Crowd Favorite

digitalsummit

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

Crowd Favorite

16 Years of Scaling Digital Marketing For Brands...

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

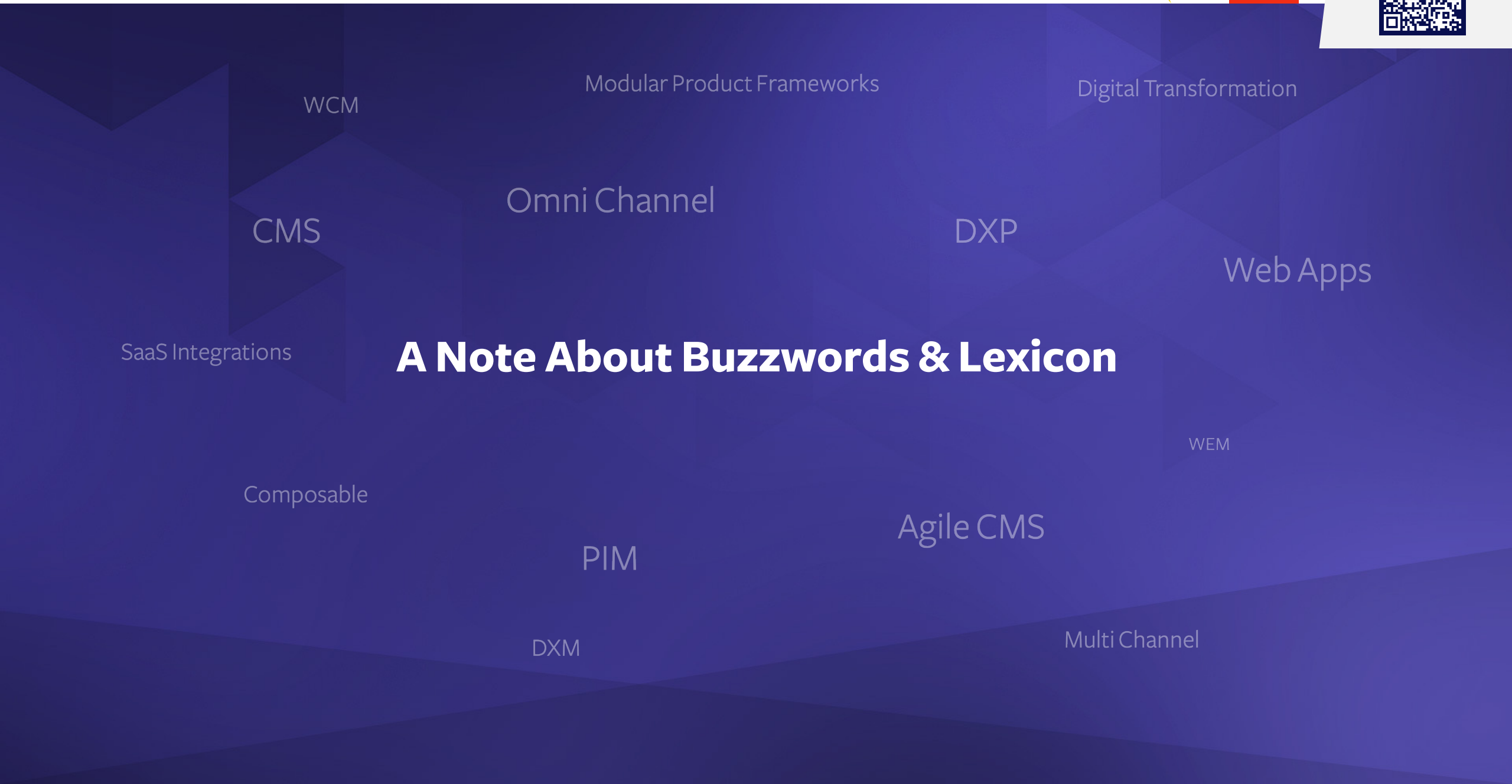
Disney, Providence, Janus Henderson Investors, abc studios, Rabobank, FutureBrand, National Geographic, enel, The National Academy of Television Arts & Sciences, Lexus, NVIDIA, Mitsubishi Electric, NBC Sports, AT&T, Starbucks, STARZ, Campbell's, illy, COLOURPOP, Top Class Actions, United States Olympic & Paralympic Museum, Phish, LKQ Corporation, Microsoft, intel, Ogilvy, mailchimp, mozilla, Meta, verizon, Palantir, NISSAN, NGINX, NIH National Institutes of Health, BMW

A SAMPLE OF SOME CROWD FAVORITE CLIENTS

Crowd Favorite

"Websites For Use Cases, Not Features..."

Alberto Medina
-Google 2023


WCM
Modular Product Frameworks
Digital Transformation
Omni Channel
CMS
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?

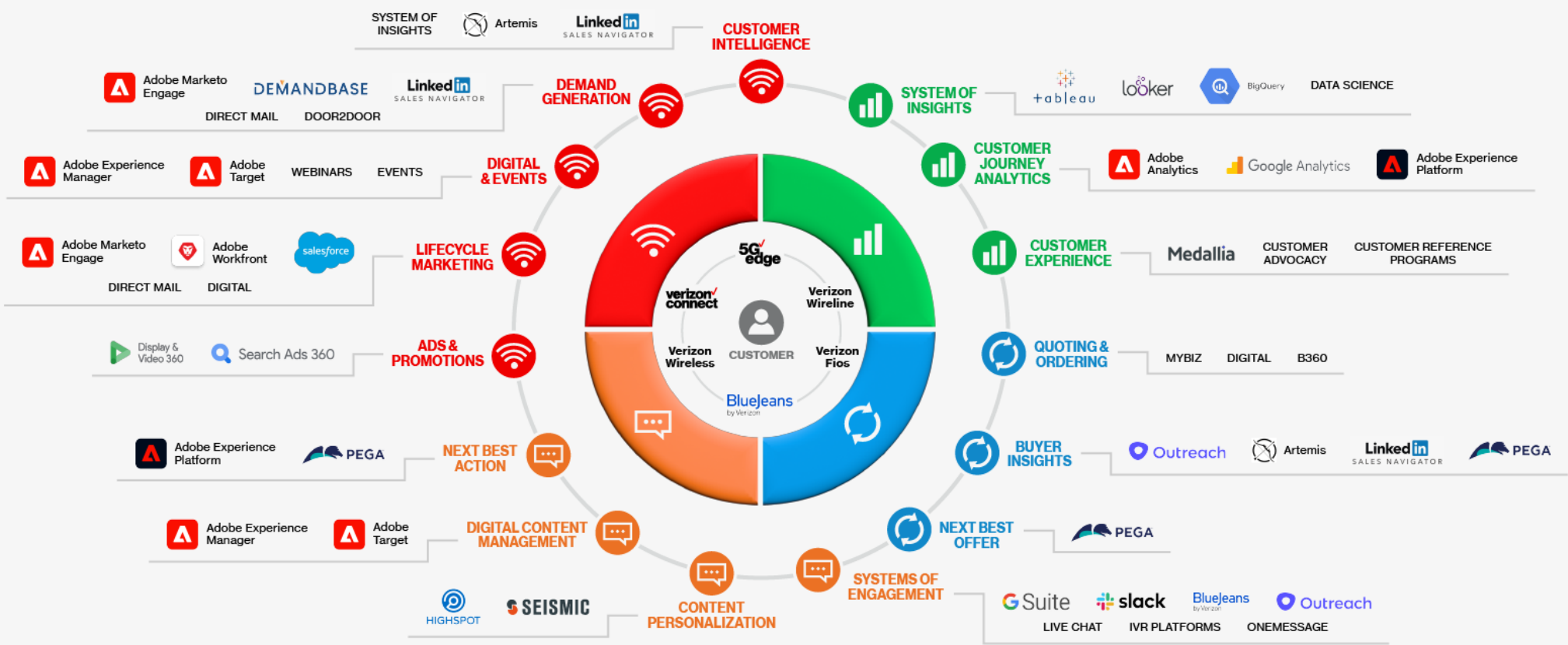
Courtesy of Crowd Favorite

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.

Crowd Favorite

Verizon is NOT Starting With "AEM", or Any Other "Stack"



verizon

We build the networks that move the world forward.

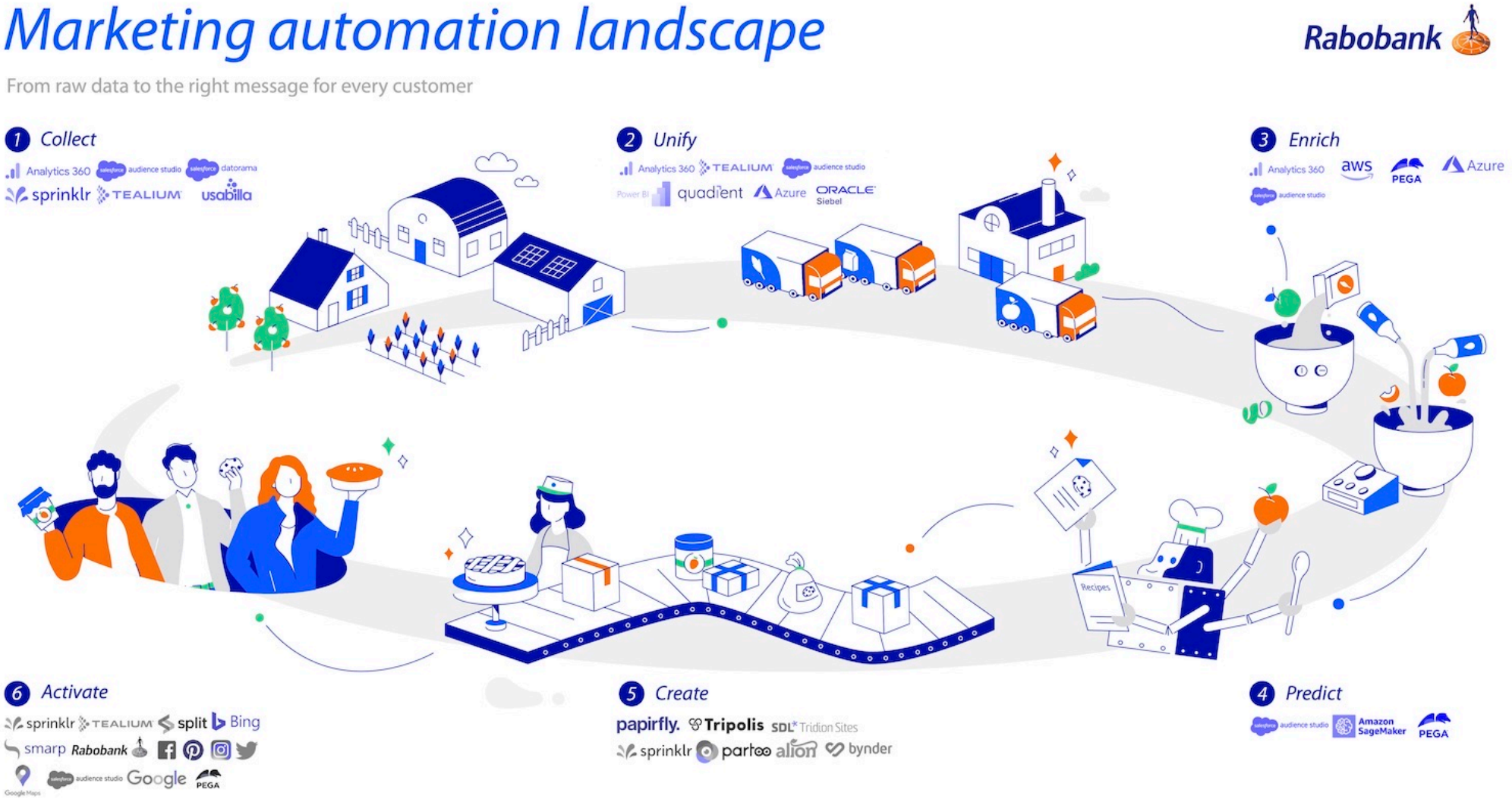
A Smarter, Faster, Personalized B2B MarTech Stack.

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.

