



# The Future of Journey Orchestration in an AI World

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March, 2024

# A Different Kind of Analyst Firm...

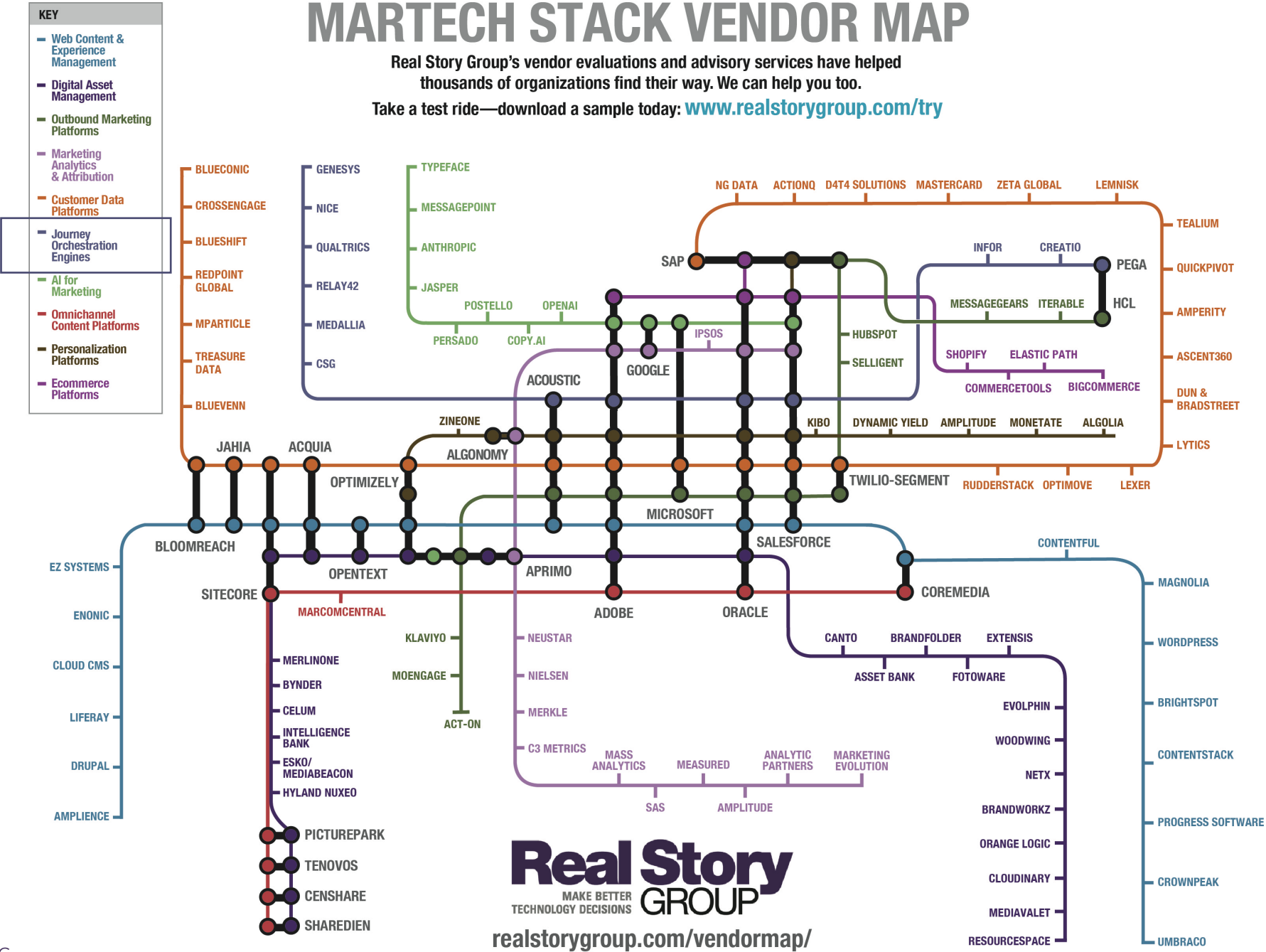
GEEKS	MYSTICS
LOSERS	POSERS

“the mystical quadrant”

