Real Story GROUP
MAKE BETTER TECHNOLOGY DECISIONS

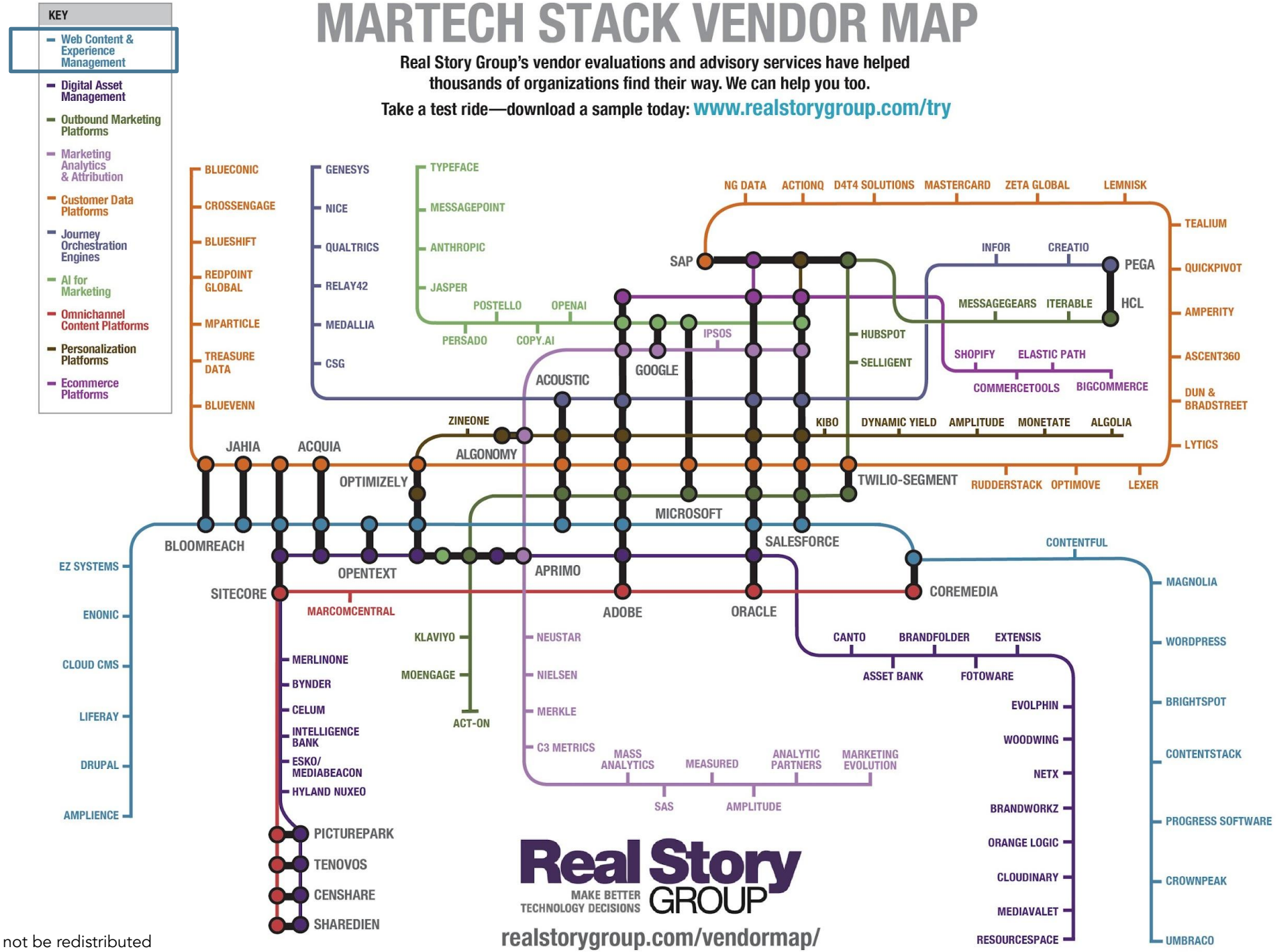
Webinar:
How to Get to WCM 4.0

July 2025

Origin Story for a Different Kind of Analyst Firm…

GEEKS	MYSTICS
LOSERS	POSERS

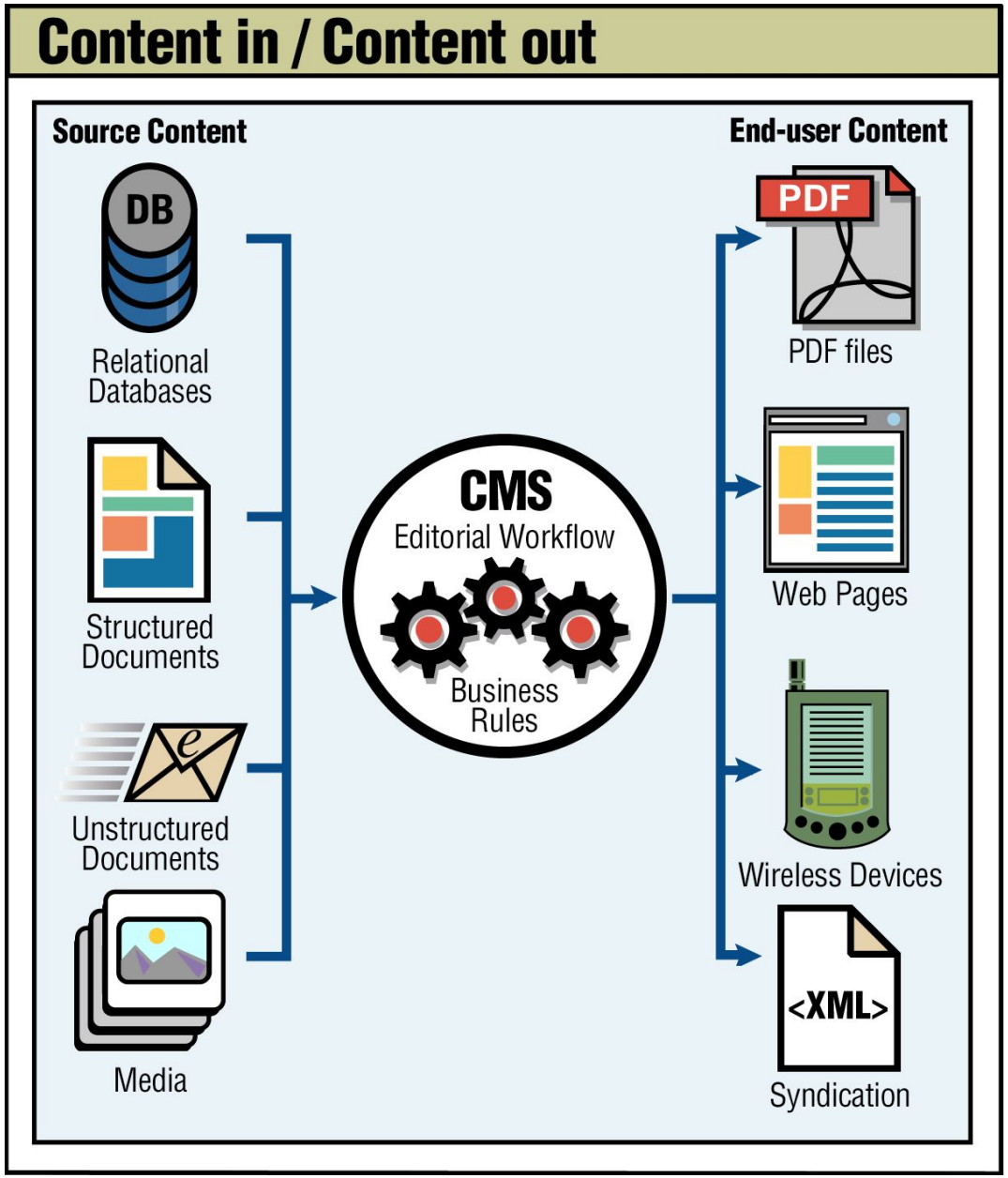
"the mystical quadrant"



