

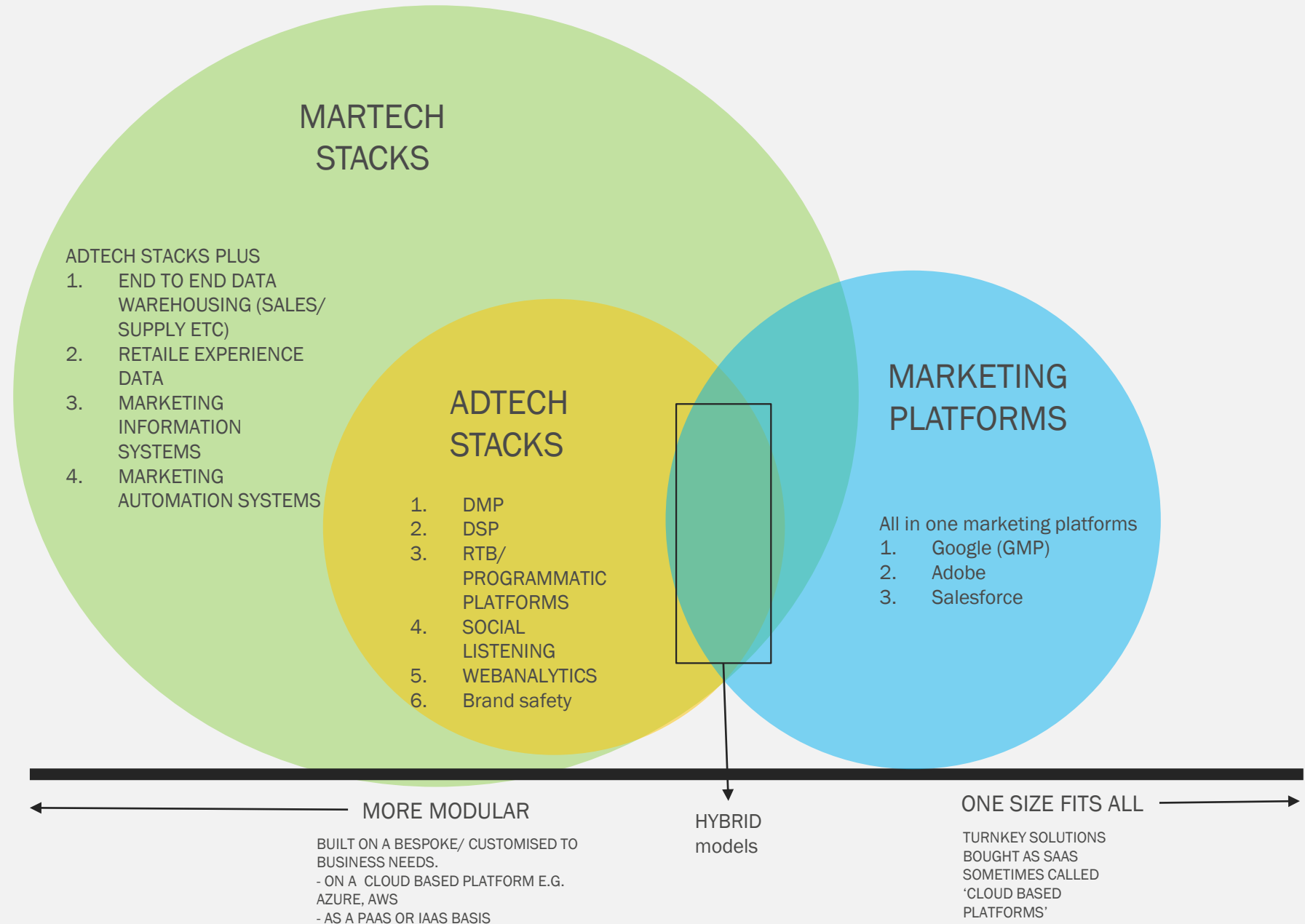


MARTECH STACKS AND MARKETING CLOUDS

FIVE THOUGHT STARTERS

Ongoing martech evolution

1.
INDUSTRY HAS
MATURED TO A
POINT THAT BOTH
BESPOKE AND
TURNKEY
SOLUTIONS ARE
AVAILABLE

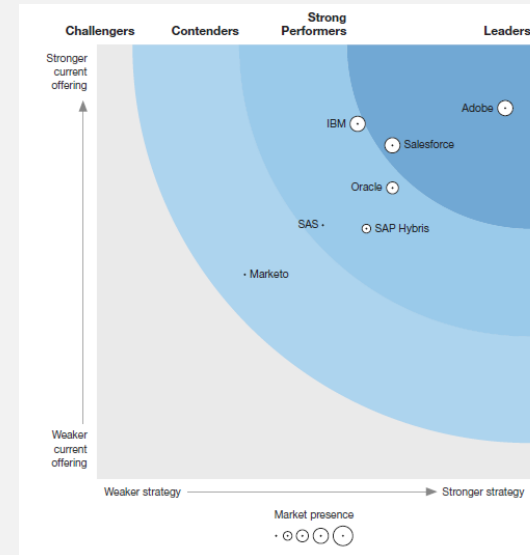


2. HOWEVER, NOT A MASSIVE DIFFERENCE BETWEEN 'BEST OF BREED' AND 'GOOD ENOUGH'



DMP

SOURCE: FORRESTER WAVE DMP ANALYSIS, 2017



ENTERPRISE MARKETING SUITES

SOURCE: FORRESTER WAVE ANALYSIS, 2018



ENTERPRISE CLOUDS

SOURCE: FORRESTER WAVE ANALYSIS, 2018

3. THE 'OPTION COST' RISK INDUSTRY M&A ACTIVITY MEANS BEST TODAY COULD BE 'ALSO RANS' TOMORROW



Data Centre ► **Cloud**

Adobe forks out \$4.75bn for Marketo in massive marketing mashup move

Deal puts pressure on competitors

Microsoft buys into Grab as pair focus on big data and AI on Azure

Grab will adopt Microsoft Azure as its preferred cloud platform and Microsoft will make a strategic investment in Grab.



By Asha McLean | October 9, 2018 -- 01:21 GMT (09:21 GMT+08:00) | Topic: Innovation

