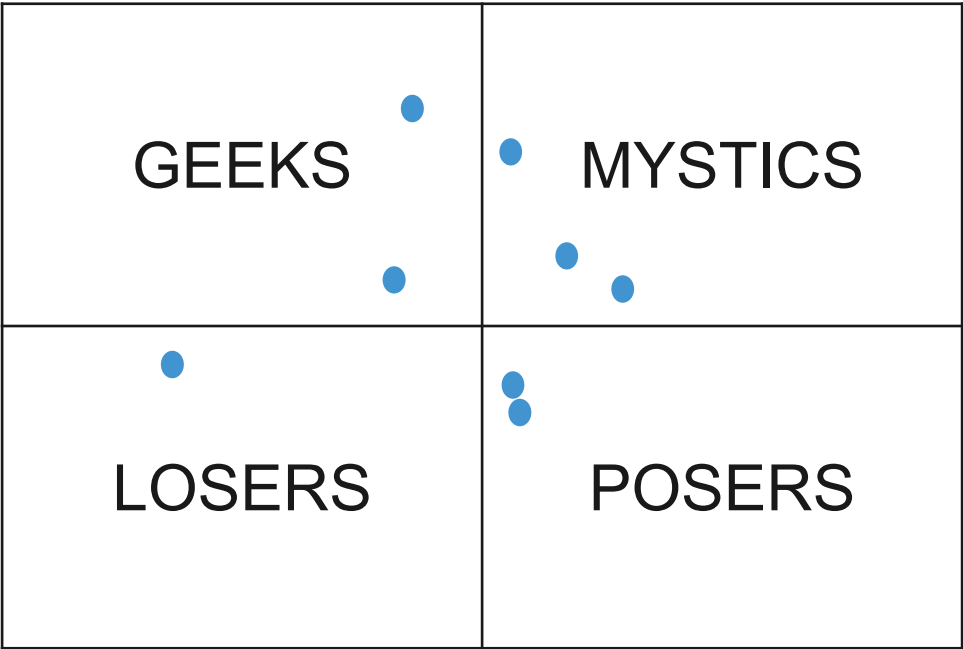


The DXP Myth: Avoid this Dead End with a Future-Proofed Stack Strategy

October, 2021

My Career as a Mythbuster...