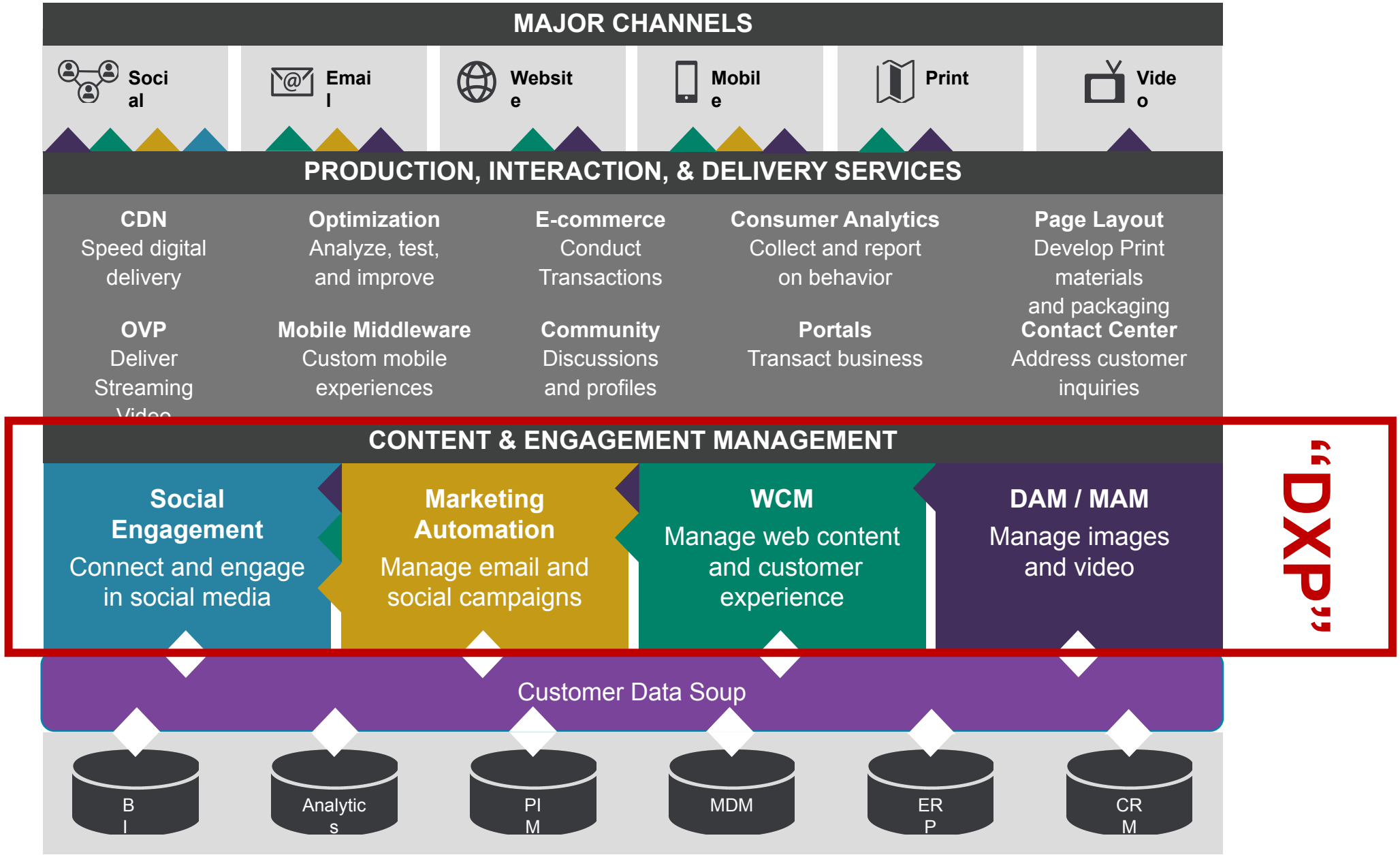
Agenda

1. New Stack Model
2. New Role for WCM
3. An Evolving Market
4. The Future: WCM 4.0

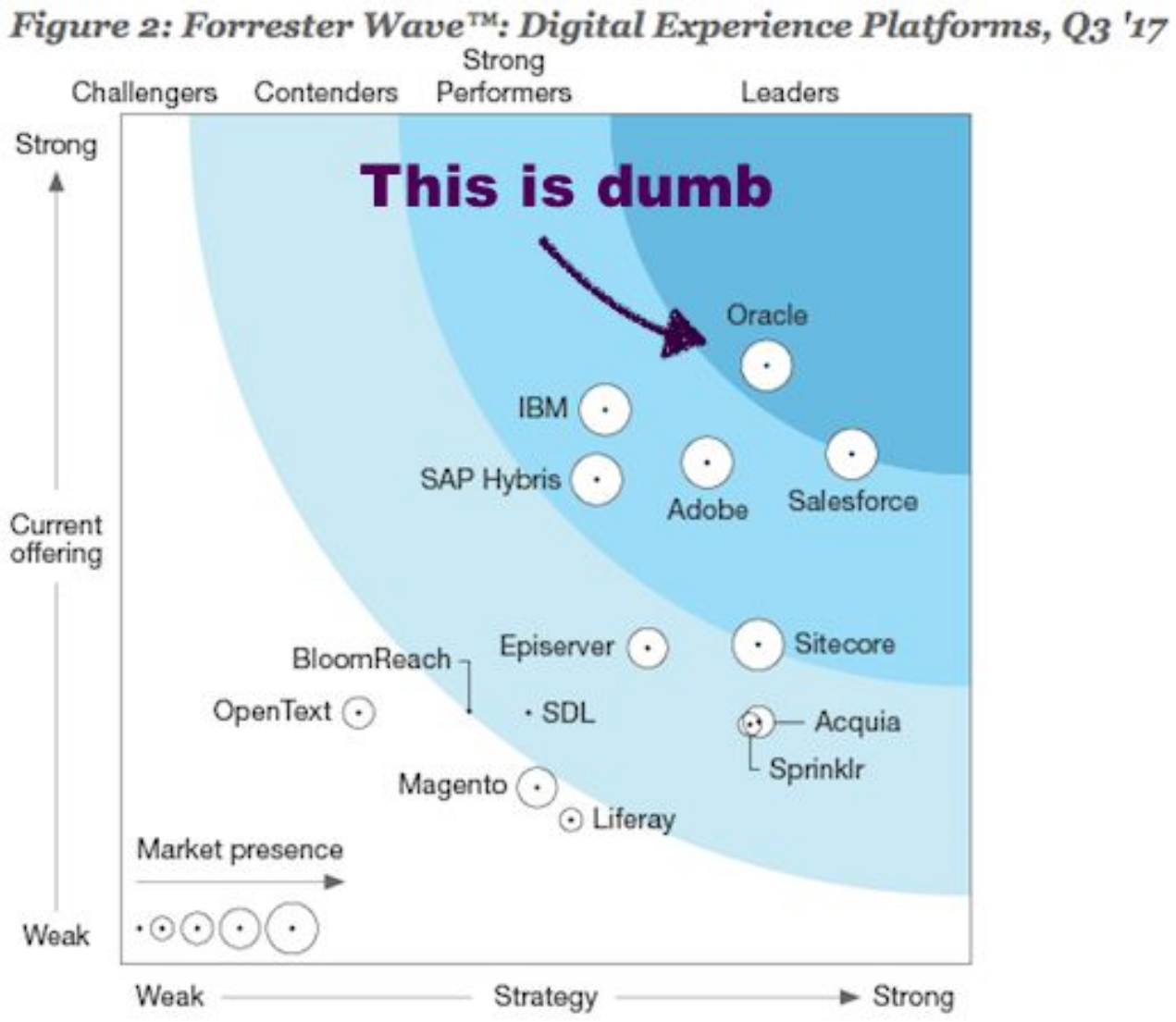
Evolution Part 1: Reference Model for the 2000s - Multichannel



Model for the 2010s: Horizontal Integration and the Rise of DXPs



First Mentions of DXP – Mid 2010s



MarTech & Digital Reference Architecture for the 2020s

ENGAGEMENT CHANNELS

Ads | Web | Email | Mobile | Social | Print | Voice | Chat | Call | F2F | In-Product

INTERACTION & DELIVERY ENVIRONMENTS

- **Advertising** — generate demand
- **Sites** — deliver information
- **Applications** — deliver services
- **Distribution** — deliver via channel
- **Storefront** — sell things
- **Contact center** — answer questions

ENGAGEMENT SERVICES

- **Customer Care** — Manage customer inquiries
- **Loyalty** — Improve customer stickiness
- **Social Media Mgmt** — Engage in Social Media & Communities
- **Outbound Marketing** — Campaigns and messaging
- **WCM** — Manage web content & inbound experiences
- **Ecommerce** — Manage commercial activity

CUSTOMER FOUNDATION SERVICES

CONTENT & INFO

- Generative AI
- **Omnichannel Content Services** — Manage components fueled with data
- **Digital Asset Management** — Manage rich media & brand assets
- **Product Information Management** — Syndicate essential product information

DATA

- Insights AI
- **Customer Data Activation** — Manage actionable data & segments
- **Customer Data Operations** — Ingest, process, and unify customer data