REACH ENGAGE CONVERT MEASURE

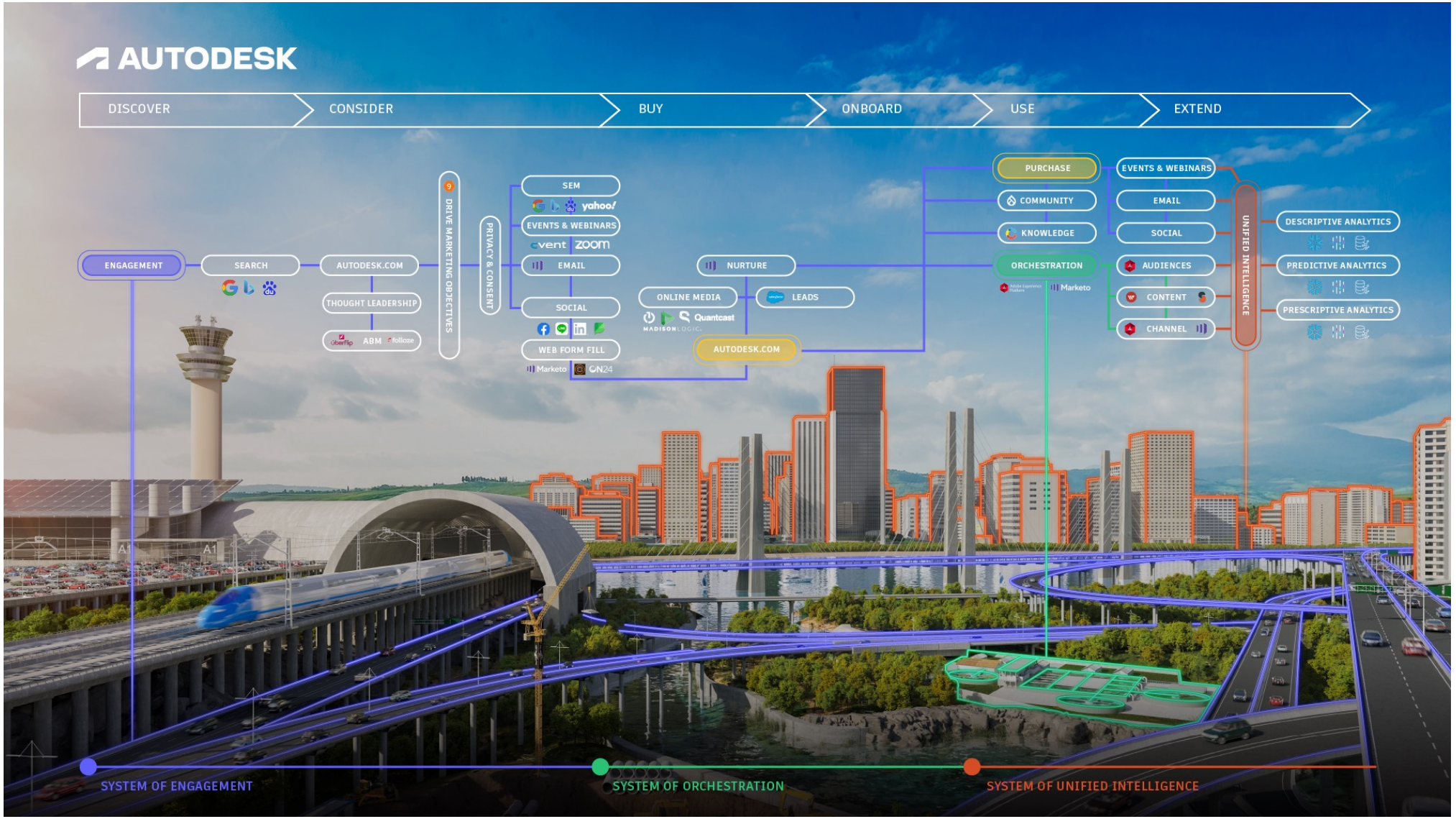
Courtesy of ChiefMartec.com

Rabobank is Asking About Integration & Support BEFORE Features



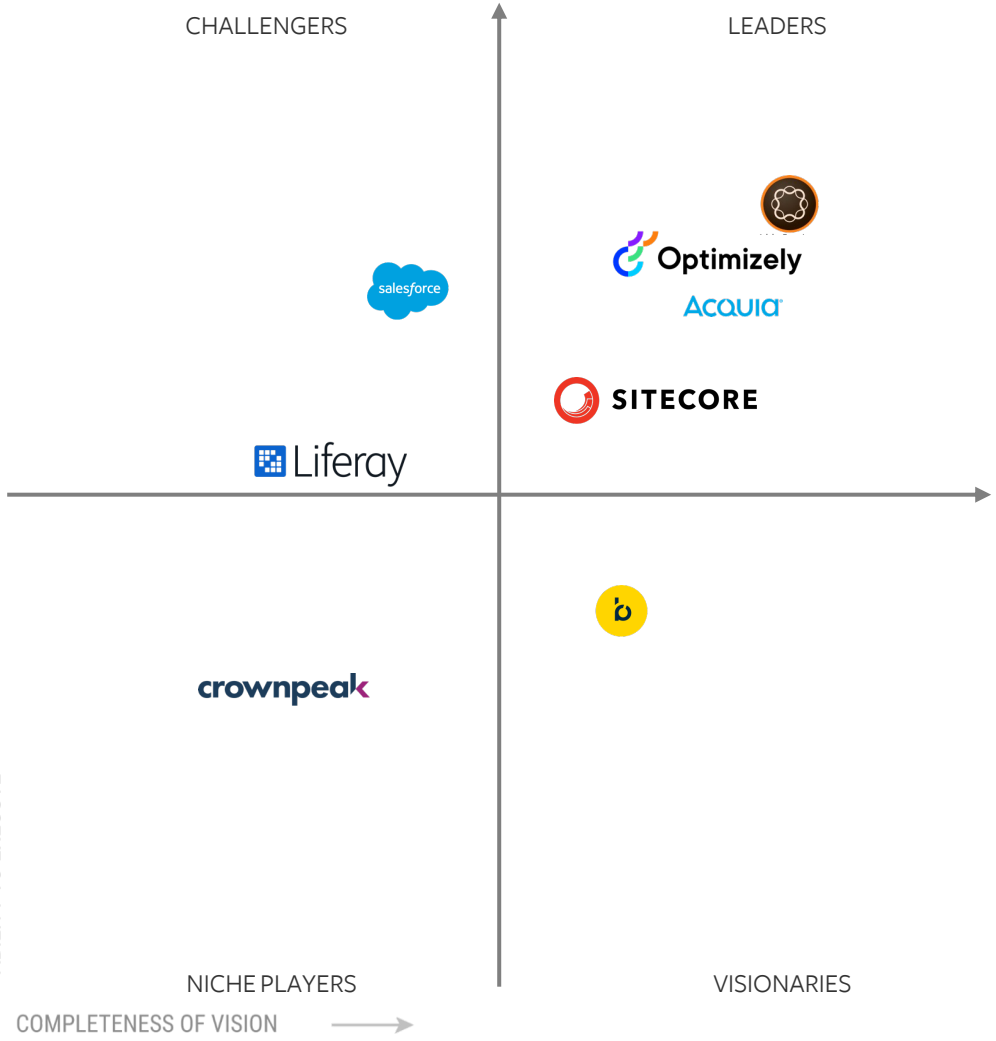
Courtesy of ChiefMartec.com

Autodesk Mapped Out Workflow BEFORE Choosing MarTech



Courtesy of ChiefMartec.com

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

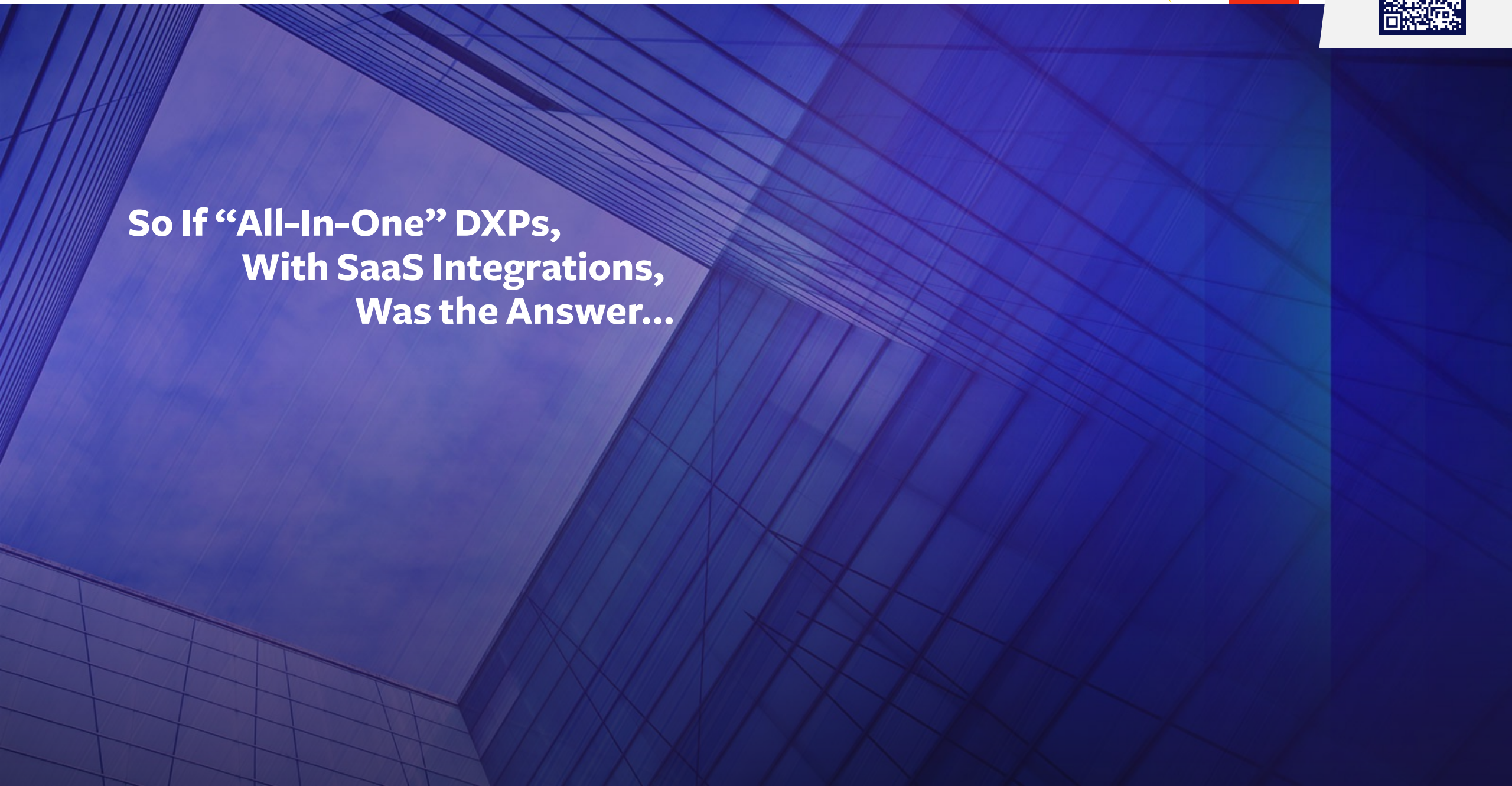
- Personalization / Conditional Content
- Marketing Automation Tools & Integrations
- Native & Extendable Analytics
- Advanced Campaign Tools
- Customer Insight Conversion Optimization
- Artificial Intelligence BI Integrations
- Real-Time Customer Profiles
- Lead Management

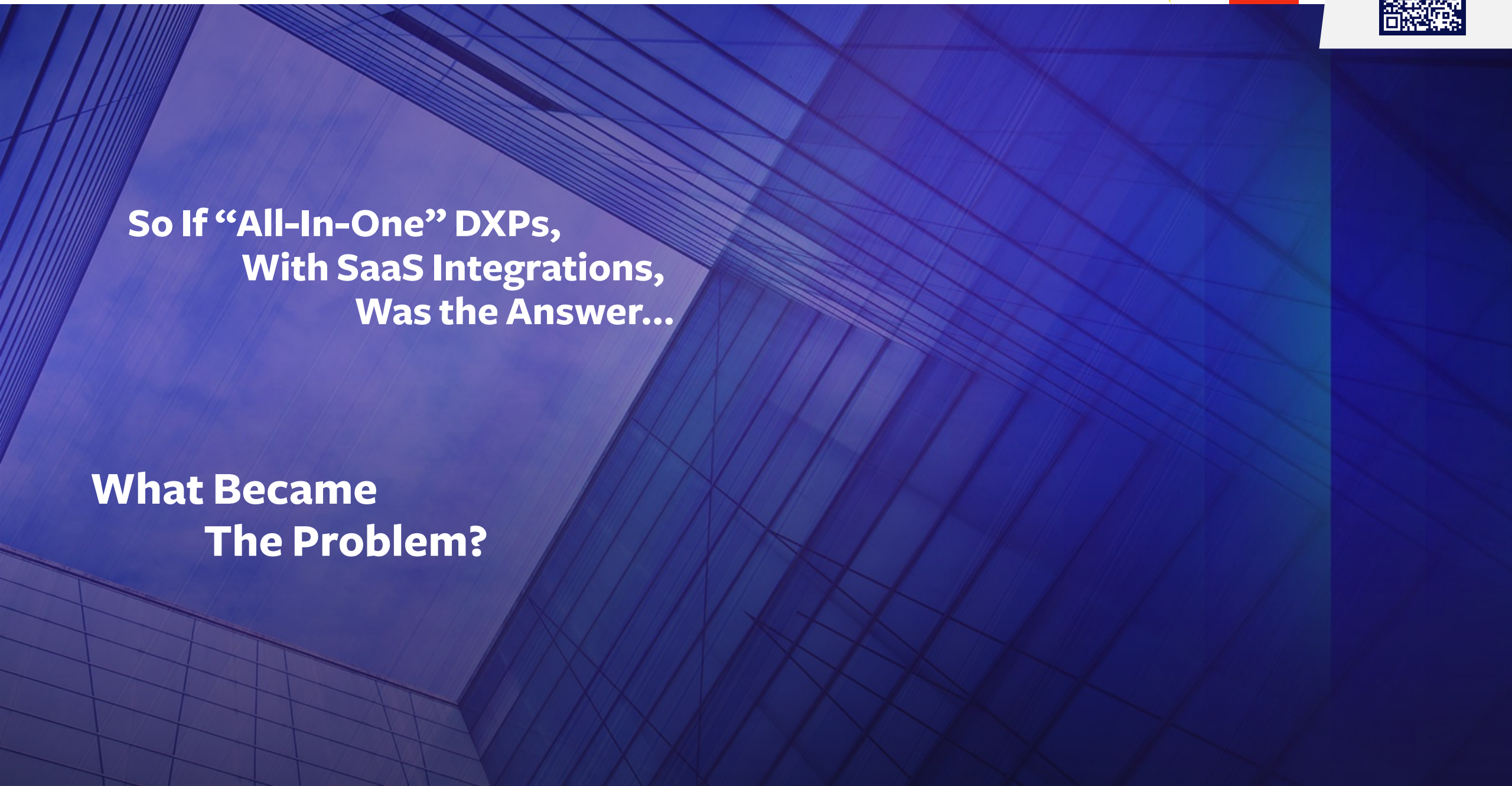
Manage

- 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

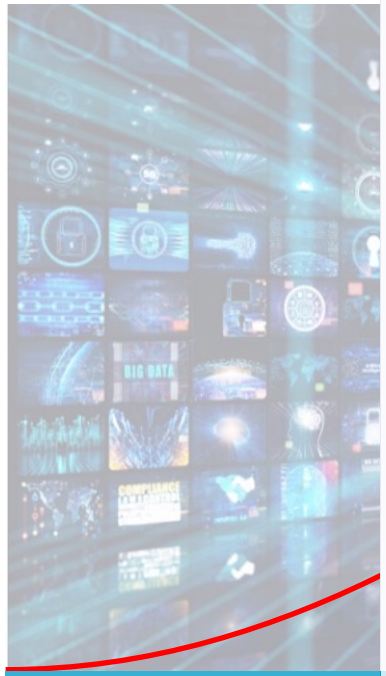
Develop / Innovate

- API First Architecture
- Innovate with Faster Time to Market Dev
- Headless Framework Available
- Artificial Intelligence BI Integrations
- Data Privacy / Ownership
- Application / Module Marketplace
- 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