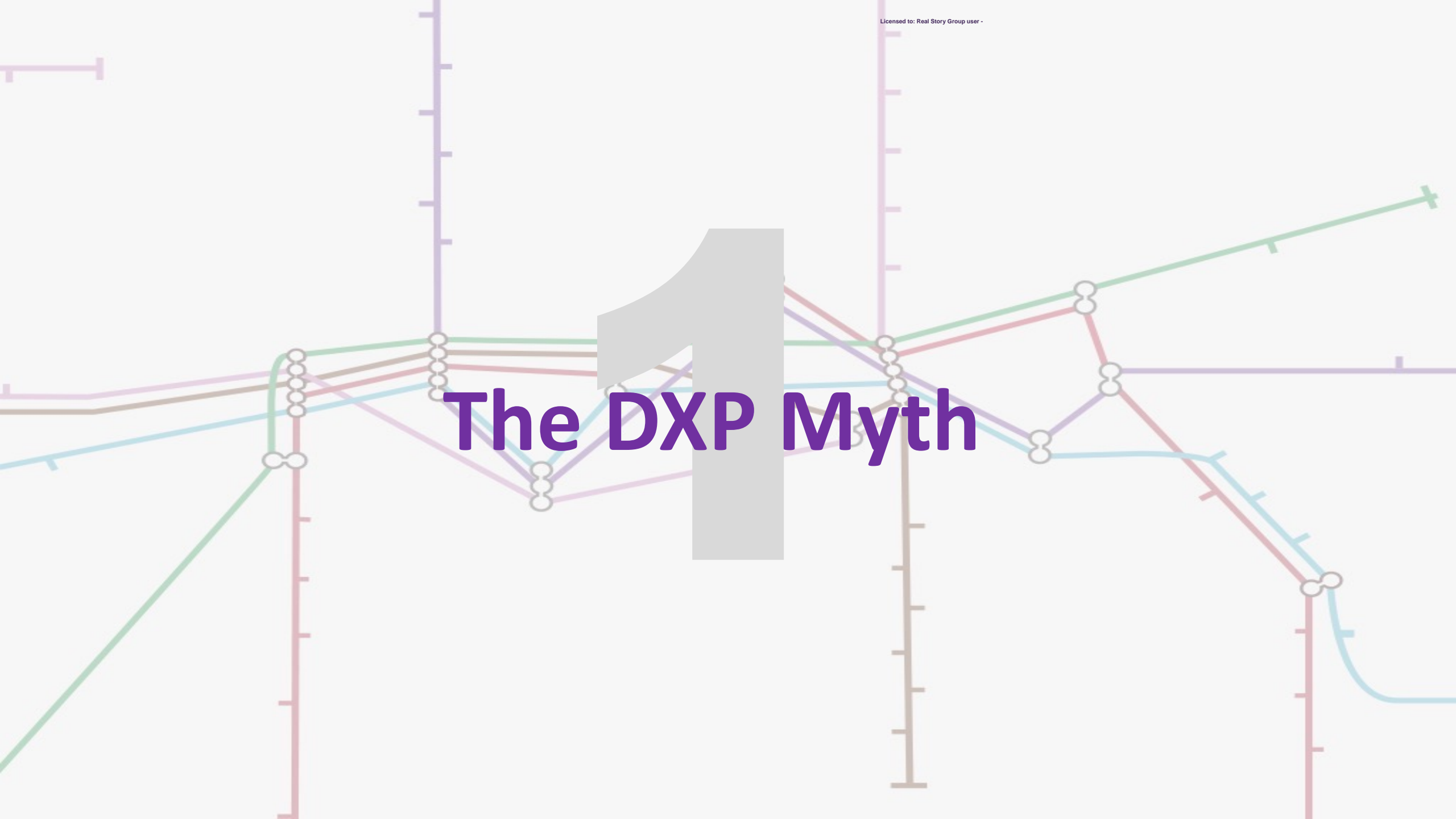


“the mystical quadrant”

INDEPENDENCE FACTORS	REAL STORY GROUP	OTHER FIRMS
CONSULT TO VENDORS?	NO	YES
SPEAK AT VENDOR EVENTS?	NO	YES
ACCEPT EXPENSES & HOSPITALITY FROM VENDORS?	NO	YES
WRITE PAPERS FOR VENDORS?	NO	YES

1

The DXP Myth



DXP Myths vs. Reality - Overview

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**Websites remain
the center of
your digital
ecosystem**

**You should
center your
stack on a WCM**

**Inbound and
outbound are
two different
worlds**

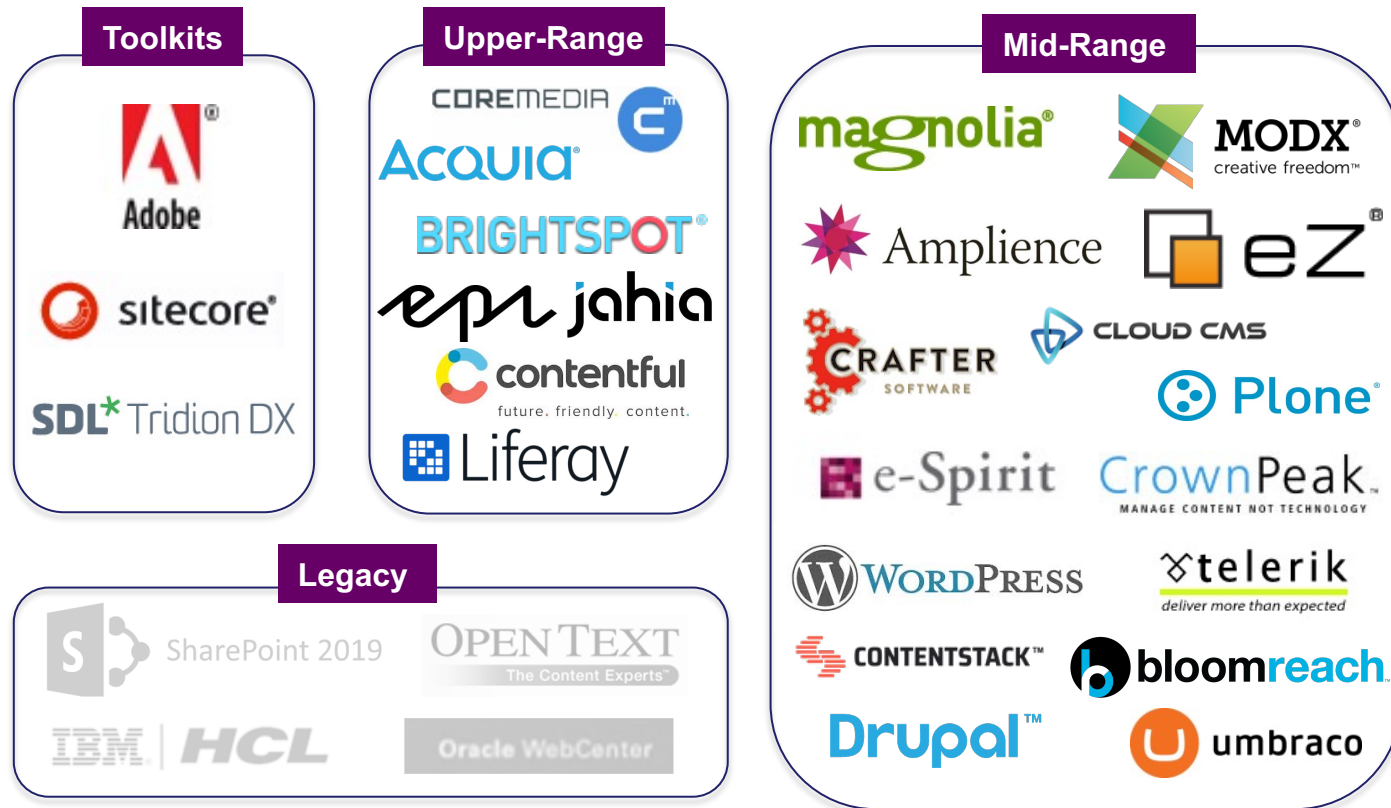
**Portal tech
remains broadly
relevant**

