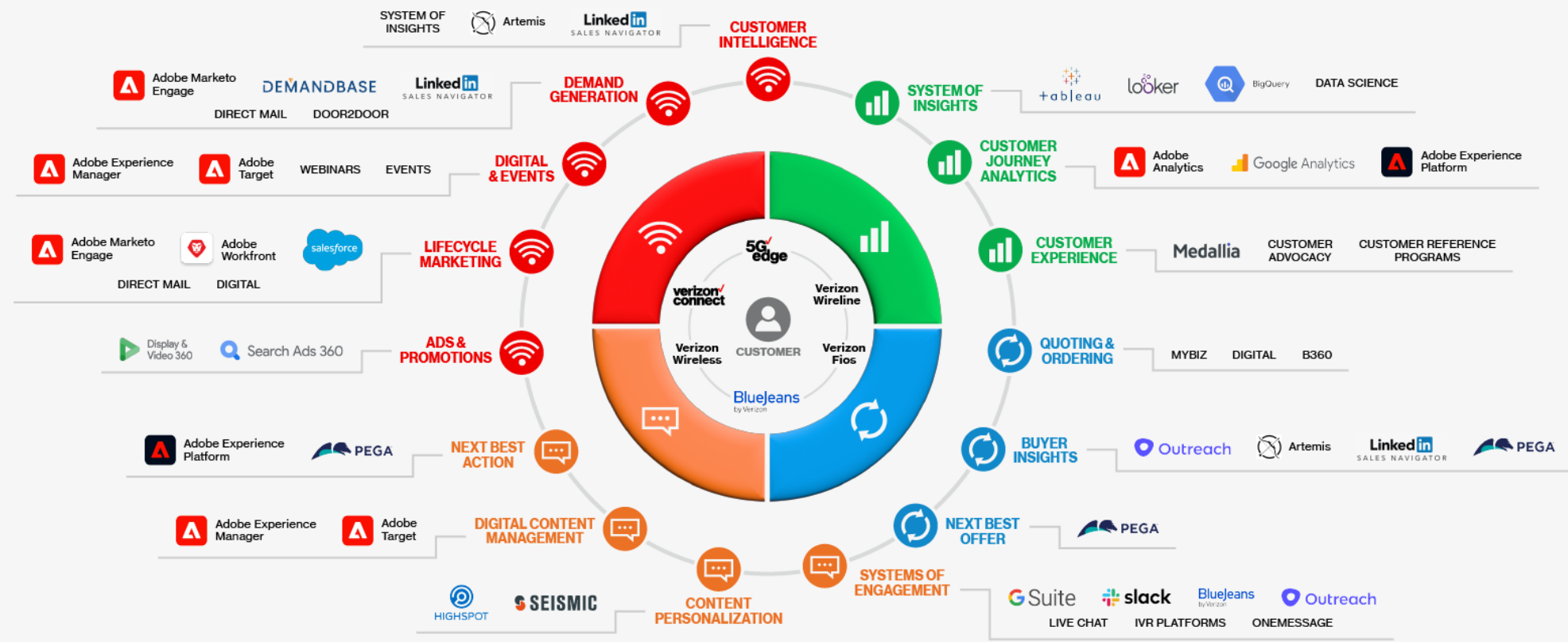
And / Or



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# The Promise of Mixed Workflows





# The Reality of Mixed Workflows



**37 Separate Administrative Interfaces  
with 22 Workflows**





## Current State of "All-in-One" DXP Workflows

Method	Count	Duration (sec)
Execution Time	2,3432	
Method	Count	Duration (sec)
DefReLoc	25	0.42146 88
DefReLoc	154	0.21342 88
Load	95	0.21095 8
Load	2	0.21542
Fields	14	0.00534 1
Fields	1	0.00234
API	0	0.00019
API	0	0.30008 8

## Non-scaling Editorial Process

- Posts
- Gallery
- Members
- Nominees
- Events
- Media
- Pages
- Comments 602
- Contact
- Award Area
- Categories
- Category Competition
- Category Group
- Category Type Attributes
- Category Types
- Competitions
- Credit Entry Person
- Credits
- Entries
- Entry Person
- Networks
- Person Attribute
- Persons
- Production Company
- Program Segments
- Program Segments Type
- Programs
- CSV Exports
- CSV Imports
- Appearance
- Beaver Builder
- Plugins
- Users
- Tools
- Settings
- Custom Fields
- Dev
- Quick Redirects
- Collapse menu



# Not ALL Composable MarTech Stacks are Equal



## Black Box – Software Lock Out

- Proprietary Software with Customization and External Integration Limits.

## SaaS Style 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.

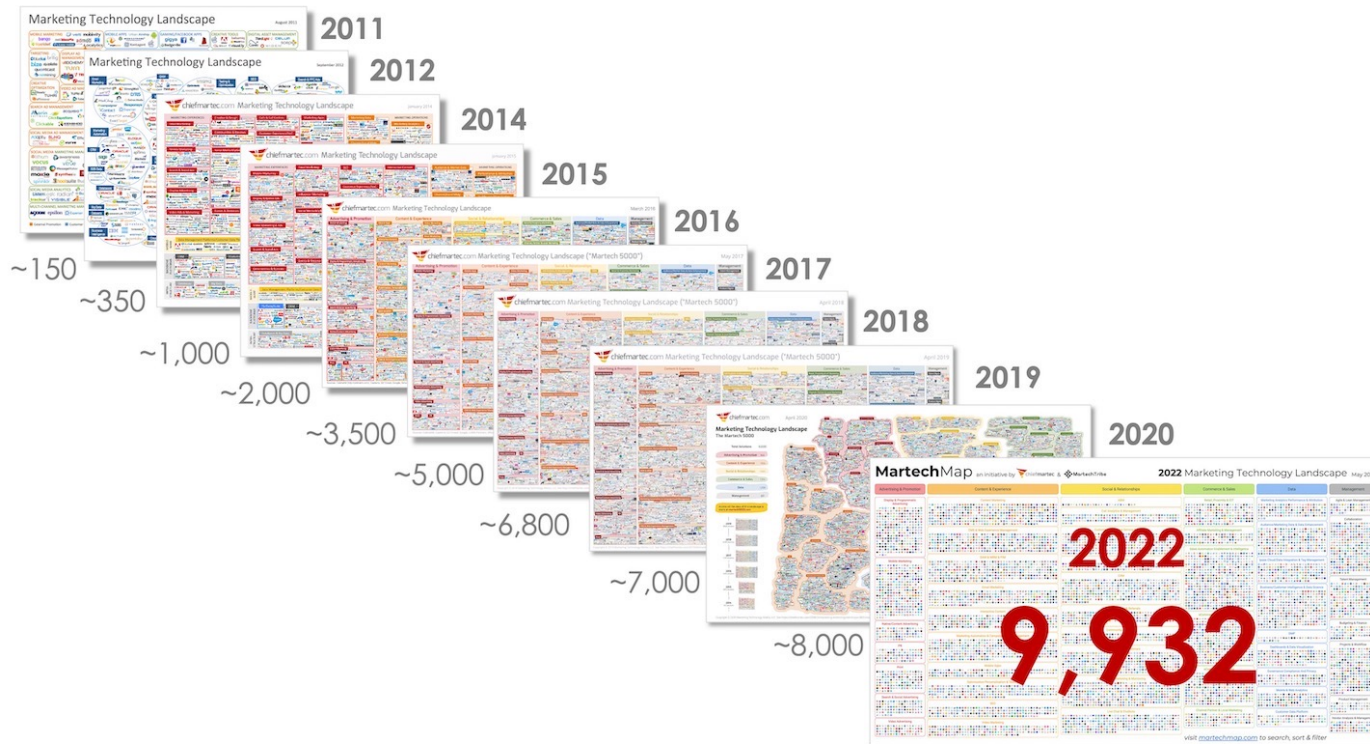


**Meanwhile, Back at the Ranch  
SaaS was Growing  
Faster than Anyone  
Could....**

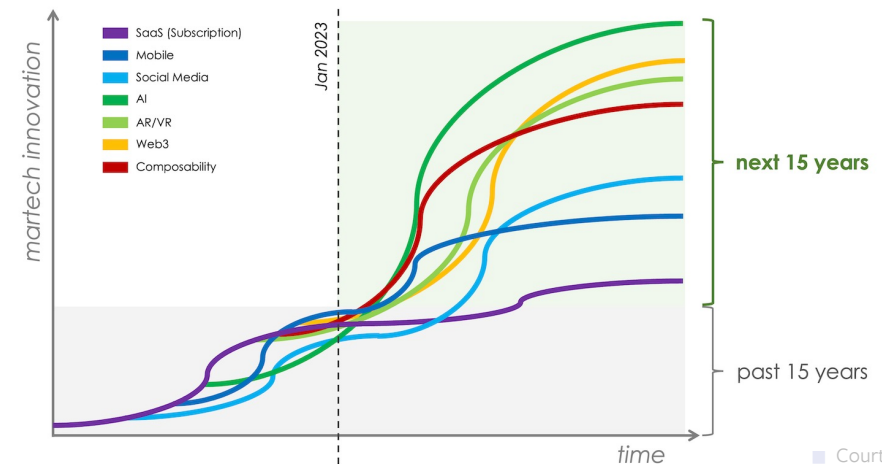
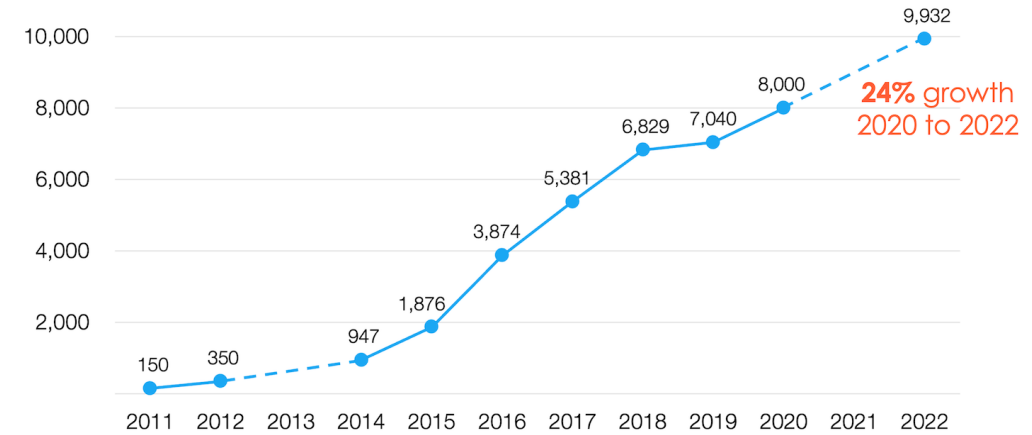