- **Enterprise Data Intelligence** — Analytics, Modeling, Reporting

DECISIONING

- Decisioning AI
- **Experience Optimization** — Omnichannel test & improve
- **Omnichannel Personalization** — Customize individual experiences
- **Journey Orchestration** — Set decisions for omnichannel engagement

“Legless” Architecture: Loosely Coupled; Strongly Backed

Only way to speed & scale
Only way to omnichannel
Only way to effective AI

PLUGGABLE ENGAGEMENT SERVICES

- **Customer Care** — Manage customer inquiries
- **CRM & SFA** — Automate sales & manage relationships
- **CPQ** — Configure, Price, Quote
- **Marketing Automation** — Campaigns, outbound messages, social, ABM
- **WCM** — Manage web content & inbound experiences
- **Future Channel “X”** — Some alternate engagement space TBD

COMPLEXITY | PEOPLE | BUDGET

ENTERPRISE FOUNDATION SERVICES

- Generative AI
- Omnichannel Content Services — Manage components fueled with data
- Digital Asset Management — Manage rich media & brand assets
- Product Information Management — Manage catalog structure, info, pricing
- Insights AI
- Customer Data Activation — Manage and activate data & segments
- Customer Data Management — Ingest, process, and unify customer data
- Enterprise Data Intelligence — Analytics, Modeling, Reporting
- Decisioning AI
- Experience Optimization — Omnichannel test & improve
- Omnichannel Personalization — Customize individual experiences
- Journey Orchestration — Set decisions for omnichannel engagement