**You can
buy a
DXP**

**“Composable”
DXP is the
Future**

Web CMS Marketplace – Circa 2021

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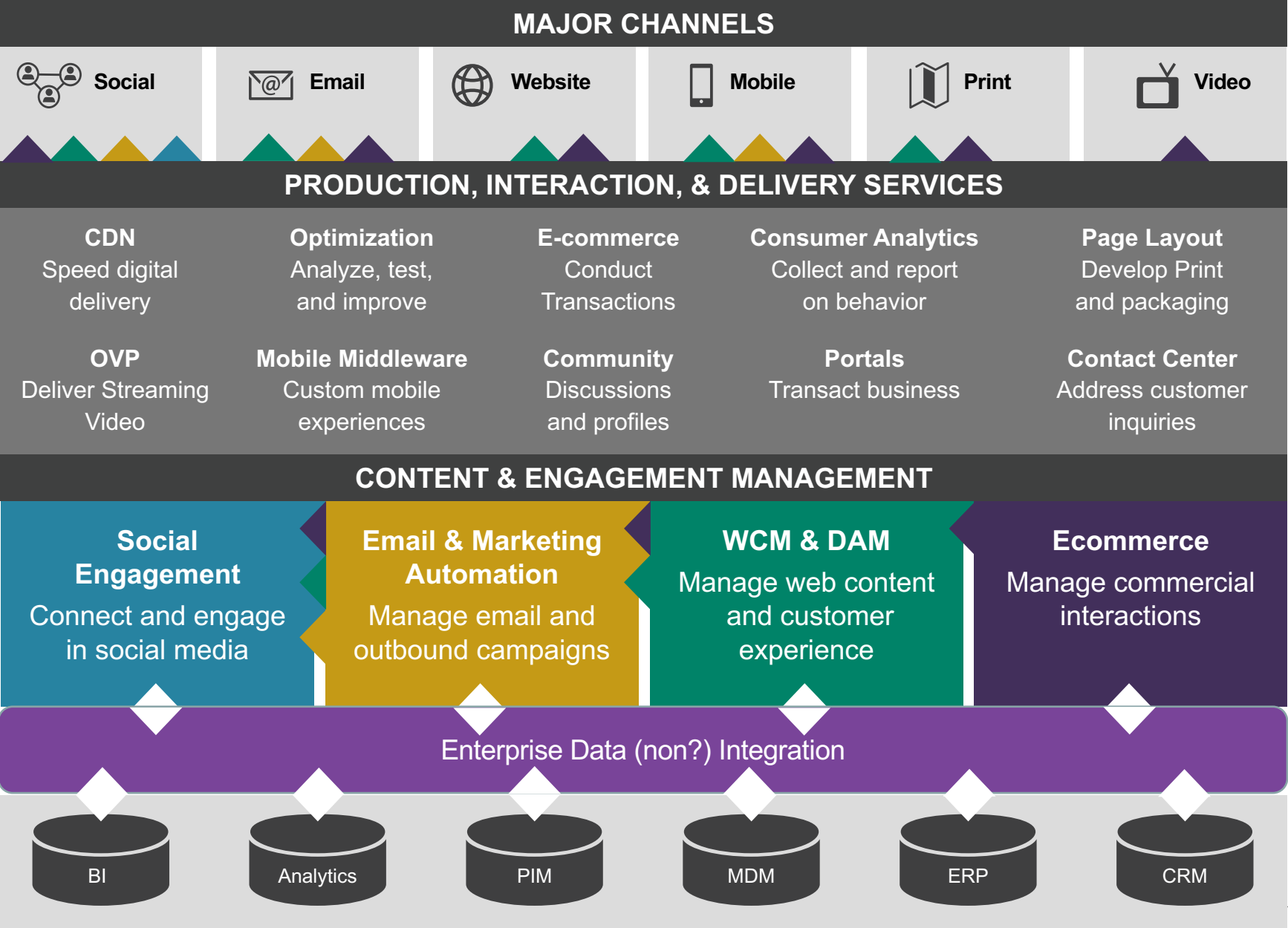