0

Isolated System Architecture

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

1

Single Pipeline Architecture

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

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

1

Single Pipeline Architecture

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

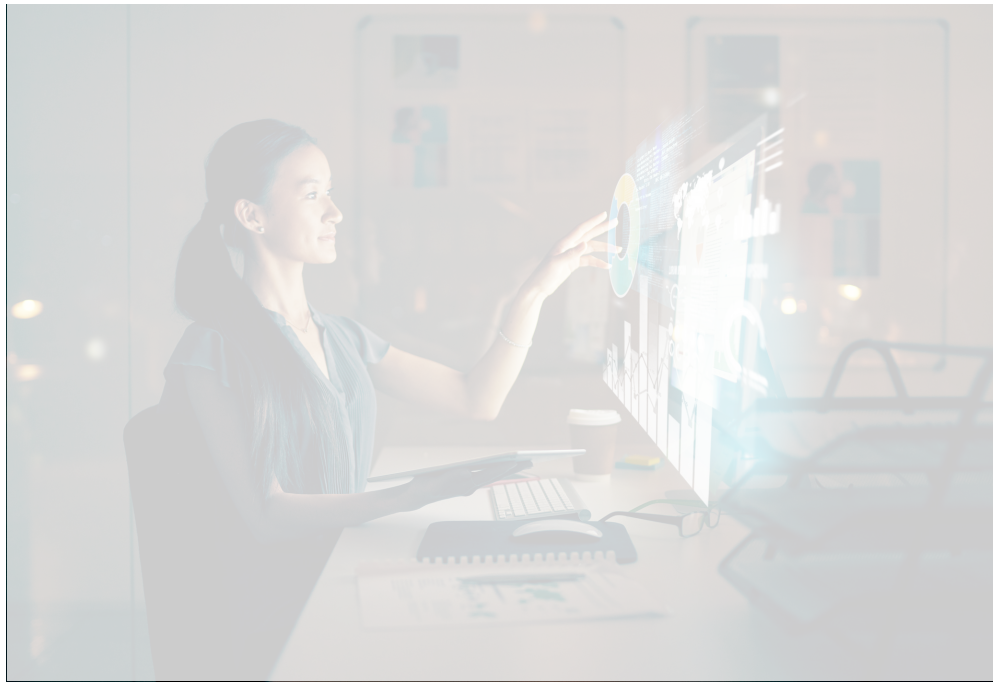
2

Multiple Data Stream Architecture

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

The Perceived Choices

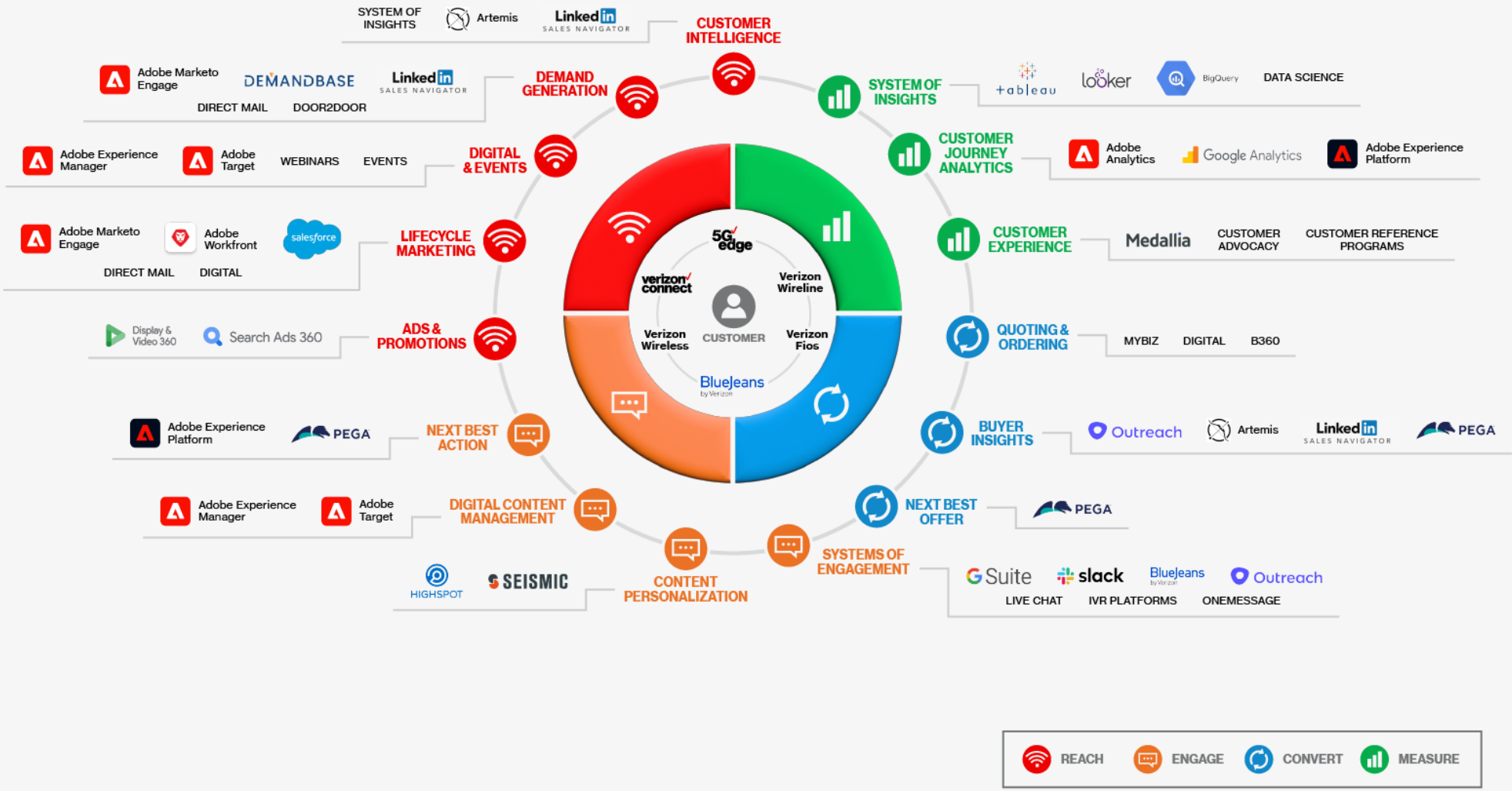
All-in-One DXP's



And / Or

Choose Your Own Adventure SaaS

The Promise of Mixed Workflows



Courtesy of ChiefMartec.com

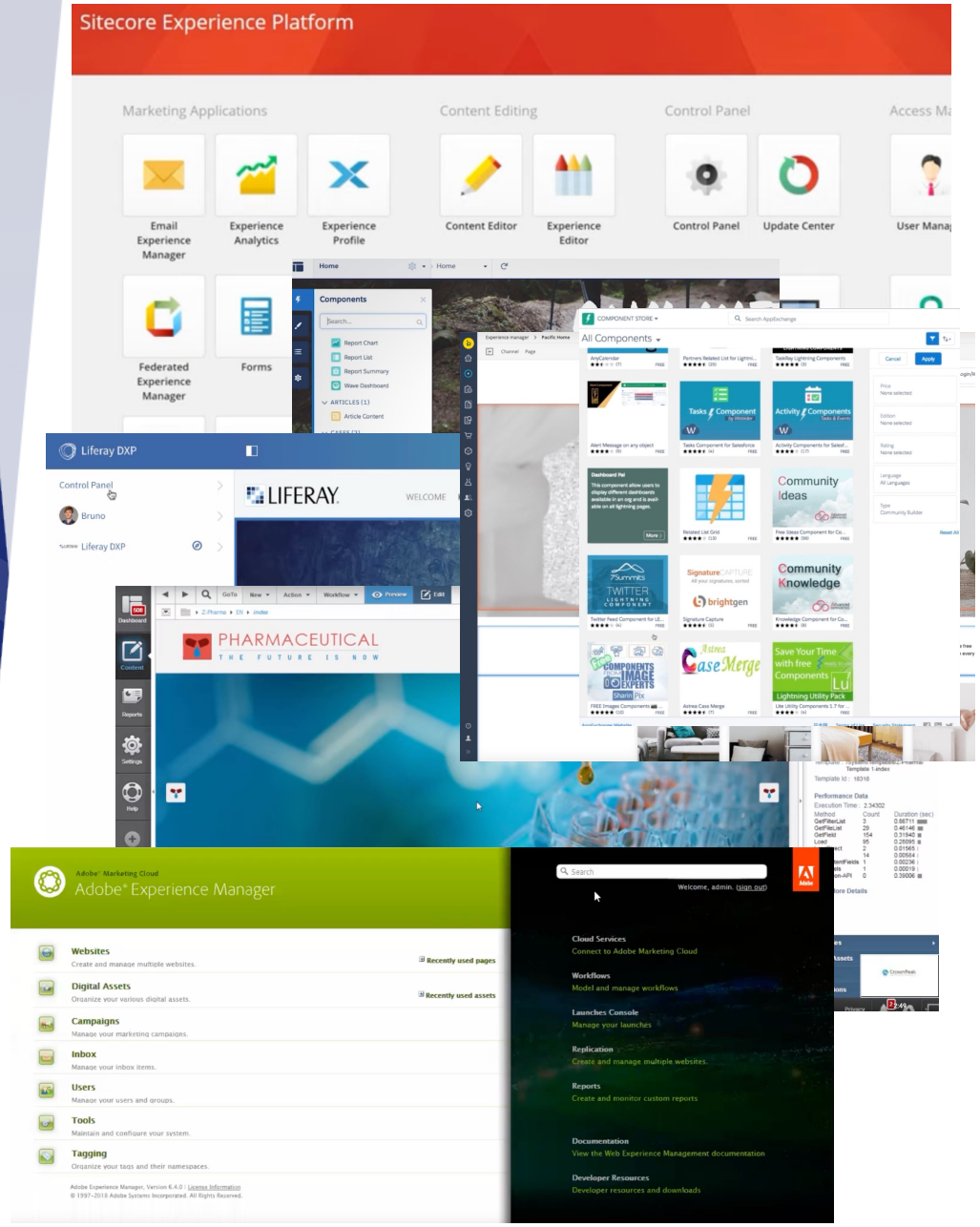
The Reality of Mixed Workflows

37 Separate Administrative Interfaces with 22 Workflows

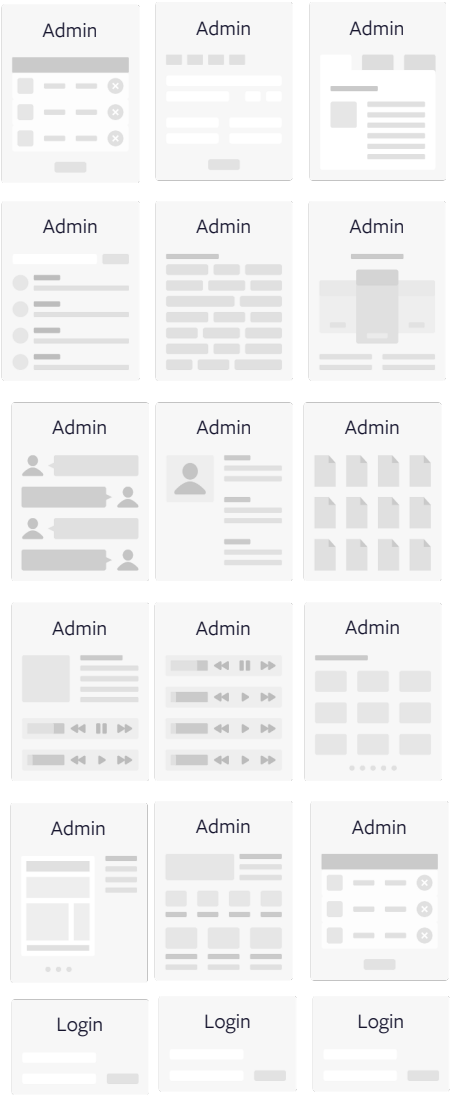
Courtesy of ChiefMartec.com

Crowd Favorite

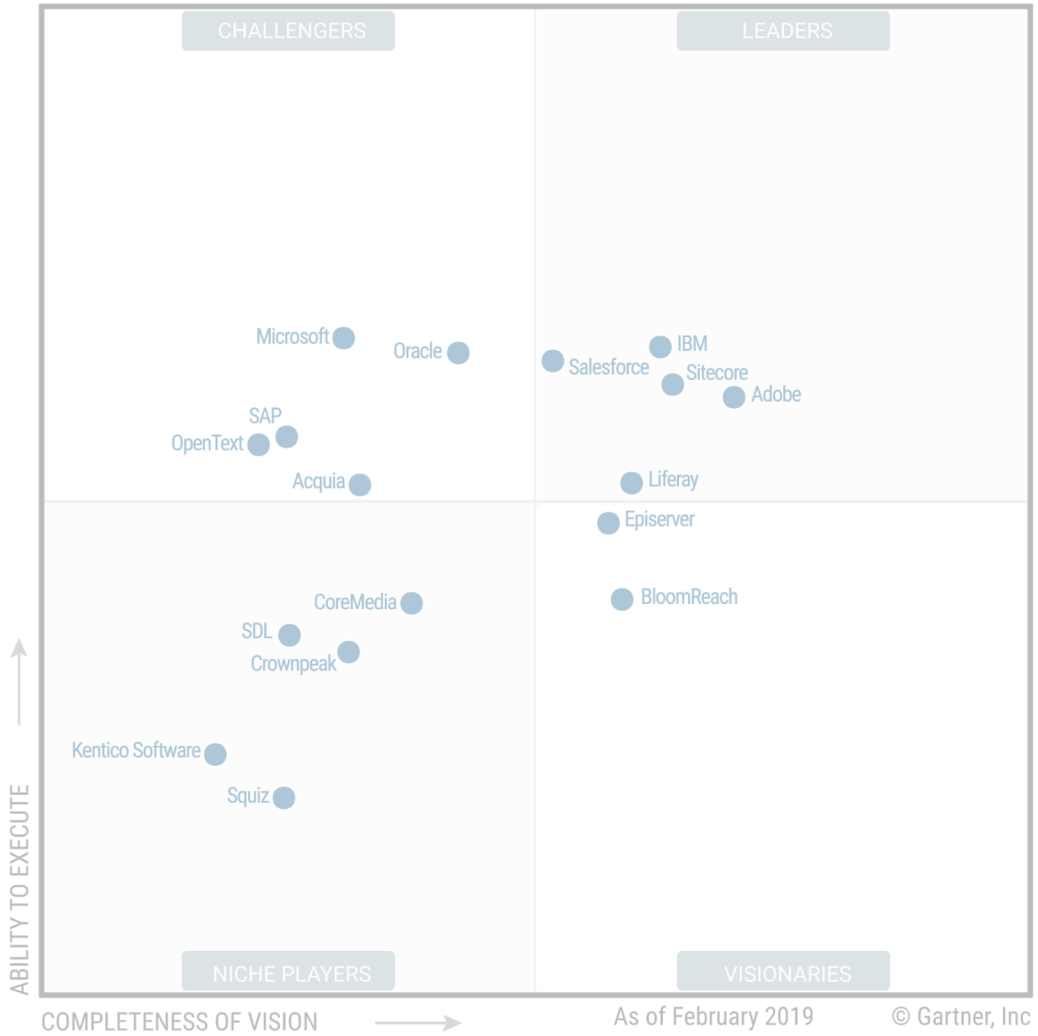
Current State of "All-in-One" DXP Workflows



Non-scaling Editorial Process



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.

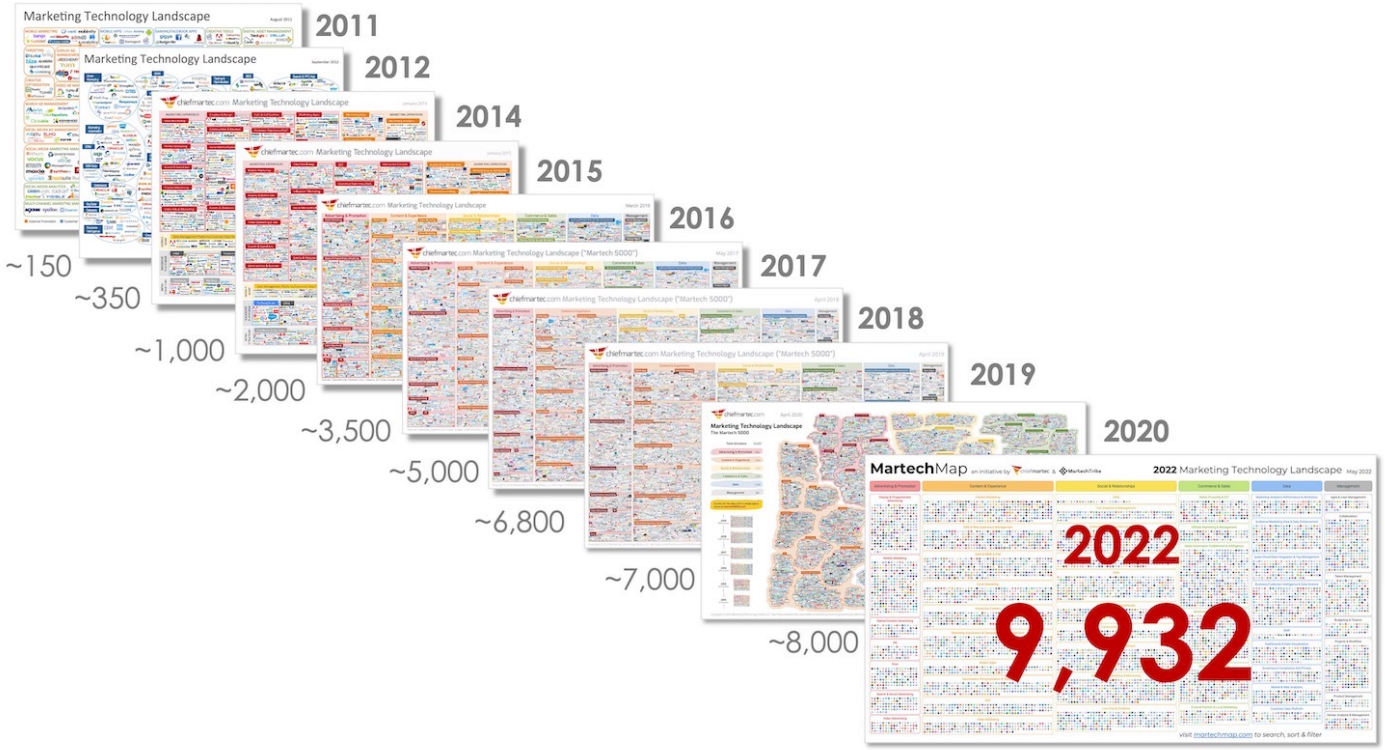
Disguised Vendor Lock-in Within OSS

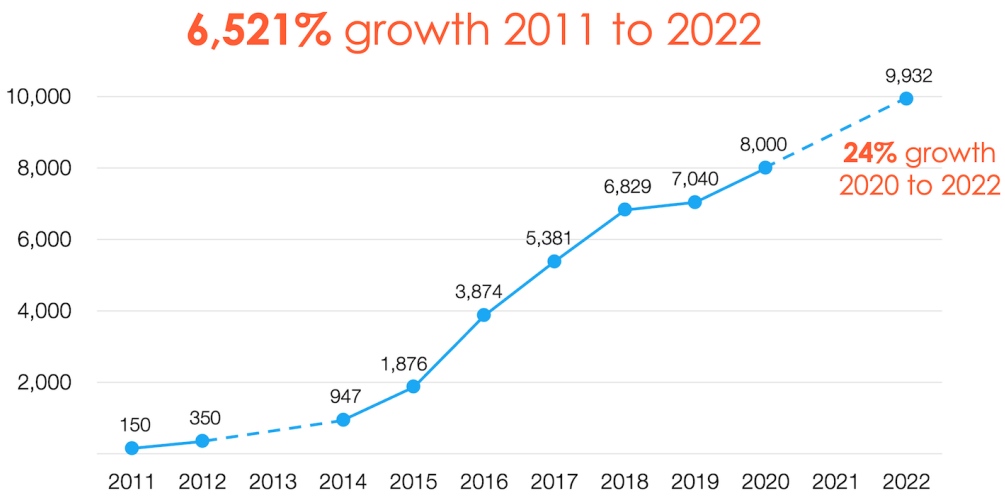
- Customized Framework, originally built on top of Open Source, but added code and SaaS Features create Lock-in.

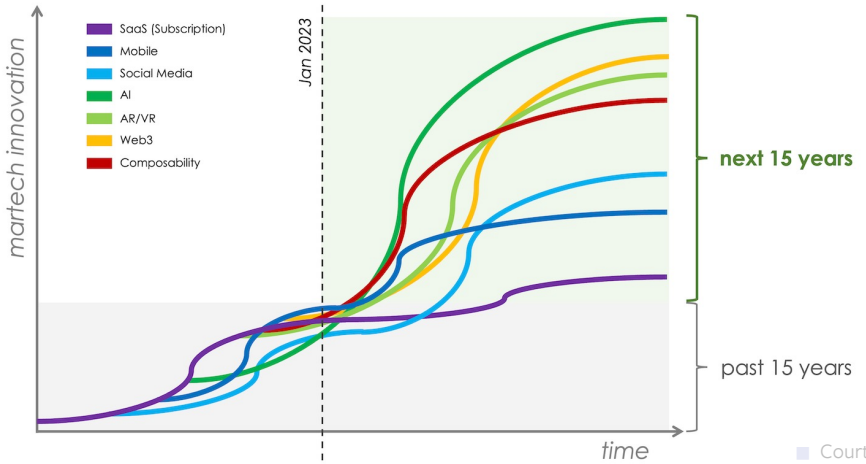
Meanwhile, Back at the Ranch
SaaS was Growing
Faster than Anyone
Could....

Crowd Favorite

Building Complex MarTech Solutions in SaaS



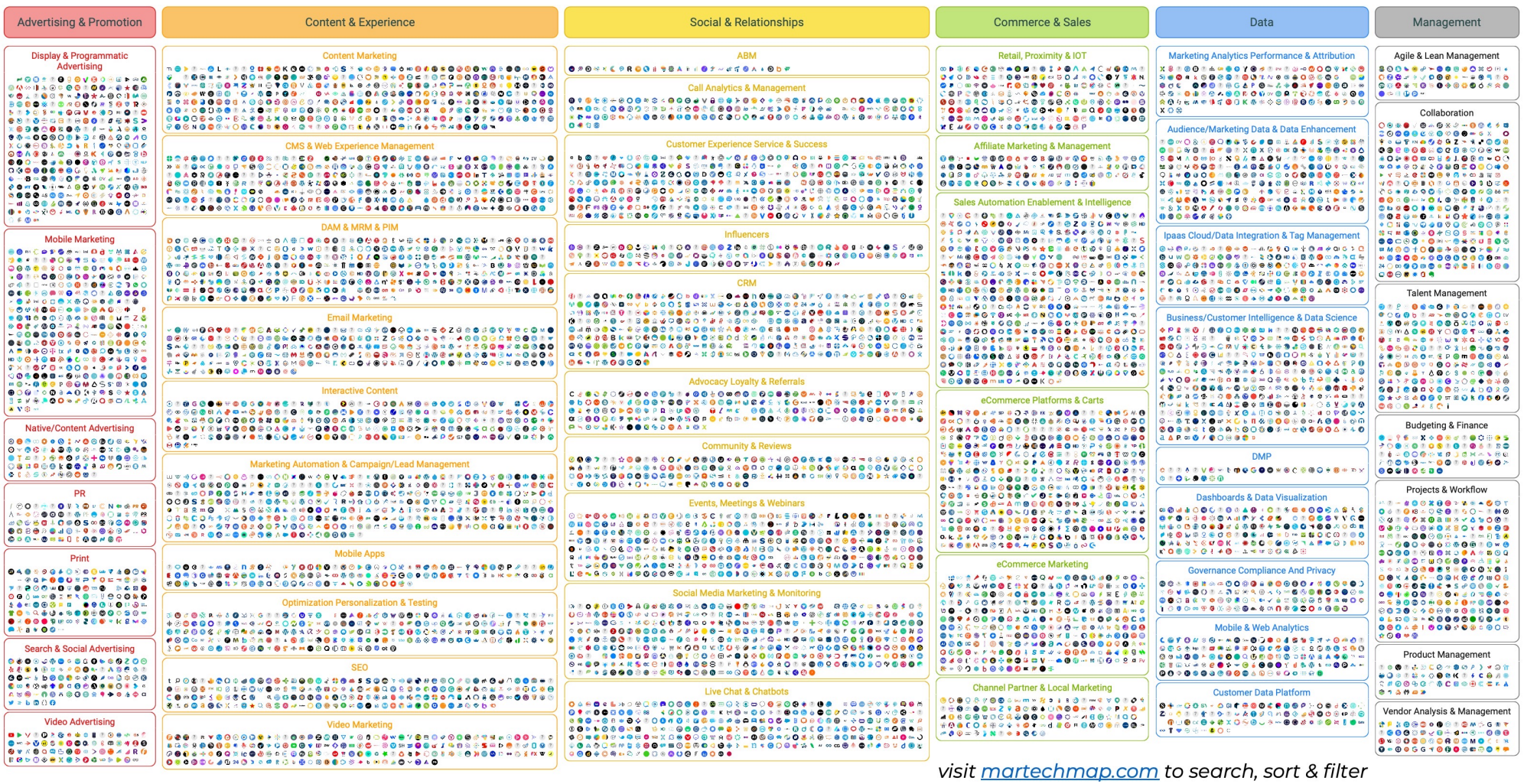




Courtesy of ChiefMartec.com

Crowd Favorite

Building Complex MarTech Solutions in SaaS

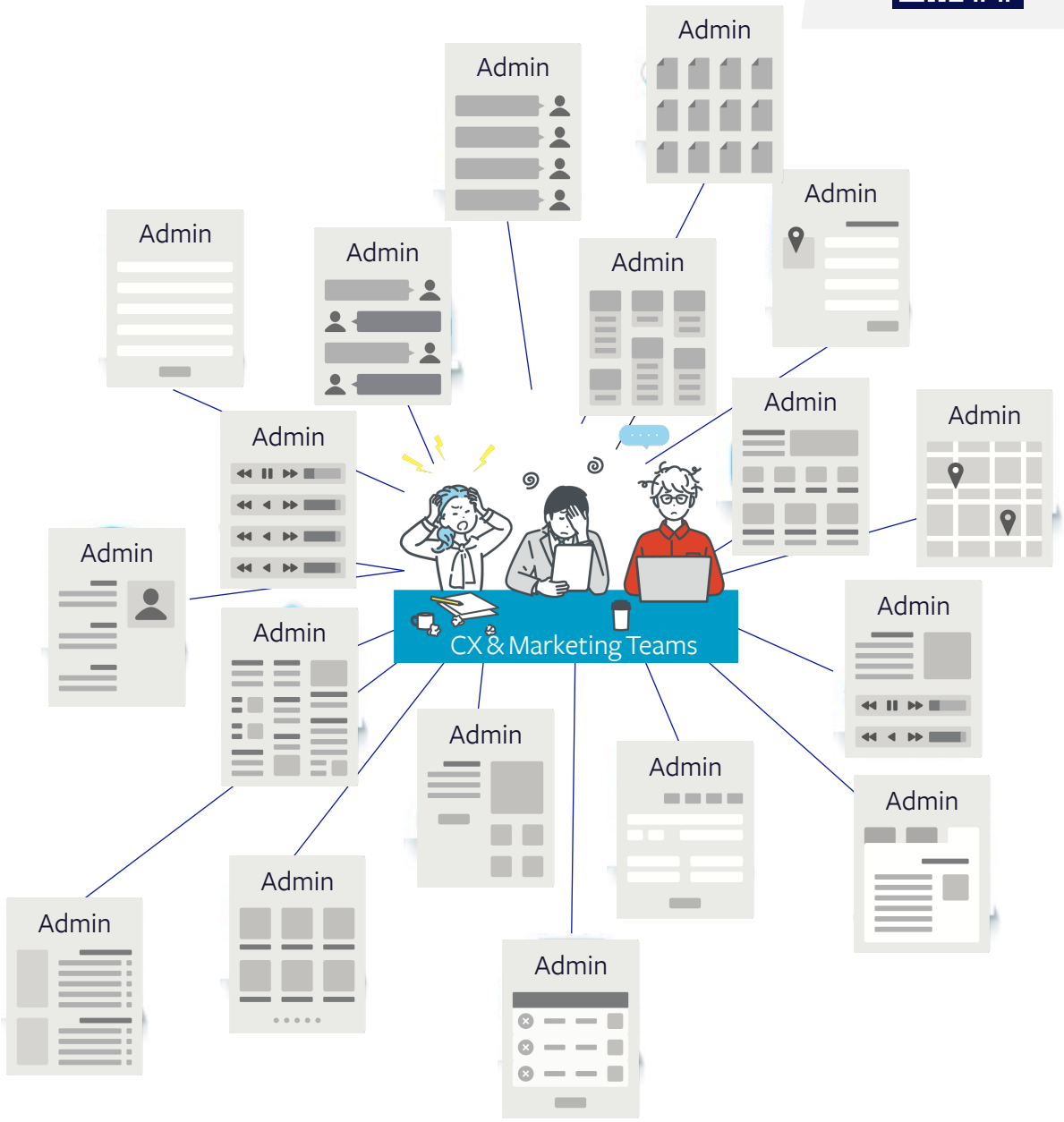


visit martechmap.com to search, sort & filter

Courtesy of ChiefMartec.com

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



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

1

Single Pipeline Architecture

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

2

Multiple Data Stream Architecture

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

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

1
Single Pipeline Architecture

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

2
Multiple Data Stream Architecture

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

3
Digital Experience Platform

- Start of integrated editorial workflows
- Complex data integrations for CX

What Did Brands Learn From This?

What Other Choices Are Available For Marketing Teams?

How Could Brands Lower The Marketing Workload?