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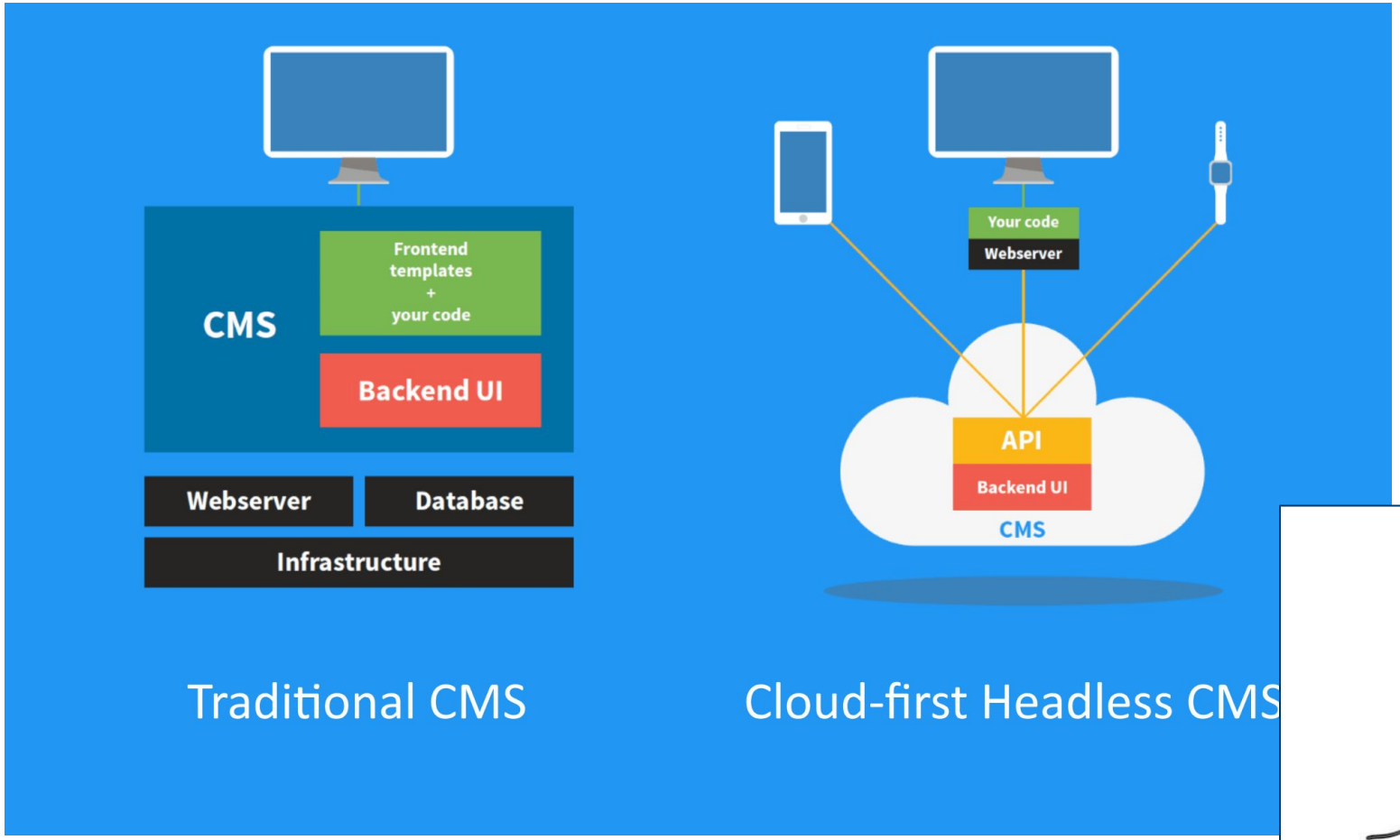
Architectural Considerations: Most Organizations Want Hybrid Headless