Specific Trends

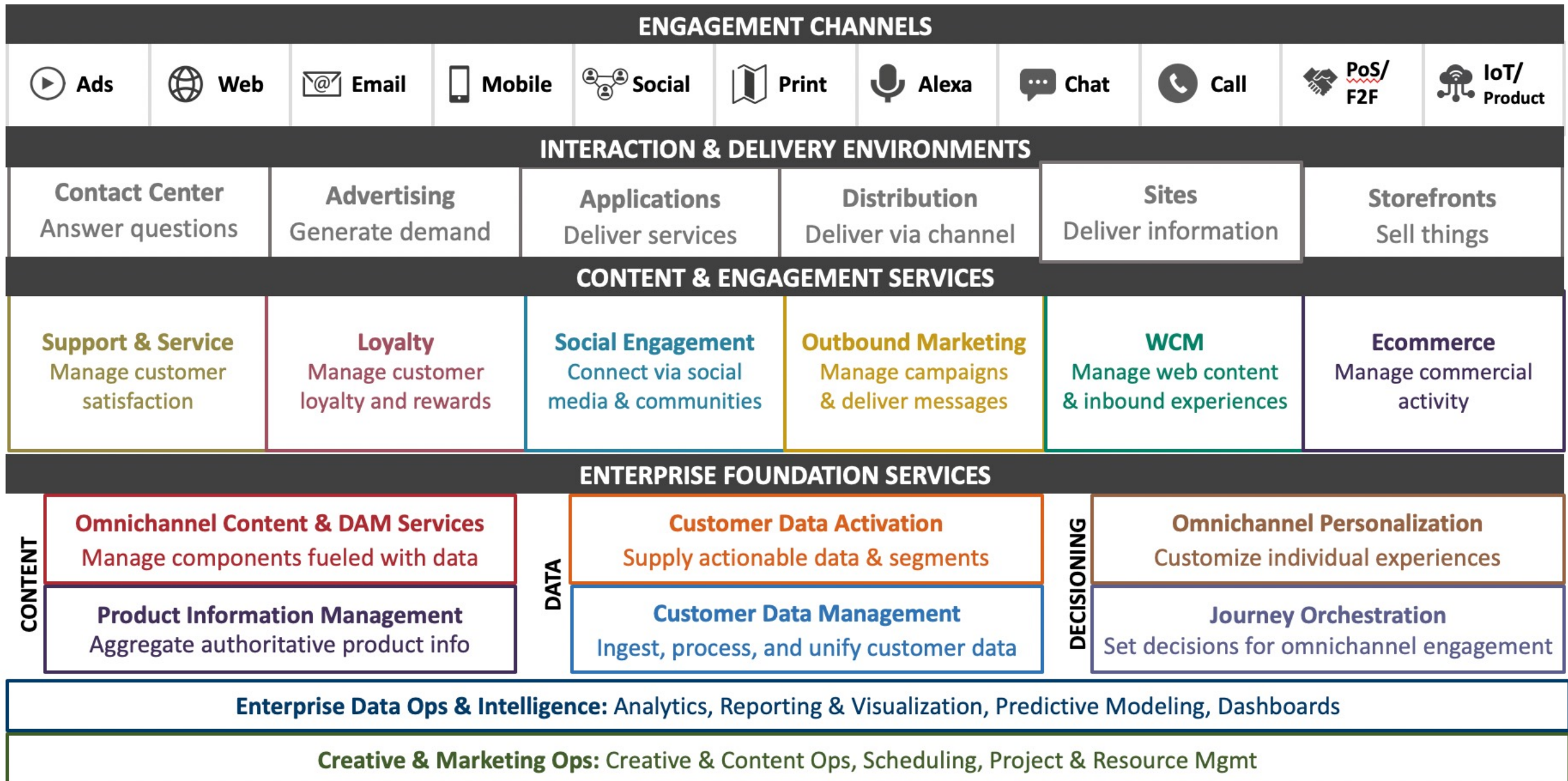
- Demise of the “Dinosaur” vendors
- Persistent mid- and upper-range success
- Questions around “toolkits” – too heavy?
- Consensus on “hybrid headless” architectures

KEY THEME: Lighter, simpler...

Model for the 2010s: Multi-Channel Modernization



Reference Architecture Framework for the 2020s: Omnichannel Stack



The Great Pause... Rethinking WCM Investments

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1. Savvy buyers are trying to “right-size” their WCM investments relative to other digital needs
2. “Pilates” for your stack means thinner at the engagement tiers
3. Marketing attribution is driving closer scrutiny of costs relative especially to inbound marketing in general and complicated personalization schemes in particular
4. The WCM mid-market can now do 80%+ what the upper tier vendors can do

The Great Pause: Get simpler at the engagement tier....