Crowd Favorite

Brands Had a Wish List After Experimenting with "All-in-One" DXPs & SaaS

THE FUTURE IS OPEN

- 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

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

- 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

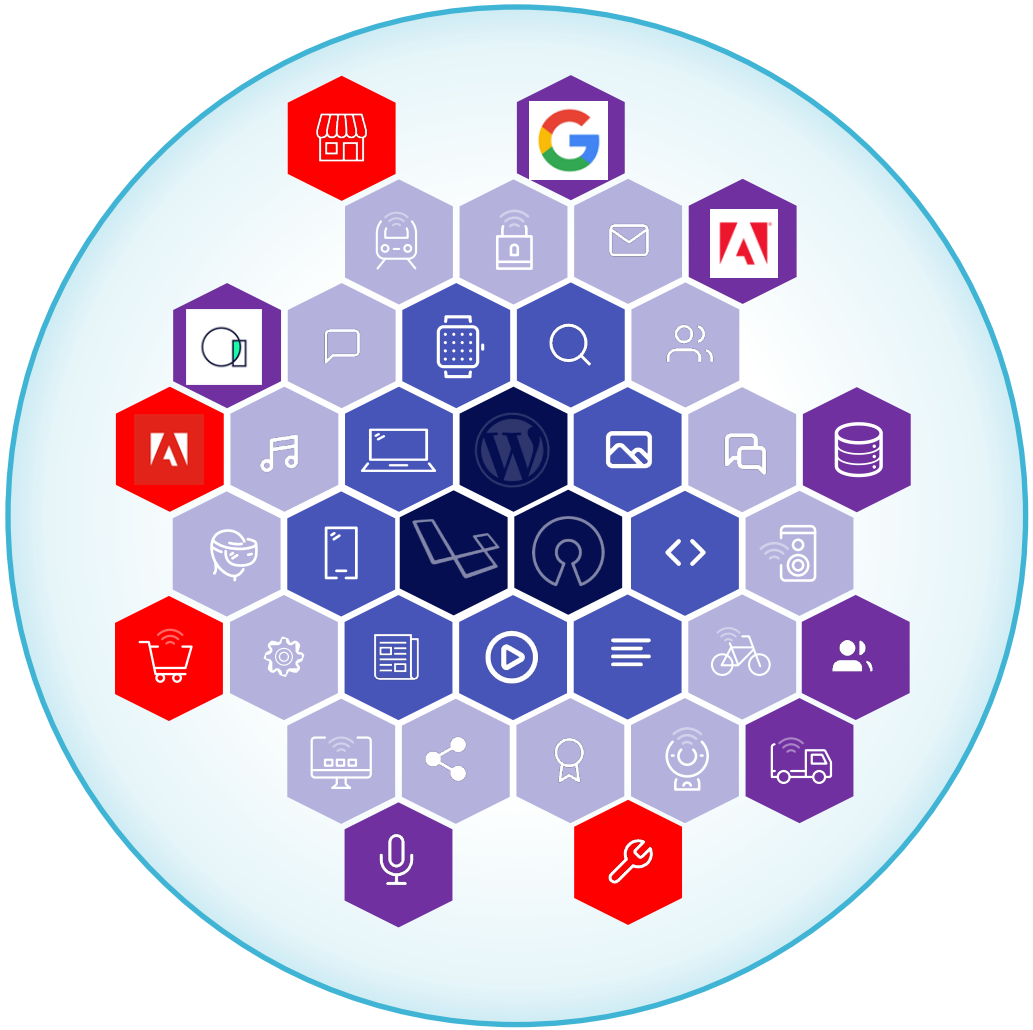
- Multi-Site Management
- Multilingual Module
- Publishing / Editorial Workflows
- Collaborative Team / Task Orchestration
- Complex User Profiles
- Ad Management
- SEO & Campaign Management
- Cross-Channel Campaign Management
- Personal Data Management

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

Looking How We Built These
In a Conceptional 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

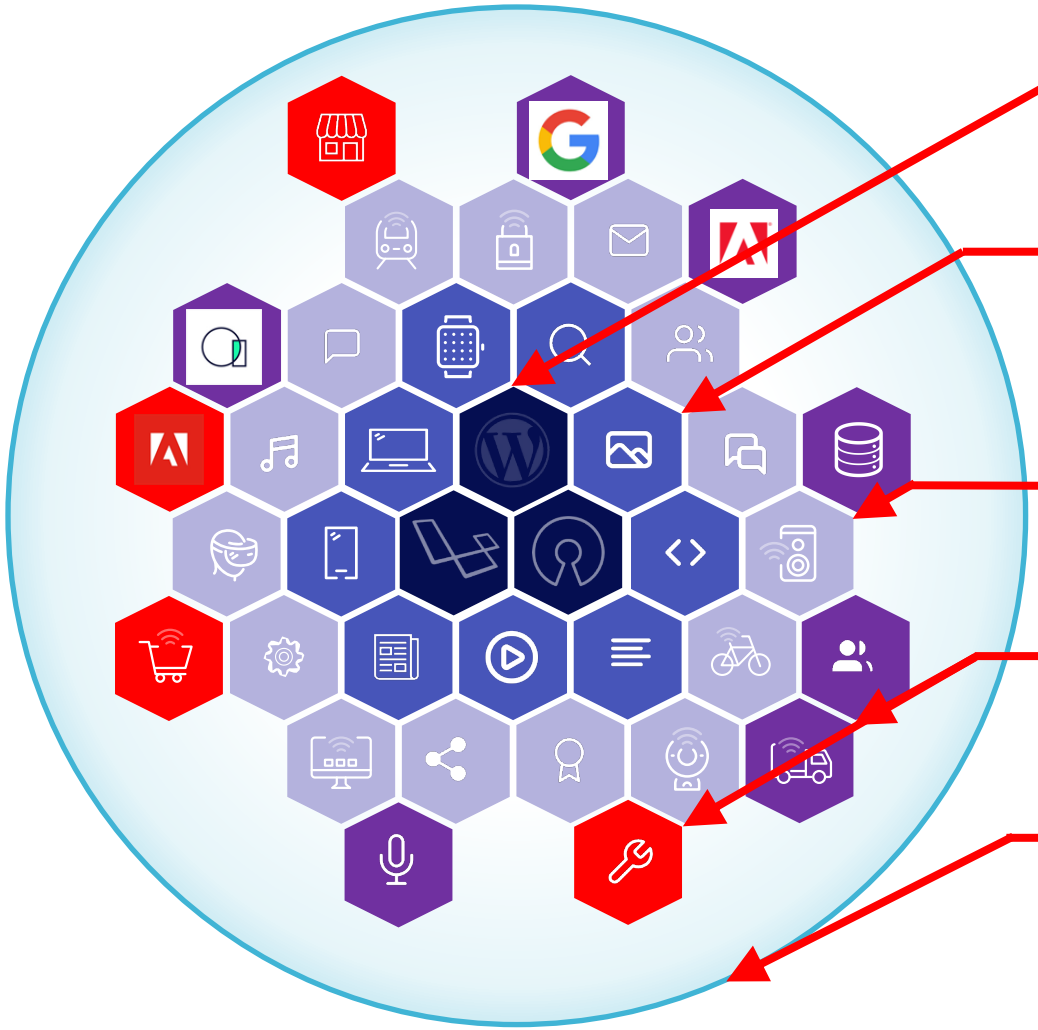
Enterprise & Omni-Channel Integrations

- 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

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

Example of a Composable OSS DXP Framework Architecture

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

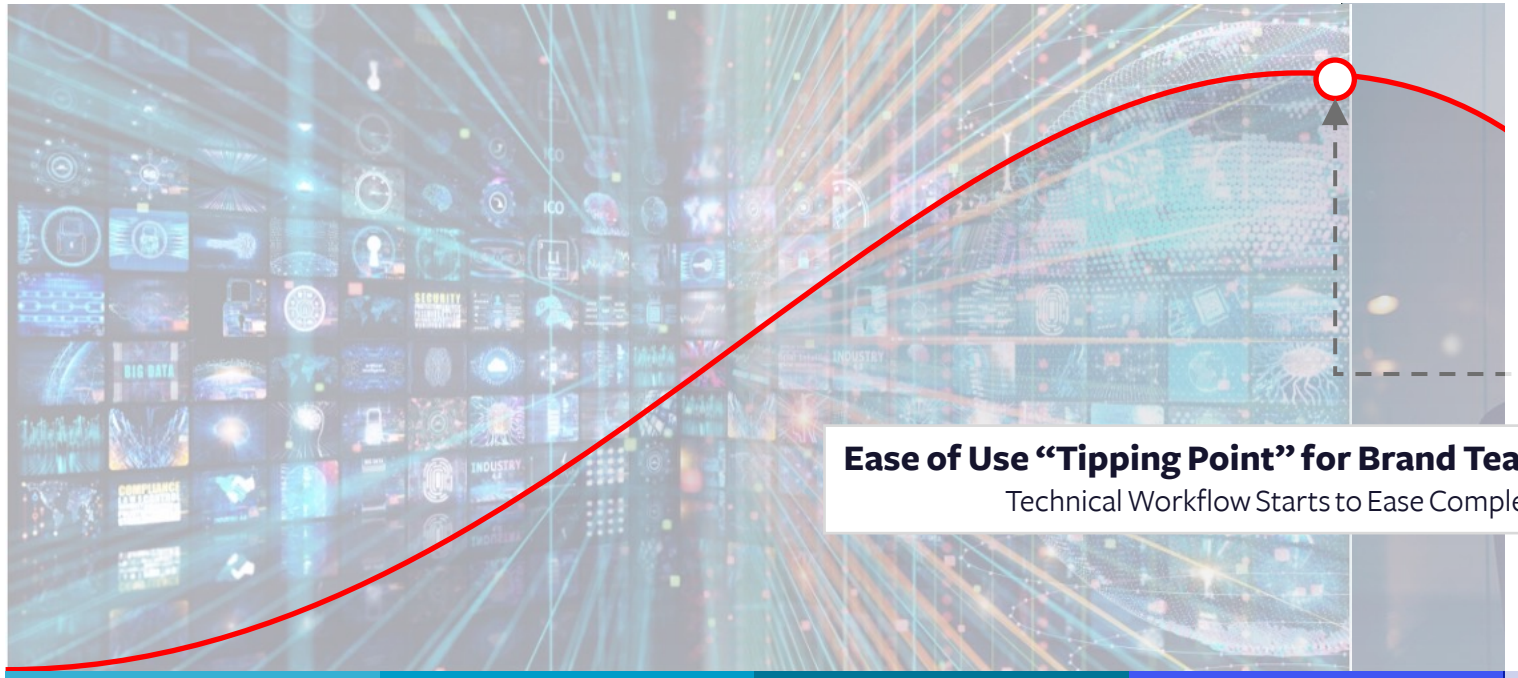
Manage

- 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

Marketing Editorial Workflow Level of Effort



Ease of Use "Tipping Point" for Brand Teams
Technical Workflow Starts to Ease Complexity

0
Isolated System Architecture

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

1
Single Pipeline Architecture

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

2
Multiple Data Stream Architecture

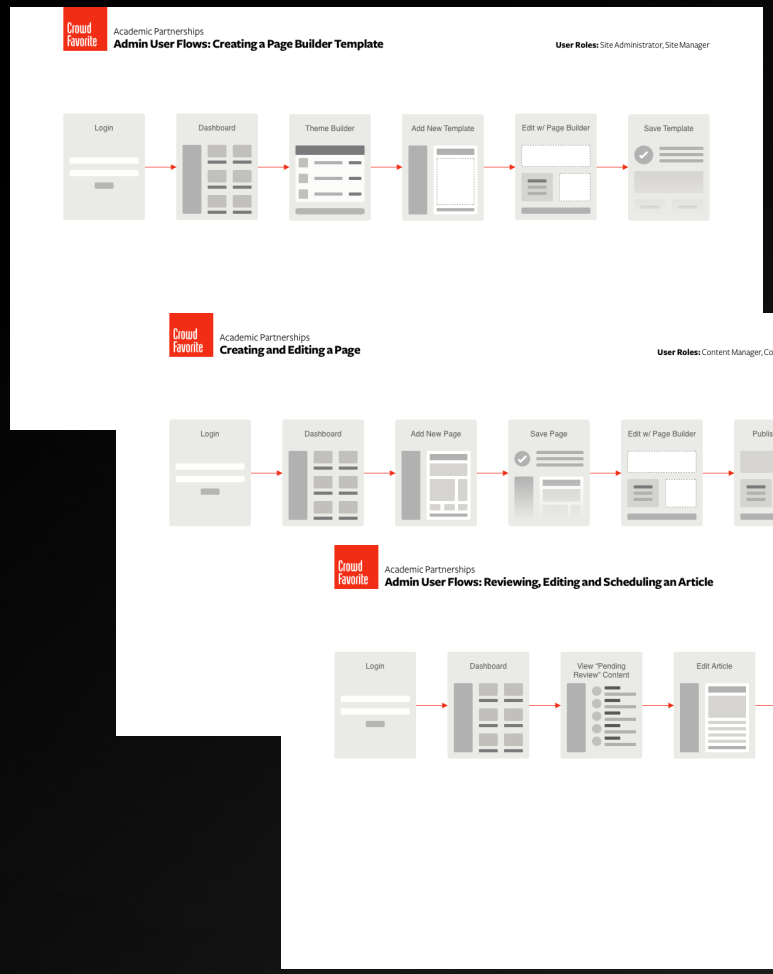
- Ability to pass information from CRM etc. back & forth
- Complex data administration