# Building Complex MarTech Solutions in SaaS



6,521% growth 2011 to 2022



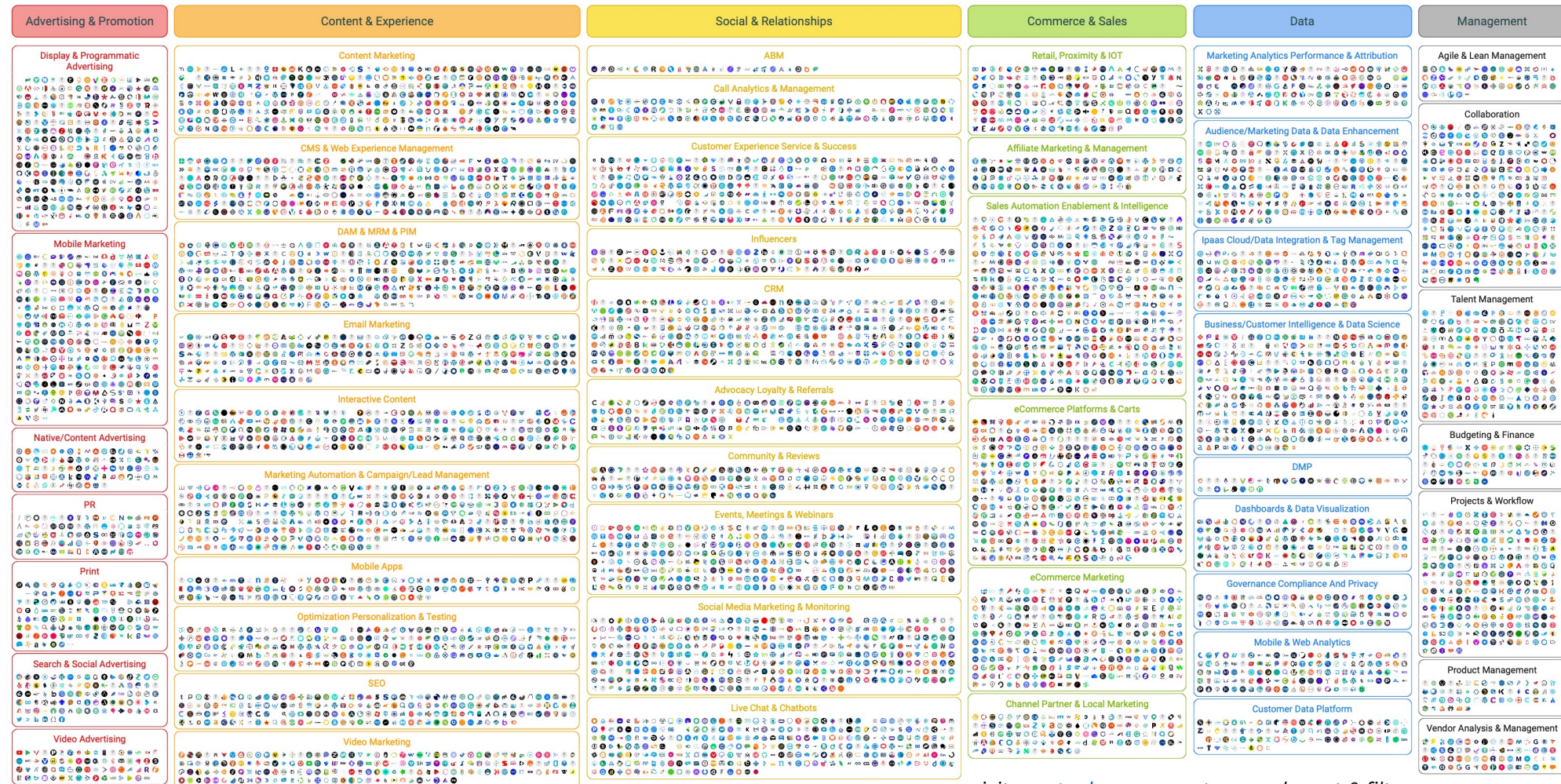




# Building Complex MarTech Solutions in SaaS

MartechMap an initiative by ChiefMartec & MartechTribes

2022 Marketing Technology Landscape May 2022

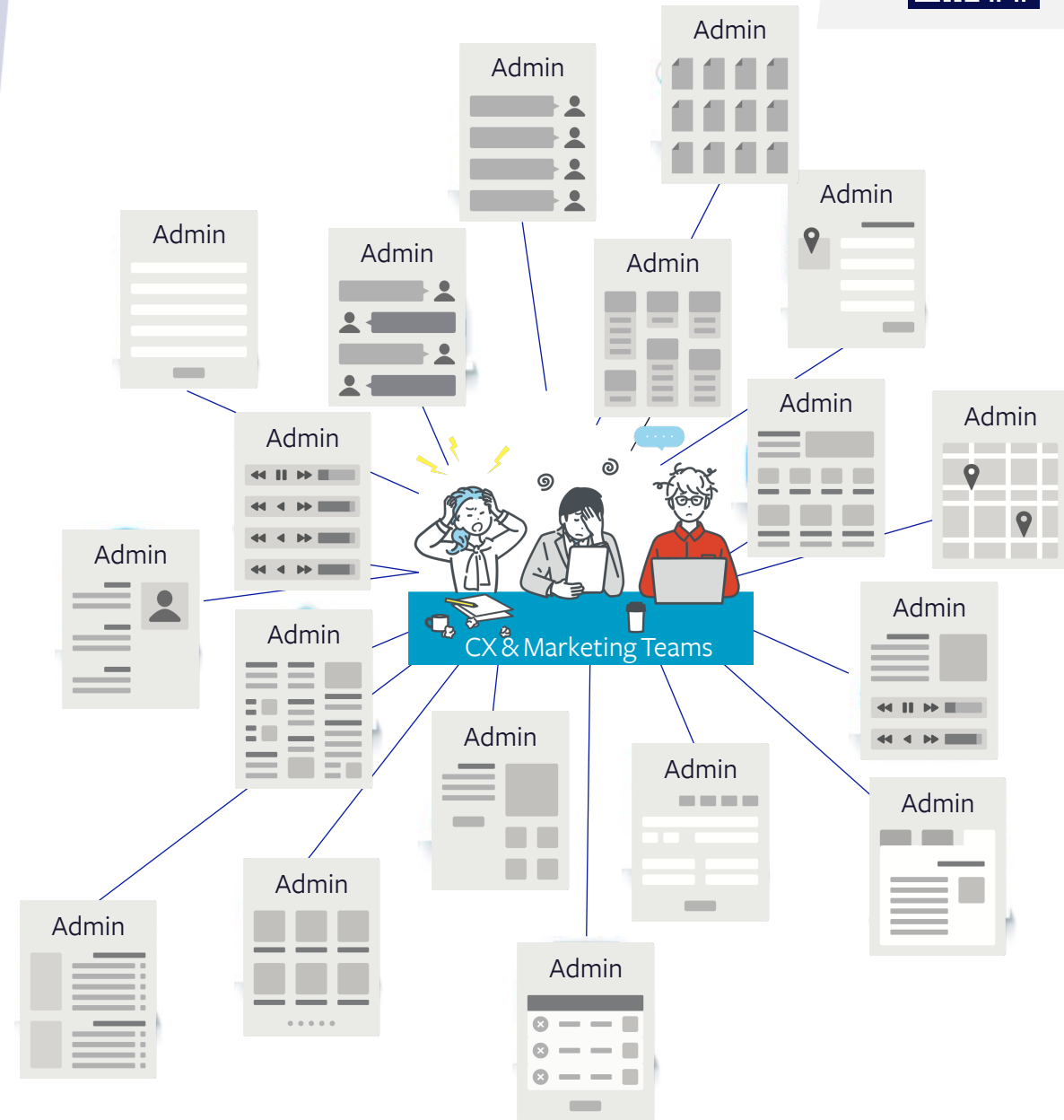


visit [martechmap.com](https://martechmap.com) to search, sort & filter



# The Rush to Add Multi/Omni Channel

- Most Brands & Enterprises settled for far less than the promise
  - 15% were functionally broken
  - 70% got by with slow & painful manual processes
  - ONLY 15% were delivering well & meeting business goals







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What Did Brands Learn From This?

What Other Choices Are Available For Marketing Teams?

How Could Brands Lower The Marketing Workload?







## Brands Had a Wish List After Experimenting with “All-in- One” DXPs & SaaS

- No Licensing
- No Vendor Lock-in
- Innovate Faster
- Customize Without Massive Regression Risks
- Advantages of a Vast Modular Ecosystem
- Take Advantage of a Massive Install Base
- Finite Control Over Data Ownership
- Total Cost of Ownership Savings

***THE  
FUTURE  
IS OPEN***



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**If We Break Down Brand Needs To Their Core**



# Breaking Down The MarTech Feature Architecture

## Content & Channel Management



**SaaS & Product Integrations**

**Data & Legacy Enterprise Integrations**

## Create

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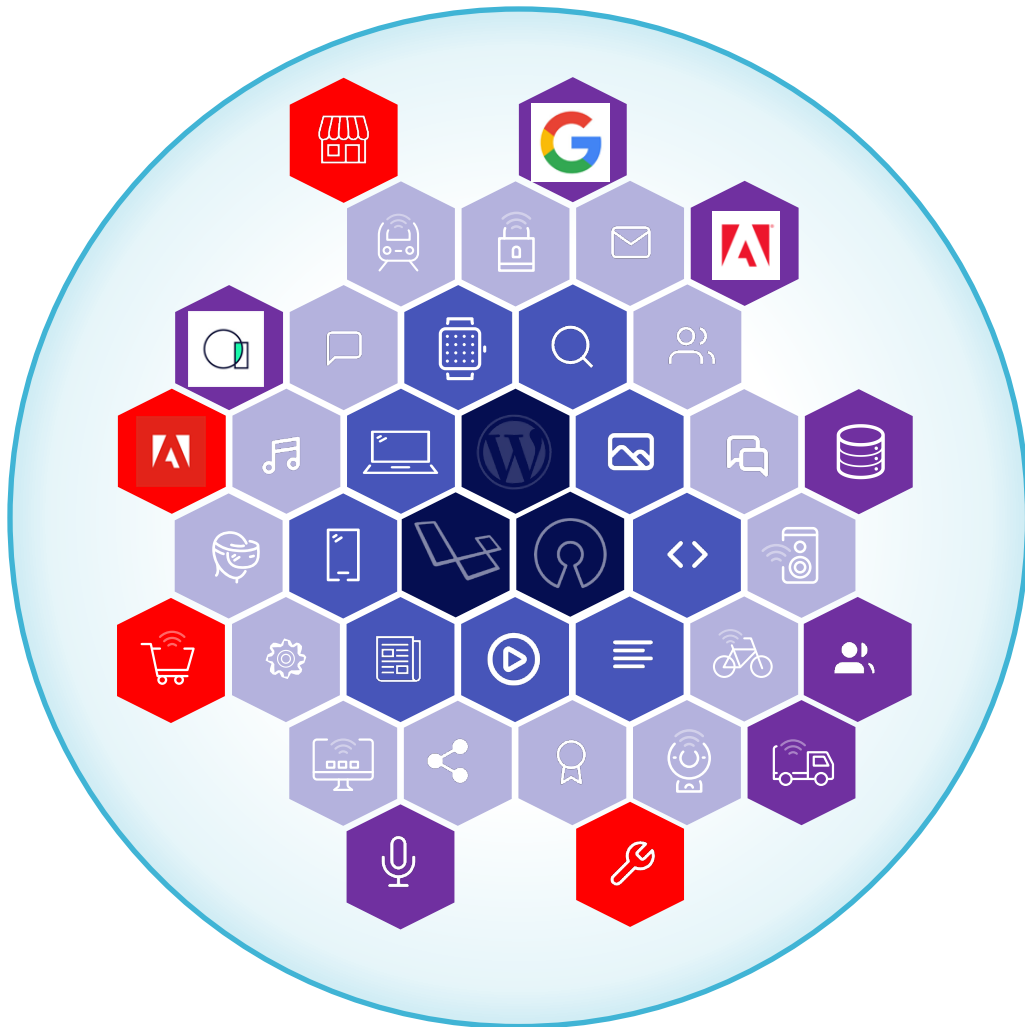




**Looking How We Built These  
In a Conceptual Way...**



# Example of a Composable OSS DXP Framework Architecture



## **“OSS Hub” - Foundation Layer**

- Open Source CMS on an Extendable WebOps Platform for Content & Channel Management.

## **OSS and Customized Modules & Plugins**

- Open Source Community Enterprise Grade Modules that Extend Core Features While reducing the Cost of Ownership.

## **Custom Modules & Plugins**

- Custom Made Open Sourced Based Modules

## **Enterprise & Omni-Channel Integrations**

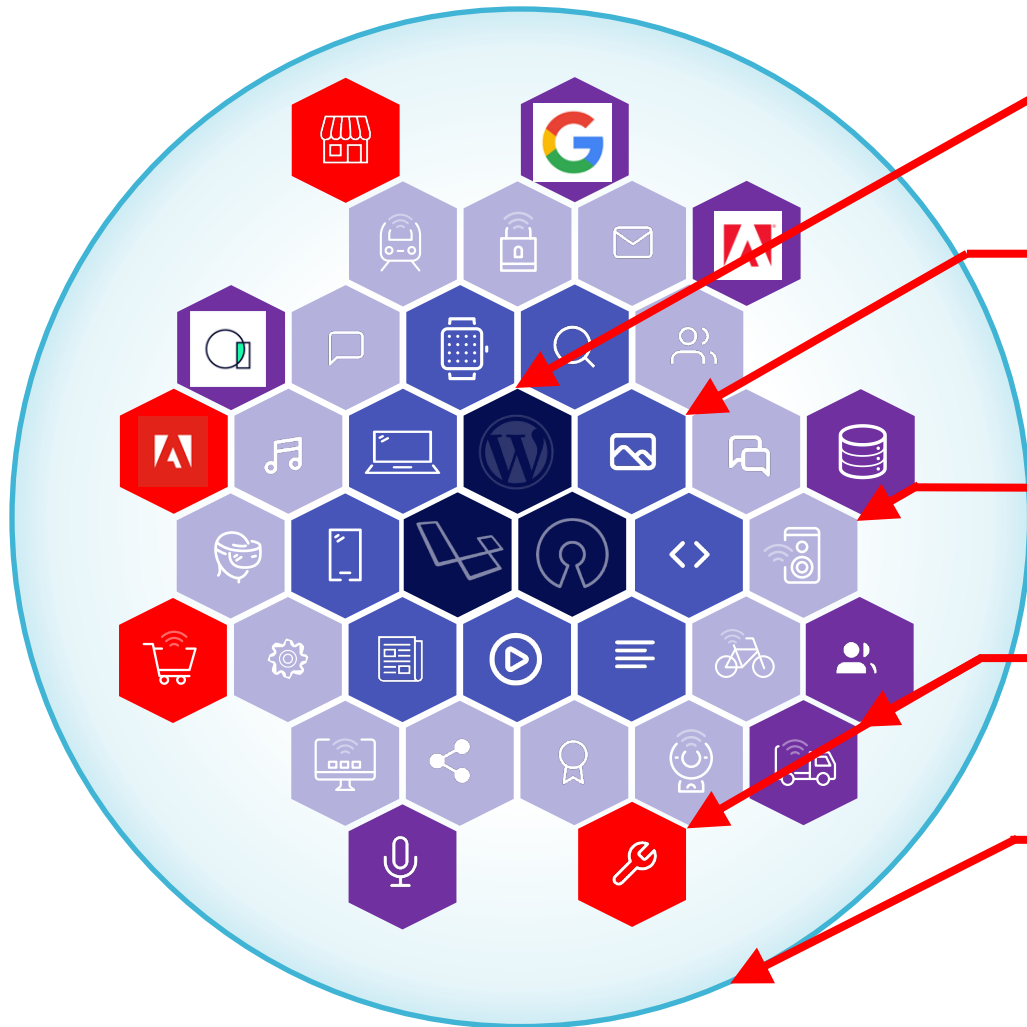
- Off-Site SaaS, Product & Legacy Enterprise Integrations