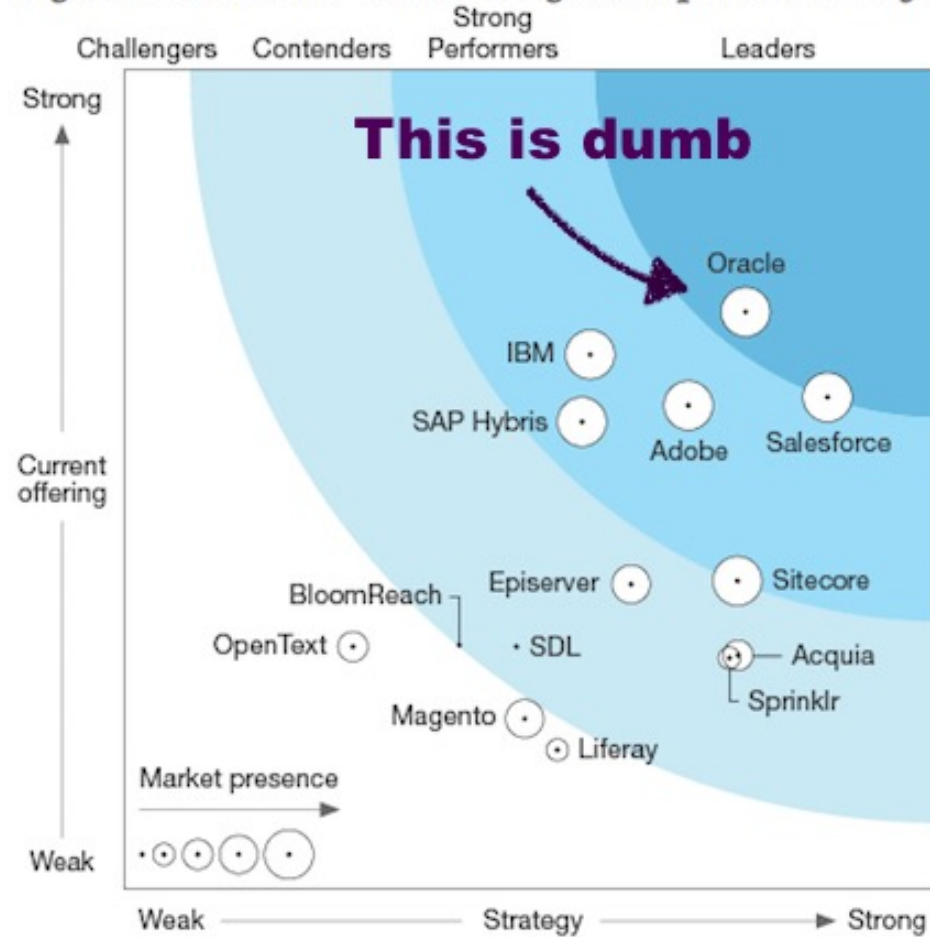


...Invest low and simplify high

Forrester and Gartner on DXPs: Doubling Down on the 2010s

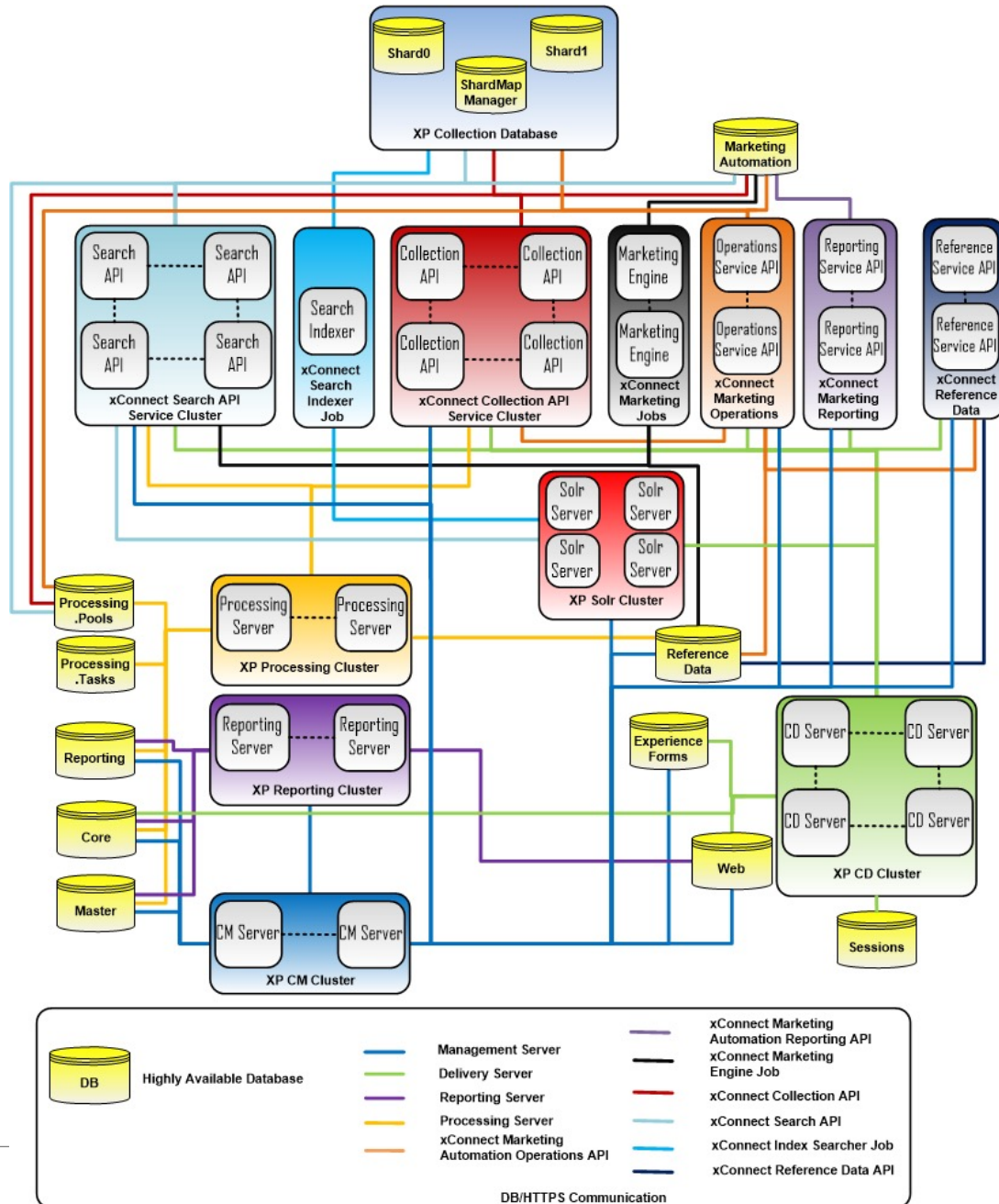
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Figure 2: Forrester Wave™: Digital Experience Platforms, Q3 '17