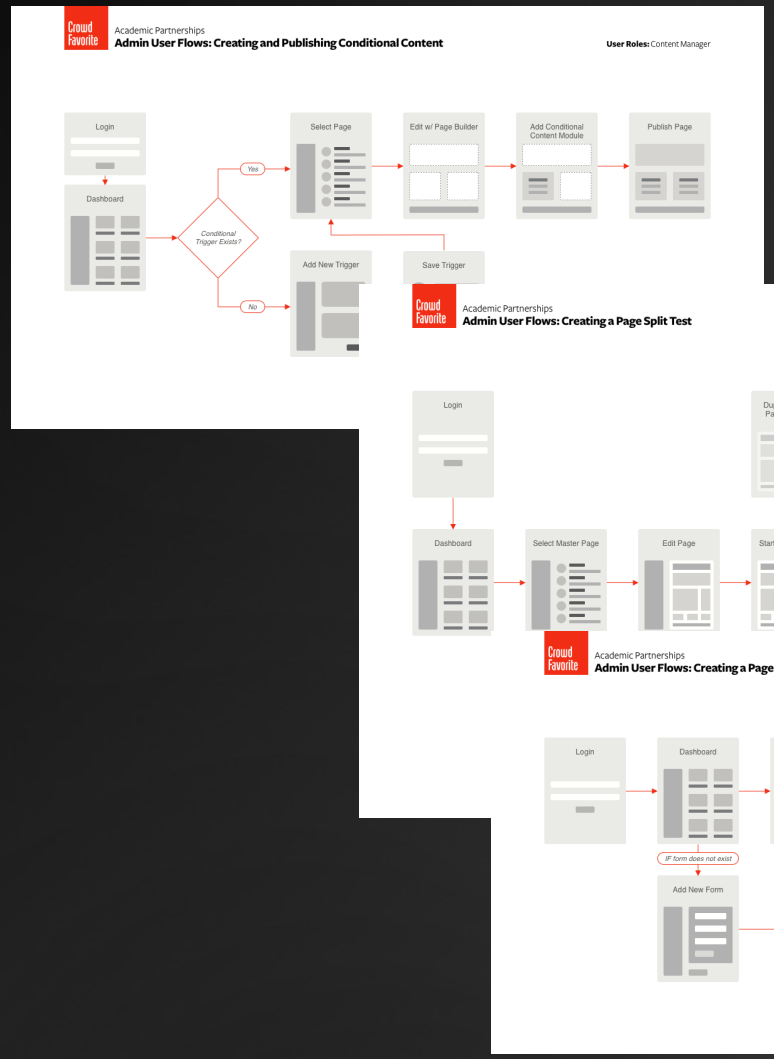
3
Digital Experience Platform

- Start of integrated editorial workflows
- Complex data integrations for CX

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

Strategic Workflow & UX Design

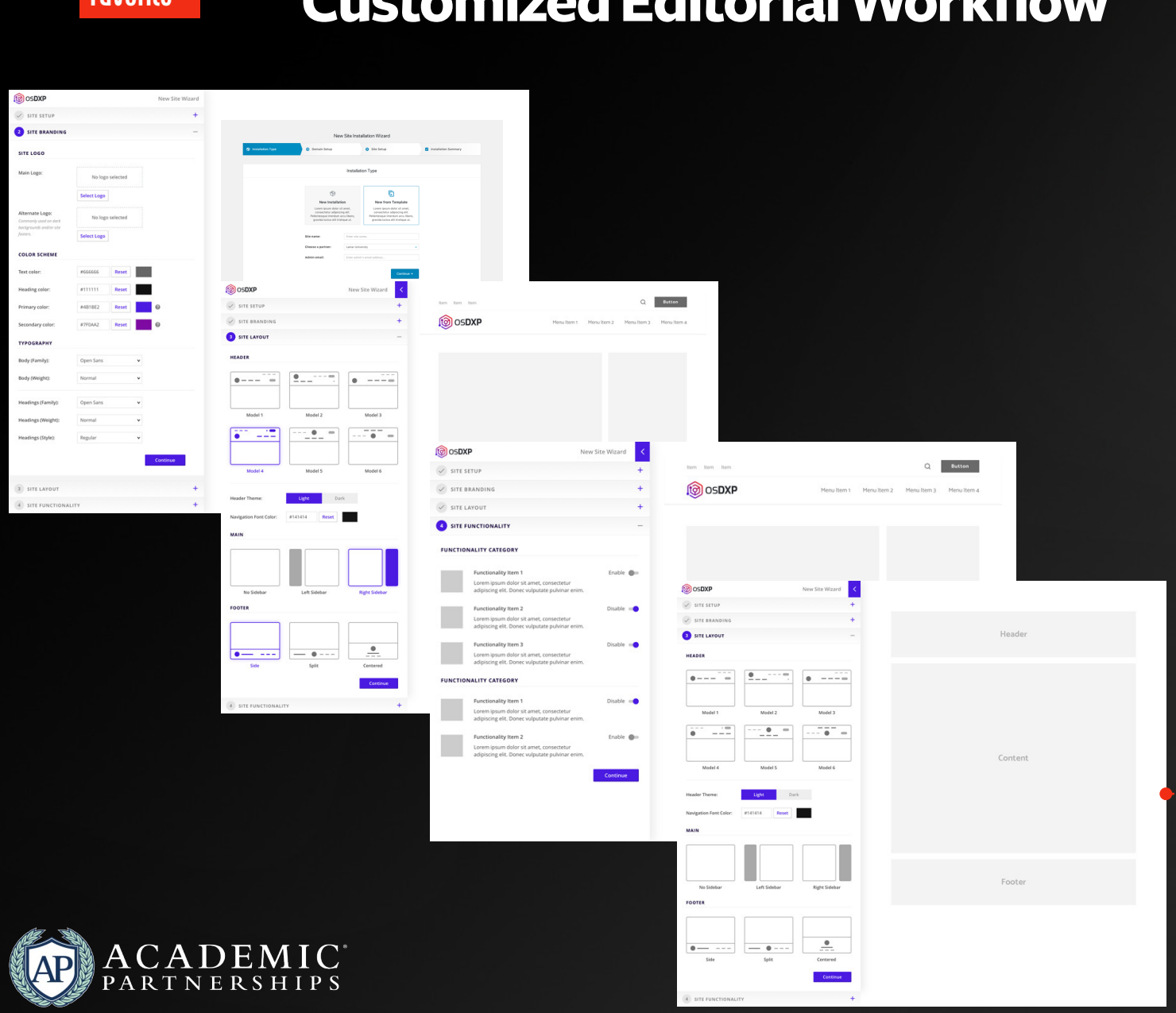


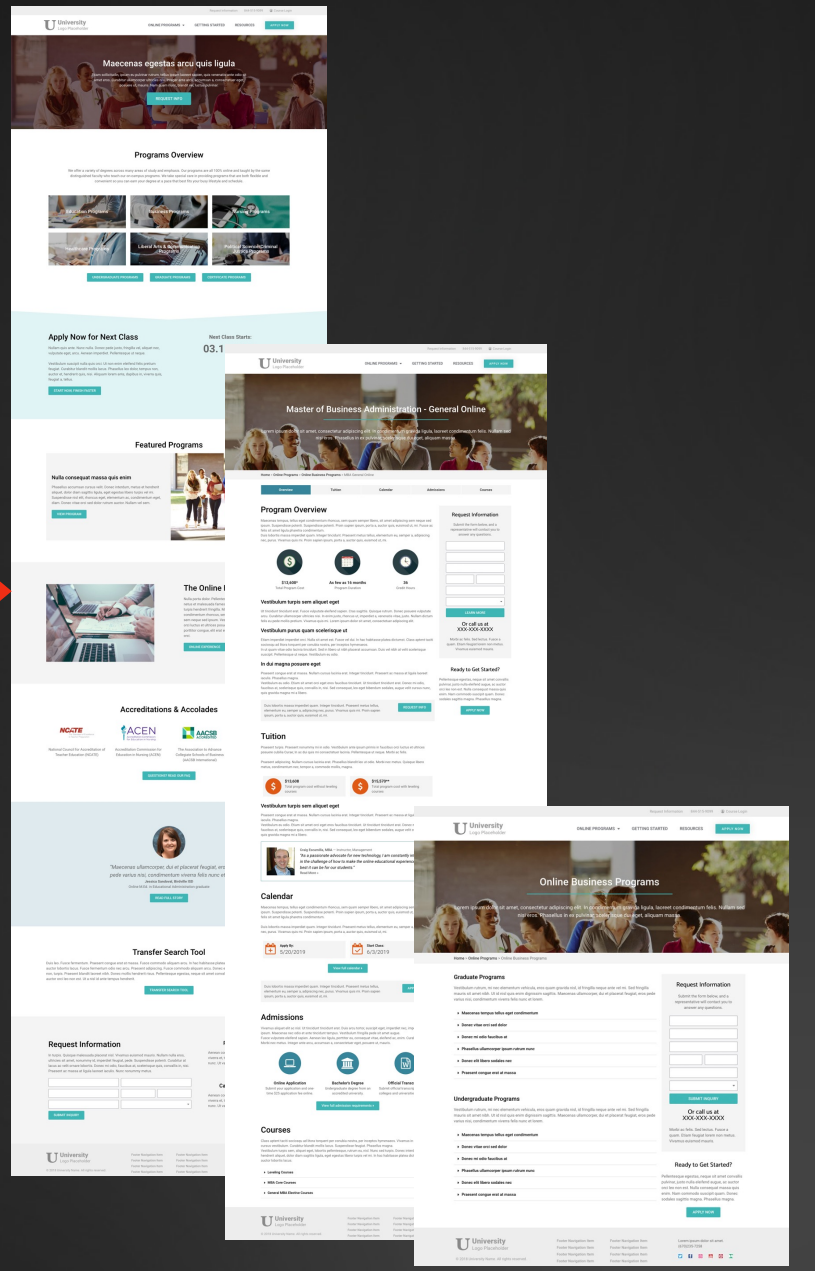


ACADEMIC PARTNERSHIPS

Crowd Favorite

Customized Editorial Workflow





ACADEMIC PARTNERSHIPS

Crowd Favorite

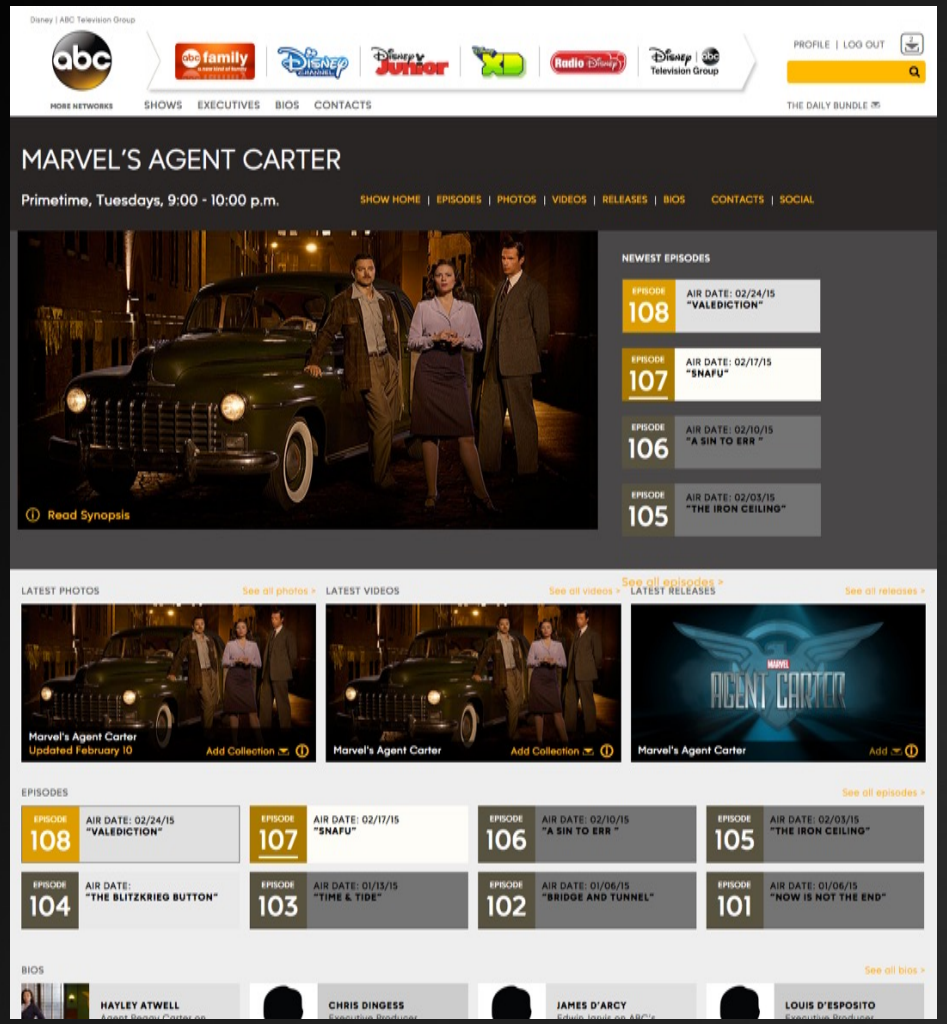
Here Are Some Real-Life Examples That Achieved The Wish List and are Innovating the Future

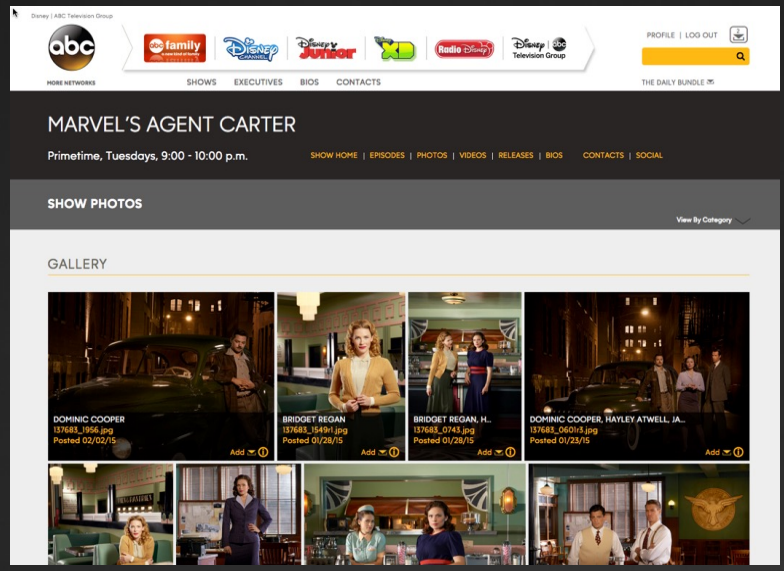
- No Licensing
- No Vendor Lock-in
- Innovate Faster
- Customize Without Massive Regression Risks
- Advantages of a Vast Modular Ecosystem
- Take Advantage of a Massive Install Base
- Finite Control Over Data Ownership
- Total Cost of Ownership Savings

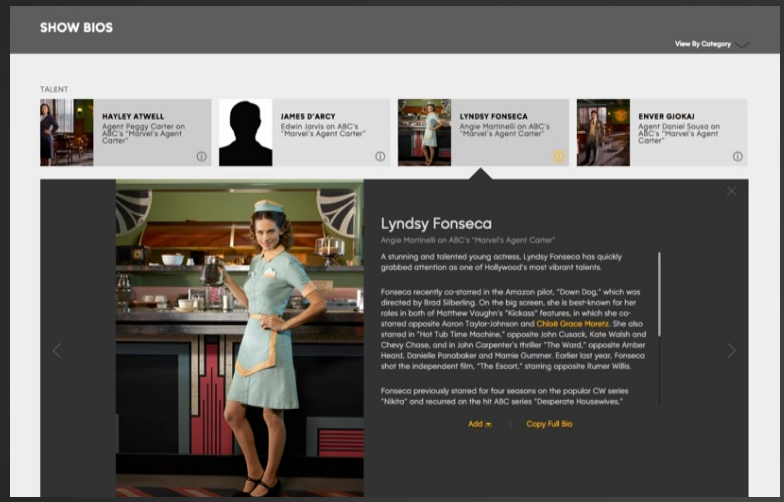
Crowd Favorite

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.





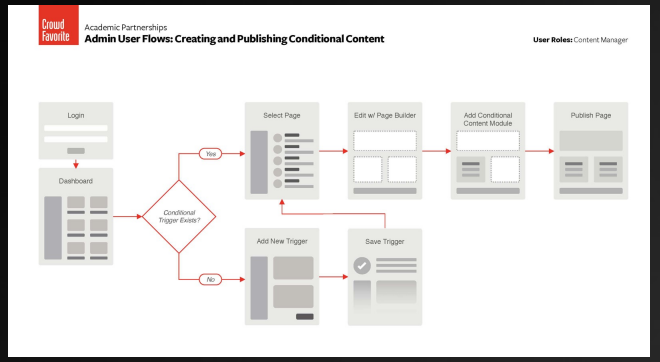


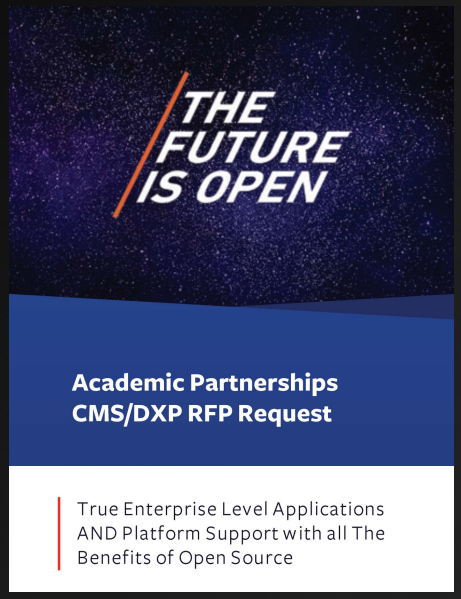
Academic Partnerships

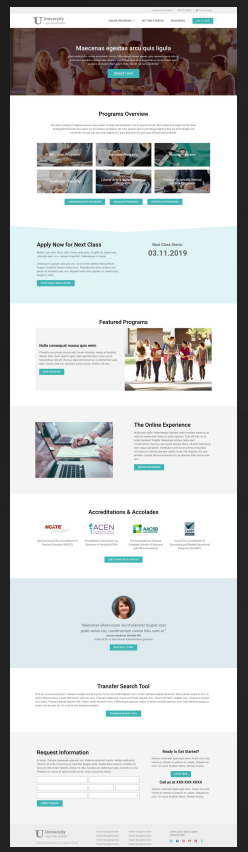
> *You have successfully beaten Adobe at their own game...*

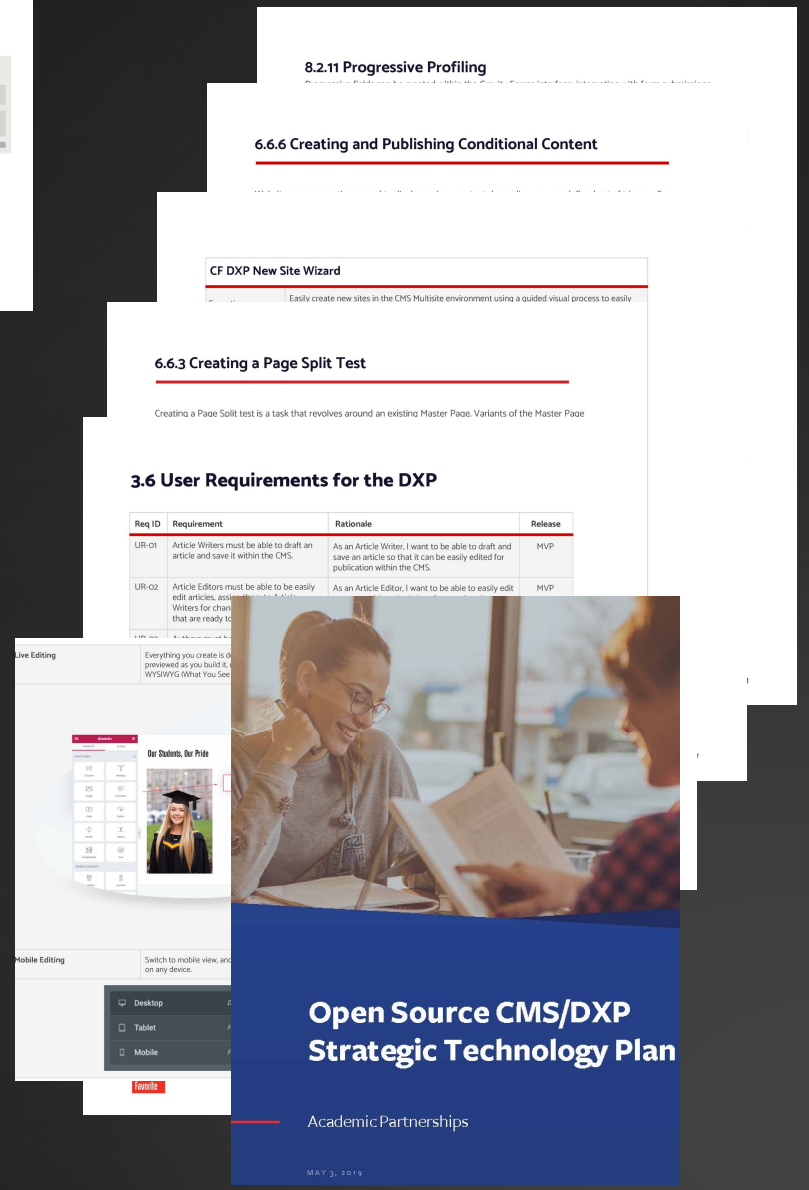
Karmela Gaffney
CMO - Academic Partnerships