## **Customized Workflow UX Layer**

- Custom Editorial Workflow with Unified Admin Created & Maintained within the TCO Savings on Using “All-in-One” DXP or “Chose your Own Adventure” SaaS Solutions



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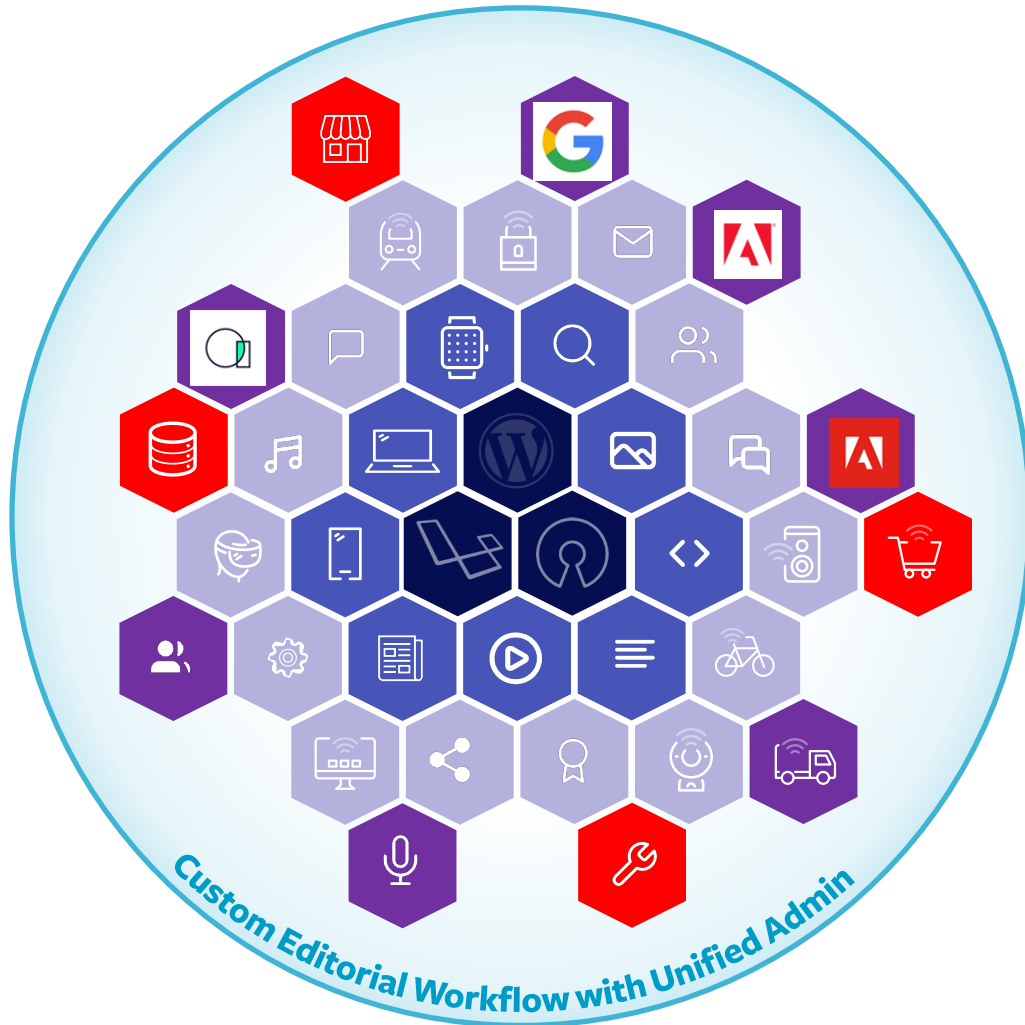
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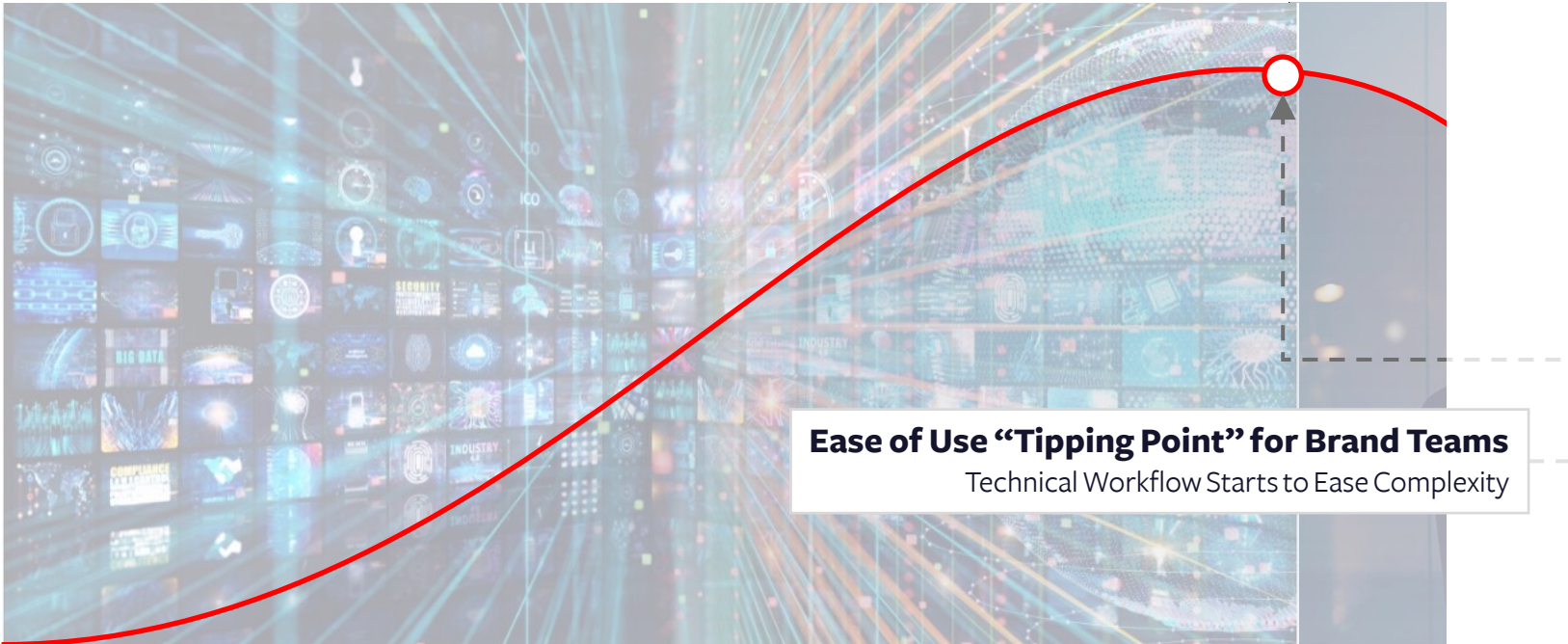
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# Marketing Editorial Workflow Level of Effort



**Ease of Use “Tipping Point” for Brand Teams**  
Technical Workflow Starts to Ease Complexity

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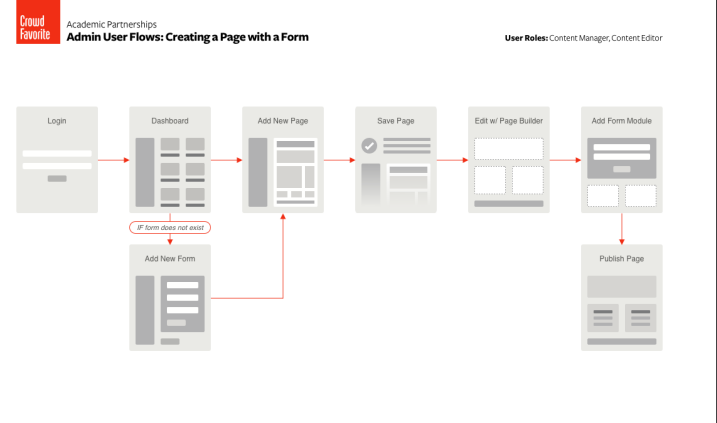
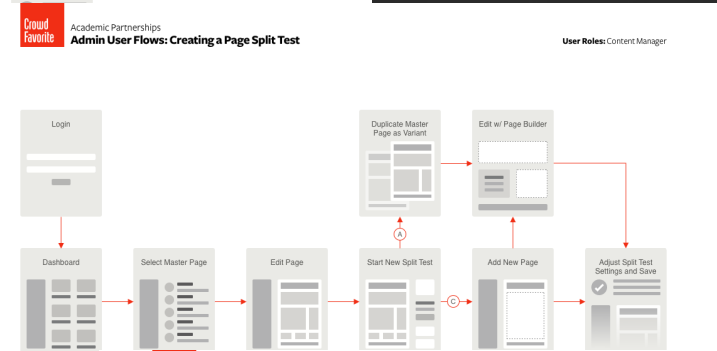
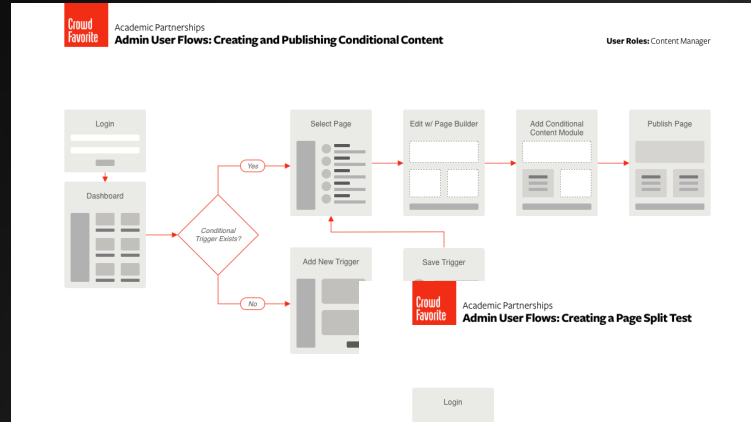
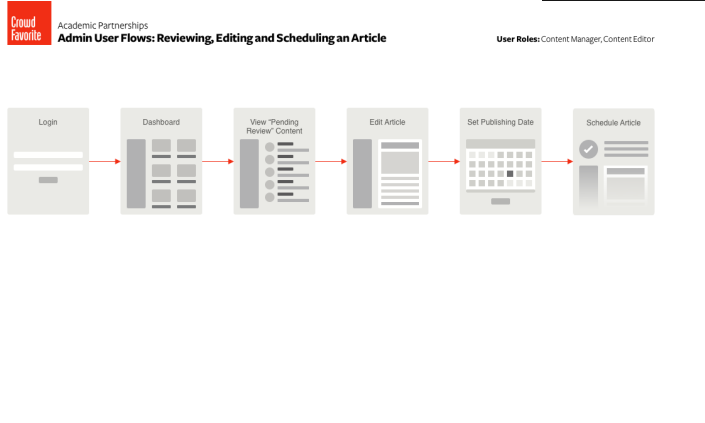
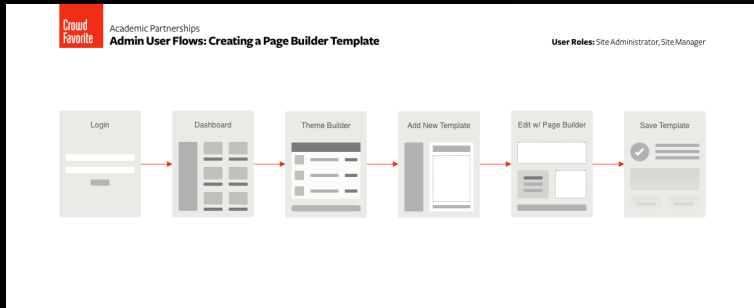


**By Creating Unified Custom Workflows, With Open Source Based DPXs, Brands are Starting To Solve Workflow Complexity**





# Strategic Workflow & UX Design



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# Customized Editorial Workflow

The image displays a comprehensive workflow for customizing a website using OSDXP. It features several key components:

- Site Setup Wizard:** A multi-step process starting with 'SITE SETUP' (including site branding and logo selection), followed by 'SITE LAYOUT' (choosing from six models), and 'SITE FUNCTIONALITY' (enabling or disabling various features).
- Layout Models:** Six distinct design models (Model 1-6) are shown, illustrating different header, main content, and footer arrangements.
- Website Pages:** Several pages from a university website are shown, including a 'Programs Overview' page, a 'Master of Business Administration - General Online' page, and a 'Request Information' form. These pages demonstrate the final output of the customization process.
- Navigation and Search:** A navigation bar with menu items and a search function is visible across the pages.
- Footer:** A footer section is shown at the bottom of the pages, containing contact information and social media links.





**Here Are Some Real-Life  
Examples That Achieved  
The Wish List and are  
Innovating the Future**

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- Take Advantage of a Massive Install Base
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## Disney ABC Press

A Press Targeted Digital Experience For Multiple Business Units Handling Over 14 Million Media Assets Over 10 Brands with Unique Country Based Rights.