Adobe to Acquire Magento Commerce

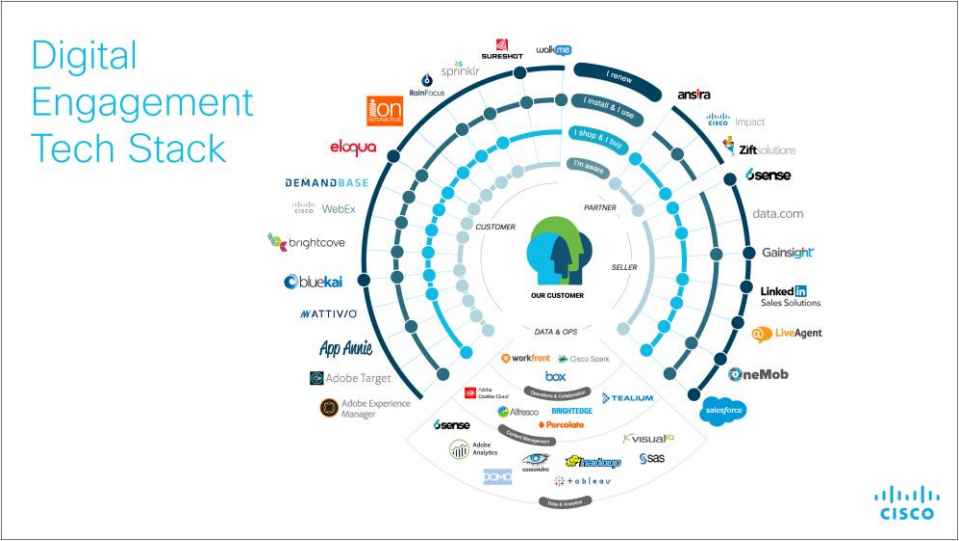