HYBRID MODEL…

See also:
https://martech.org/the-future-of-headless-web-content-management

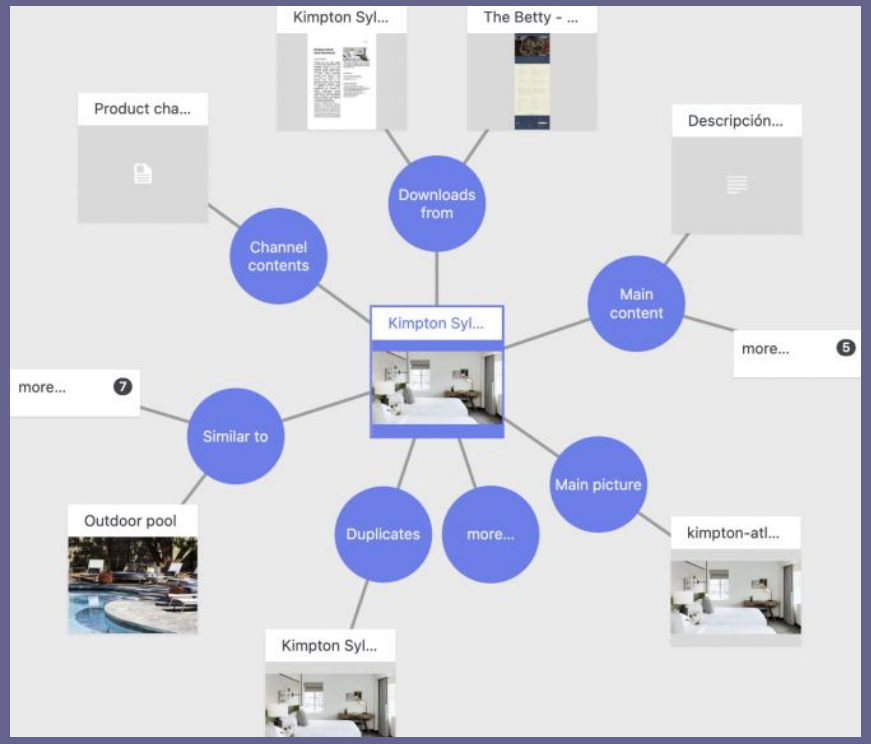
MarTech AI Reference Model Overview

The Rise of Omnichannel Content Platforms

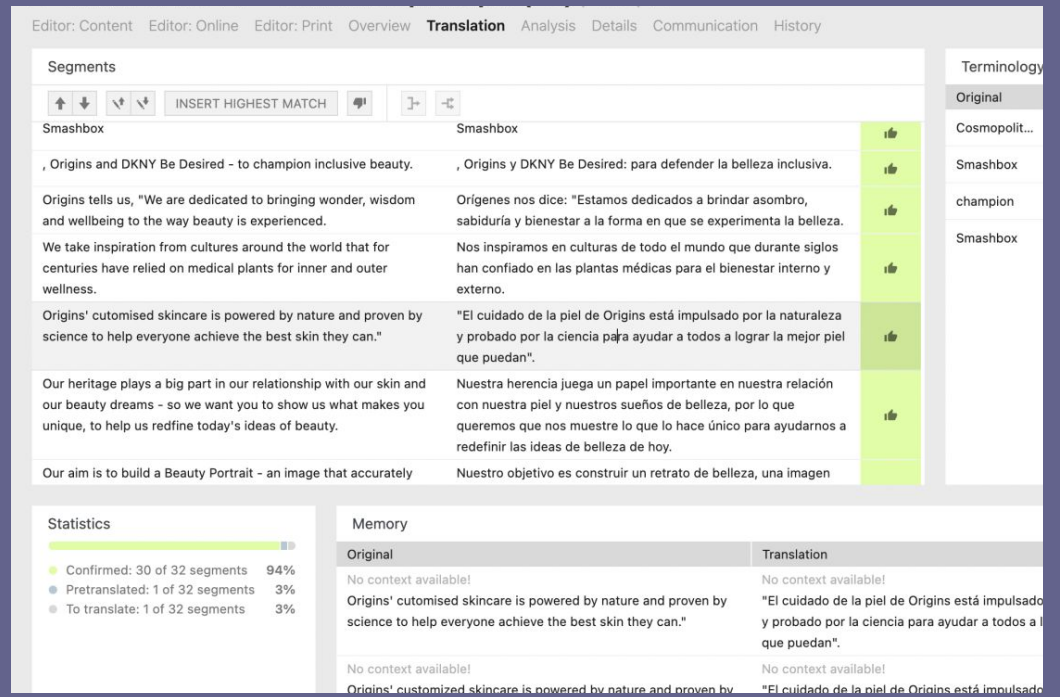
Cracking the code on component re-use

- Increasingly a pre-condition to customer-centered, omnichannel experiences
- Critical to support all content types with arbitrary relationships and measurability
- Higher need in journey-oriented, multi-touch B2C

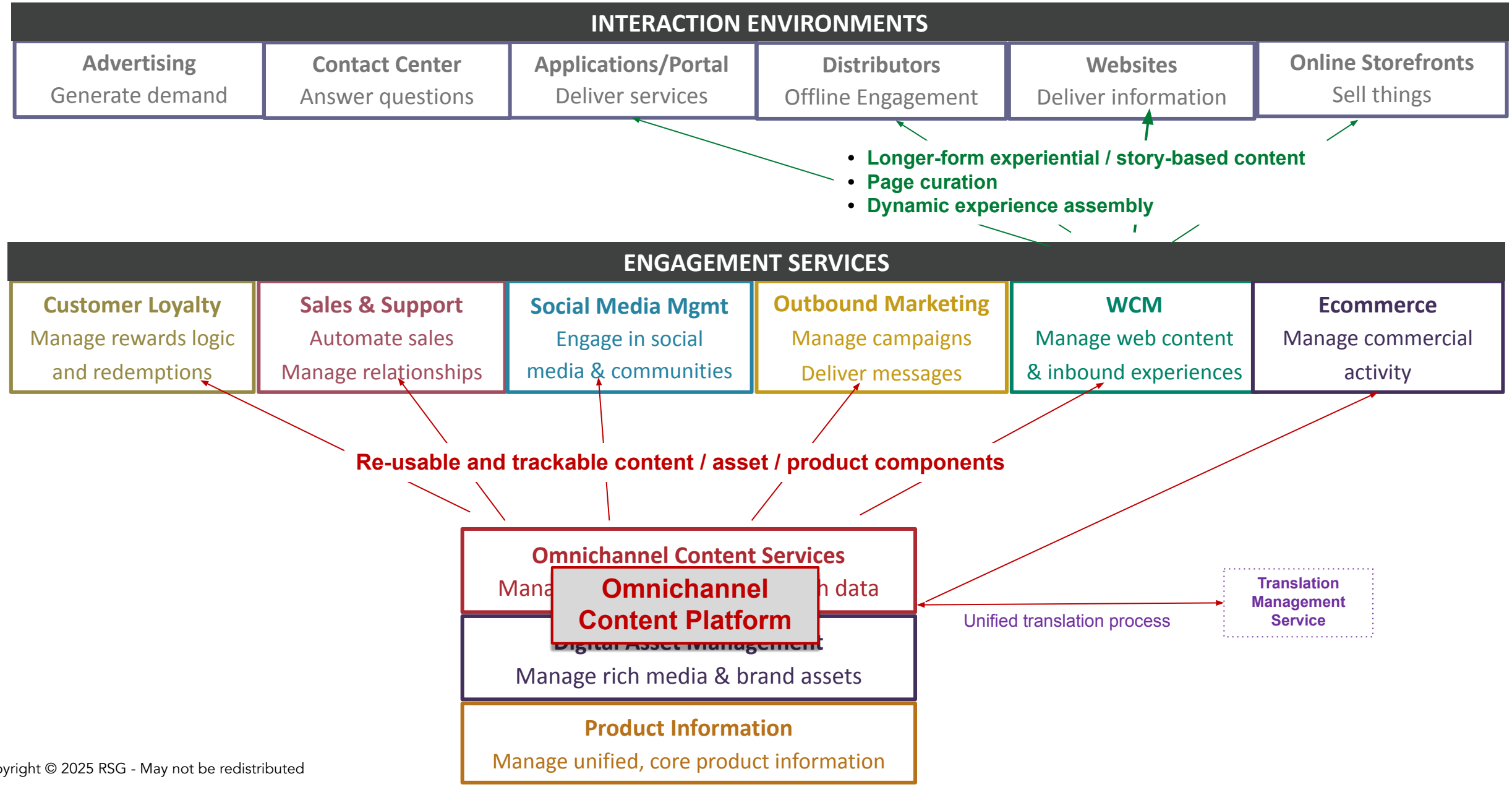
Once too complex to consider, now more viable for advanced enterprises…