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

# MARTECH STACK VENDOR MAP

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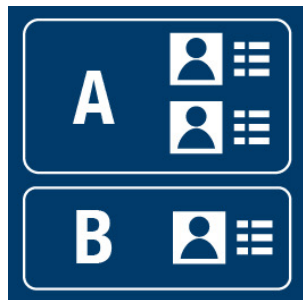
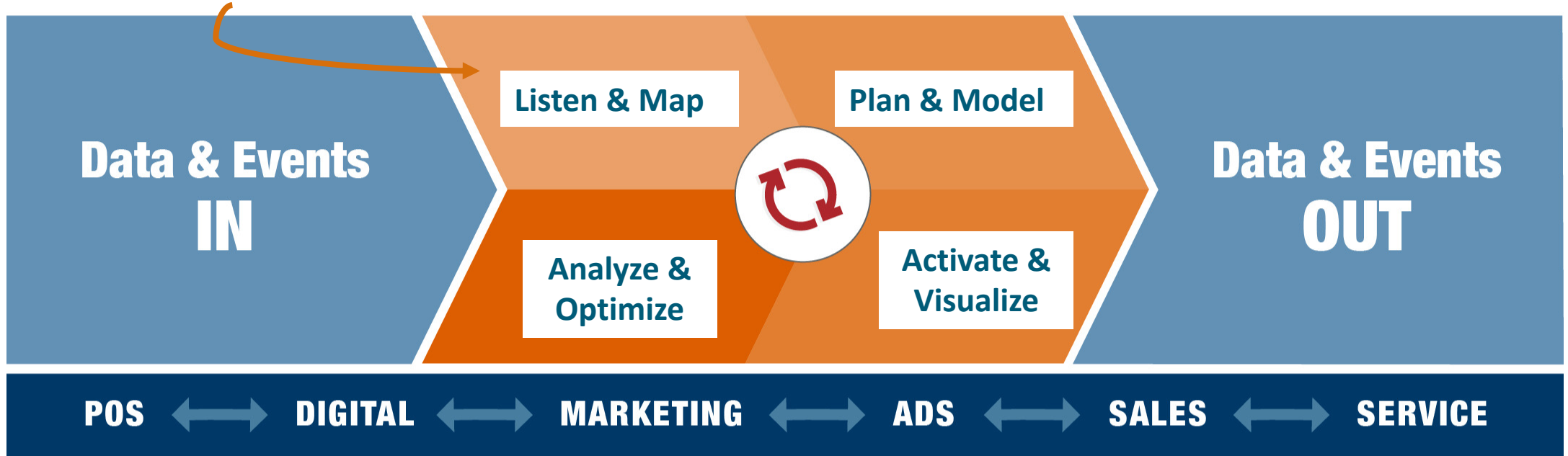
# Agenda

- 1 Journey Orchestration in Your MarTech Stack
- 2 Hurdles with JOE Platforms V1
- 3 AI + JOE V2