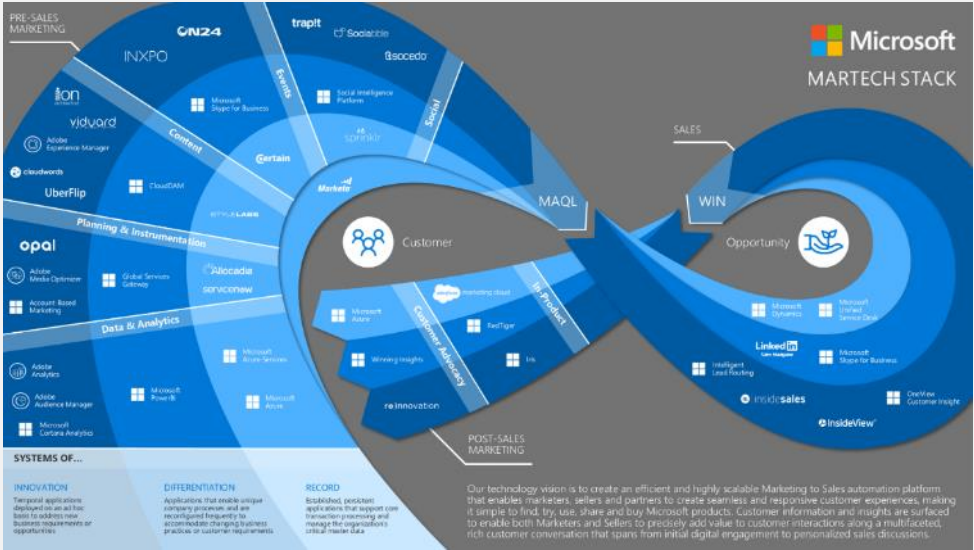
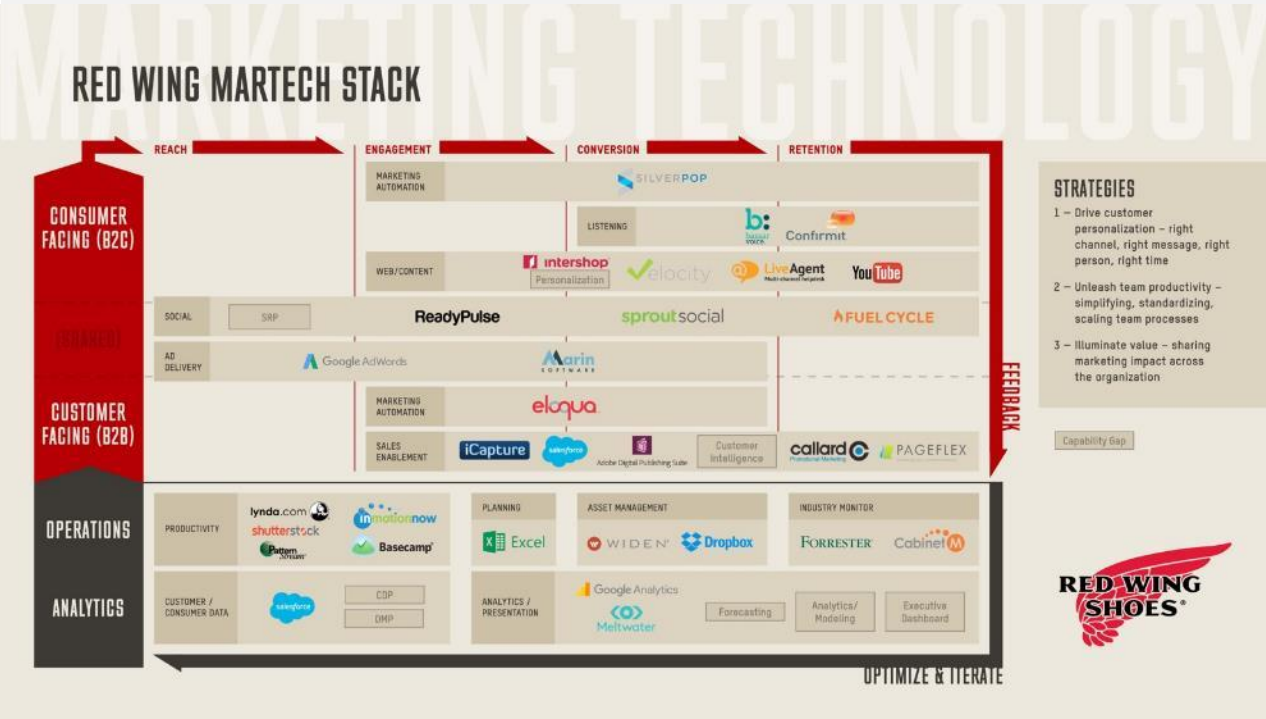
Monday, May 21, 2018 4:05 pm EDT