Disney | ABC Television Group

abc abc family Disney Channel Disney Junior Disney XD Radio Disney Disney ABC Television Group

PROFILE | LOG OUT

HOME NETWORKS SHOWS EXECUTIVES BIOS CONTACTS THE DAILY BUNDLE

### MARVEL'S AGENT CARTER

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

SHOW HOME | EPISODES | PHOTOS | VIDEOS | RELEASES | BIOS | CONTACTS | SOCIAL

#### NEWEST EPISODES

EPISODE 108	AIR DATE: 02/24/15 "VALEDICTION"
EPISODE 107	AIR DATE: 02/17/15 "SNAFU"
EPISODE 106	AIR DATE: 02/10/15 "A SIN TO ERR"
EPISODE 105	AIR DATE: 02/03/15 "THE IRON CEILING"

Read Synopsis

#### LATEST PHOTOS

See all photos | LATEST VIDEOS | See all videos | See all episodes | LATEST RELEASES | See all releases

Marvel's Agent Carter Updated February 10

#### EPISODES

EPISODE 108	AIR DATE: 02/24/15 "VALEDICTION"	EPISODE 107	AIR DATE: 02/17/15 "SNAFU"	EPISODE 106	AIR DATE: 02/10/15 "A SIN TO ERR"	EPISODE 105	AIR DATE: 02/03/15 "THE IRON CEILING"
EPISODE 104	AIR DATE: 01/27/15 "THE BLITZKRIEG BUTTON"	EPISODE 103	AIR DATE: 01/13/15 "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  
CHRIS DINGESS  
JAMES D'ARCY  
LOUIS D'ESPOSITO

Disney | ABC Television Group

abc abc family Disney Channel Disney Junior Disney XD Radio Disney Disney ABC Television Group

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#### SHOW PHOTOS

View By Category

#### GALLERY

DOMINIC COOPER  
BRIDGET REGAN  
BRIDGET REGAN, M.  
DOMINIC COOPER, HAYLEY ATWELL, J.A.

#### SHOW BIOS

View By Category

#### TALENT

HAYLEY ATWELL  
JAMES D'ARCY  
LYNDSY FONSECA  
ENVER GJOKAJ

#### Lyndsy Fonseca

Agent Natalia 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 Jane Carruth, Kate Walsh and Chevy Chase, and in John Carpenter's thriller "The Ward," opposite Amber Heard, Danielle Panabaker and Marnie Summer. Earlier last year, Fonseca shot the independent film, "The Escort," starring opposite Kumer Wells.

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

Add = Copy Full Bio

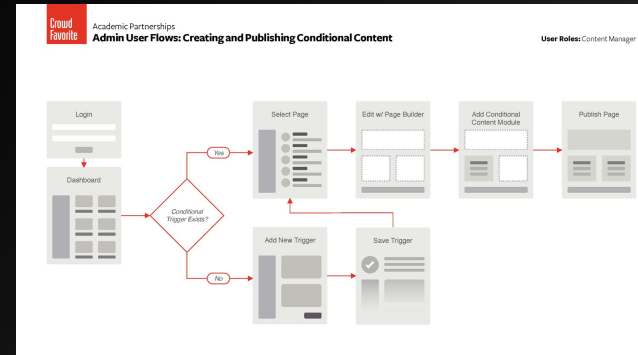


## Academic Partnerships

“ You have successfully beaten Adobe at their own game...”

**Karmela Gaffney**

CMO - Academic Partnerships



**Academic Partnerships  
CMS/DXP RFP Request**

True Enterprise Level Applications AND Platform Support with all the Benefits of Open Source

**Open Source CMS/DXP Strategic Technology Plan**

Academic Partnerships

MAY 3, 2019

**8.2.11 Progressive Profiling**

**6.6.6 Creating and Publishing Conditional Content**

**CF DXP New Site Wizard**

**6.6.3 Creating a Page Split Test**

**3.6 User Requirements for the DXP**

Req ID	Requirement	Rationale	Release
UR-01	Article Writers must be able to draft an article and save it within the CMS.	As an Article Writer, I want to be able to draft and save an article so that it can be easily edited for publication within the CMS.	MVP
UR-02	Article Editors must be able to easily edit articles, assign Writers for change that are ready to	As an Article Editor, I want to be able to easily edit	MVP

Fully Customized Digital Experience Platform With Unified Customer Relationship Management & Customer Service Workflow Integration For Sales & Marketing



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## USOPM

United States Olympic & Paralympic Museum™

NEWSLETTER MEMBERSHIP DONATE NOW PLAN AN EVENT GET TICKETS

PLAN YOUR VISIT SPOTLIGHT LATEST NEWS HALL OF FAME SHOP

### Black History Virtual Exhibit

During Black History Month, learn about the many Black athletes who have contributed to Team USA's rich history.

#### PLAN YOUR VISIT

- COVID-19 Safety: Guest safety is of paramount importance. [View >](#)
- Accessibility and universal design: A Museum for all to experience. [View >](#)

#### DIGITAL MUSEUM SPOTLIGHT

- Tommy Lasorda, who managed the U.S. baseball team to Olympic gold, passes away. [View >](#)
- Bruce Kerr had a blast at the Inaugural Paralympic Games at Rome 1980. [View >](#)
- 100 years later, looking back at Team USA's trip to the Antwerp 1920 Olympic Games. [View >](#)
- Upon arriving in Illinois, Brad Hedrick told a friend he found "Disneyland for wheelchairs". [View >](#)

#### USOPM MUSEUM HIGHLIGHTS

- U.S. Olympic & Paralympic Museum Sizzle Reel. [View >](#)
- Honoring Olympians and Paralympians who served in the military. [View >](#)

United States Olympic & Paralympic Museum™

NEWSLETTER MEMBERSHIP DONATE NOW PLAN AN EVENT GET TICKETS

PLAN YOUR VISIT SPOTLIGHT LATEST NEWS HALL OF FAME SHOP

## PLAN YOUR VISIT

New operating hours take effect Feb. 2

Additional opportunities for guests to visit the Museum on Thursday and Friday evenings...

#### VISITING THE MUSEUM

- Tickets and admission: Everything you need to know about purchasing tickets. [Read More >](#)
- COVID-19 safety: Guest safety is of paramount importance at the Museum. [Read More >](#)
- Accessibility and universal design: A Museum for all to experience. [Read More >](#)
- Personalization and digital locker: Cutting-edge technology provides customized experiences. [Read More >](#)
- Frequently asked questions: Quick answers for all our guests. [Read More >](#)
- Inside the Museum: Key information about the experience that awaits. [Read More >](#)
- Getting here: Walking, biking, boating or driving. [Read More >](#)
- The Flame Cafe: Grab a bite and savor the magnificent view. [Read More >](#)
- Membership: A great way to support the Museum, with terrific benefits. [Read More >](#)

### TICKETS NOW ON SALE

DISCOUNTS FOR MILITARY, FIRST RESPONDERS, SENIORS, GROUPS AND MORE!

[BUY TICKETS](#)

United States Olympic & Paralympic Museum™

NEWSLETTER MEMBERSHIP DONATE NOW PLAN AN EVENT GET TICKETS

PLAN YOUR VISIT SPOTLIGHT LATEST NEWS HALL OF FAME SHOP

## SPOTLIGHT

### Black History Virtual Exhibit

During Black History Month, learn about the many Black athletes who have contributed to Team USA's rich history.

#### MORE IN THE SPOTLIGHT

- Virtual Exhibit: U.S. Presidents and the Games. [View >](#)
- Bruce Kerr had a blast at the Inaugural Paralympic Games. [View >](#)
- Honoring Olympians and Paralympians who served in the military. [View >](#)
- Charlie Moore: An athlete with a purpose. [View >](#)
- 100 years later, looking back at Team USA's success at Antwerp 1920. [View >](#)
- This night has been underestimated, but Wynonia Tyson made a habit to finish first. [View >](#)

#### OLYMPIC MOMENT

- WINGS OF AN EAGLE. [View >](#)
- SILEY MILLS: PLENTY OF MOTIVATION. [View >](#)
- All 100,000+ people who visit the Museum are encouraged to take the opportunity to support the Museum's mission. [View >](#)

#### RELATED: Learn how the USOPM is using digital marketing to drive growth.

United States Olympic & Paralympic Museum™

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## PLAN YOUR VISIT

### Take a virtual tour of the U.S. Olympic & Paralympic Museum

Catch this inside look and see why there is so much excitement at the top new family attraction in Colorado Springs...

#### U.S. Olympic & Paralympic Museum sizzle reel

from U.S. Olympic & Paralympic Museum

00:30 [View >](#)

#### PLAN YOUR VISIT

- COVID-19 Safety. [View >](#)

#### RELATED: Learn how the USOPM is using digital marketing to drive growth.





## LKQ Corporation

**Drive Forward**

Back in 1998, the world saw a fragmented recycled parts industry. Our founders, however, saw an opportunity — To provide quality, high-value alternatives for the automotive replacement parts marketplace.

Since then, LKQ has not stopped driving forward, with a commitment to continuous improvement, finding creative solutions, and adapting to the ever-changing competitive landscape.

**A Vision for the Future**

LKQ Corporation is the leading provider of alternative and specialty parts to repair and accessorize automobiles and other vehicles. LKQ has operations in North America, Europe and Taiwan. LKQ offers its customers a broad range of replacement systems, components, equipment and parts to repair and accessorize automobiles, trucks, and recreational and performance vehicles.

OUR MISSION IS TO BE THE LEADING GLOBAL VALUE-ADDED DISTRIBUTOR OF VEHICLE PARTS AND ACCESSORIES BY OFFERING OUR CUSTOMERS THE MOST COMPREHENSIVE, AVAILABLE AND COST EFFECTIVE SELECTION OF PART SOLUTIONS WHILE BUILDING STRONG PARTNERSHIPS WITH OUR EMPLOYEES AND THE COMMUNITIES IN WHICH WE OPERATE.

### Overview

NASDAQ: LKQ  
\$37.46  
+0.54 (1.46%)  
Min. 20 minute delay  
© 2020 LKQ. All rights reserved.

LKQ Corporation is a leading provider of alternative and specialty parts to repair and accessorize automobiles and other vehicles. LKQ has operations in North America, Europe and Taiwan. LKQ offers its customers a broad range of replacement systems, components, equipment and parts to repair and accessorize automobiles, trucks, and recreational and performance vehicles.

**Latest News & Events**

- JANUARY 12, 2021**  
LKQ Corporation to Release Fourth Quarter and Full Year 2020 Results on Thursday, February 18, 2021  
READ MORE →
- OCTOBER 29, 2020**  
LKQ Corporation Announces Results for Third Quarter 2020  
READ MORE →
- FEBRUARY 18, 2021 07:00 AM CT**  
Fourth Quarter and Full Year 2020 Earnings Conference Call  
ADD TO CALENDAR → WEBCAST →
- OCTOBER 29, 2020 07:00 AM CDT**  
LKQ Corporations Third Quarter 2020 Earnings Call  
WEBCAST → PRESENTATION →

**Featured Report**

- 2019 Annual Report (PDF 1.28 MB)
- 2020 Proxy Statement (PDF 2.42 MB)

### Location Finder

POSTAL CODE OR STREET ADDRESS  
Texas

DISTANCE: No Limit LOCATION TYPE: All Locations SEARCH

1700 matches found

- Keystone Automotive Industries - Abilene (34.02mi)**  
933 S Treadaway Boulevard, Abilene, TX 79602-2749  
DIRECTIONS
- PGW Auto Glass - Odessa (139.05mi)**  
14000 West Highway 80 East, Suite A, Odessa, TX 79785-9404 (432) 563-2918  
DIRECTIONS
- Keystone Automotive Industries - Lubbock (156.30mi)**  
1411 South Loop 289, Lubbock, TX 79423 (806) 745-7002  
DIRECTIONS
- LKQ Auto Parts of West Texas - Lubbock (156.30mi)**  
1411 South Loop 289, Lubbock, TX 79423  
DIRECTIONS