- Spinoffs from DAM
- Assets, text, data as first-class objects
- Tracking and measurement
- Graph models
- Reduces scope for WCM
- Critical for GenAI



Enterprise Digital Content Management: Future Vision



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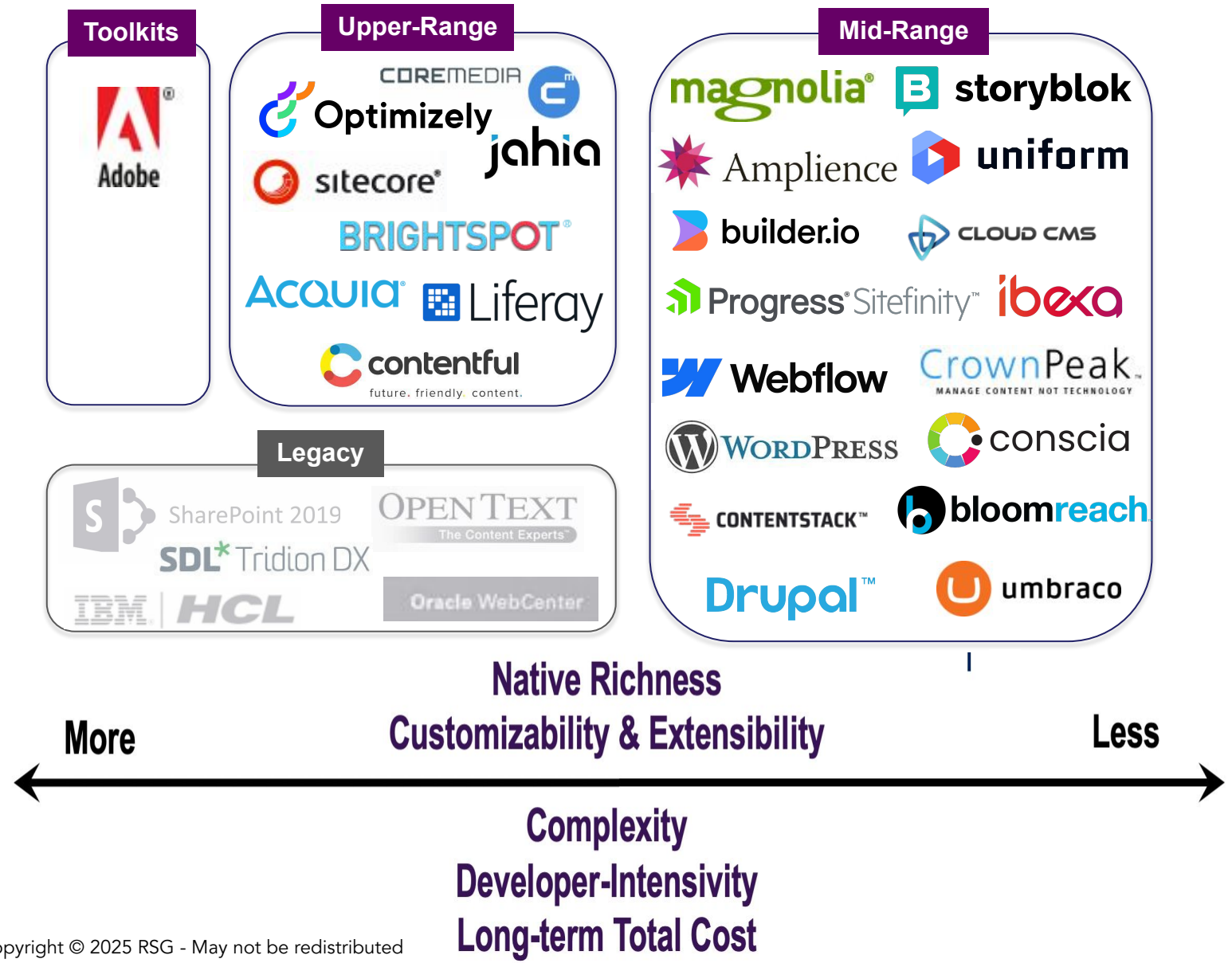
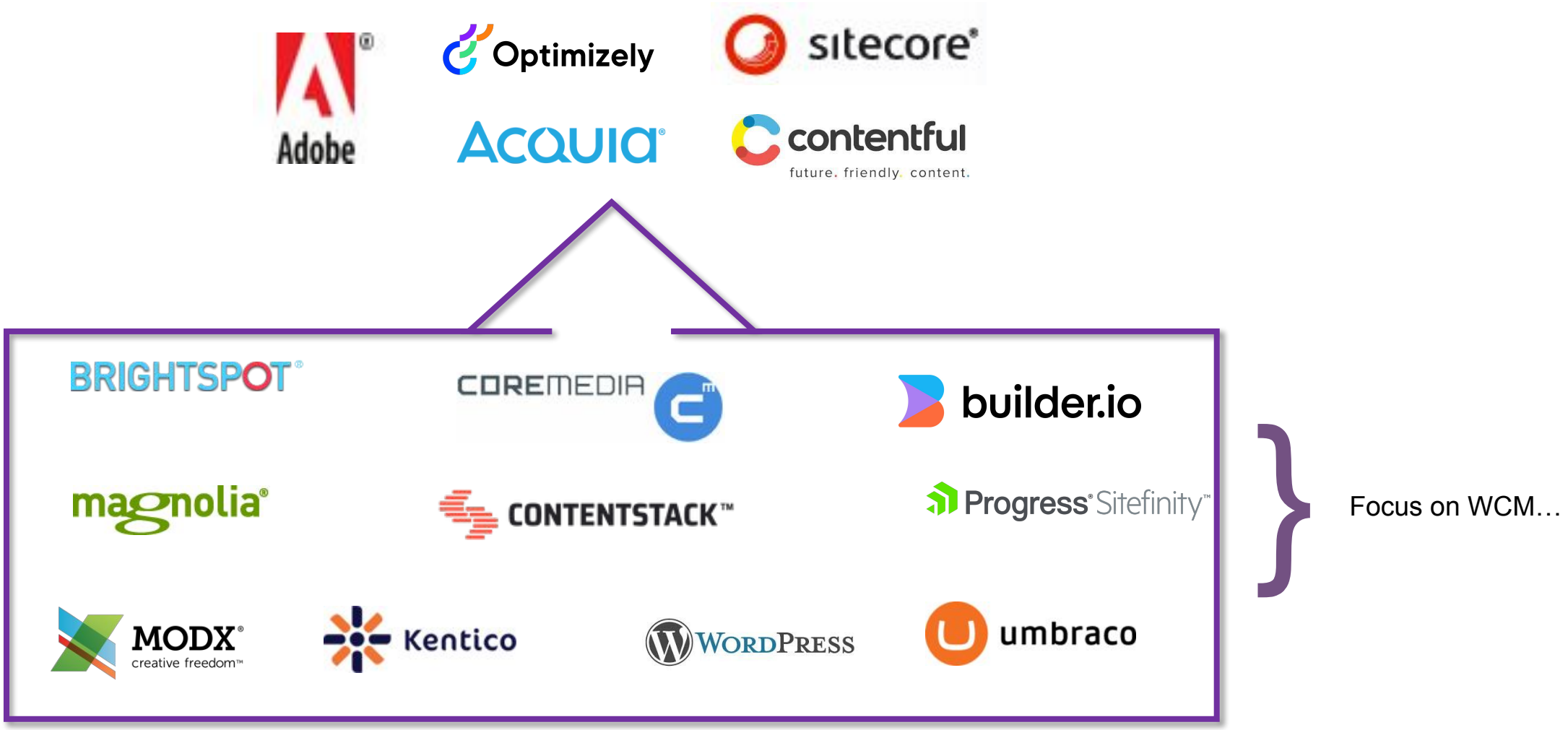
WCM Marketplace: Complexity Spectrum