Acquisition Brings Leading Commerce Platform to Adobe Experience Cloud



FIT FOR PURPOSE BUILDS BEST PRACTICE

4. INCREASING TREND TOWARDS FIT-FOR-PURPOSE BUILDS



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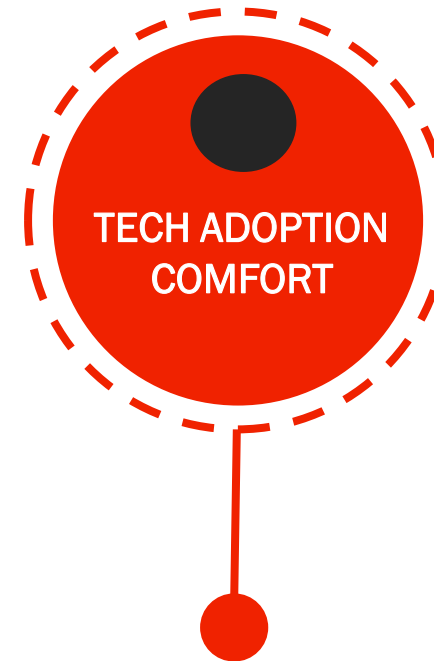


BESPOKE STACKS BUILT ON THE BASIS OF CONSUMER JOURNEY AND DEMAND LEVERS

E.G. FULLY ONLINE/ DTC VS. TRADITIONAL VS. B2B VS WOM DRIVEN



E.G. ROLE AND EXTENT OF AUTOMATION NEEDED/ ROLE AND EXTENT OF AUDIENCE DATA NEEDED

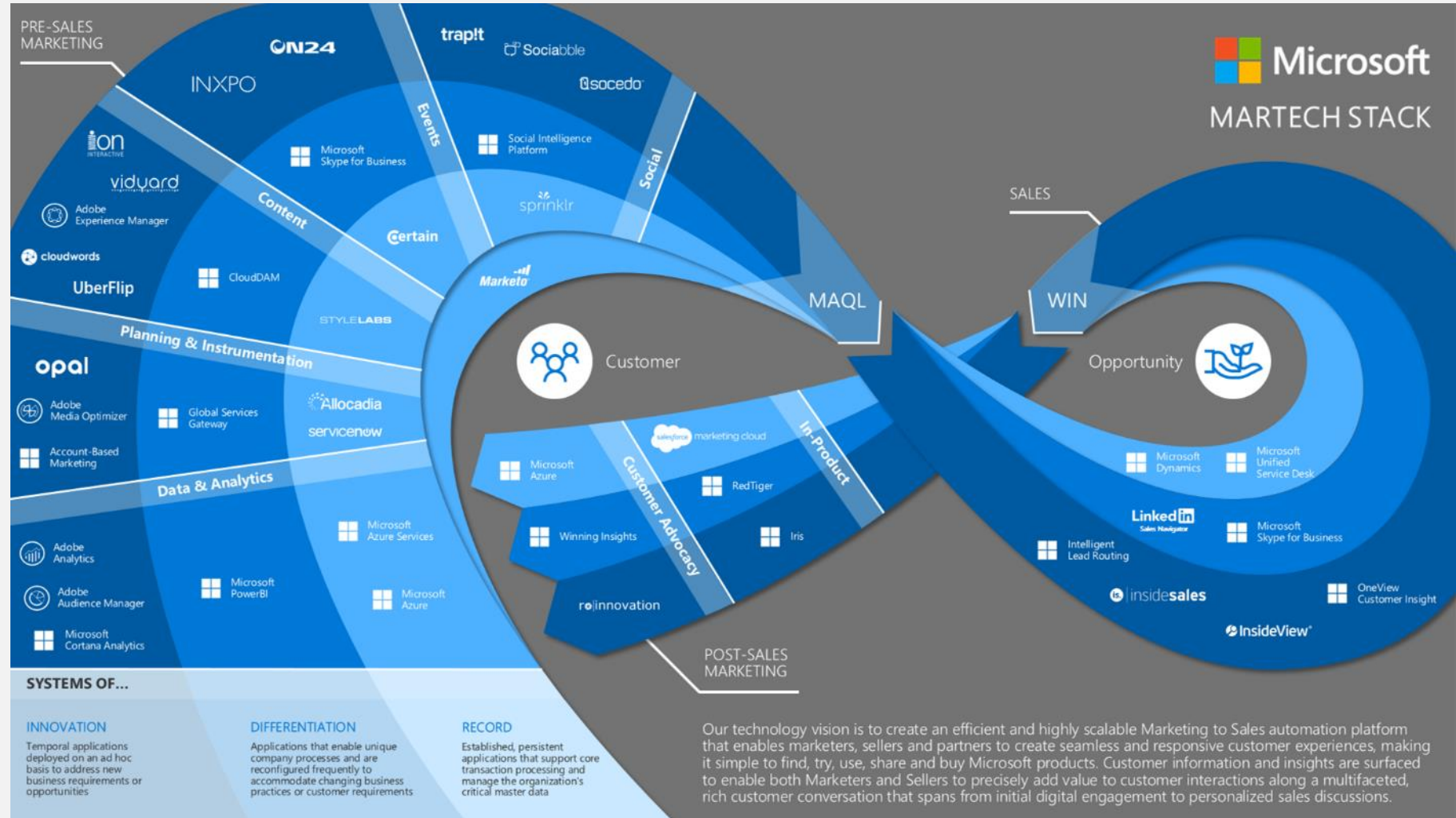


E.G. ORGANISATIONAL CHALLENGES IN ADOPTING TECH/ AUTOMATION

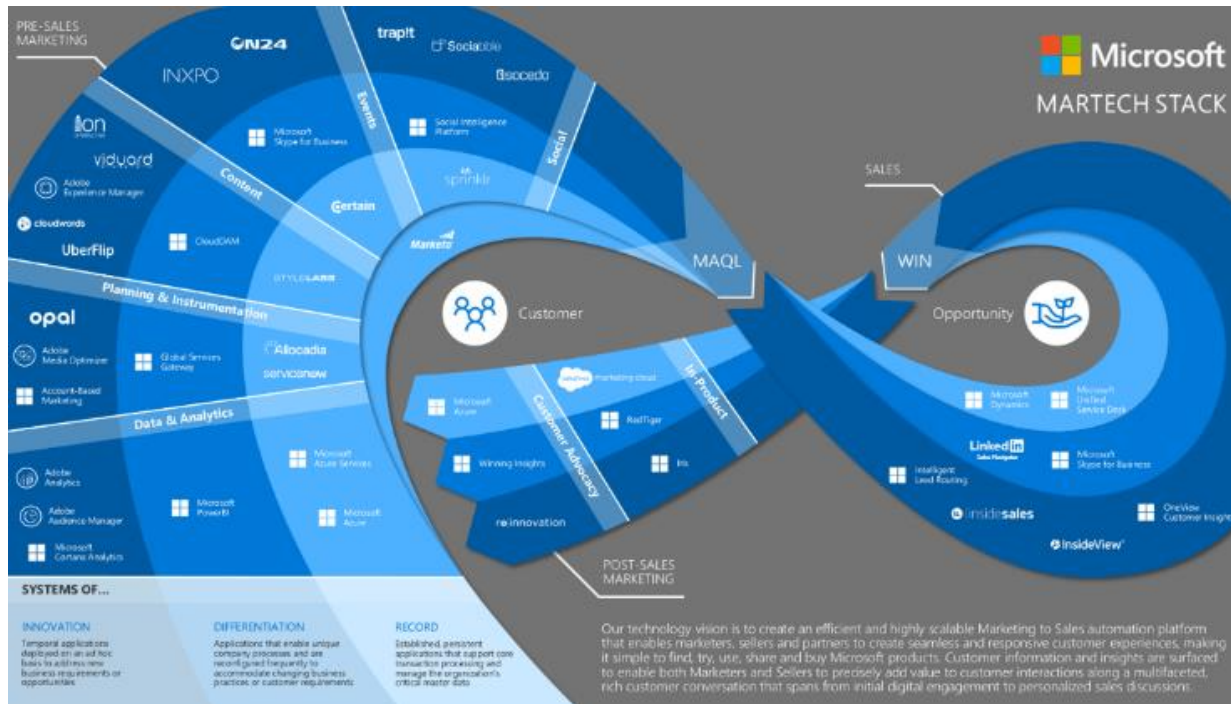
CASE: MICROSOFT'S MARTECH STACK

TAKEAWAYS

1. TECHNOLOGIES THAT HELP "RUN MARKETING" ARE WELL-REPRESENTED IN YOUR STACK.
2. MULTIPLE LAYERS OF TECHNOLOGIES TO CREATE CLARITY.
3. TECHNOLOGY CAPABILITIES ALIGNED TO THE CUSTOMER JOURNEY