### Explore LKQ's Global Presence

Filter our Brands by: North America (15) Choose Specialty

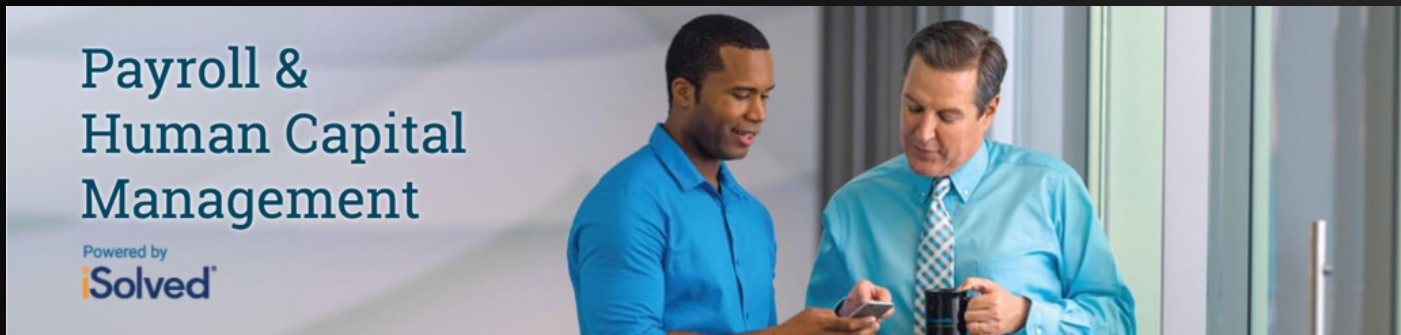
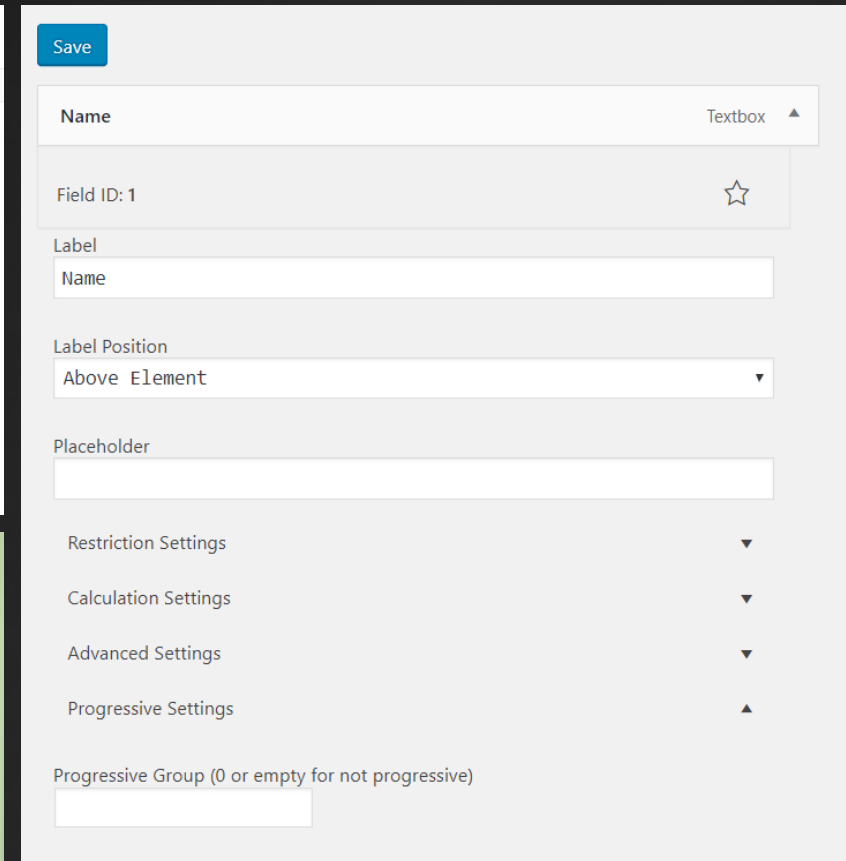
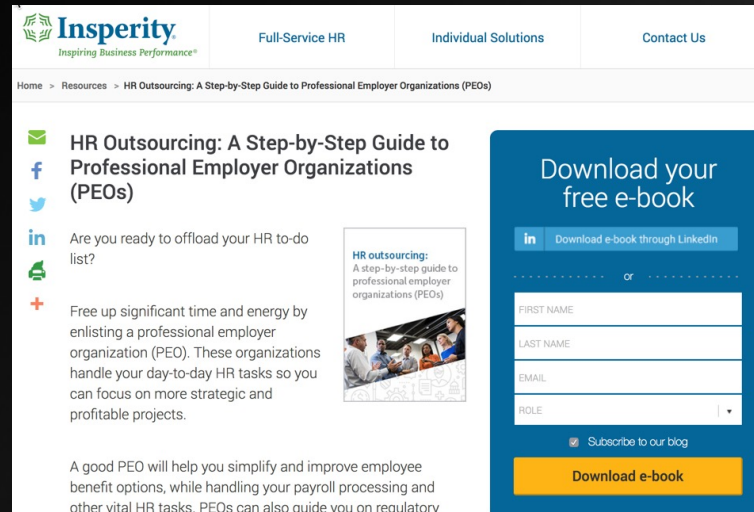
#### Our Brands Worldwide

- LKQ Corporation Global**
- LKQ North America**  
Collision, Mechanical, PBE (USA)
- Keystone Automotive Industries**  
Collision, Mechanical, PBE (Canada, USA)
- LKQ Pick Your Part**  
Collision, Mechanical (Canada, USA)



## Insperty

Same features with lower Total Cost of Ownership than AEM or Sitecore



Deepening Customer Personalization & Progressive Profiling By Migrating From a Closed CMS



## Emmy Online

Building A Unified Digital Experience That Manages The Entire Event, from Awards Submission To Walking The Red Carpet For Both The Emmys Team & Award Nominees.

The screenshot shows the main landing page for the 46th Annual Daytime Emmy Awards. At the top, there is a navigation menu with links for 'SHOW LOBBY', 'WINNERS', 'GALLERIES', 'INSIDER', and 'HOME'. The central focus is a large, stylized '46' with the Emmy statuette integrated into the number '6'. Below this, the text 'DAYTIME EMMY AWARDS' is displayed in a glowing, metallic font. A prominent message reads 'The 46th Annual Daytime Call for Entries Now Open' with a yellow 'ENTER NOW' button. At the bottom, there is a section titled 'THE DAYTIME MEDIA GALLERY' featuring three image thumbnails: '#DaytimeEmmys Red Carpet', 'Creative Arts Ceremony', and 'Creative Arts Ceremony Backstage'.

This screenshot shows the 'INSIDER' section of the website. It features a dark background with golden bokeh effects. The text includes 'Digital Drama Series Pre-Nominations for the 46th Annual Daytime (UPDATED)'. To the right, there is an image of two golden Emmy statuettes. The navigation menu at the top is consistent with the home page.

This screenshot shows the 'NOMINEES' section, specifically for 'Outstanding Lead Actress in a Drama Series'. It lists five nominees with their names, photos, and the roles they played in their respective shows. The nominees are: Eileen Davidson (The Young and the Restless), Nancy Lee Grahn (General Hospital), Marci Miller (Days of Our Lives), Maura West (General Hospital), and Laura Wright (General Hospital). Below this, there are sections for 'Outstanding Lead Actor in a Drama Series' and 'Outstanding Supporting Actress in a Drama Series', each listing their respective nominees.





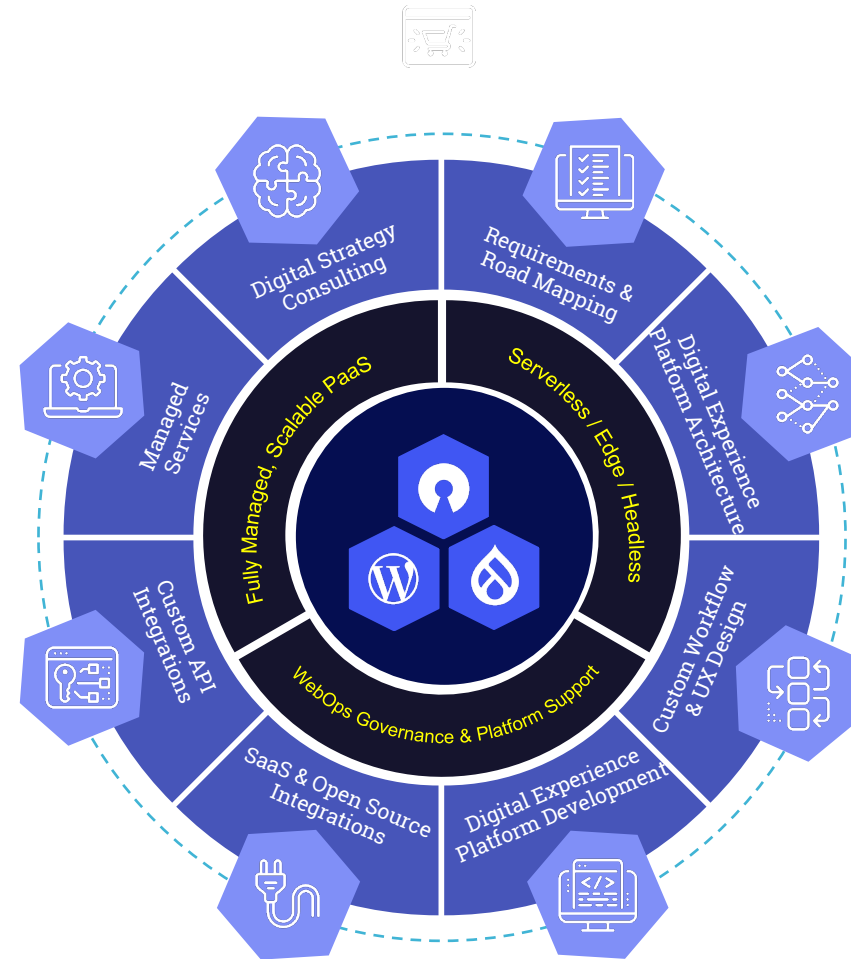
**Now Let's Look At  
What We Are Delivering  
Once We Look at:**