# Journey Orchestration in Your MarTech Stack

Most of us are here

## JOURNEY ORCHESTRATION ENGINES



Digital Customer Acquisition



Offline/Online Customer Acquisition



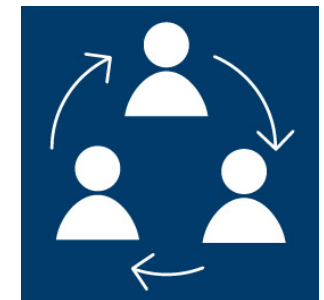
Sales Enablement



Revenue Optimization & Retention



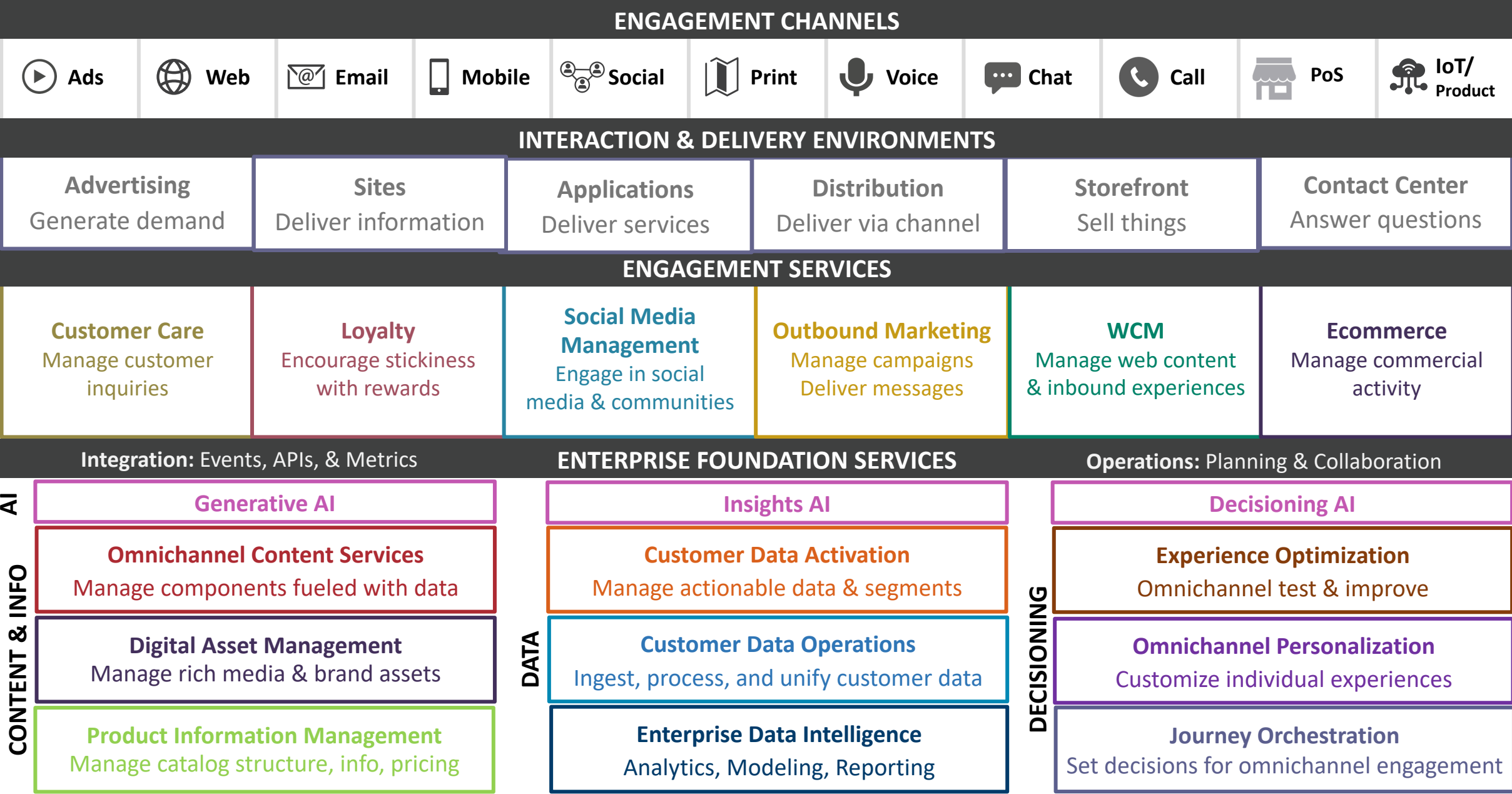
Service & Support



Channel Partner & Orchestration