LEARNINGS FROM MICROSOFT'S MARTECH STACK



Build Multiple Layers of Technologies to Create Clarity

Microsoft's tech stack has two dimensions. The first is the layers of technology they use. This separation or categorization of technology is very important at an organization of Microsoft's size. It allows their marketing operations and technologists around the world to clearly understand the importance of each technology and where they fit into the entire ecosystem.

The areas listed out are:

1. Systems of Record: Established, persistent applications that support core transaction processing and manage the organization's critical master data.
2. Differentiation: Applications that enable unique company processes and are reconfigured frequently to accommodate changing business practices or customer requirements.
3. Innovation: Temporal applications deployed on an ad hoc basis to address new business requirements or opportunities.

Make sure technologies that help "Run Marketing" are well-represented in your stack.

Microsoft includes both Data & Analytics and Planning & Instrumentation in the first two rungs of their stack's "flow". This shows how Marketing Performance Management software is part of their core technology stack, along with CRM, Marketing Automation, and other "must have" systems.

Align Technology Capabilities to the Customer Journey

The second dimension Microsoft shows in their stack is an understanding, and commitment to the customer journey.

They break out key categories within each stage of the journey (Content, Events, Social, Sales, In Product, and Customer Advocacy). This provides a clear lens of what role each technology plays and, I imagine, helps identify which internal groups should leverage each tool.