**Marrying Open Source & MarTech Stacks**





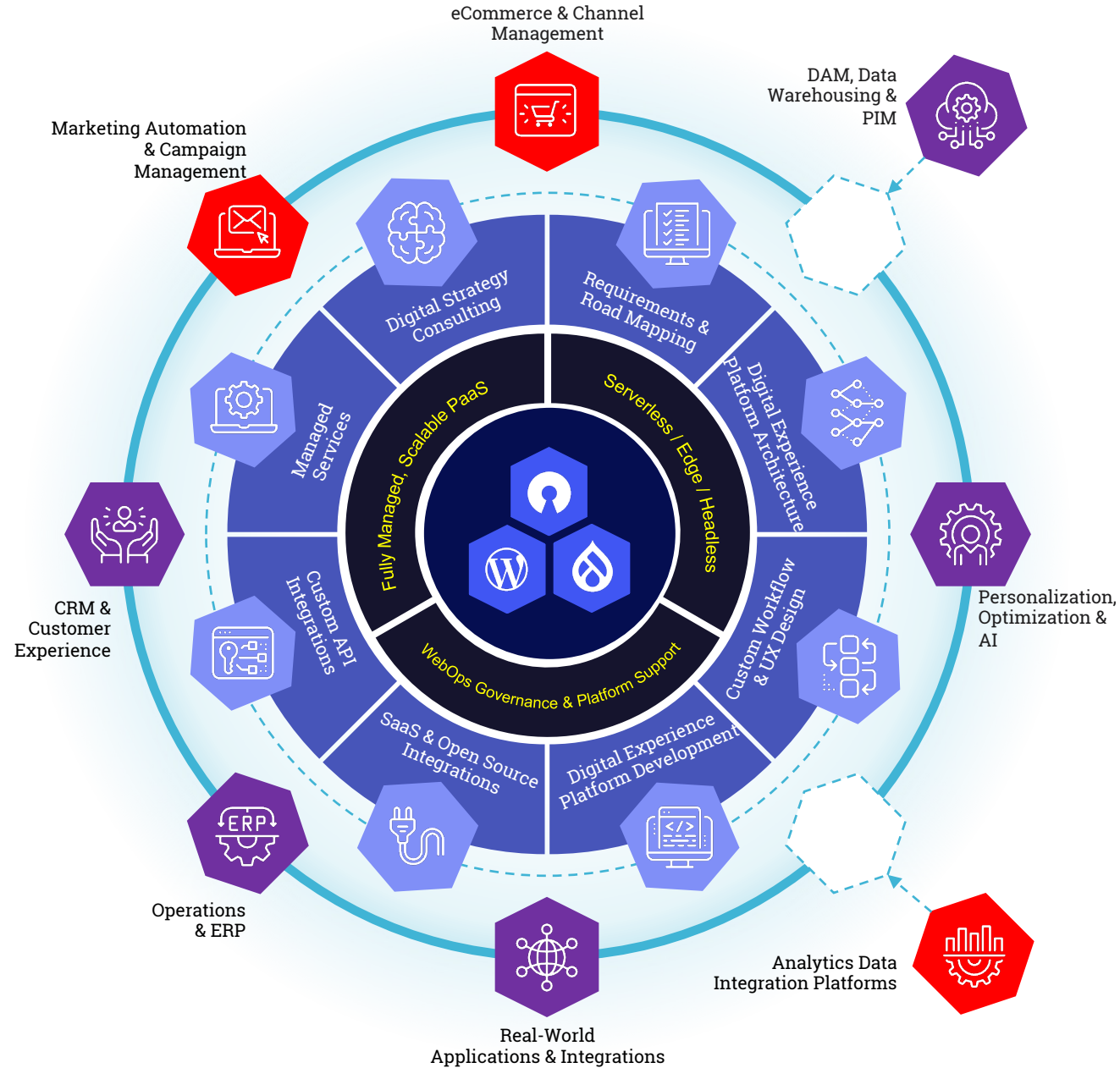




# Key Insights into How Top Brands Exploit What's Next in Composable MarTech



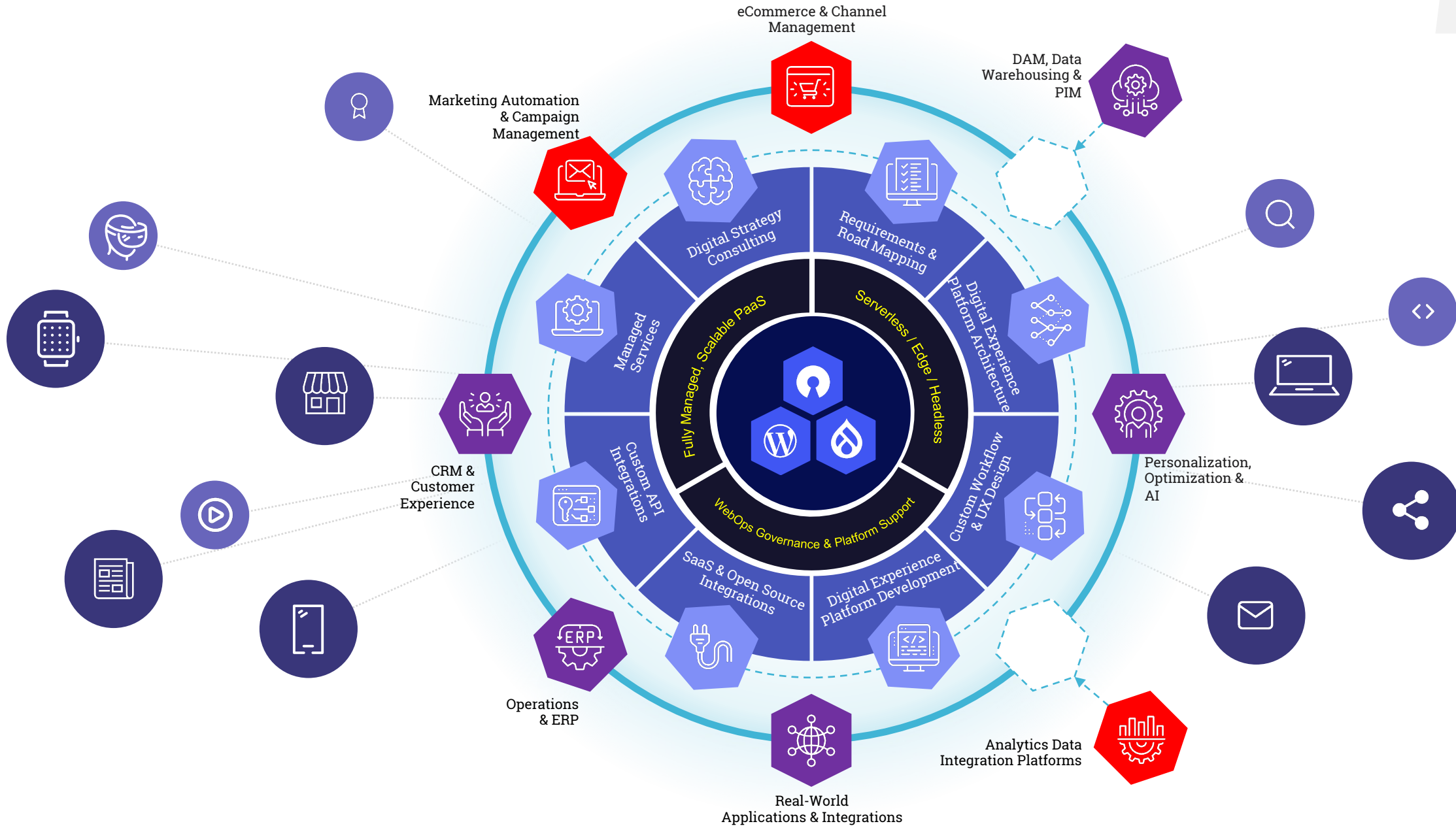
Crowd Favorite



# Key Insights into How Top Brands Exploit What's Next in Composable MarTech



Crowd Favorite



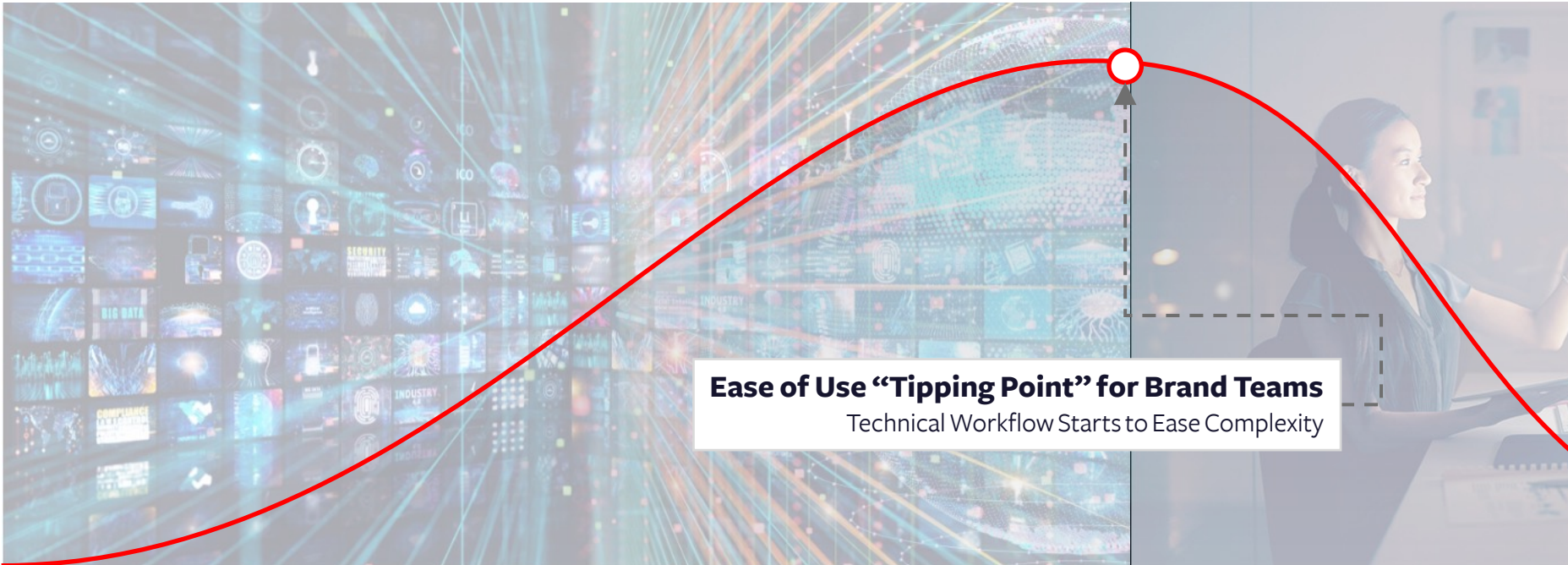




**So What Will This Achieve  
For Brands In the Enterprise?**



# Marketing Editorial Workflow Level of Effort



0	1	2	3	4
<b>Isolated System Architecture</b>	<b>Single Pipeline Architecture</b>	<b>Multiple Data Stream Architecture</b>	<b>Digital Experience Platform</b>	<b>Fully Modular DXP w/ Custom Workflow</b>
<ul style="list-style-type: none"><li>• Out-of-the-box Marketing site</li><li>• Brochureware CMS sites with no connections or data sharing</li></ul>	<ul style="list-style-type: none"><li>• CMS with SaaS &amp; inbound feeds</li><li>• Simple Marketing sites with one direction of data</li></ul>	<ul style="list-style-type: none"><li>• Ability to pass information from CRM etc. back &amp; forth</li><li>• Complex data administration</li></ul>	<ul style="list-style-type: none"><li>• Start of integrated editorial workflows</li><li>• Complex data integrations for CX</li></ul>	<ul style="list-style-type: none"><li>• Completely integrated custom workflows</li><li>• Data centralization &amp; Edge Processing</li></ul>





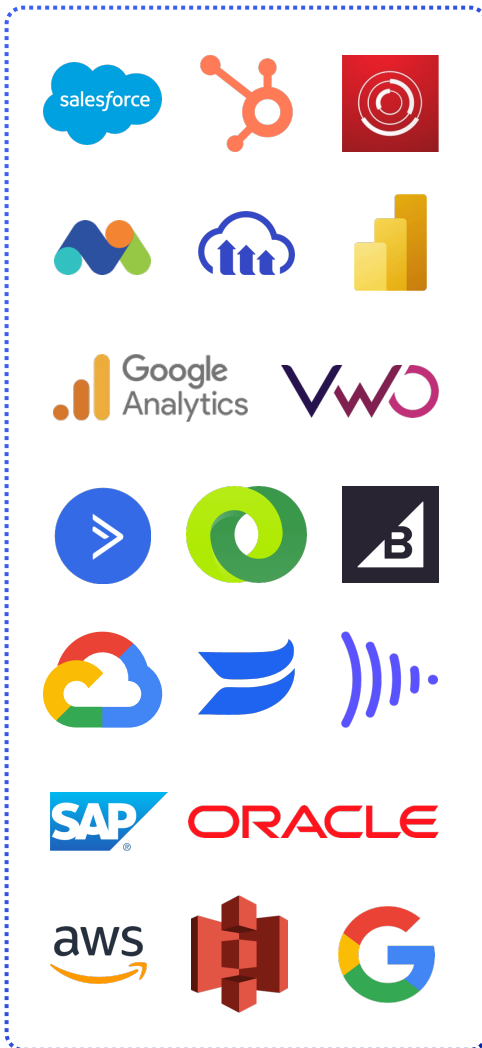
**What Are The Challenges  
We Are Solving Now,  
As Brands See The Potential?**



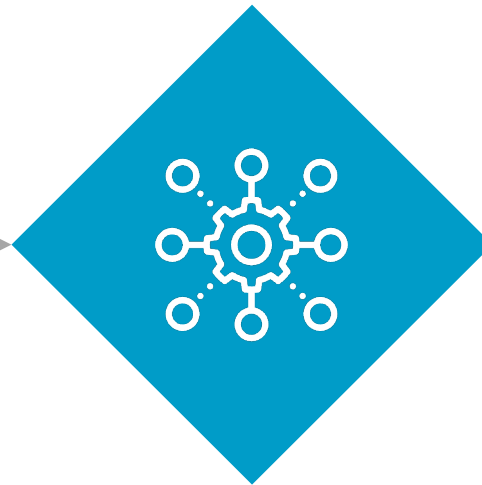


# Data Architecture At A Glance

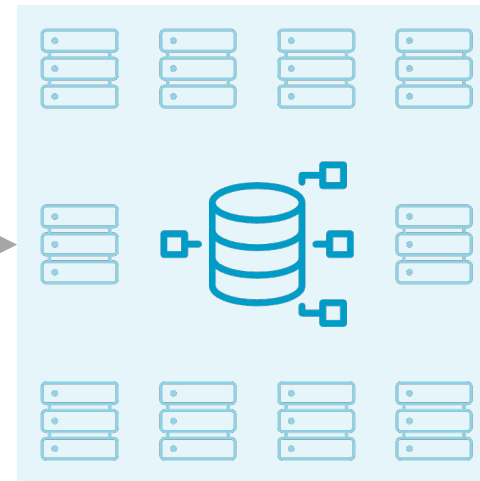
250+ Data Sources



Smart Connectors



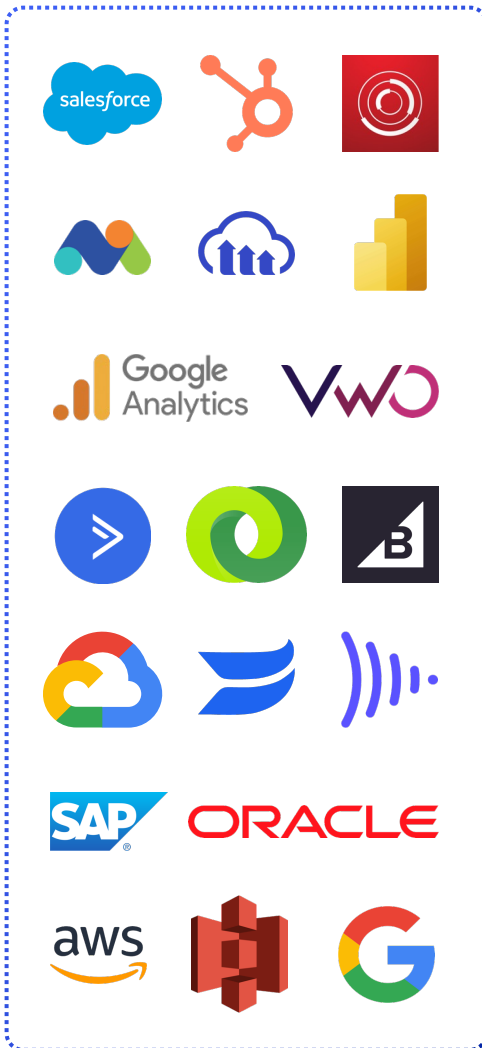
Intelligent Data Warehouse





# Data Journey

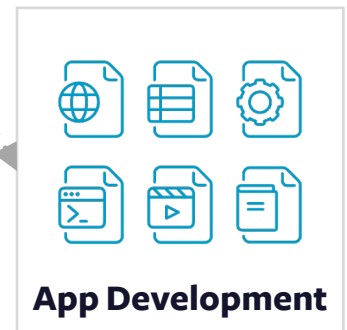
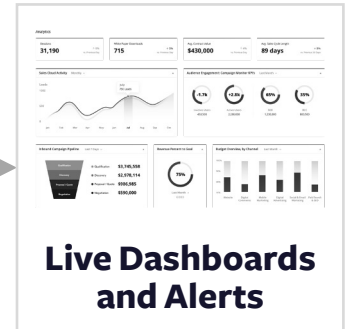
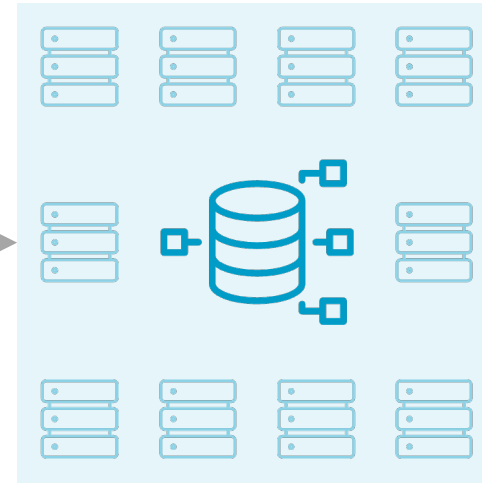
250+ Data Sources