Sitecore XP(+)

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ascentium
commerce server 2009 R2

ascentium
commerce server 2009

Microsoft
Commerce Server 2009

2014



+

STYLELABS

2018

Sitecore: Rethinks Its Strategy

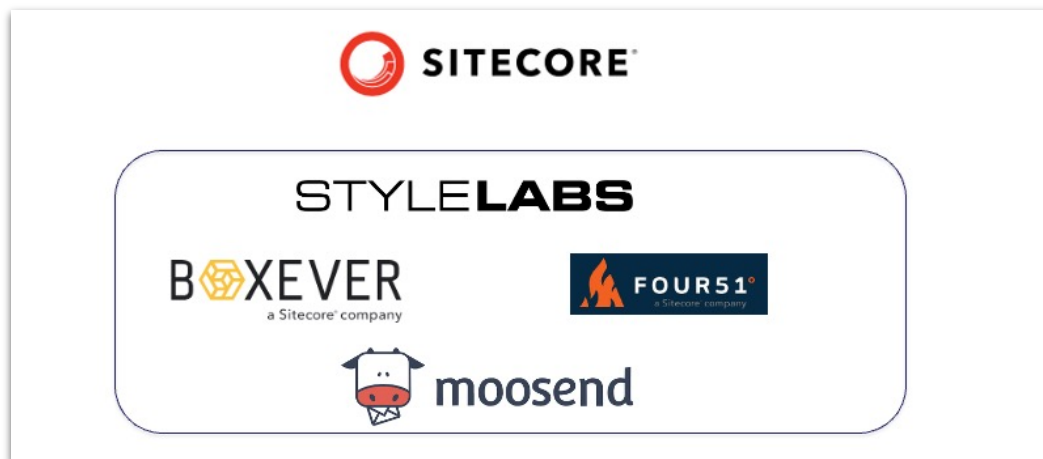
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Source: Sitecore - <https://www.youtube.com/watch?v=I5SeoV1SnKk>

Video is critique of Sitecore's core XP offering

- ✓ "You need our full stack for any individual piece," making it too big, complicated, and monolithic.
- ✓ "Typically we see customers choosing multiple products from multiple vendors."
- ✓ A modern experience layer frequently runs on "lightweight JavaScript frameworks."
- ✓ Mammoth, single-tenant platforms "create hosting and flexibility issues."
- ✓ Hybrid-headless architectures are the future.



Alternative to “Composable” DXP...

Why Would You Want a WCM Vendor to “Compose” Your Stack?