- Market is highly fragmented but squeezing towards the middle
- Sitebuilders like Wix, Squarespace, et. al. pushing hard from lower end
- Very top of the market consigned to last remaining toolkit vendor: Adobe
- Upper Range also crowded with “3.0” vendors

Opportunity: Get simpler at the engagement tier….



…Simpler solutions mean faster adaptivity

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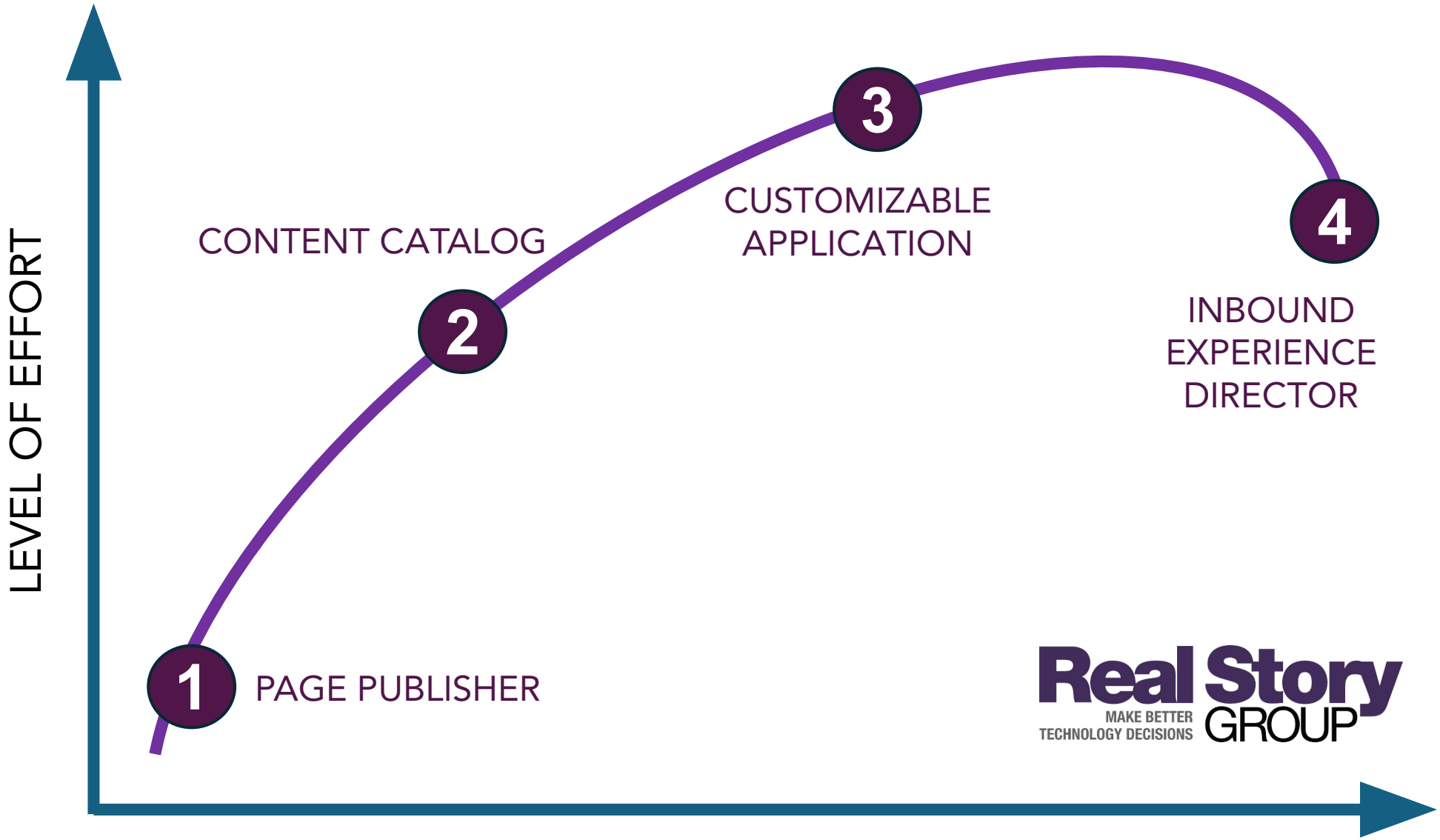
Rethinking for WCM 4.0