Smart Connectors



Intelligent Data Warehouse





Crowd Favorite



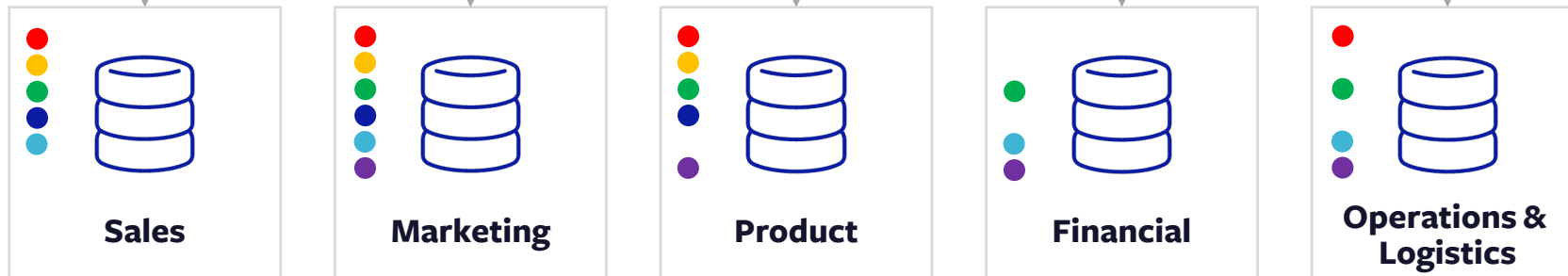
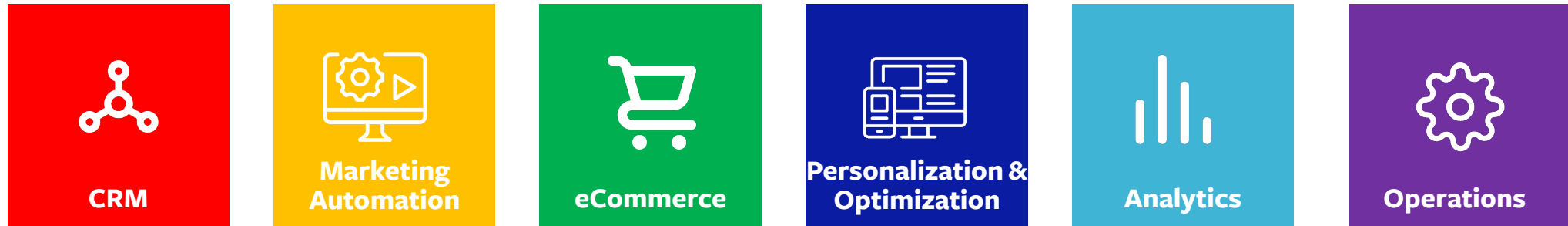
**This Is Leading To  
A New Opportunity**





# Data Mart Infrastructure

SaaS or Legacy Data Sources

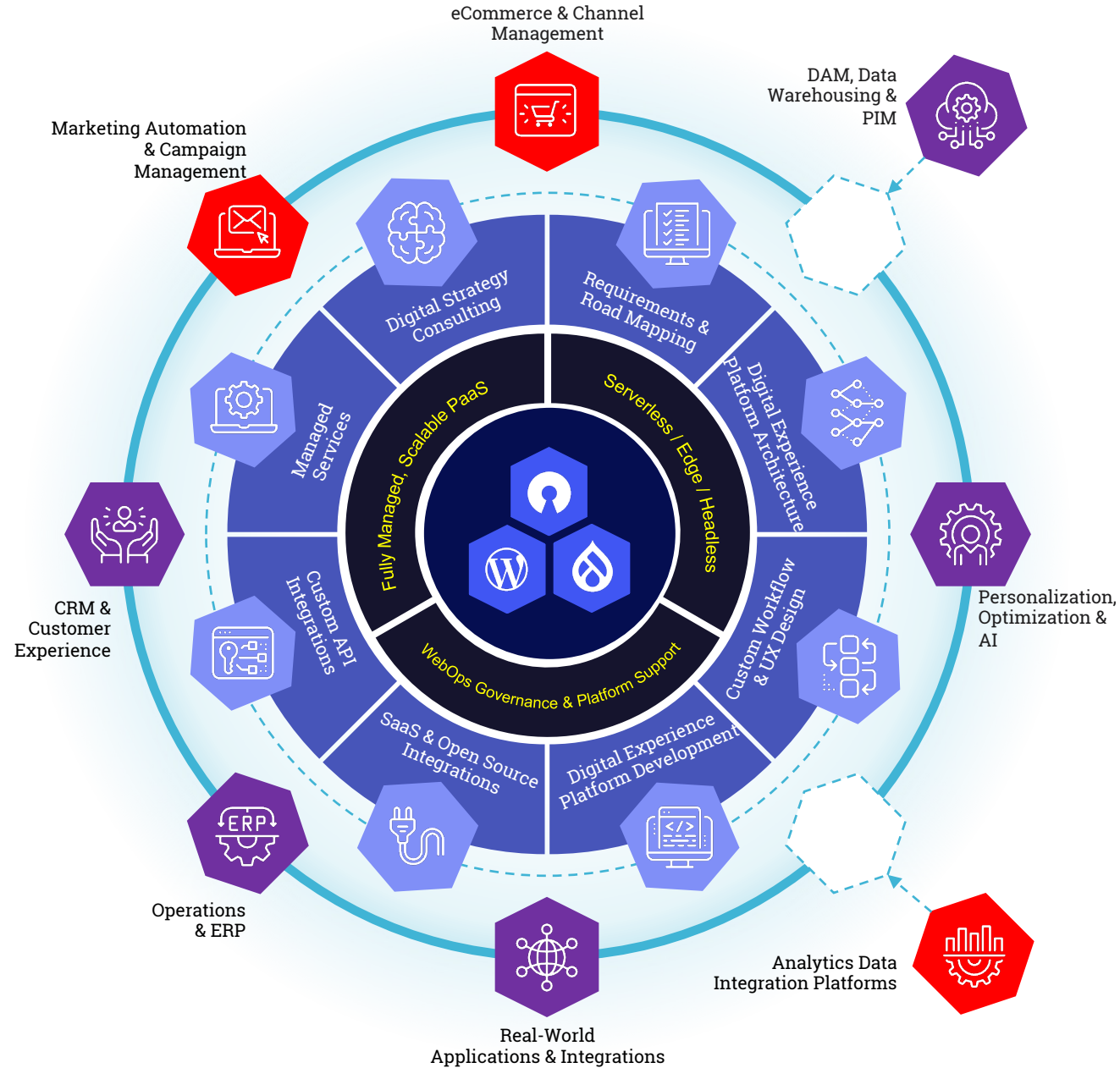


Business Unit Based Data Marts

# Key Insights into How Top Brands Exploit What's Next in Composable MarTech



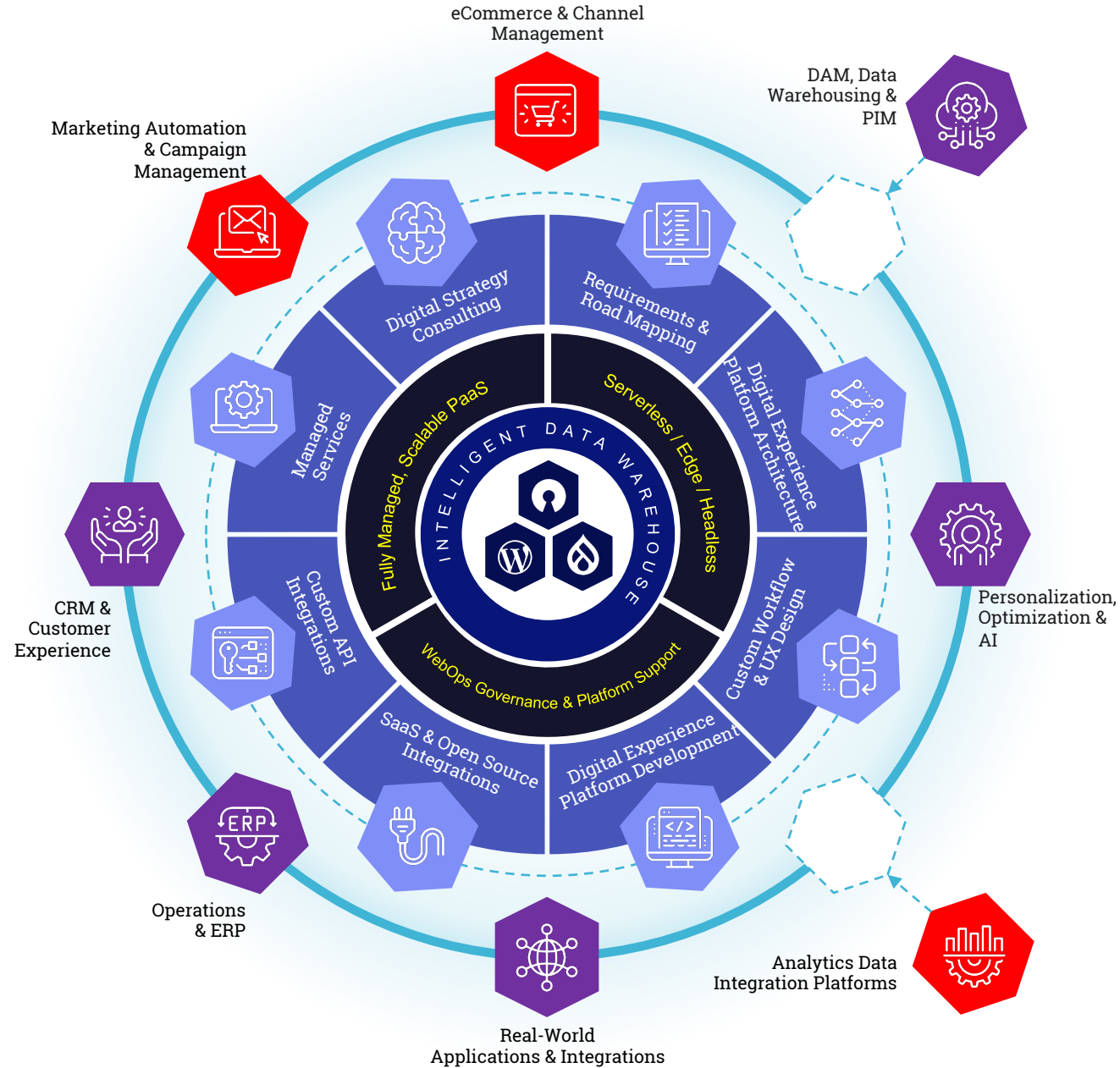
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# Key Insights into How Top Brands Exploit What's Next in Composable MarTech