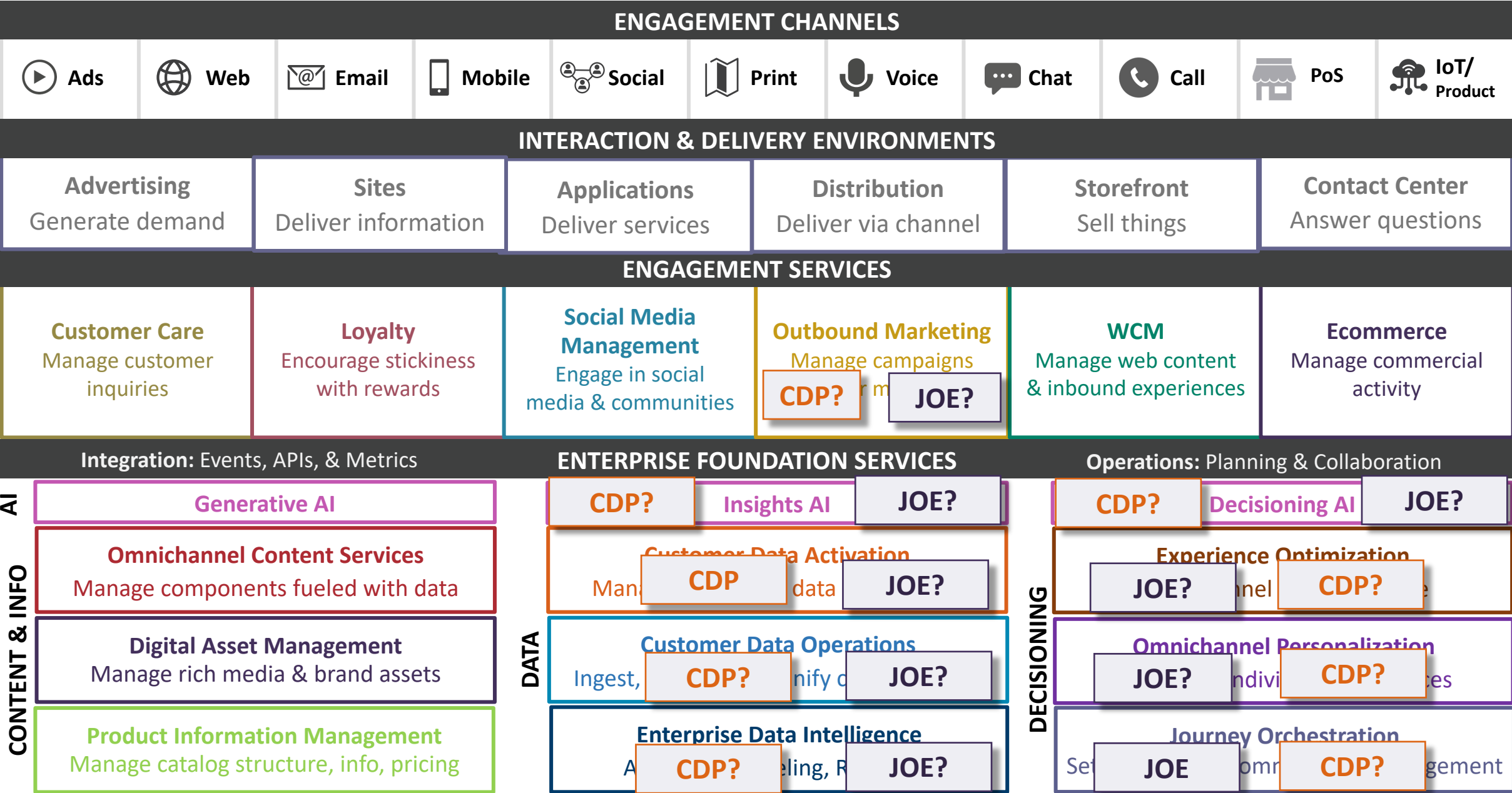
# MarTech Services Reference Model: B2C

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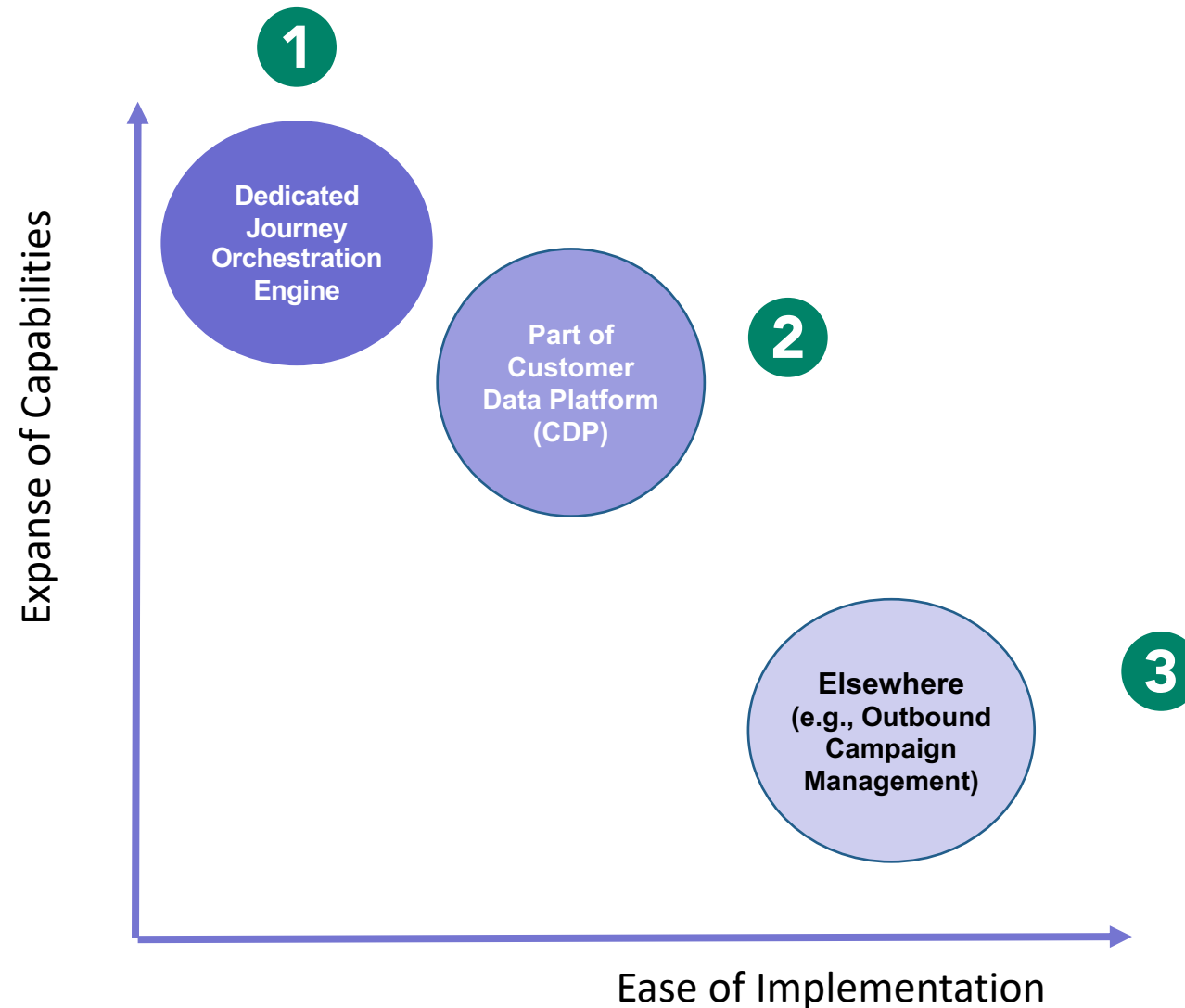


# Where Do You Obtain Different Services? CDP vs JOEs

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# Different Ways To Seat JO Tech in Your Stack