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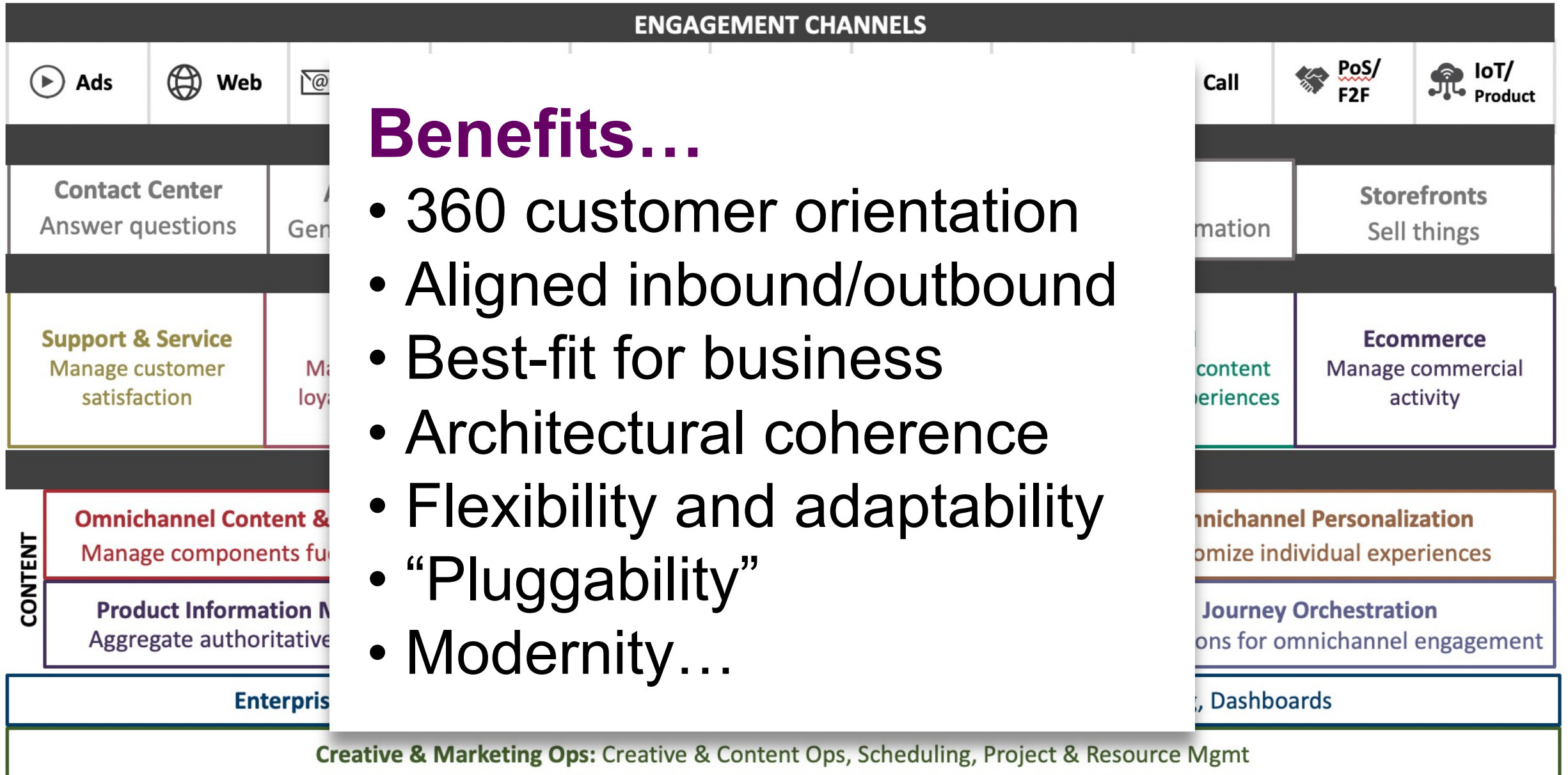
Suites are a motley collection...

- Different vertical orientations
- Different marketplace orientations
- Different customer target sizes
- Different cloud architectures
- Different development paradigms

“But we can integrate!”

- If they are truly composable, shouldn’t matter
- If they are API-first or API-forward, also shouldn’t matter

Compose Your Own Omnichannel Stack



Final Recommendations

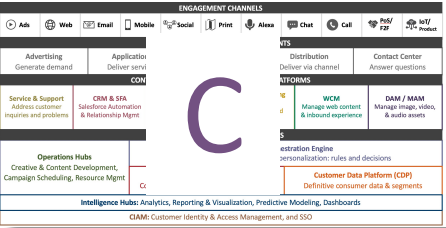
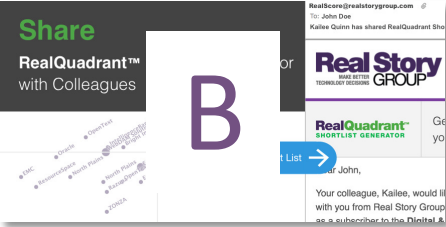
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RSG Advice for Stack Leaders

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1. Drop DXP: made-up term with no relevance in the 2020s
2. Modernize your stack with “pilates” investments at the core
3. This is opportunity to simplify at engagement layer, including WCM
4. Traditional WCM vendors likely not good allies in this transition
5. Beware vendors trying to “compose” your stack for you
6. Own your enterprise architectural decision-making
7. Prepare to be flexible at engagement tiers
8. Digital experience matters, but customer experience more potent
9. Some of your colleagues are doing this successfully...
10. Explore how RSG to help guide you through this new era