Crowd Favorite

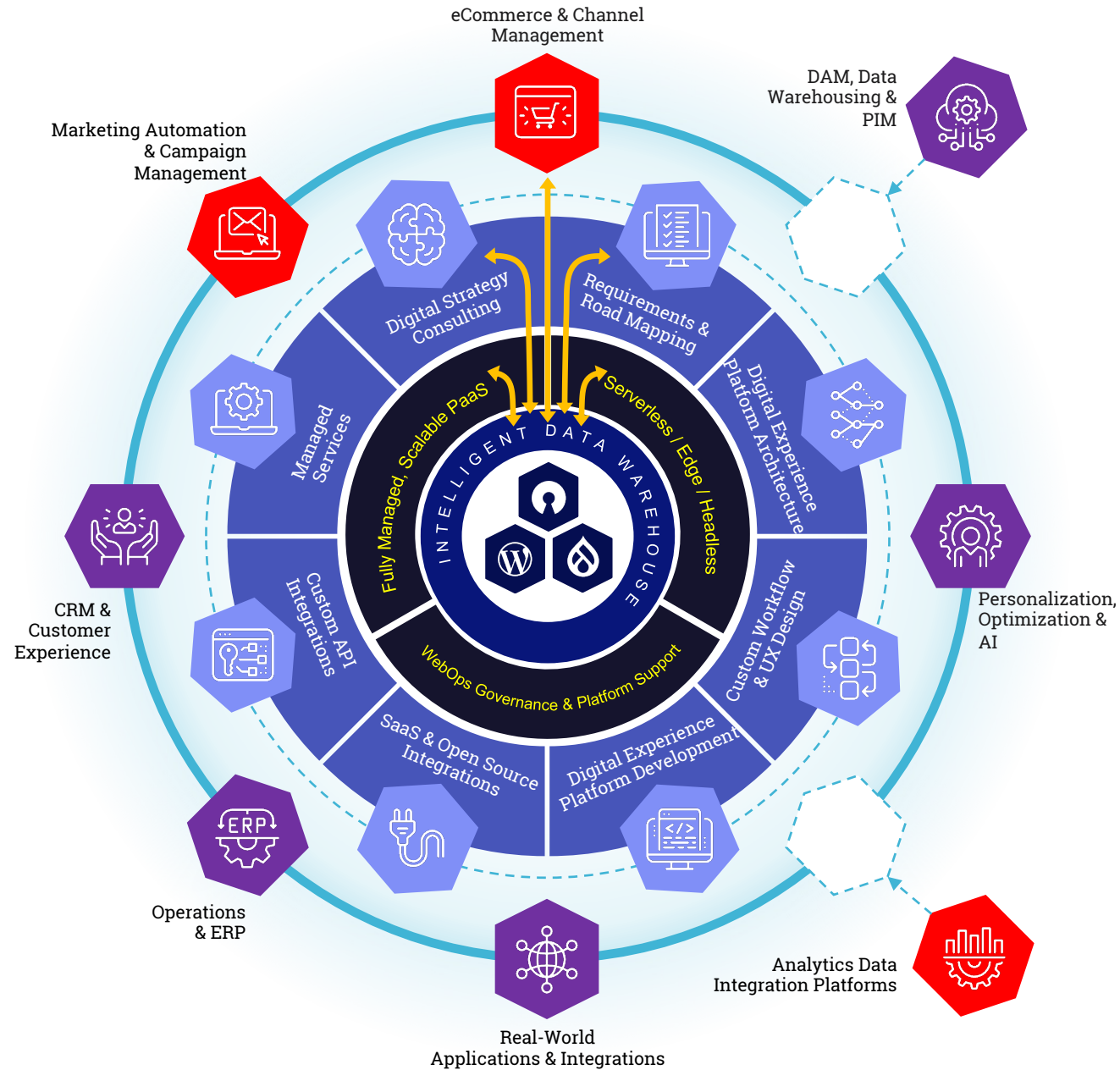




# Key Insights into How Top Brands Exploit What's Next in Composable MarTech



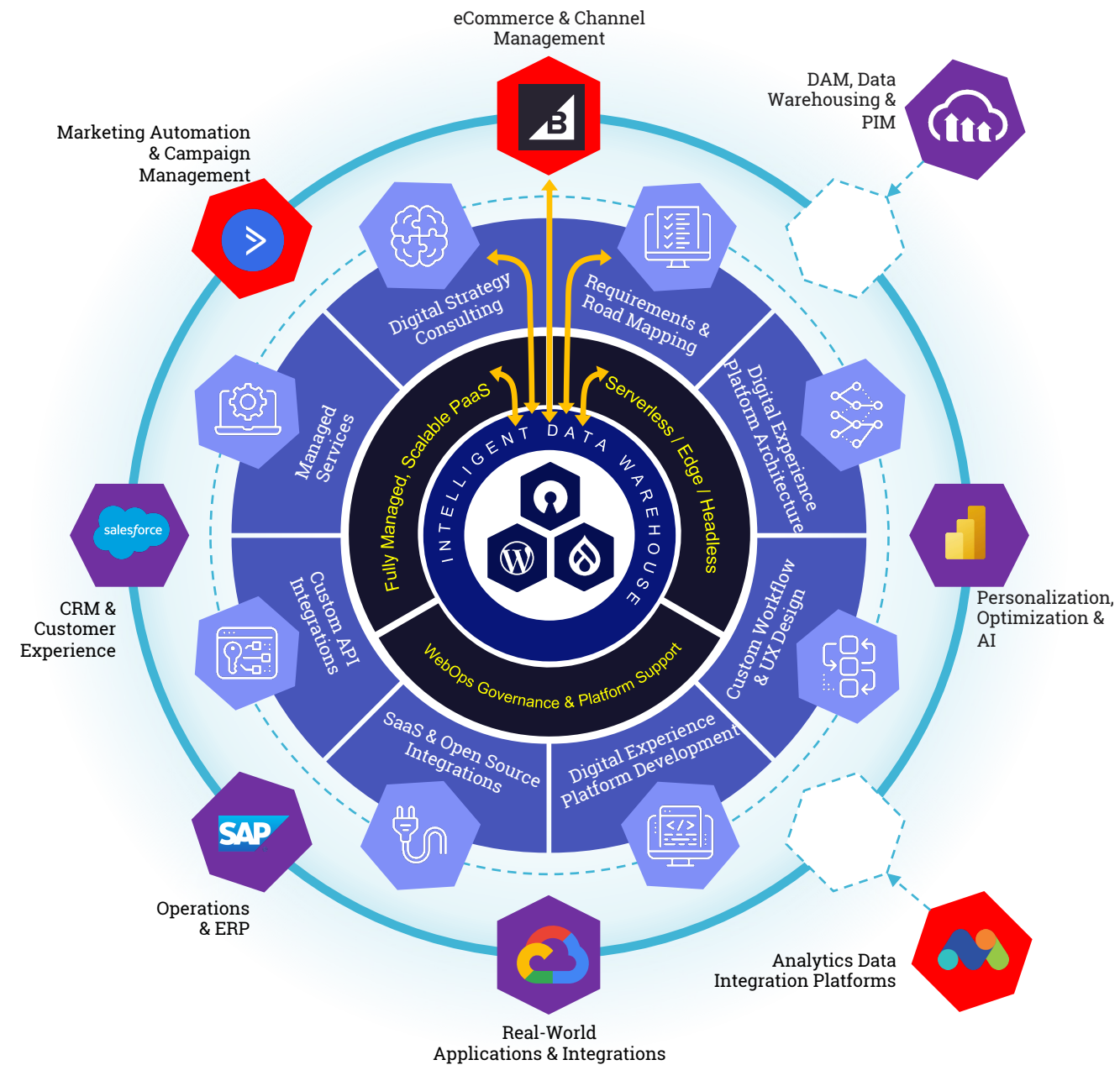
Crowd Favorite



# Key Insights into How Top Brands Exploit What's Next in Composable MarTech



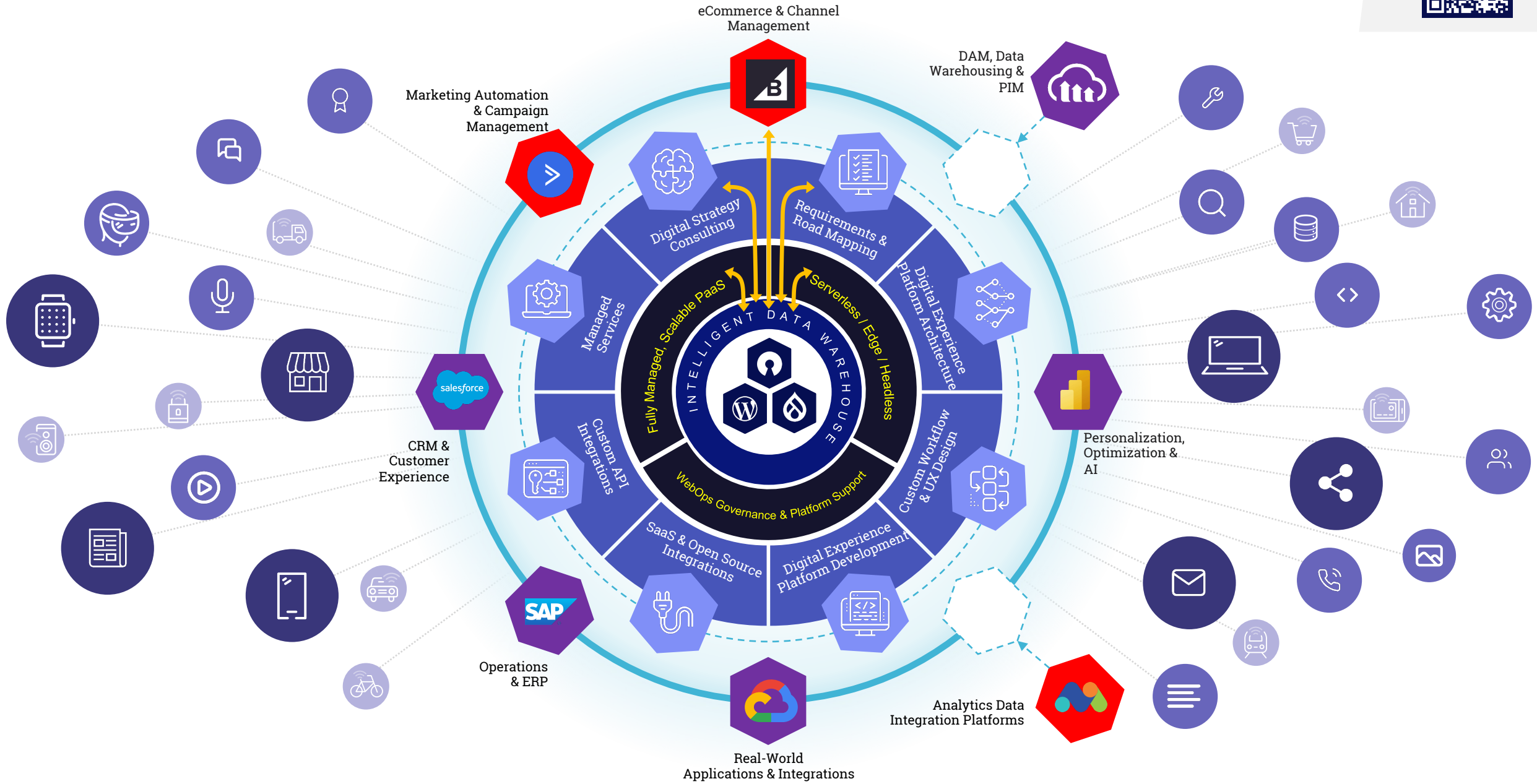
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# Key Insights into How Top Brands Exploit What's Next in Composable MarTech



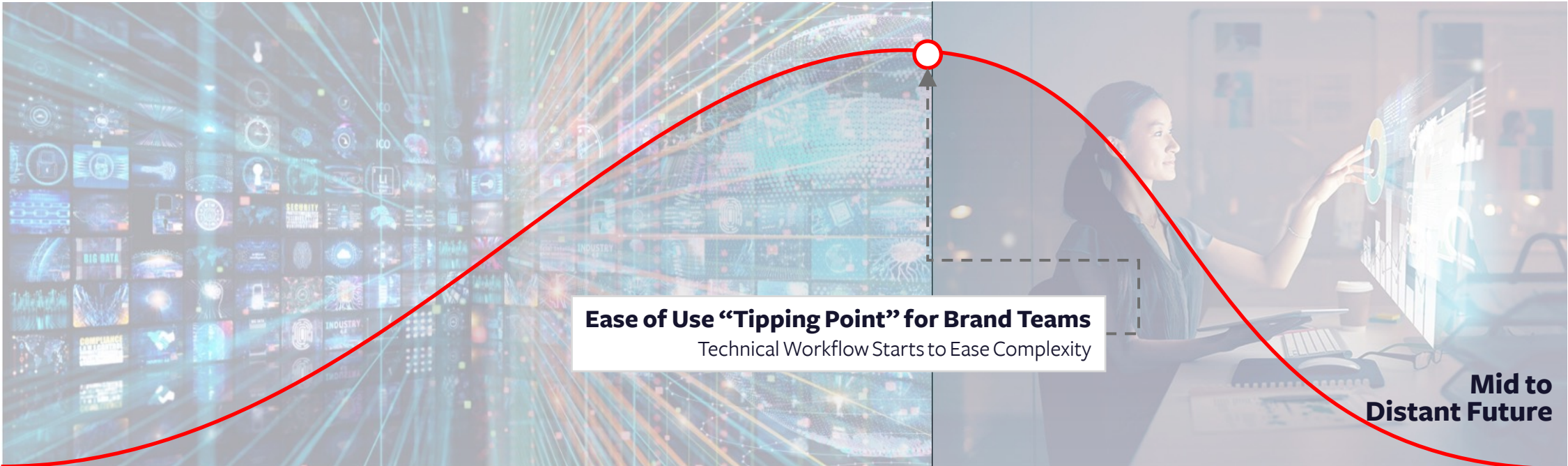
Crowd Favorite







# Marketing Editorial Workflow Level of Effort



<p><b>0</b></p> <p><b>Isolated System Architecture</b></p> <ul style="list-style-type: none"> <li>• Out-of-the-box Marketing site</li> <li>• Brochureware CMS sites with no connections or data sharing</li> </ul>	<p><b>1</b></p> <p><b>Single Pipeline Architecture</b></p> <ul style="list-style-type: none"> <li>• CMS with SaaS &amp; inbound feeds</li> <li>• Simple Marketing sites with one direction of data</li> </ul>	<p><b>2</b></p> <p><b>Multiple Data Stream Architecture</b></p> <ul style="list-style-type: none"> <li>• Ability to pass information from CRM etc. back &amp; forth</li> <li>• Complex data administration</li> </ul>	<p><b>3</b></p> <p><b>Digital Experience Platform</b></p> <ul style="list-style-type: none"> <li>• Start of integrated editorial workflows</li> <li>• Complex data integrations for CX</li> </ul>	<p><b>4</b></p> <p><b>Fully Modular DXP w/ Custom Workflow</b></p> <ul style="list-style-type: none"> <li>• Completely integrated custom workflows</li> <li>• Data centralization &amp; Edge Processing</li> </ul>	<p><b>5</b></p> <p><b>Phyigital CX Platform w/ Data Ownership</b></p> <ul style="list-style-type: none"> <li>• Instantly interactive, customized, editorial workflow</li> <li>• Fully integrated AI</li> <li>• Full data ownership</li> </ul>
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# Thank you!

## Want More Details?

- Download the Presentation
- Get More Information About Digital Experience Solutions Built With Open-Source & WebOps
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