# Hurdles with JO Platforms V1

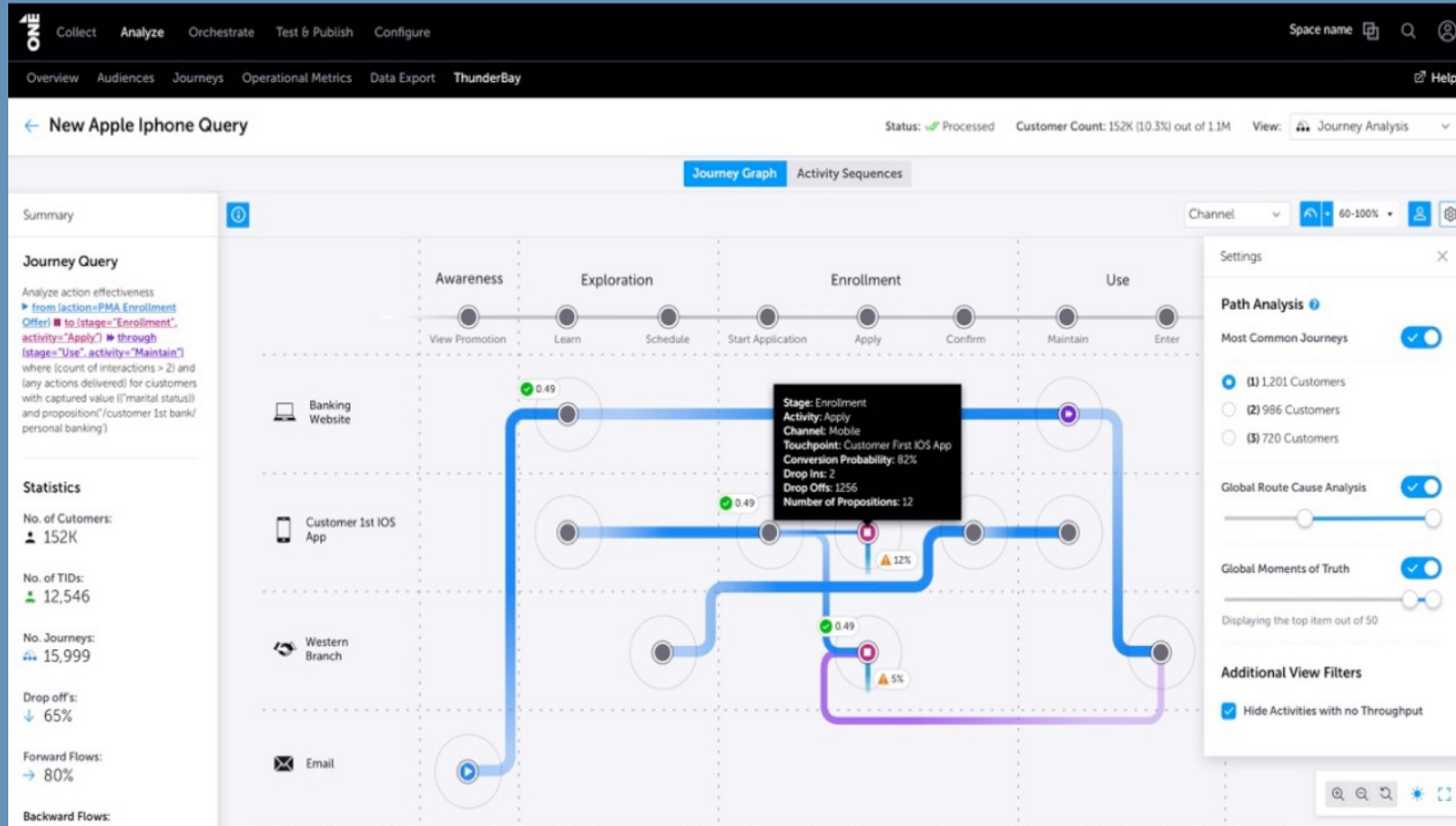
# JO V.1 Called Some Maturity Questions



This sh1t is *hard*...

- Enterprise governance
- Instrumenting journey listening
- Breadth of scope
- Customer data availability
- Technical integration chops
- Internal skill sets
- Program management

# 1) Dedicated JOE Platform



## Pros

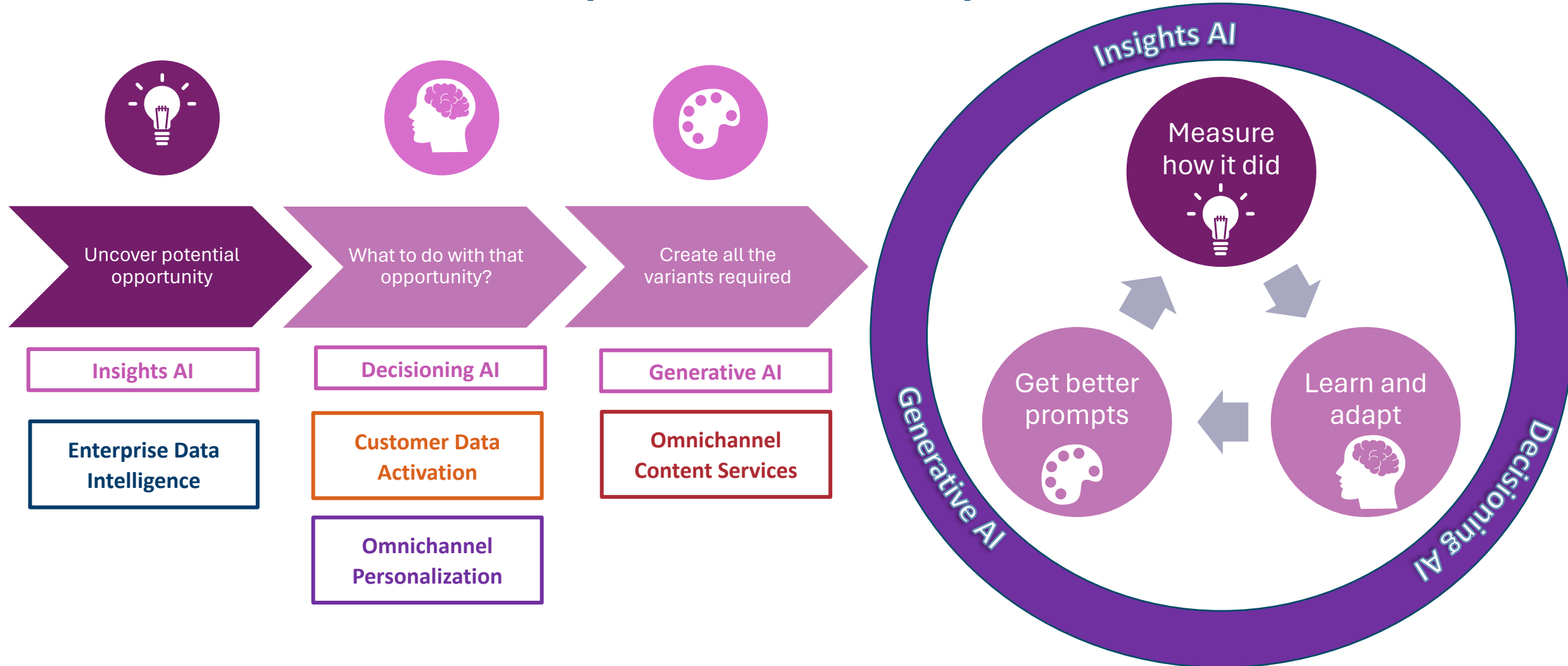
- Comprehensive capabilities with a best of breed solution
- JOE independent of other components, so you can scale it on its own