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Phases of WCM

WCM 1.0 PAGE PUBLISHER

Emphasis on mostly static page publishing with logical tree navigation

Content managers can customize some page elements within established templates

Emphasis on responsive mobile web design

Basic A/B testing

Many media companies successfully subsist under this model

WCM 2.0 CONTENT CATALOG

Established taxonomy allows for "placeless" content that's assembled and delivered dynamically based on metadata

Hybrid-headless architecture allows for selective separation of content and design

Some component content distributed to web and mobile apps

Opportunity for adaptive mobile design

Ongoing test-and-optimize

Established governance to solidify approvals and compliance

WCM 3.0 CUSTOMIZABLE APPLICATION

WCM integrates with selected other MarTech platforms

Access to customer data enables customized content and experiences

Access to 3rd-party DAM allows for image/media content to be interwoven dynamically into page experiences

Content creation and workflows accelerated with controlled application of GenAI

Advanced analytics to measure, test, and improve dynamic logic

Sophisticated page components require formal SDLC process for updates and enhancements

WCM 4.0 INBOUND EXPERIENCE MANAGER

WCM becomes experience aggregator for inbound traffic, leveraging components from multiple different systems

Lighter, legless WCM platform technology emphasizes "order-taking" over "decision-making"

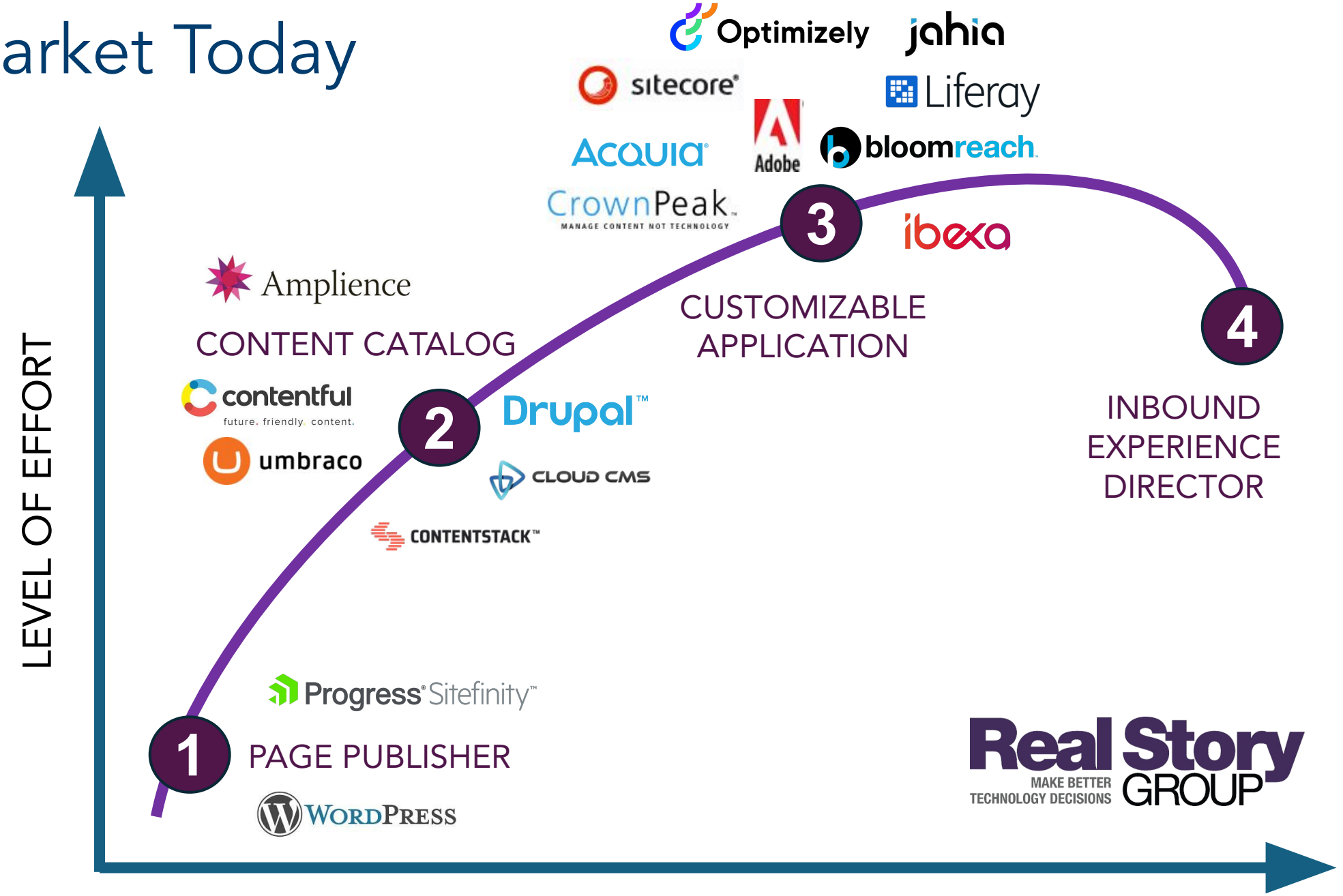
Key content, data, personalization logic resides in lower-level, channel-neutral platforms

Core, component marketing content sourced from DAM/OCP.

May continue to manage channel-specific, long-form content

AI agents automate and improve dynamic screen assembly

Market Today



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Different SMB / Mid-Market Story: Site-in-a-Box

Progress Sitefinity™

WordPress

Drupal™

+ SEO
+ Forums
+ Comments
+ Polls
+ Caching
+ Chatbot

+ A/B Testing
+ Search
+ GenAI
+ Forms
+ Newsletter
+ Registration
+ Etc.

Potential Stack Overlap

Summary Points

1. Scope of WCM is narrowing, especially in enterprise tier
   - Reducing its relative importance in the overall MarTech / DX stack
2. Longterm future around inbound page / experience assembly
   - Along with potentially supporting one-off, long-form content
   - Advanced features (e.g., personalization) get externalized
   - WCM has to play more nicely in stack than ever….
3. Opportunity for enterprises to simplify WCM investments
   - RSG seeing evidence of this
   - Long descent of Sitecore XP is a canary in a coalmine
4. SMB and Mid-market story will see more continuity
   - Site-in-a-Box CMS will persist, albeit with some stack overlaps

DXP IS
(EVEN MORE OF)
A DEAD END

GOOD TIME TO
RECONSIDER YOUR
DEV-HEAVY CMS

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