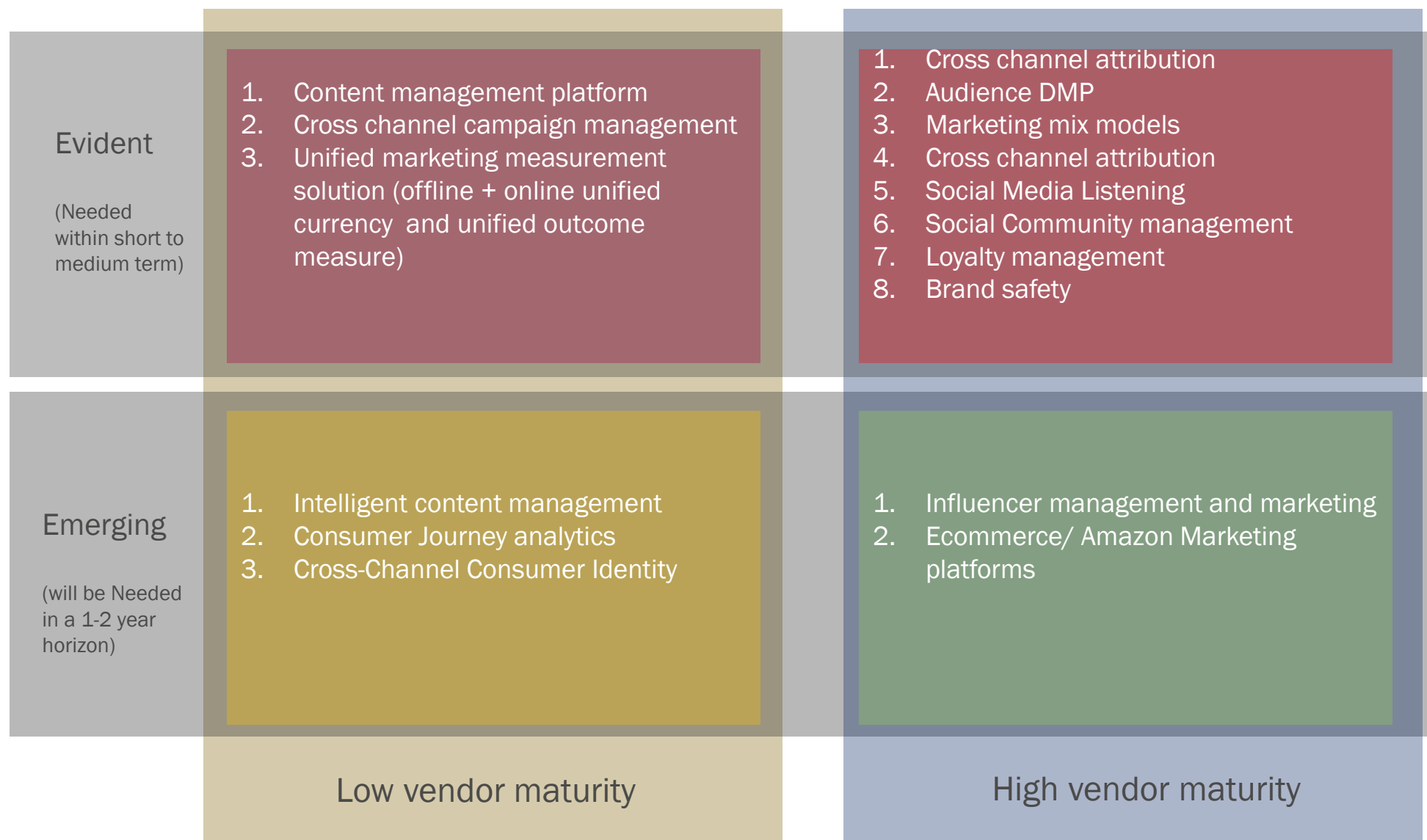
They seem to view the customer journey as continuous. The stack is laid out in a sort of infinity loop where ultimately everything ends back at the beginning with Data & Analytics. To me this promotes the idea of always learning, adjusting, and improving. The results brought in from the execution (everything after Planning & Instrumentation) can be analyzed then brought into the next planning cycles.