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

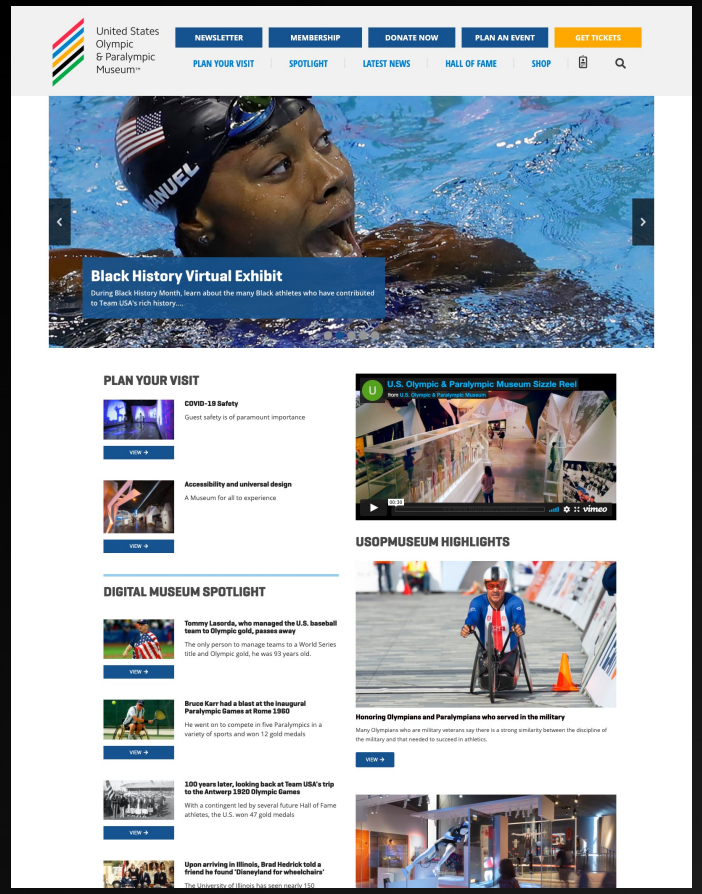


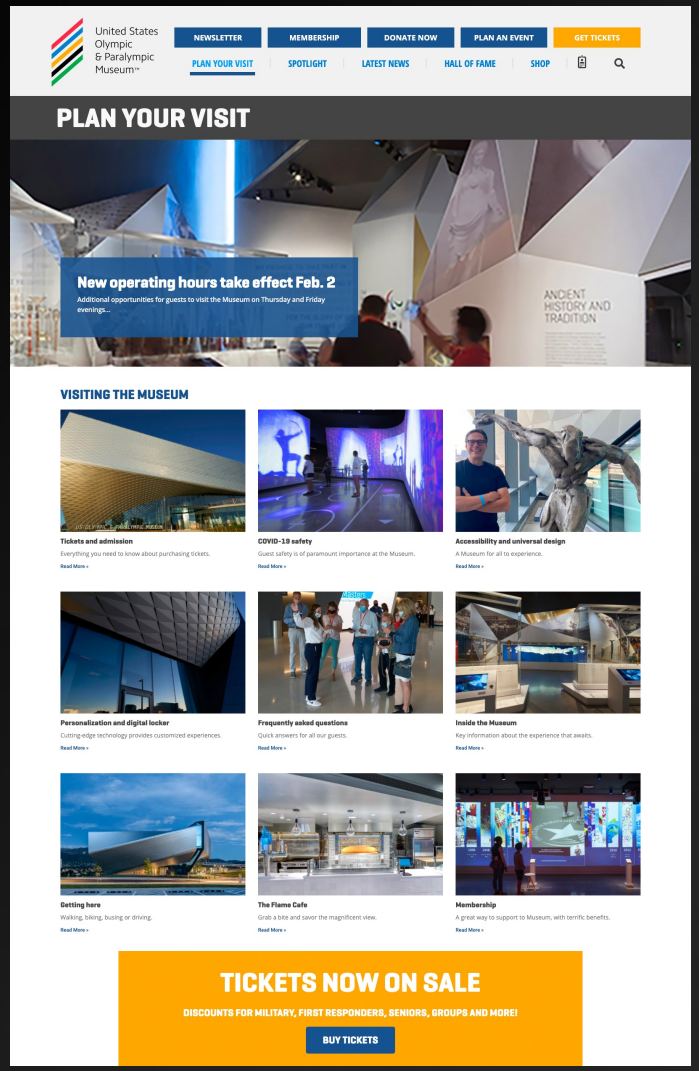


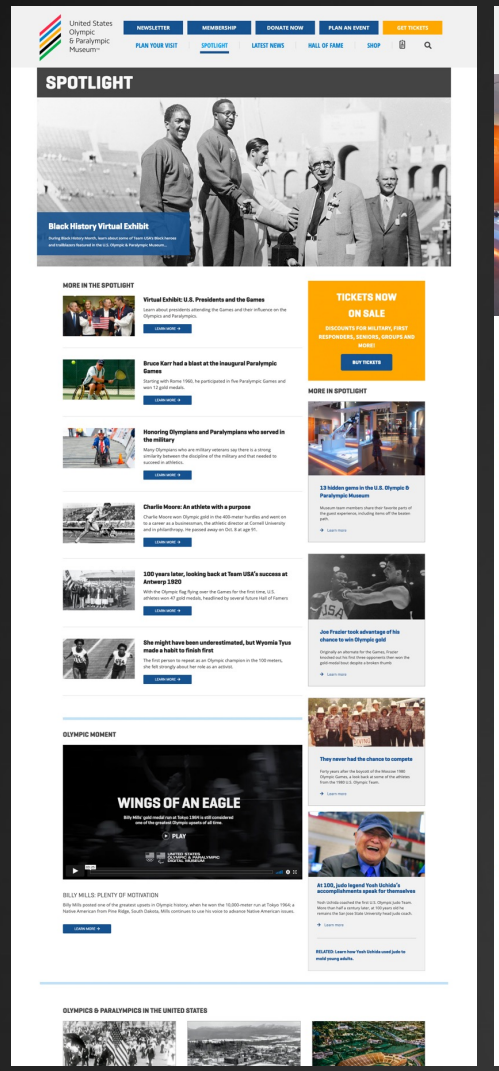


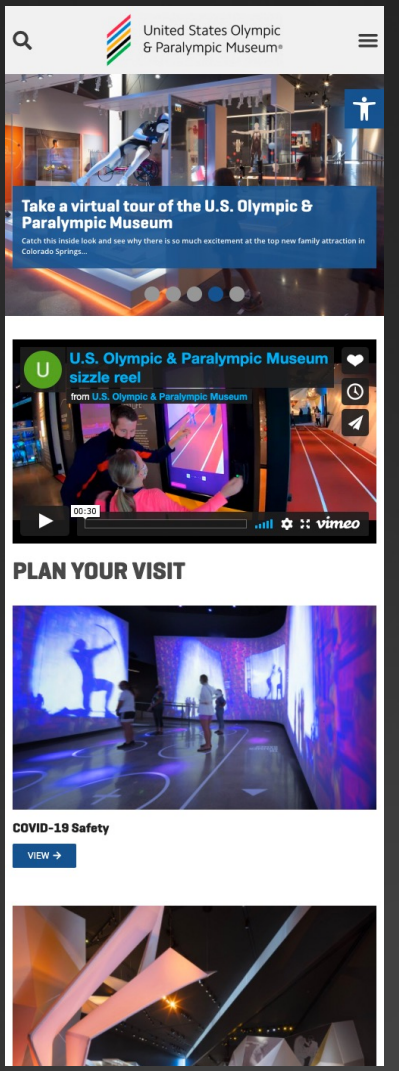


USOPM





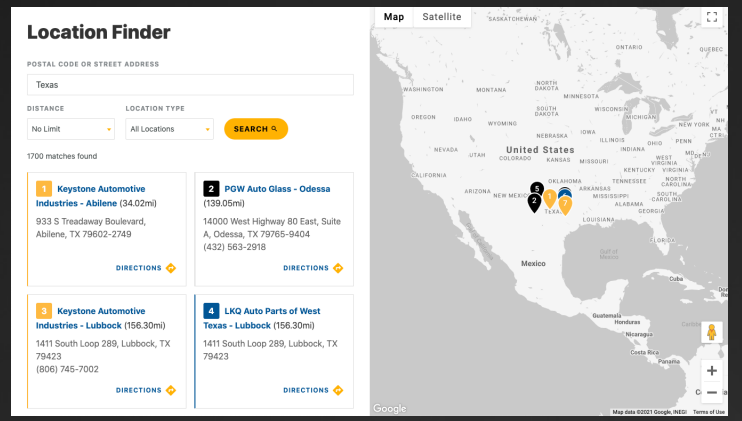




usopm.org

Orchestrating The Ultimate Individualized User Experience From Before, During, and After The Visit.

LKQ Corporation

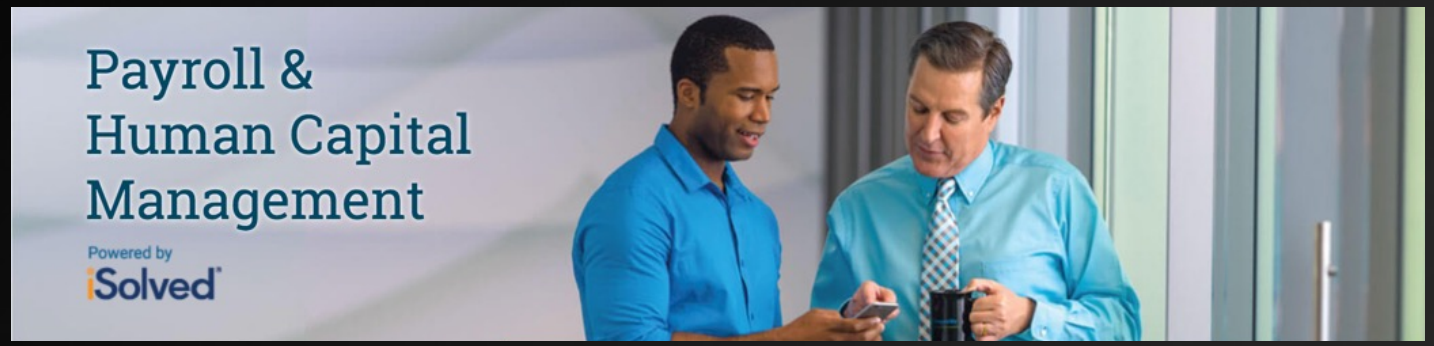


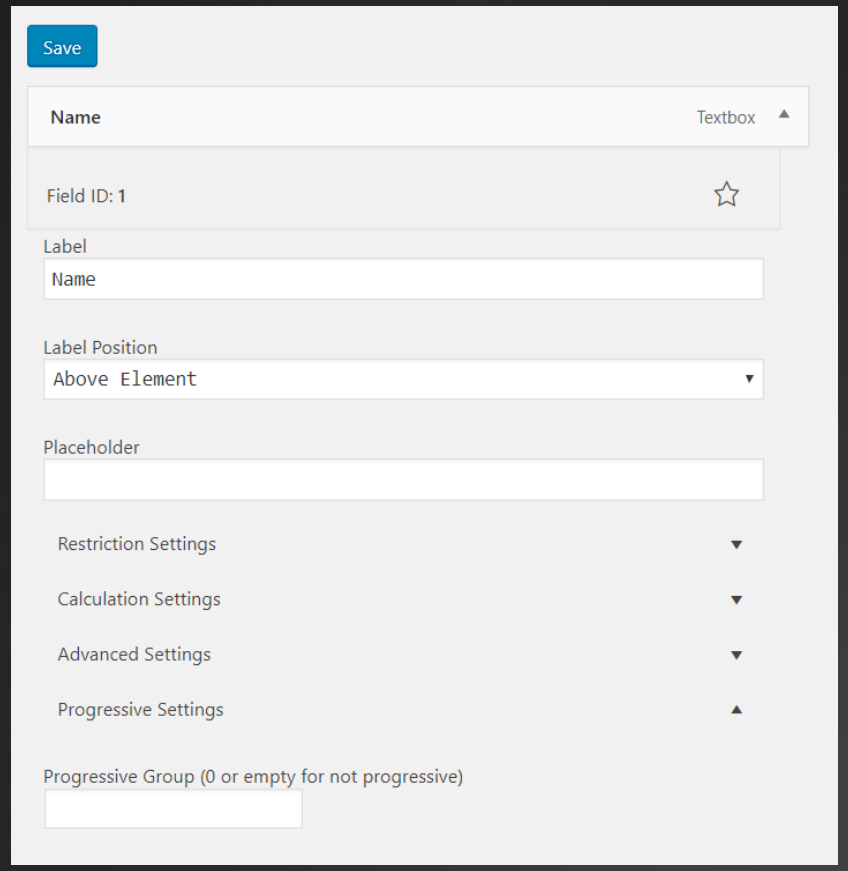
lkqcorp.com

Managing The Digital Transformation of 30 Brands, Over 25 Countries in 1,600 Locations.

Insperity

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

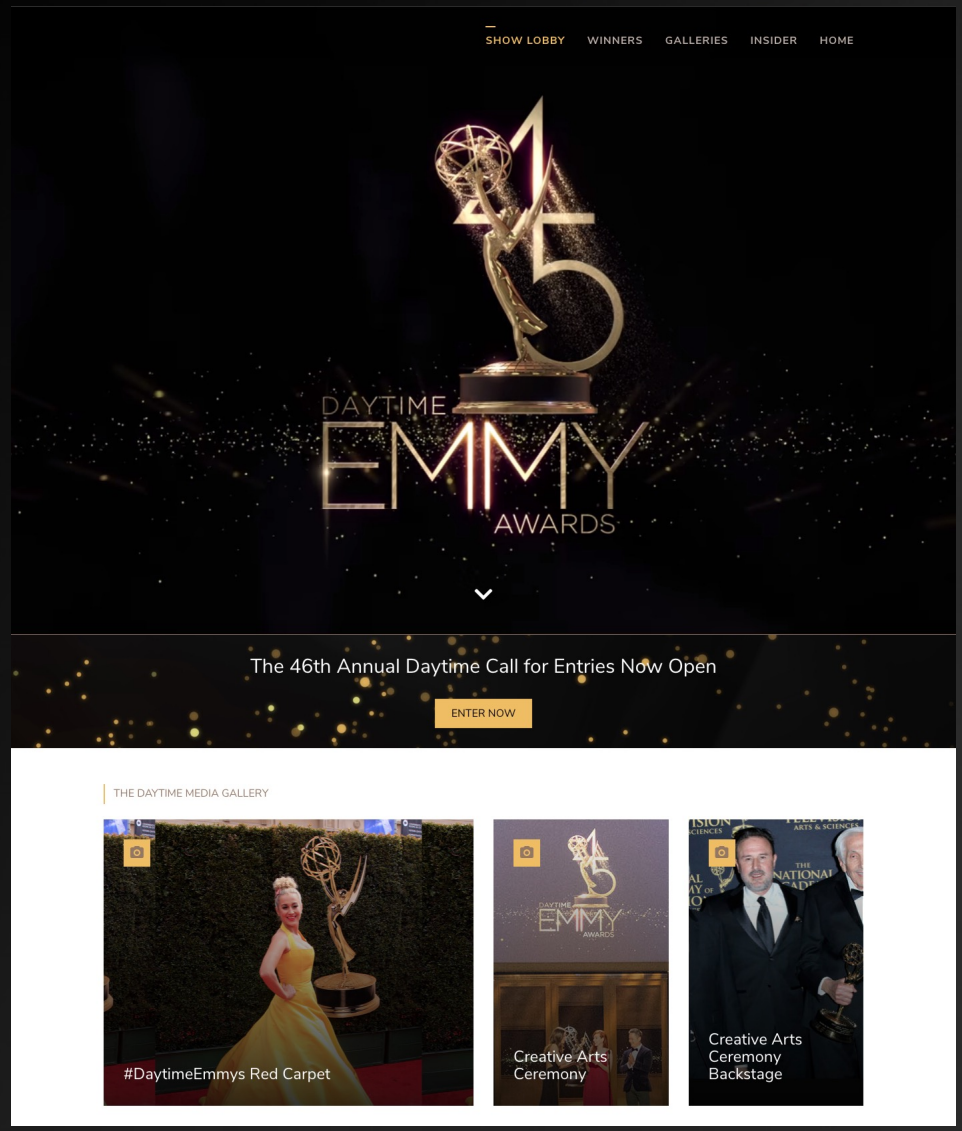


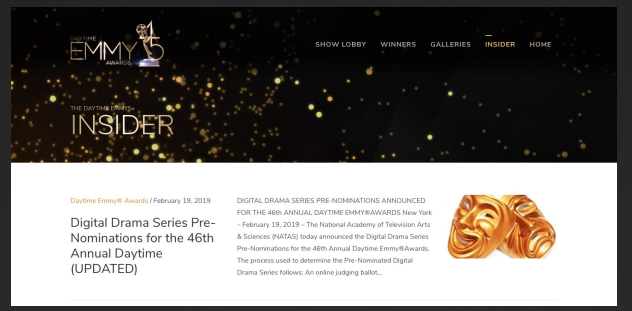


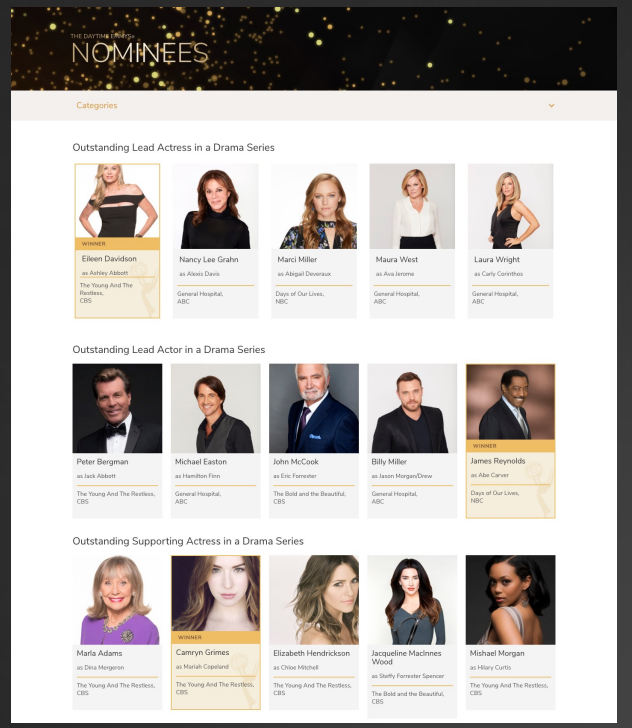
Deepening Customer Personalization & Progressive Profiling By Migrating From a Closed CMS

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.





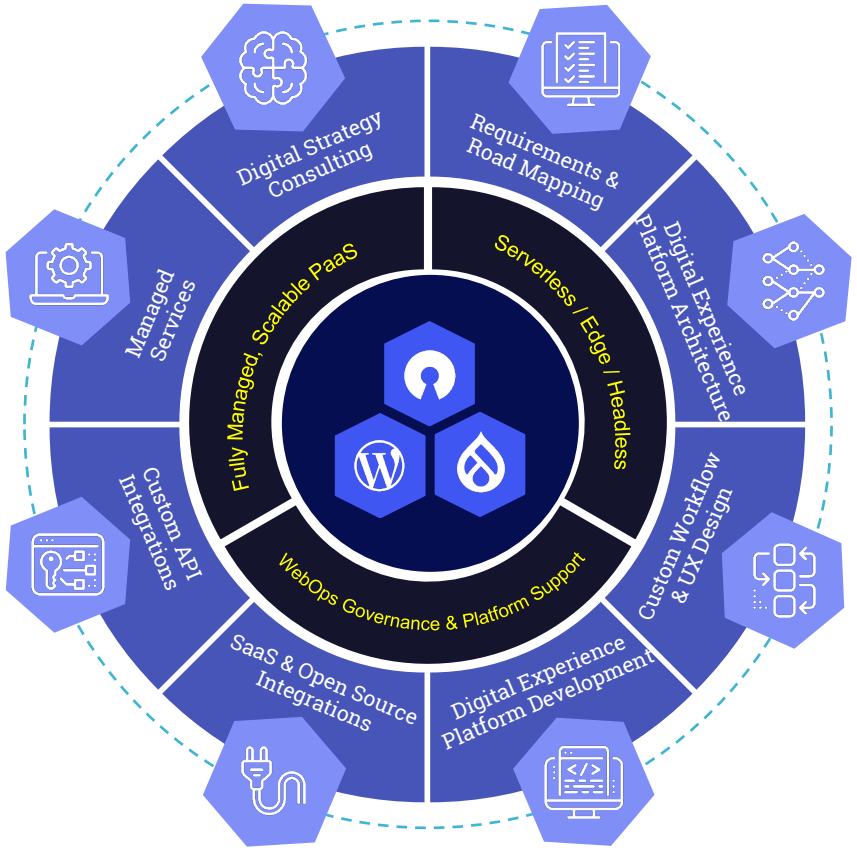


Now Let's Look At
What We Are Delivering
Once We Look at:

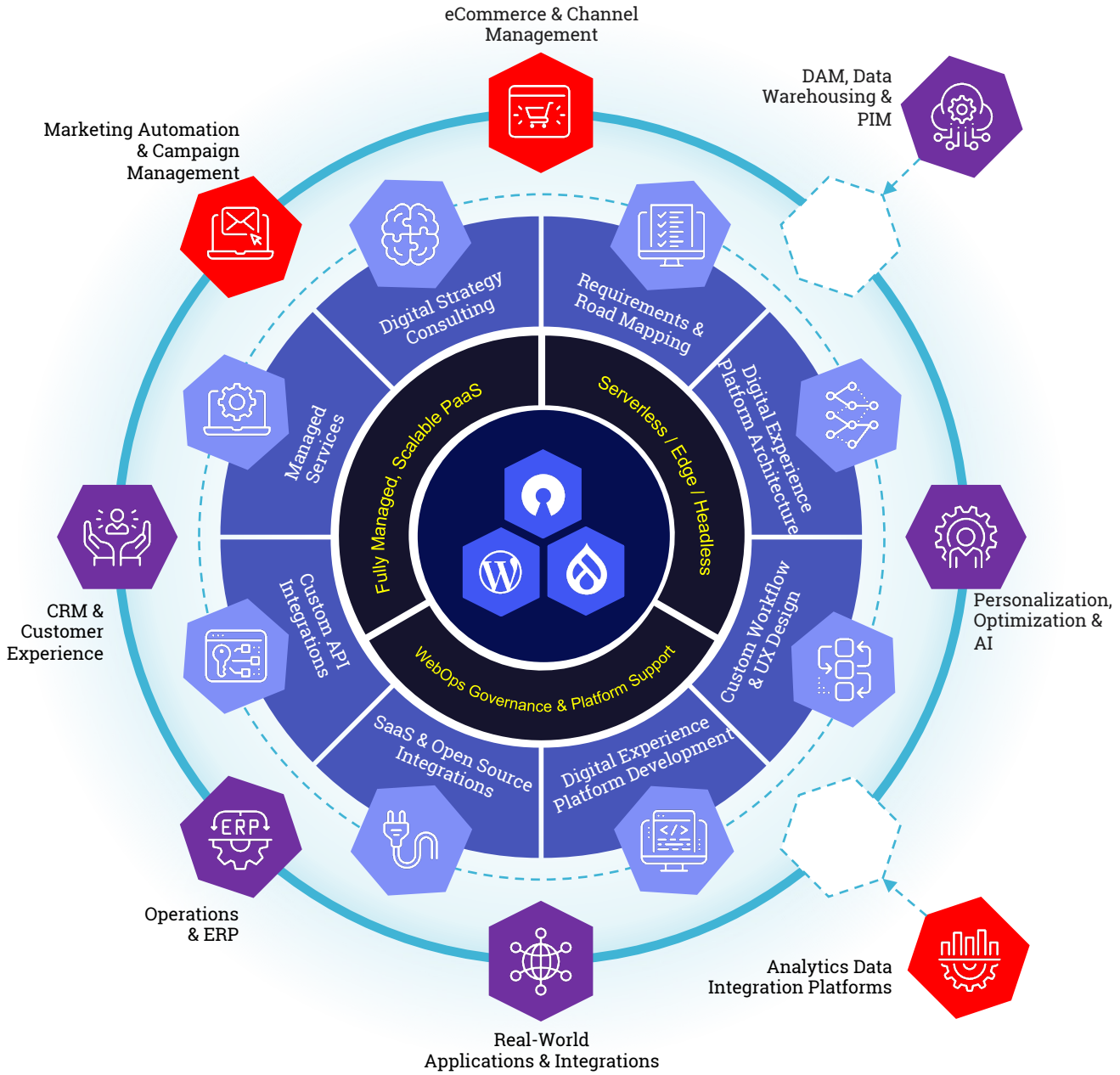
Marrying Open Source & MarTech Stacks

Fully Managed, Scalable PaaS
Serverless / Edge / Headless
WebOps Governance & Platform Support