## Cons

- Marketplace and solutions not very mature; questions of scale and robustness
- Requires a *lot* of integration with downstream systems
- JOE will almost surely need CDP; or provide its own (likely weak) CDP-ish capabilities
- Managing decision logic gets arduous over time

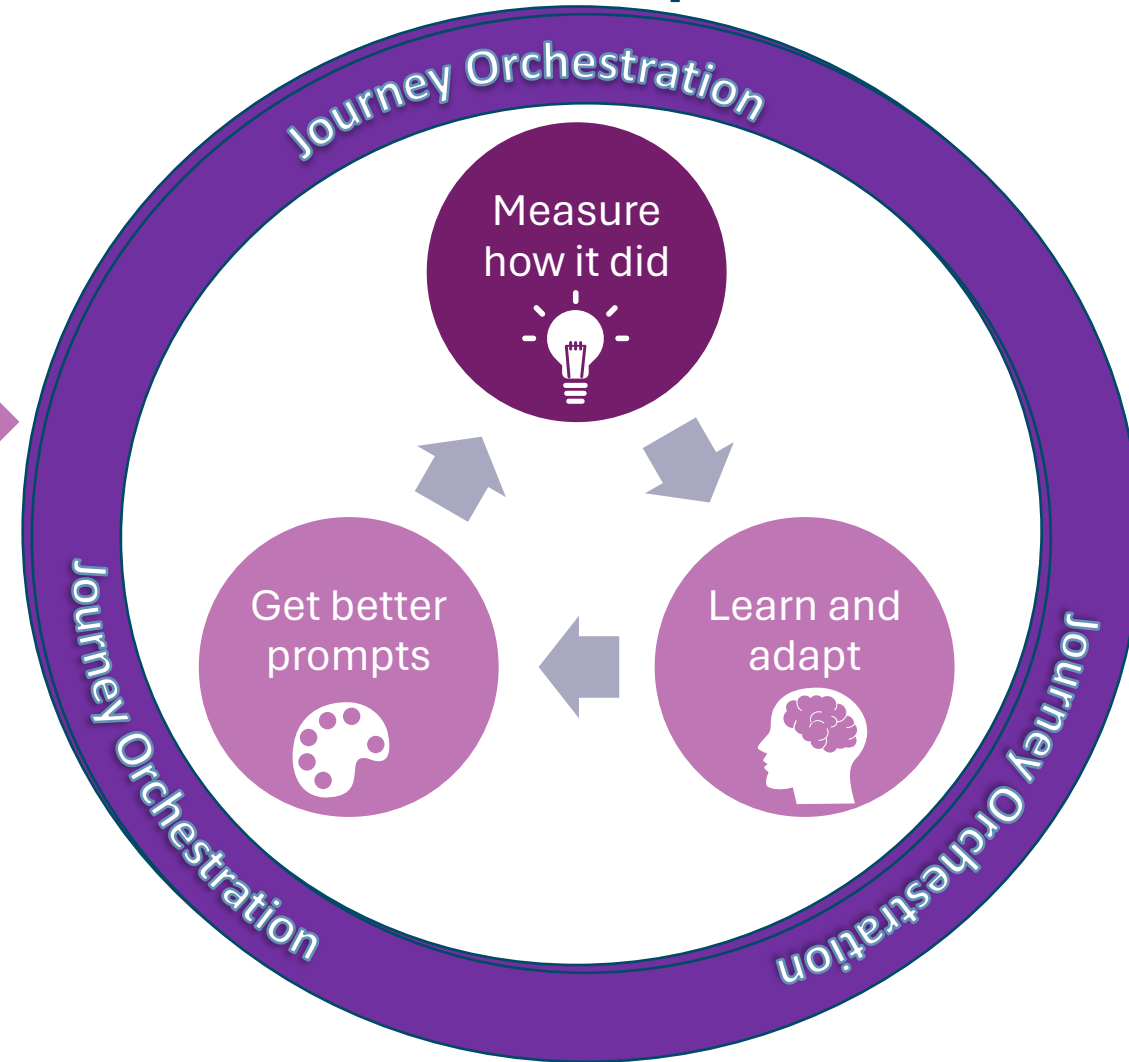
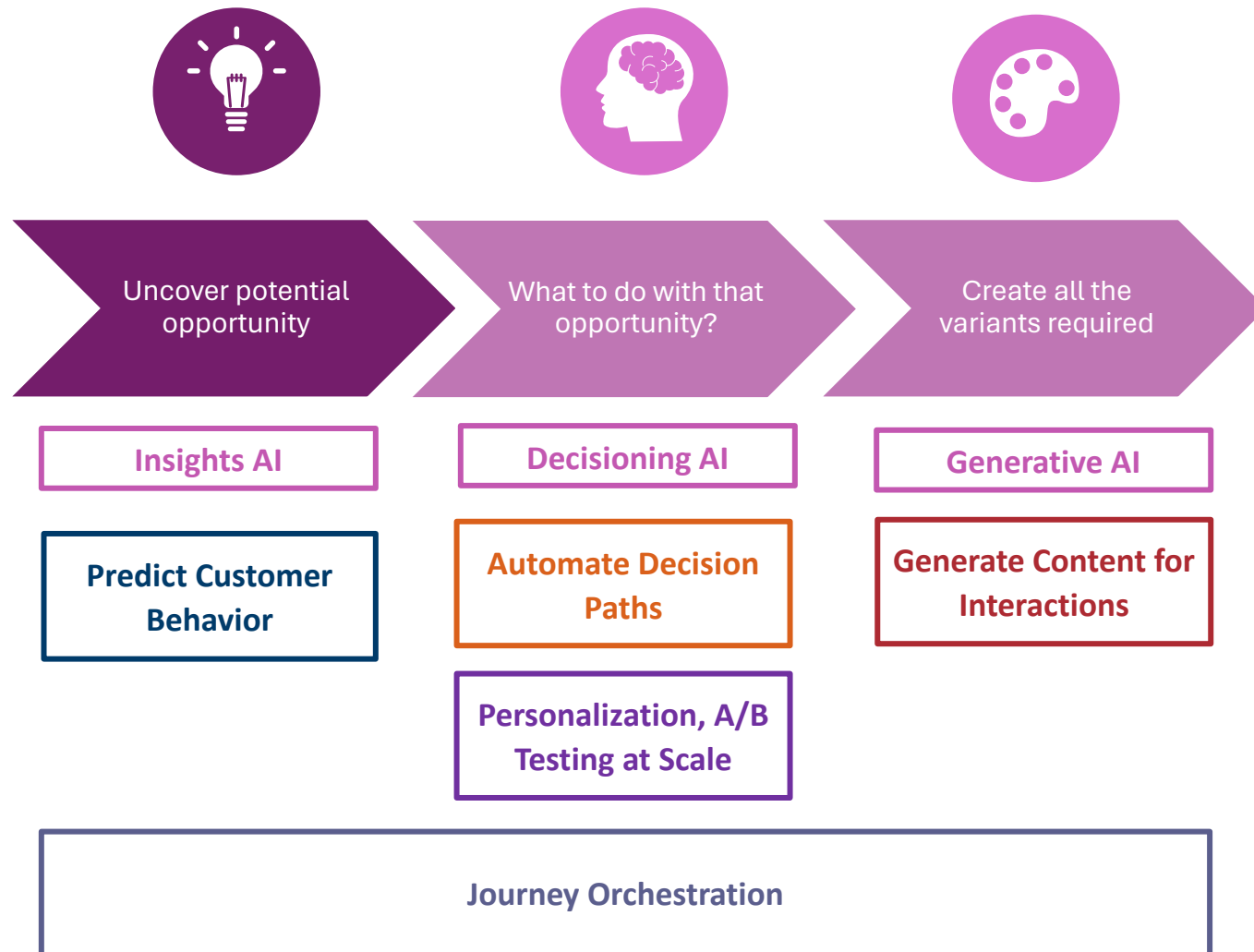
# AI + JOE V2

# Closing the AI Loop at an Enterprise Level



**Beware:** Hallucinations / Content Quality / IPR

# Journey Orchestration to Close the AI Loop



**Beware:** Hallucinations / Content Quality / IPR

# Key Take-Aways

1. JO technology – and enterprise journey ops – remain immature but promising
2. JO technology can help close the loop between Insights, Decisioning, and Generative AI
3. In return, closing the AI loop – Boosts the effectiveness of JO services
4. Meta story: do your research – RSG can help you here...

# 2024 Journey Orchestration Engine Landscape

## Suite-Dependent



ORACLE

**acoustic**



## Analytics-Oriented

Pointillist

teradata.