A SIMPLIFIED GLIDEPATH

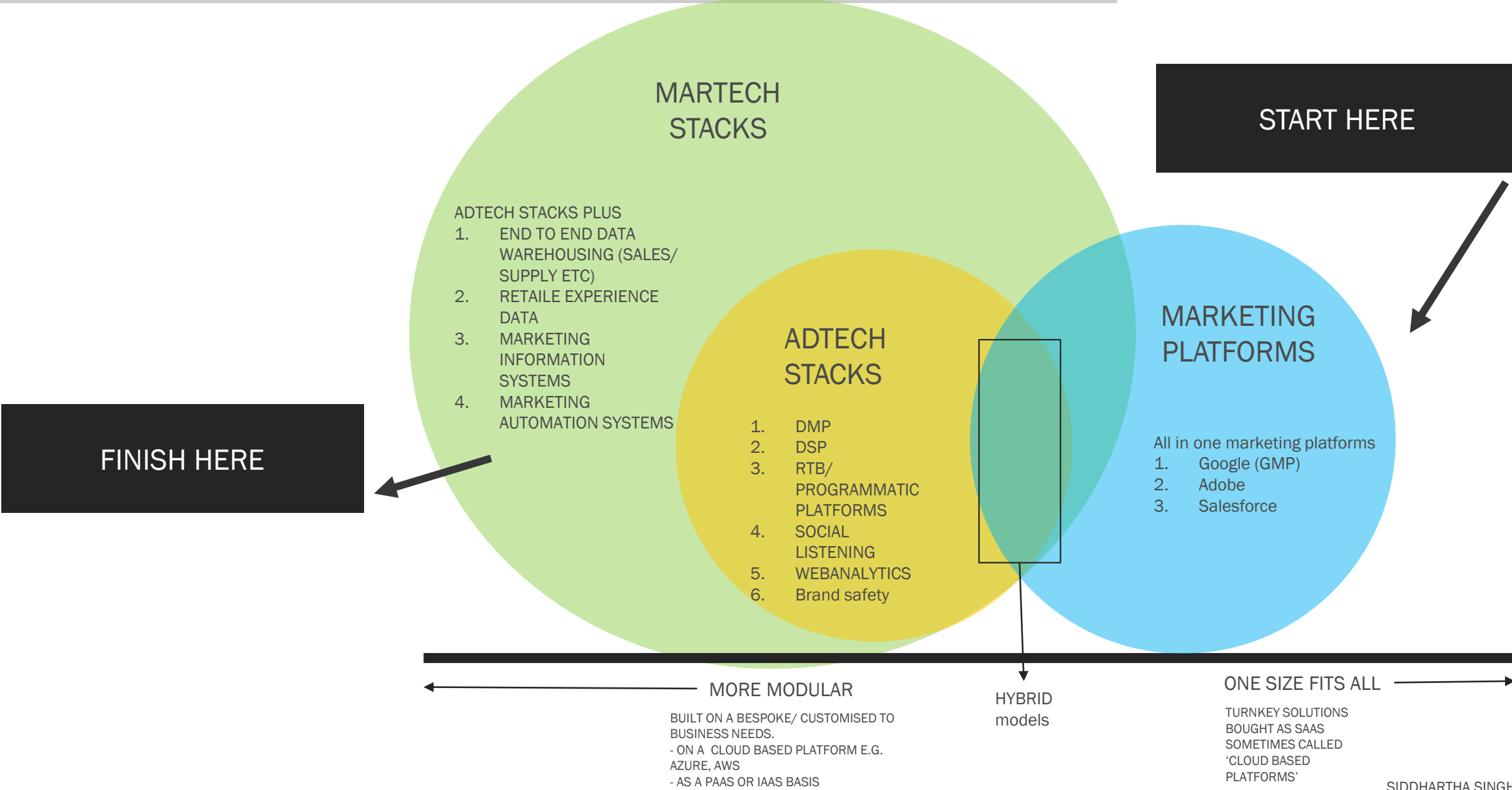


5. DECODING MARTECH NEEDS

EXAMPLE



5. POTENTIAL GLIDE PATH: BORROW/ BUY AS WE BUILD



A young girl with long dark hair, wearing a bright green hooded coat with a small orange patch on the pocket, is standing in a lush green park. She is reaching out with both hands towards a large, iridescent bubble that is just within her grasp. Several other bubbles are floating in the air around her. The background is filled with out-of-focus green trees and a grassy area, creating a soft, bokeh effect. The overall mood is joyful and whimsical.

Thoughts?