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

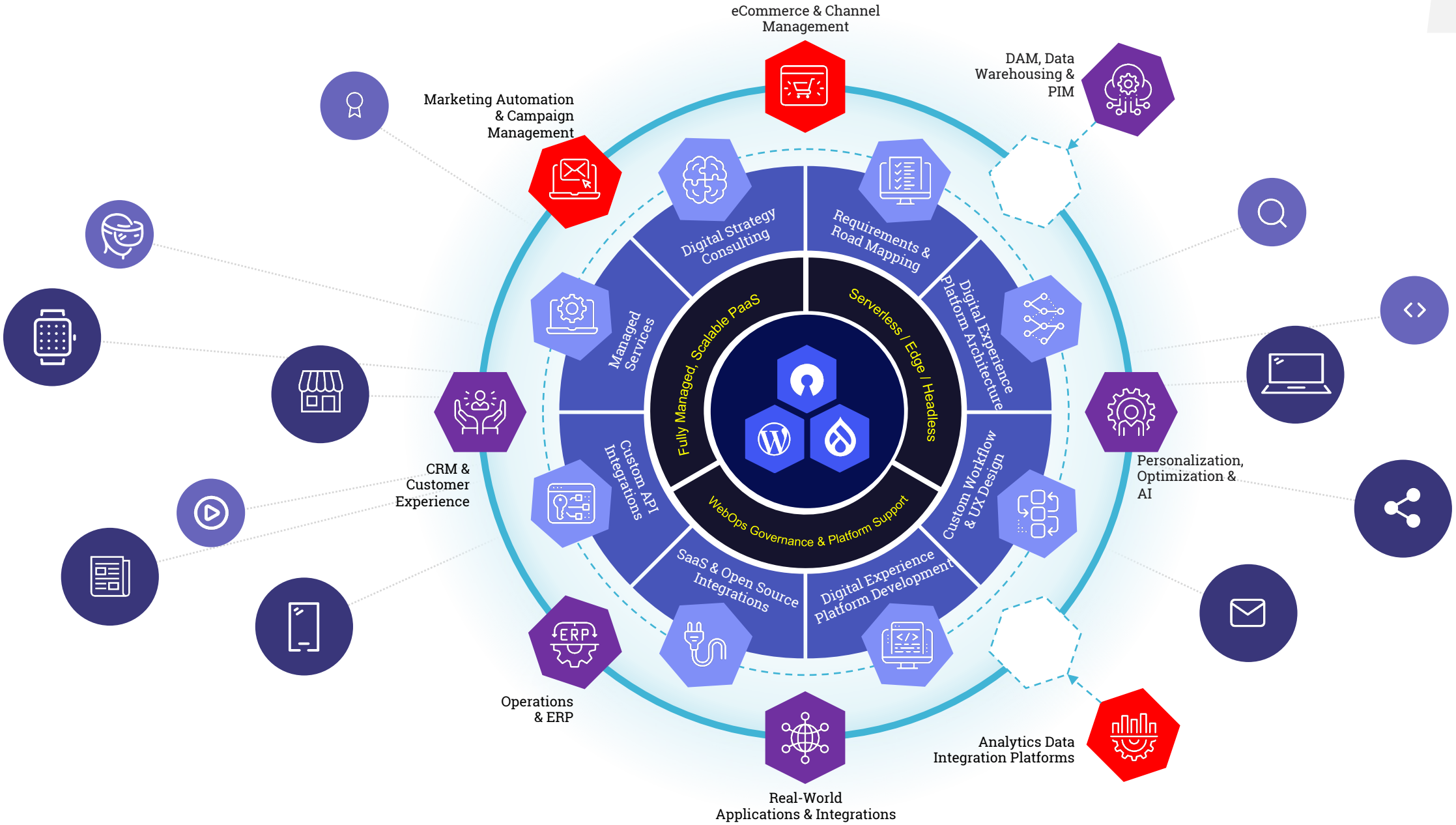


Key Insights into How Top Brands Exploit What's Next in Composable MarTech



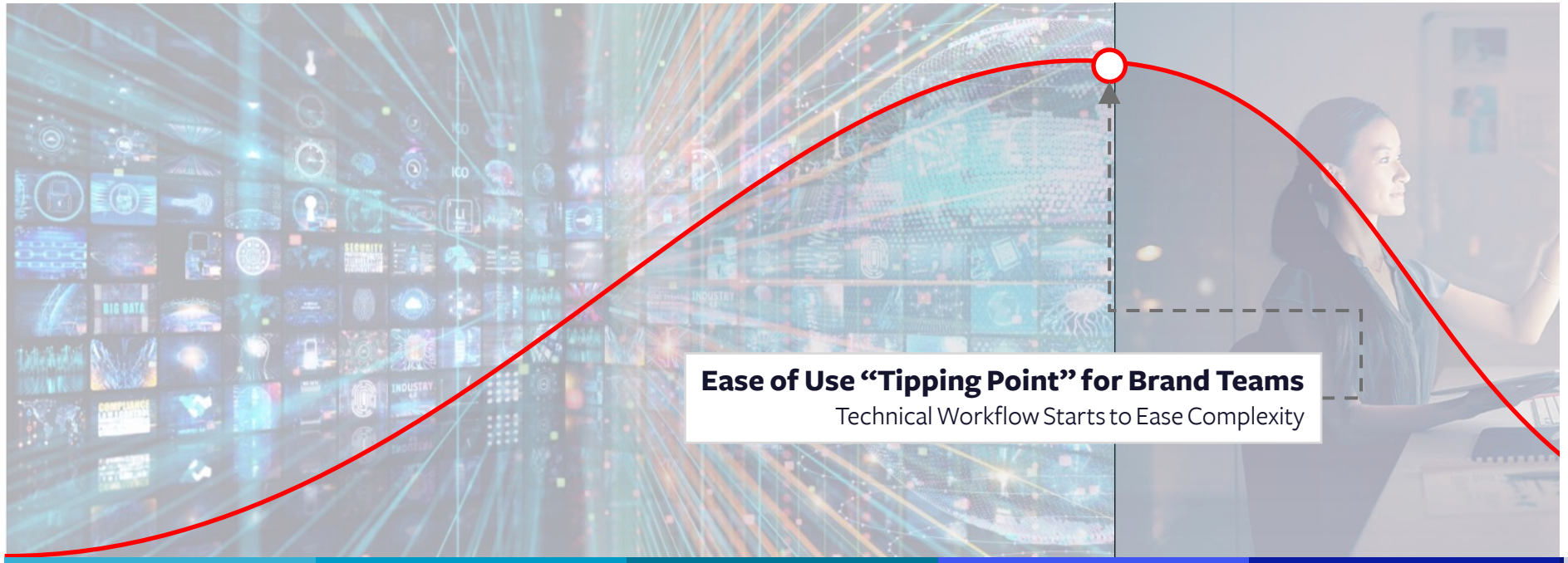
Key Insights into How Top Brands Exploit What's Next in Composable MarTech

Crowd Favorite



So What Will This Achieve For Brands In the Enterprise?

Marketing Editorial Workflow Level of Effort



0
Isolated System Architecture

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

1
Single Pipeline Architecture

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

2
Multiple Data Stream Architecture

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

3
Digital Experience Platform

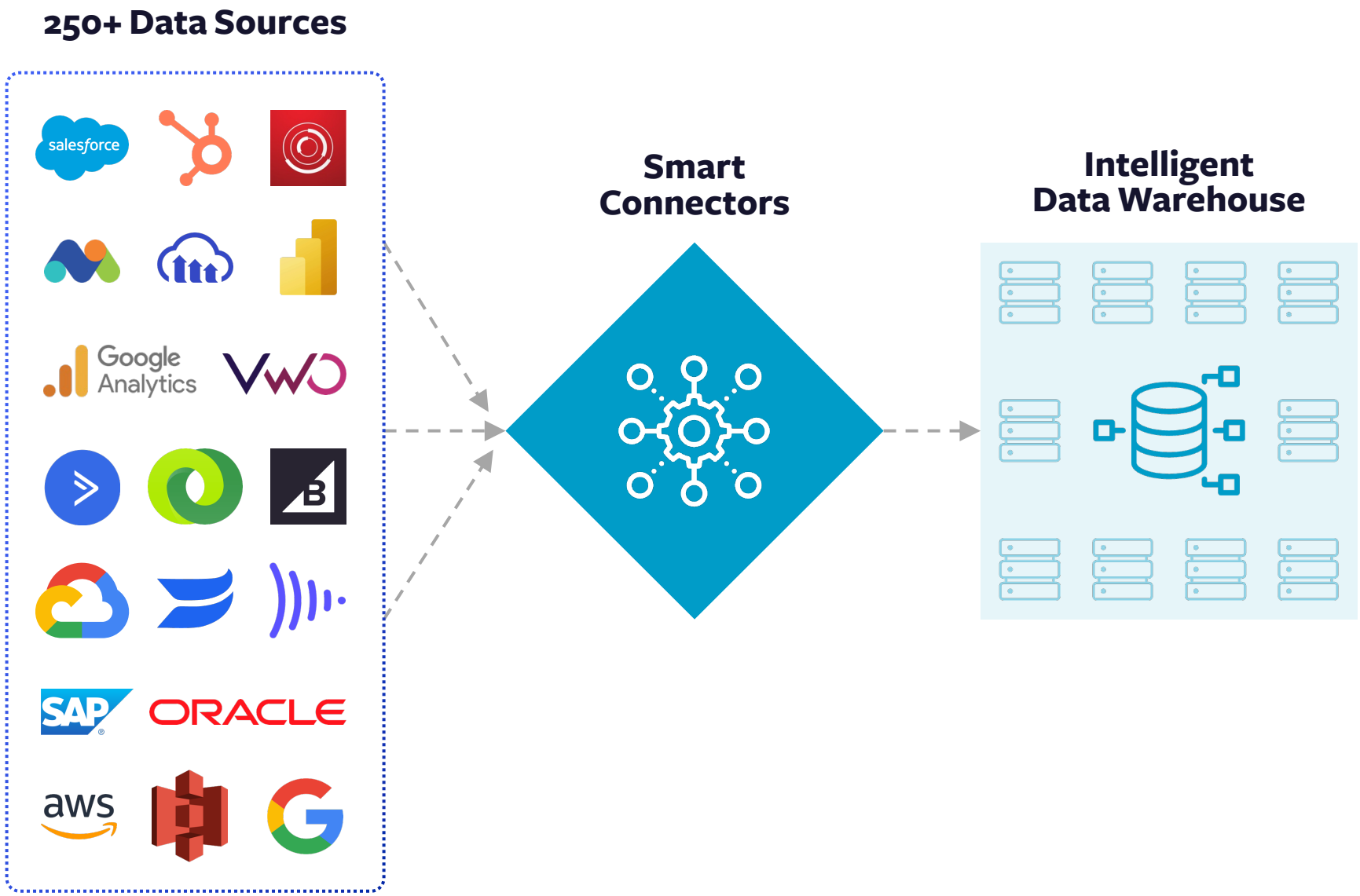
- Start of integrated editorial workflows
- Complex data integrations for CX

4
Fully Modular DXP w/ Custom Workflow

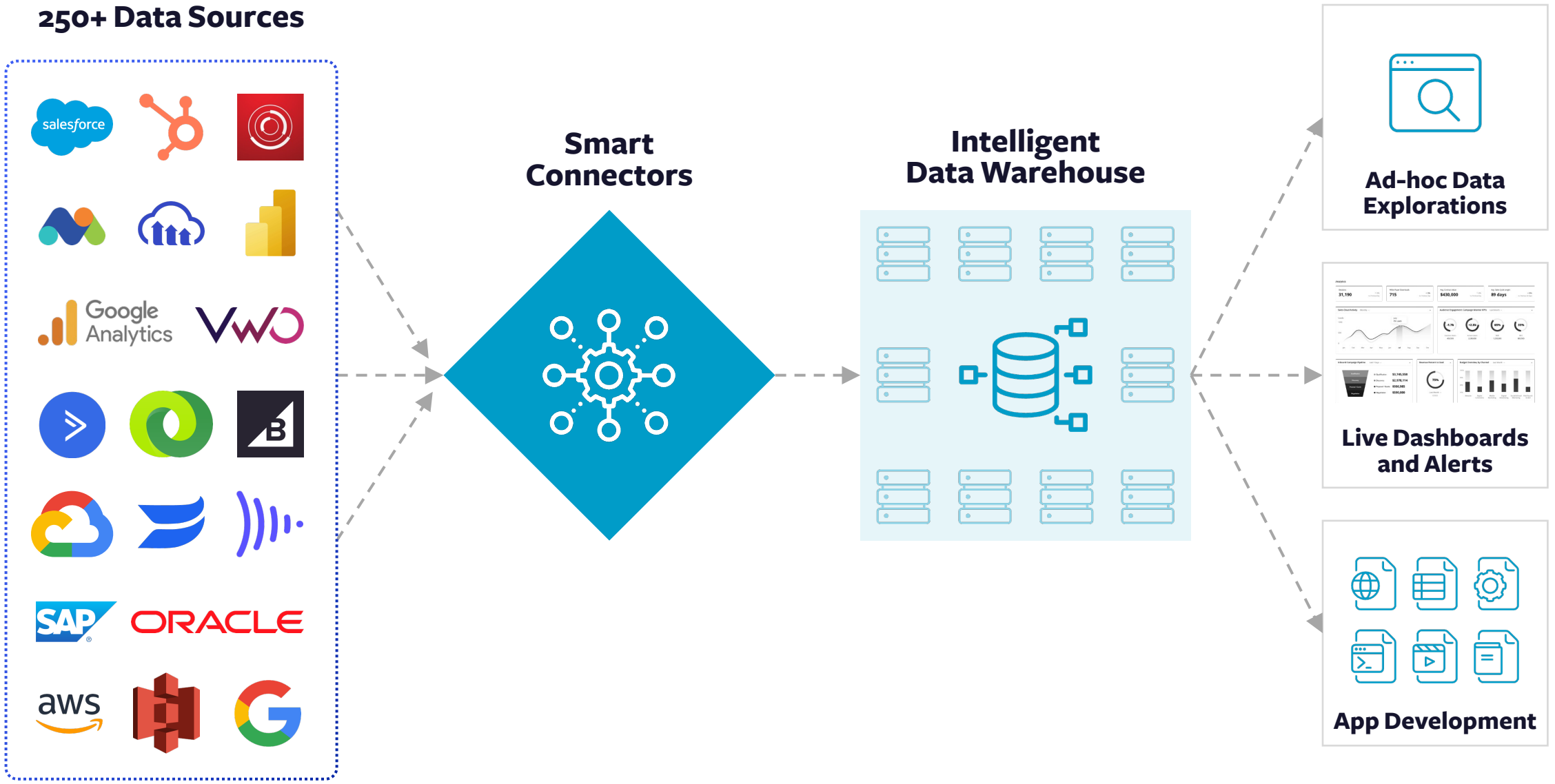
- Completely integrated custom workflows
- Data centralization & Edge Processing