## Process-Oriented



**Creatio**  
formerly bpm'online



## CRM- / CX-Oriented

Medallia



qualtrics<sup>XM</sup>

**NICE**

 GENESYS™

# Always Test Before You Buy...

**“Design-Thinking”**

**Business-focused**

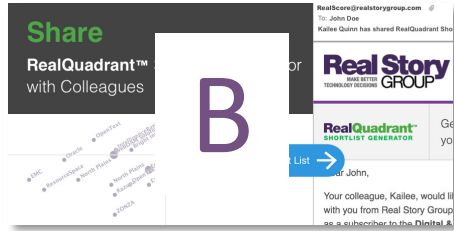
**Team-based**

**Empirical**

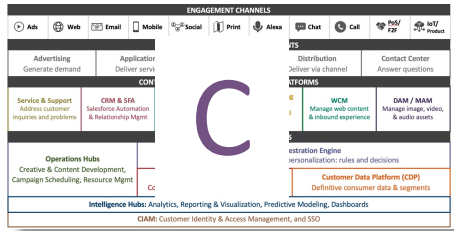
**Iterative**

**Adaptive**





**Find Best-fit Vendor**



**Optimize Your Stack**

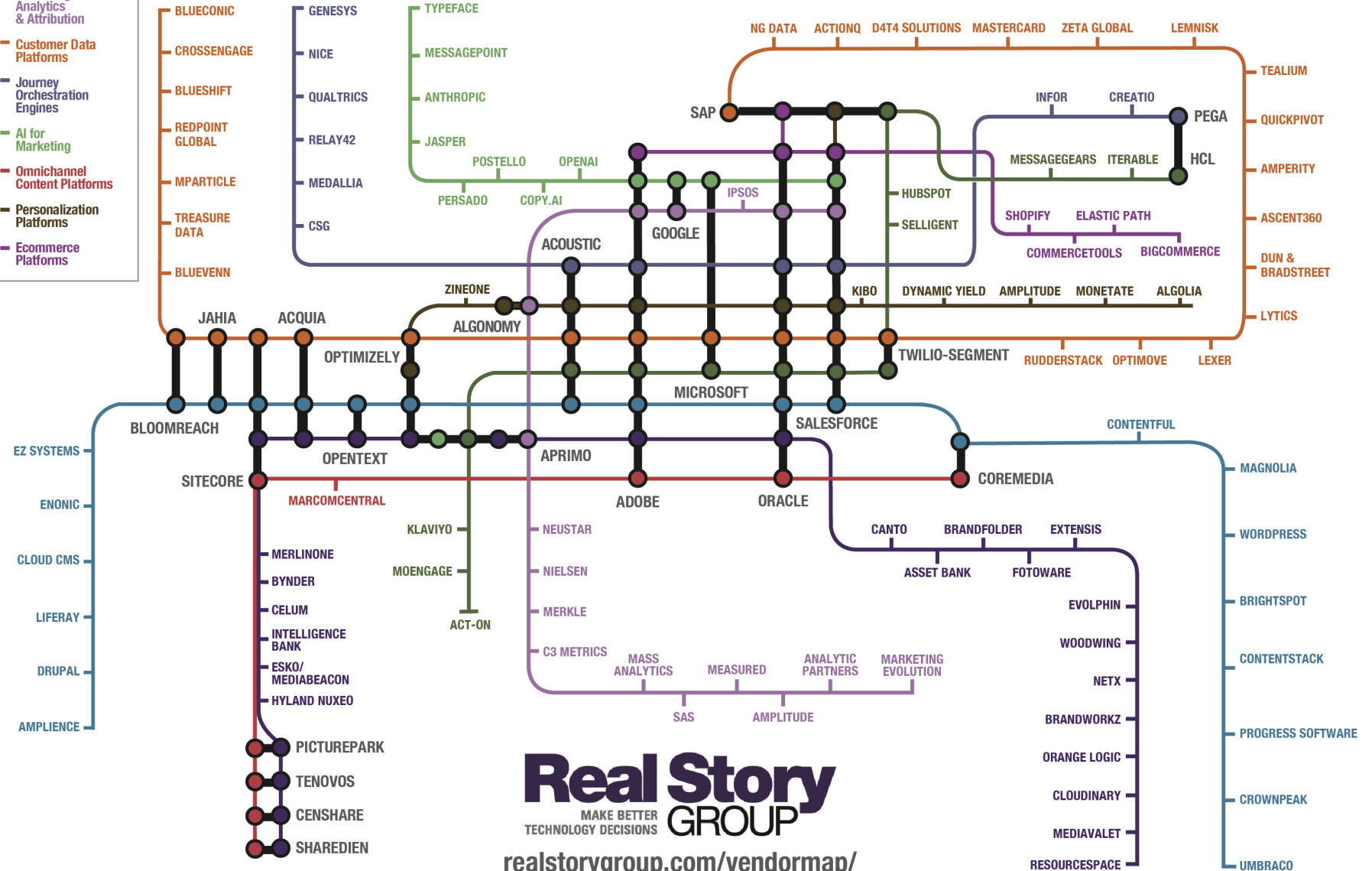


**Learn from Peers**

- KEY**
- Web Content & Experience Management
  - Digital Asset Management
  - Outbound Marketing Platforms
  - Marketing Analytics & Attribution
  - Customer Data Platforms
  - Journey Orchestration Engines
  - AI for Marketing
  - Omnichannel Content Platforms
  - Personalization Platforms
  - Ecommerce Platforms

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