Three Ways to Engage with RSG

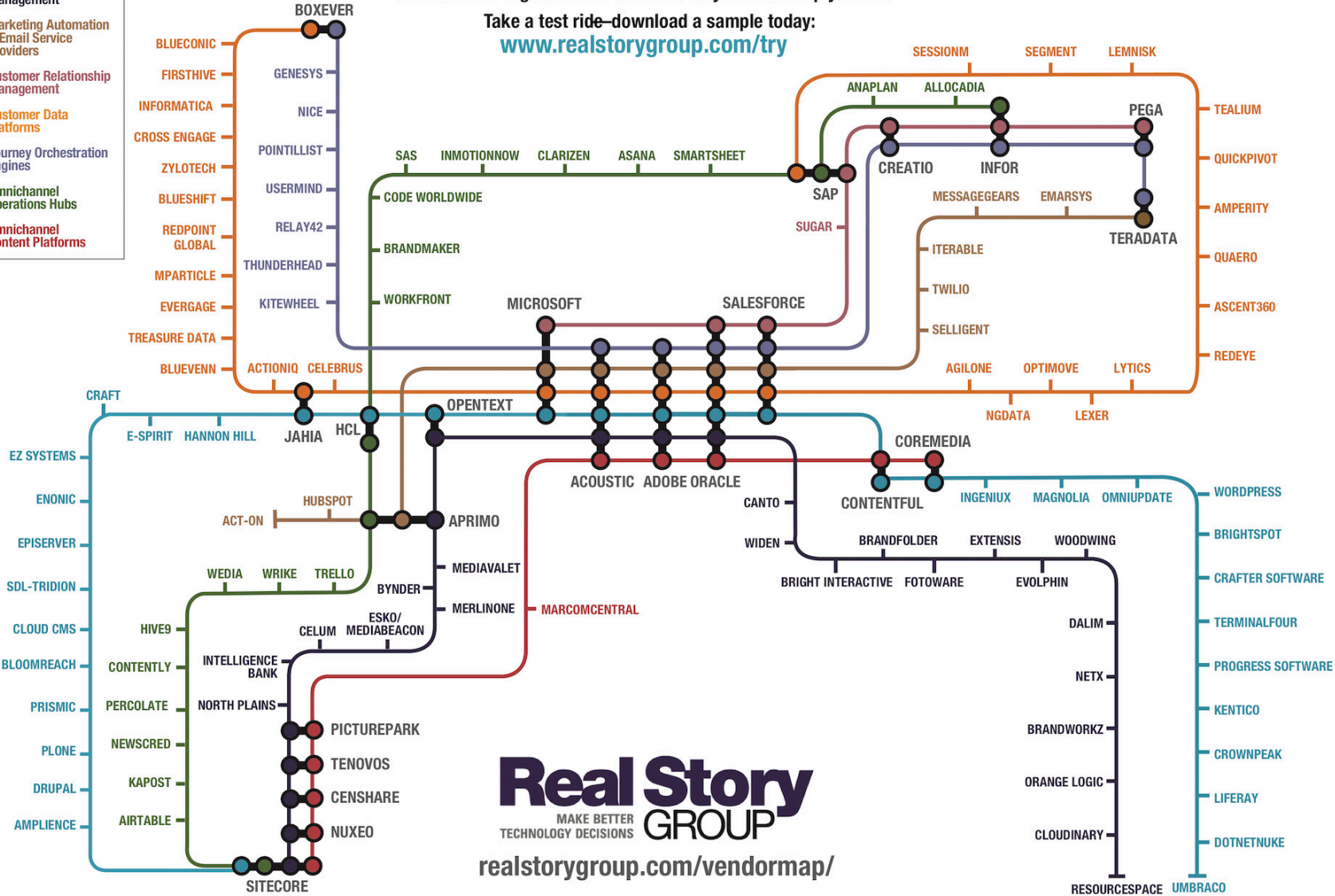


- KEY**
- Web Content & Experience Management
 - Digital Asset Management
 - Marketing Automation & Email Service Providers
 - Customer Relationship Management
 - Customer Data Platforms
 - Journey Orchestration Engines
 - Omnichannel Operations Hubs
 - Omnichannel Content Platforms

OMNICHANNEL STACK VENDOR MAP

Real Story Group's vendor evaluations and advisory services have helped thousands of organizations find their way. We can help you too.

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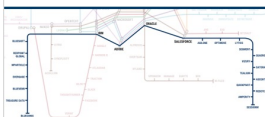
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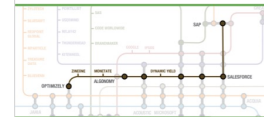
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Ecommerce Platforms
Comprehensive Product Evaluations