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

Data Architecture At A Glance



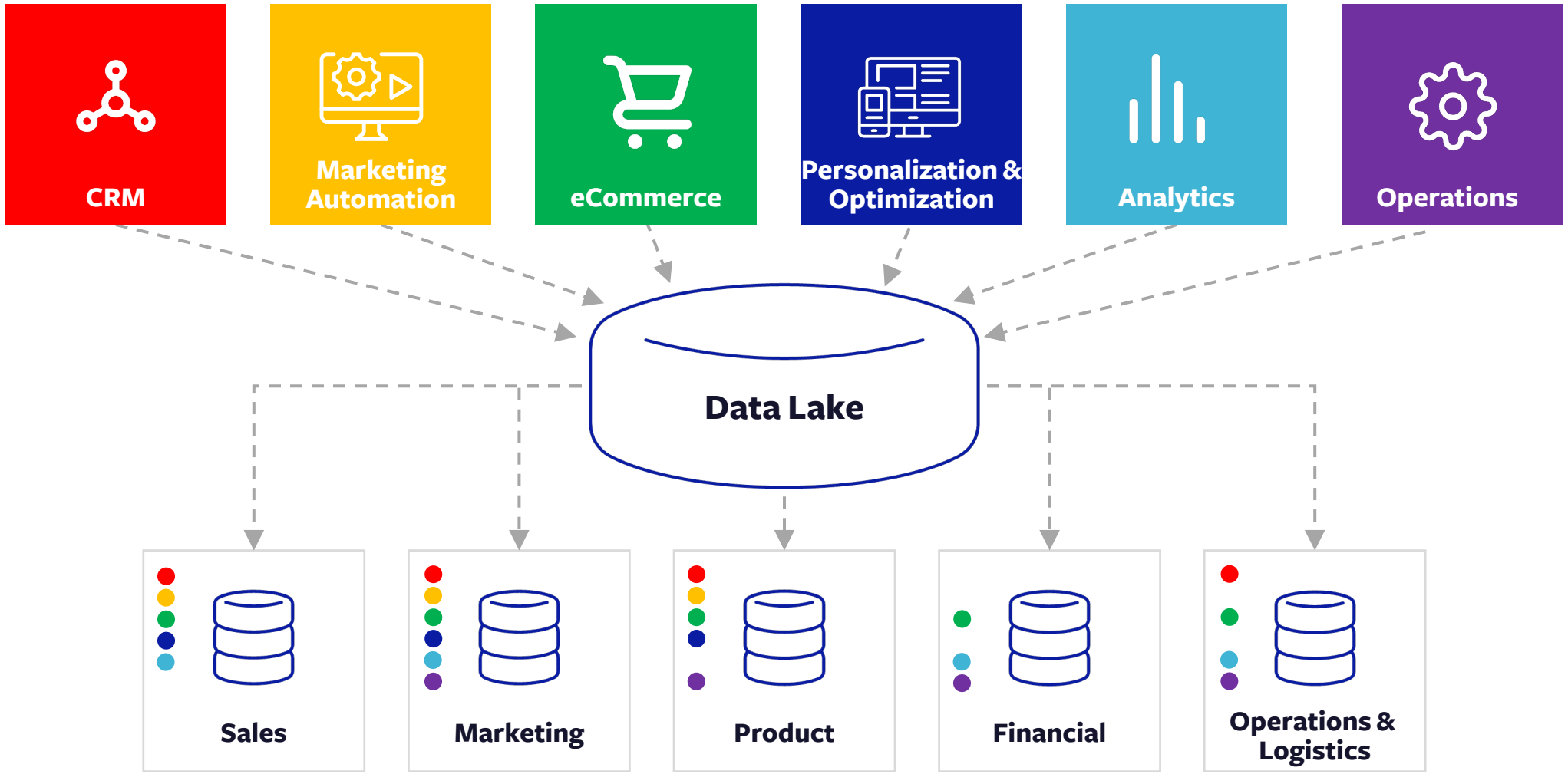
Data Journey



This Is Leading To
A New Opportunity

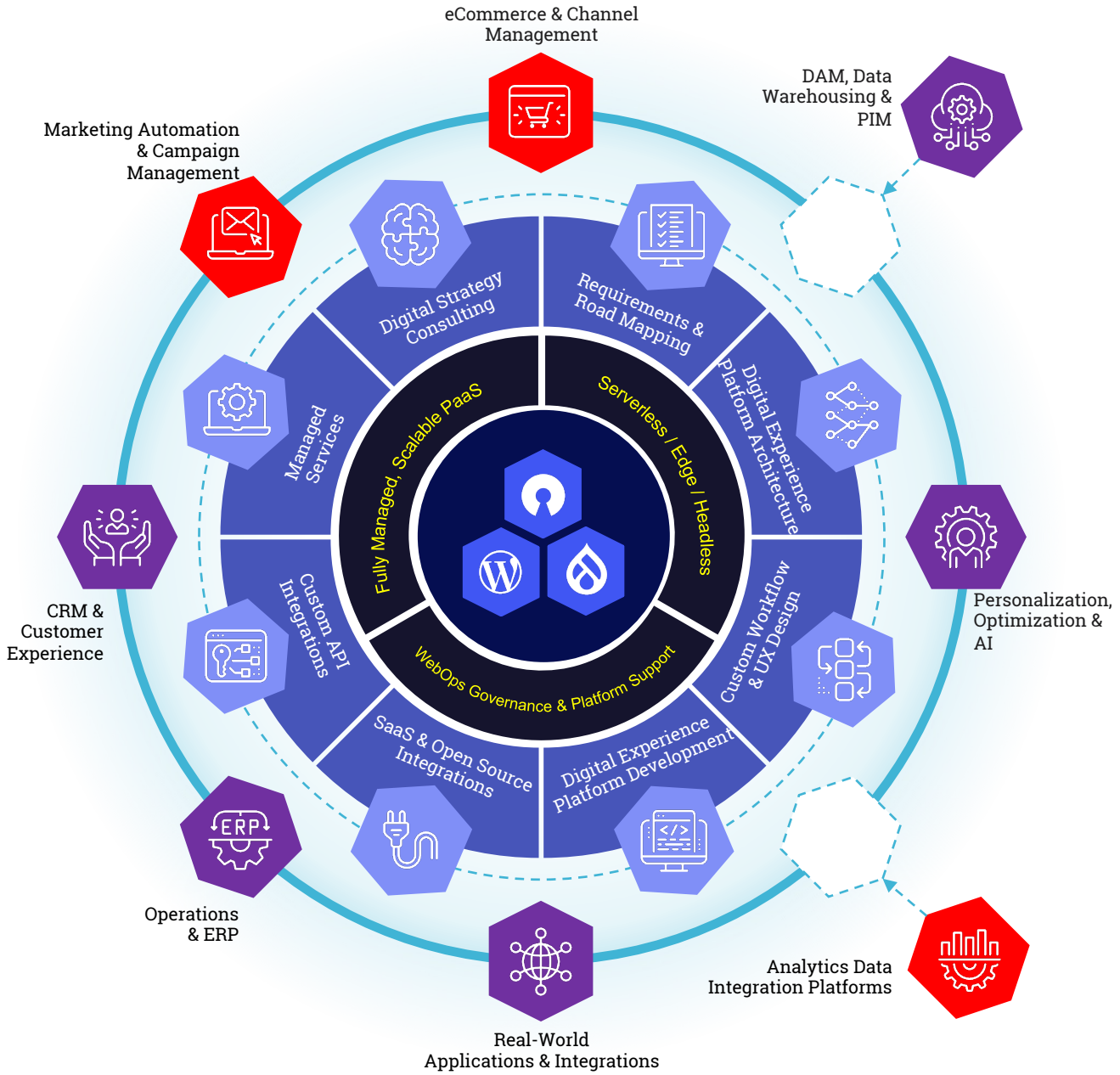
Data Mart Infrastructure

SaaS or Legacy Data Sources

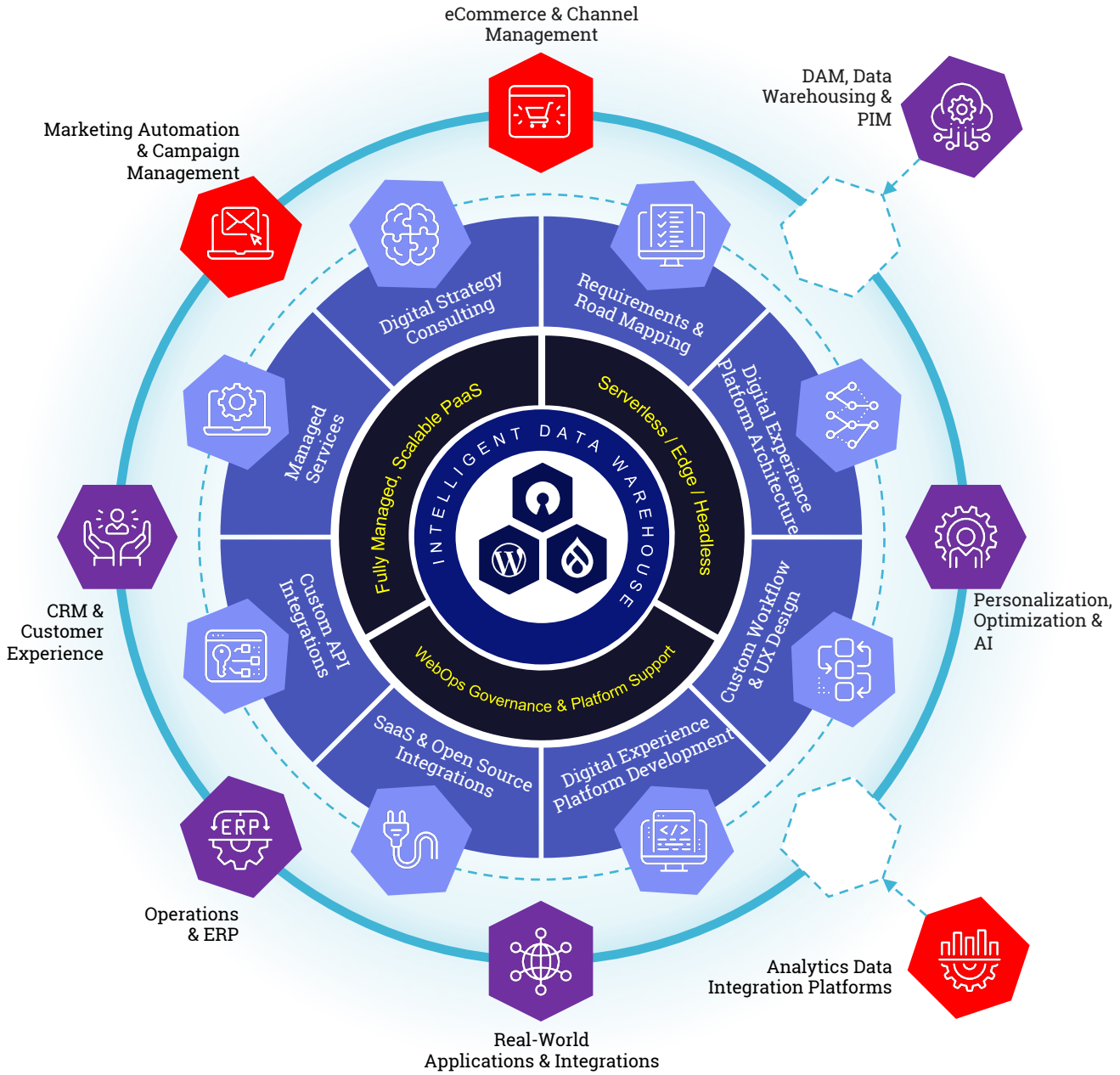


Business Unit Based Data Marts

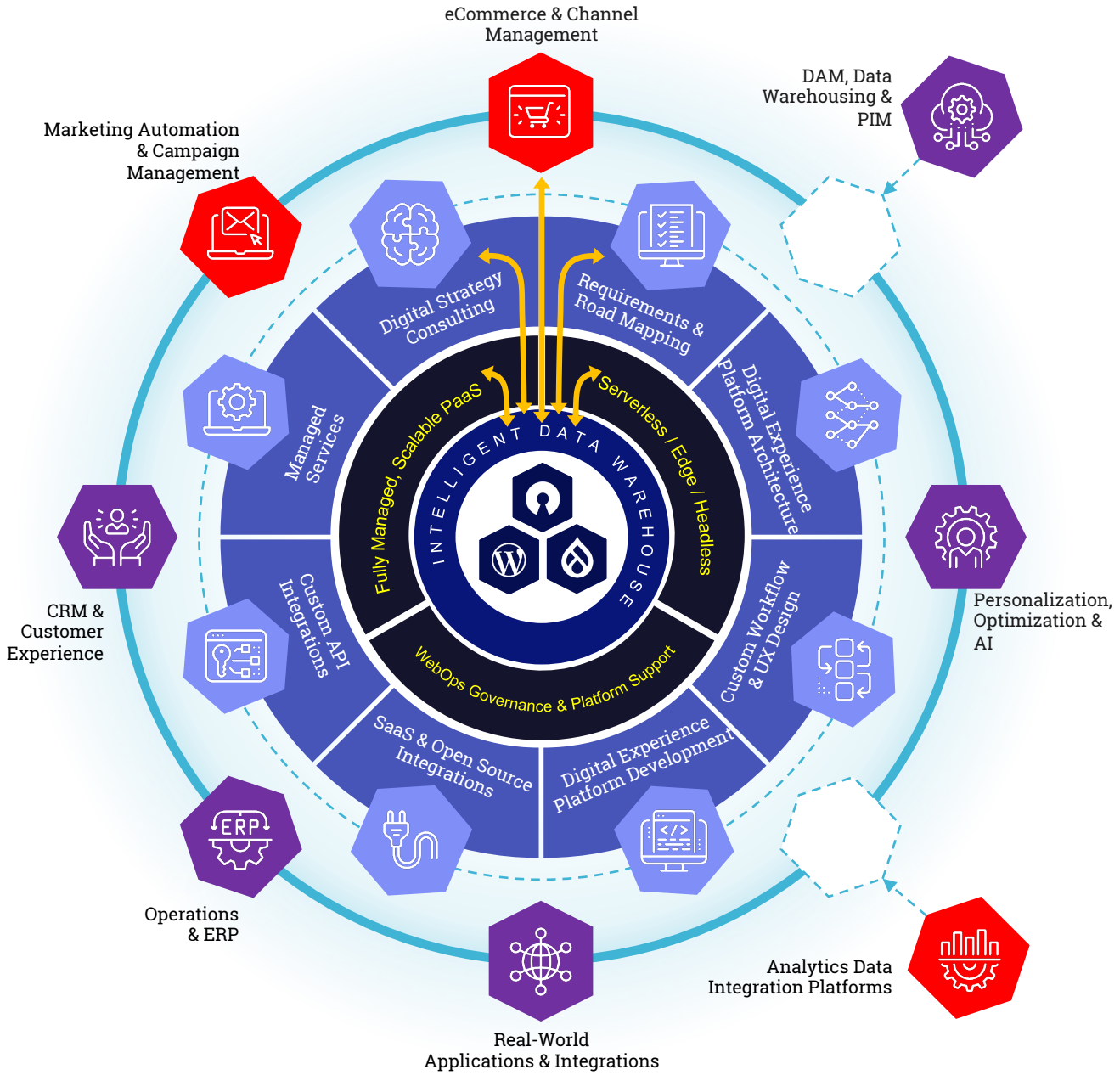
Key Insights into How Top Brands Exploit What's Next in Composable MarTech



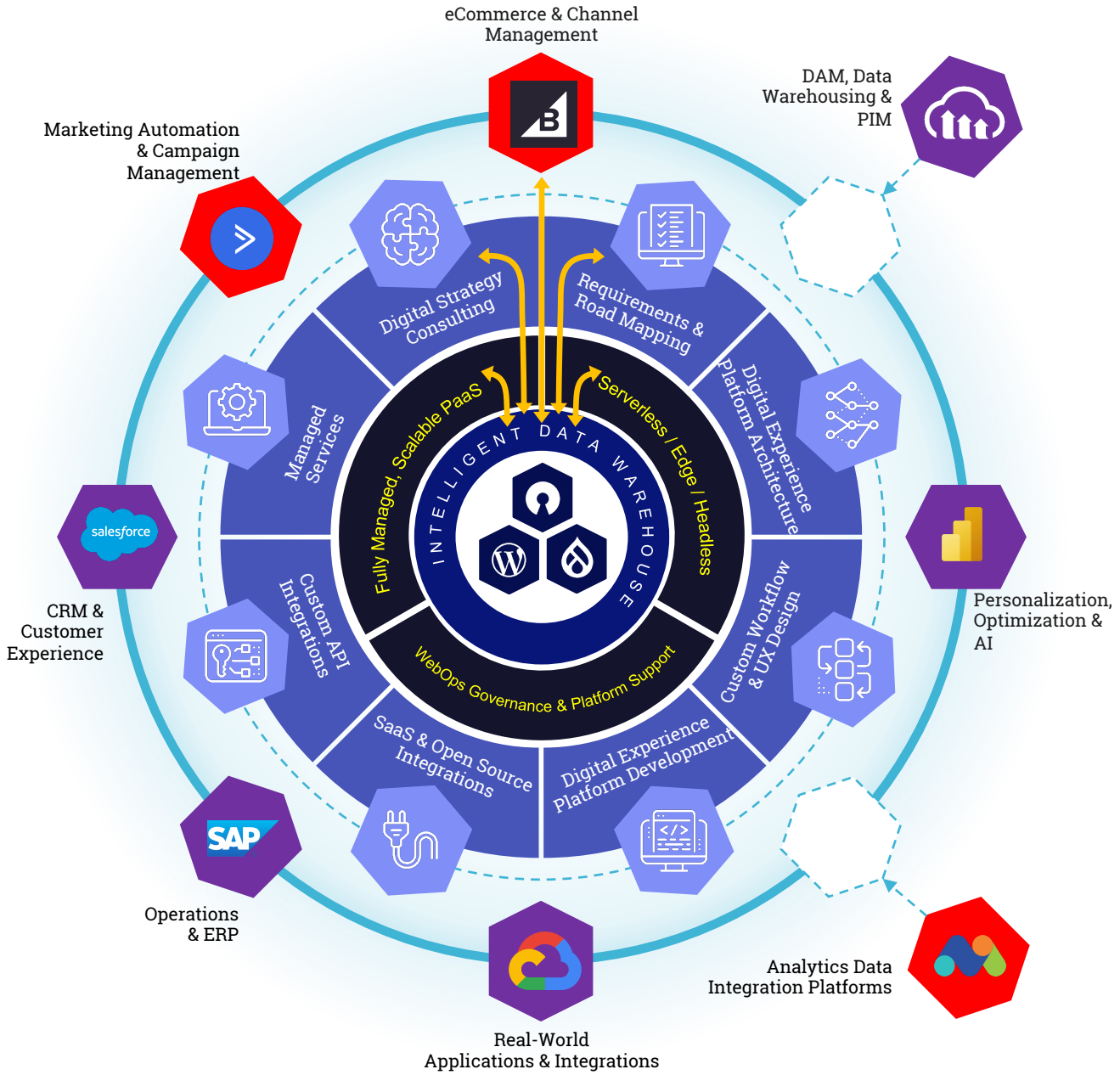
Key Insights into How Top Brands Exploit What's Next in Composable MarTech



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

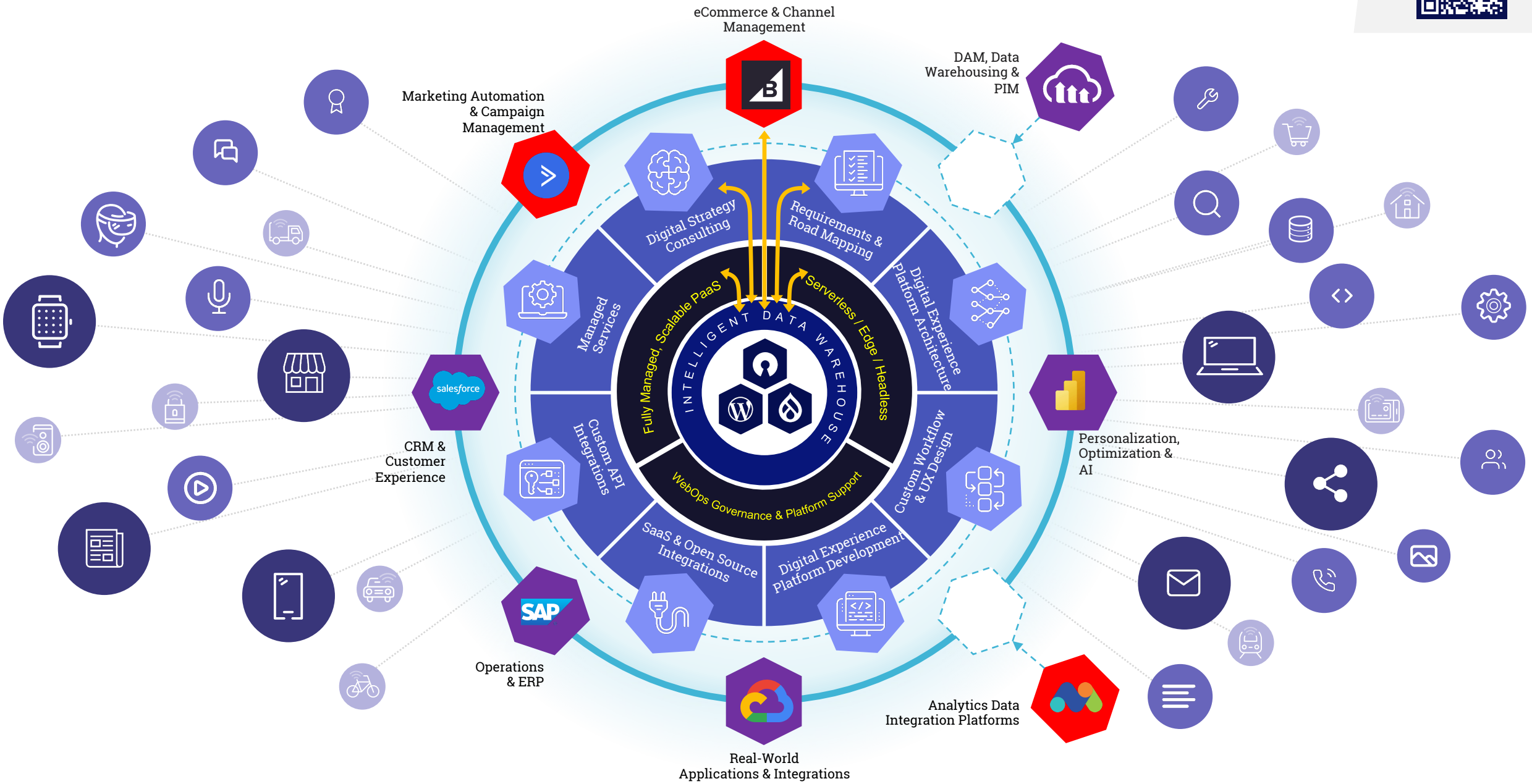


Key Insights into How Top Brands Exploit What's Next in Composable MarTech



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

Crowd Favorite



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

1
Single Pipeline Architecture
- CMS with SaaS & inbound feeds
- Simple Marketing sites with one direction of data

2
Multiple Data Stream Architecture
- Ability to pass information from CRM etc. back & forth
- Complex data administration

3
Digital Experience Platform
- Start of integrated editorial workflows
- Complex data integrations for CX

4
Fully Modular DXP w/ Custom Workflow
- Completely integrated custom workflows
- Data centralization & Edge Processing

5
Phygital CX Platform w/ Data Ownership
- Instantly interactive, customized, editorial workflow
- Fully integrated AI
- Full data ownership

Thank you!

Want More Details?

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

CrowdFavorite.com/DigitalSummitPhoenix

Karim Marucchi

/in/KarimMarucchi

CrowdFavorite.com

James Rutherford

/in/JamesRutherford

Pantheon.io