UNPACKING THE MARKETING CLOUD

Infosys®
Navigate your next

Introduction

The evolution of cloud computing in the last few years has dramatically shifted how companies interact with their customers and accelerated the pace of change across enterprises. From lead generation to hyper-personalized campaigns, Marketing Cloud platforms are providing technologies via online applications resulting in customer data and machine learning that is enabling real-time, personalized engagement. Because of advent of the Marketing Cloud, companies no longer have to worry about purchasing and provisioning services to house data and can now focus on developing applications that increase efficiency, response, and time-to-market. With the ability to access, share and collaborate by simply logging into an app, the Cloud creates a seamless, frictionless environment for companies to spend less time on process and more on customer experience.

7 Criteria to Consider

While the large Marketing Cloud platforms aspire to offer one-stop-shops for customer experience, it is important to consider the following when selecting the best solution for your organization:

1. Differentiated Capabilities

As of now, no one vendor offers it all. It's important to look at what suits your company's needs and which vendors provide capabilities from creative and document platforms to CRM, marketing automation, ecommerce, and delivery.

2. Who Owns the Marketing Cloud?

All Marketing Cloud capabilities are delivered through cloud computing. Some use Amazon's cloud infrastructure (e.g. Adobe), others use partners (Sitecore and Drupal use Azure and Acquia, respectively), and some use their own.

3. Who Serves the Marketing Cloud?

Marketing Clouds are backed by strong professional services organizations (e.g.,

Oracle and SAP) whereas others rely heavily on their partner networks to support marketing initiatives (e.g. Adobe).

4. Acquisition Syndrome

no vendor owns it all, they certainly aspire to, as evidenced by a spree of acquisitions. Companies should consider the partnership that technology providers had before the mergers/acquisitions, and should base their choices on pre-configured integrations. In many cases, the acquired products don't integrate cleanly with existing stacks, which can lead to implementation risks and a much higher TCO. Acquisition decisions are typically driven by the following:

- Adding new capabilities to existing ones
- The desire to become one-stop-shops
- The appeal of incremental license fees
- Providing a single point of ownership for organizations

5. Platform Maturity

It is essential to consider platform maturity in the core capabilities you've identified as well as the gaps you are trying to fill in your existing landscape. What is the platform's ability to leverage and integrate with existing technology stacks? Marketing Cloud maturity is largely based on these core, foundational pillars:

- Data: Systems of Record for Customer Data (or CRM)CRM vendors are the original keepers of data gathered through lead management and customer acquisition.

- Logic: Systems of Personalization (or Personalization Engines)Due to the maturity of Marketing Clouds, customer interaction has become exceedingly personalized.

- Experiences: Systems of Engagement for Online Interaction (or CMS, DAM, e-Commerce)Fundamentally, most Marketing Cloud vendors have grown from this space – with the core capabilities to provide customers an

engaging experience through content management systems for online interactions – and ecommerce systems for online commerce.

- Measurement: Systems of Insight for Customer Data (or Analytics)While products like Adobe Analytics are an addition to the marketing suite, Google's Analytics 360 Suite is an expansion of the world's most popular search engine into the Marketing Cloud, built on core web analytics and backed by deep and insightful data.

6. Managed Service

A key consideration is whether you want the platform vendor to provide a completely managed service or if you want the flexibility to manage the different parties that provide the platform.

7. Scale

Scale and future-proofing should be considered, especially for companies who outsource. What is the vendor's capability to act as a one stop-shop (with single point of accountability) or through their preferred partners?

Additional Considerations

While the cloud evolution has paved the way for innovation across infrastructure landscape, concerns remain around the following, though they have decreased over time:

- Data security
- Compliance and governance
- Total Cost of Ownership (TCO) and savings uncertainty
- Ability to change vendors ('Lock-in')

In the end, all Marketing Cloud platform vendors are striving to provide comprehensive customer experience suites. The question is, how do they differ from one another and which is most relevant for a company's particular needs?

Cloud Platform Leaders and Strong Performers

Established leaders in the field each have their own distinct advantages depending upon your company's needs. According to Forrester's report on enterprise marketing software suites, each should be considered for different reasons:

Adobe

Consider for exploiting martech and adtech convergence

DR capabilities (Campaign, Social, Experience Manager) are balanced with its ad capabilities (Audience Manager, Media Optimizer, Primetime), and integrated with insights (Analytics, Target). While email and real-time interaction management were not ranked best-of-breed, Abode has assembled a comprehensive portfolio and B2C marketers have integrated multiple modules into sophisticated, large-scale marketing technology ecosystems. Recently, Adobe partnered with Microsoft Azure to let marketers manage web content across any screen within AEM, at lower costs.

ORACLE

Consider for managing audiences to drive digital engagement

Addresses B2C marketers with Responsys, and B2B marketers with Eloqua. Audience management is supported for both with a comprehensive data aggregation strategy based on acquisitions of Bluekai, Datalogix, and AddThis. Oracle's SaaS-only strategy and almost exclusive focus on digital channels may not meet requirements for all marketers, but Oracle effectively addresses multiple B2C and B2B use cases with native functionality and an impressive partner network.

salesforce

Consider for high-volume, SaaS-based digital marketing

Offers modules for email/mobile/web, social, advertising, and B2B marketing, and its innovative UX provides multiple "builders" for contacts, audiences, journeys and content. It offers separate tools for B2C and B2B marketers, but with a common email backbone for delivery services. While Salesforce hasn't provided the deep analytics or offline channel capabilities of other vendors, its Personalization Builder does address digital personalization and optimization requirements.

SAS

Consider for advanced customer analytics and enterprise MRM

Although it lacks the digital marketing sophistication of its marketing cloud rivals, SAS excels at customer data management, analysis and data insights, predictive analysis, real-time interaction management, measurement, and optimization. The road map for its Customer Intelligence 360 solution promises to make advances analytics more accessible to marketers, while it refines its integration with digital marketing technologies for execution and delivery.

IBM

Consider for its breadth of data, analytics, and marketing technologies

IBM packages its multiple acquisitions and subsequent development efforts as IBM Marketing solutions, including IBM Marketing software (Unica) and IBM Marketing Cloud (Silverpop). It is beginning to reconcile overlapping functionality to formulate a coherent road map, but other marketing cloud vendors have a head-start on integration acquired assets. Its 2015 releases of Journey Designer, Customer experience analytics (Coremetrics and tealeaf), and Universal Behavior exchange provide common elements across its portfolio.

experian.

Consider for its expertise in consumer-focused markets

Leverages its global services capabilities to quickly expand its marketing technology footprint. Its vast consumer database makes Experian an attractive option for retail, financial services, and hospitality companies. Experian has come a long way in terms of assembling both its solution portfolio and its strategic partner network, especially in a highly competitive marketing technology landscape. IT still has some work to do with advanced analytics – currently available as a service offering.

Conclusion

Today's rapidly evolving digital solutions are designed to meet the changing demands and needs of your customers to drive consumer engagement and loyalty. When evaluating which Marketing Cloud solution is right for your needs, multiple, complex sets of options should be considered to determine the optimal Systems of Engagement for your customers and business needs. Infosys is uniquely qualified to help you with navigating the Marketing Cloud and implement the best solutions that support connecting Systems of Record to new Systems of Engagement to ensure successful outcomes with your Marketing Cloud Solution.

Infosys®
Navigate your next

For more information, contact askus@infosys.com

Infosys.com | NYSE: INFY

Stay Connected   SlideShare