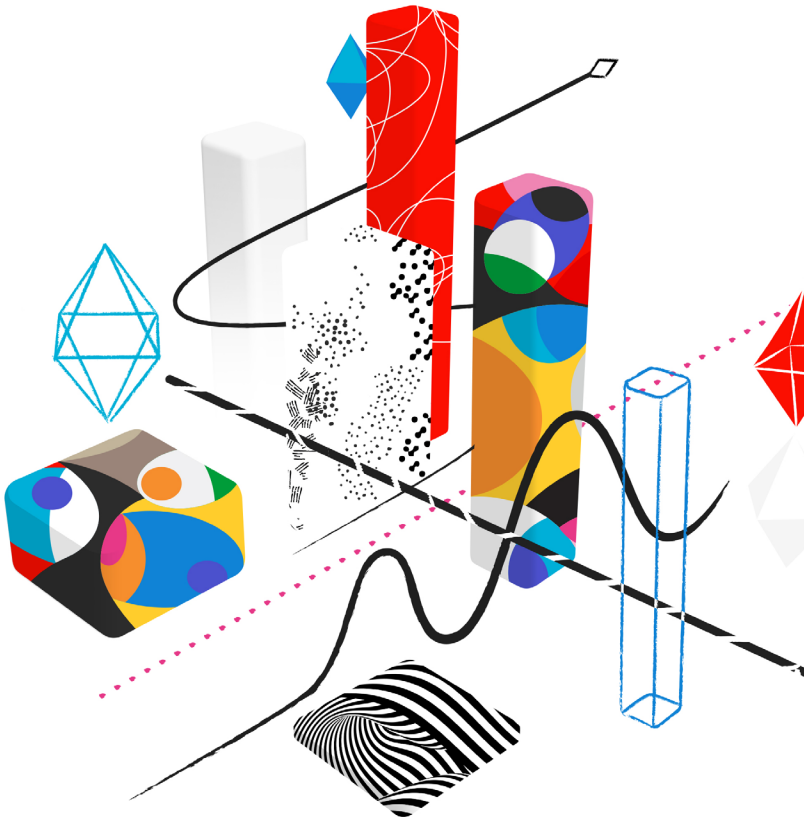




# Modernize your martech stack.

How to rationalize your marketing technology investments to spend smarter and grow faster.





# Do more with less.

Enterprises across every industry are facing digital transformation and disruption head-on—all while working to meet increasing demand for exceptional customer experiences. High tech is at the epicenter of the resulting cycle of creative destruction, which sprouts new business models, solutions, and operational efficiencies driven by algorithms and automation. It's a highly competitive and fluid industry that rewards agility and innovation. And high-tech companies have risen to the challenge, outpacing other industries in delivering digital capabilities.

While on this winding, complex journey, high-tech companies must do more with less, making the customer experience architecture mission critical. Technology suppliers have responded to this demand providing an abundance of choice, which has led to tech bloat and tech debt in many organizations. To address this, organizations need to rationalize technology infrastructure and tools through a combination of consolidation, standardization, and modernization.

- **Consolidation:** Taking stock and eliminating redundant technologies and legacy tools to minimize use of duplicative solutions.
- **Standardization:** Leveraging a martech platform that integrates data, content, and journey orchestration tools with similar UI to shorten the learning curve and improve adoption.
- **Modernization:** Operating at the pinnacle of technical capabilities by investing in cutting-edge technology.

The hunt is on for unexplored pockets of operational efficiencies and ways to contain costs and reduce redundancies. However, as organizations explore ways to stay responsive in an agile world, the total cost of ownership becomes a barrier to success. A recent study by McKinsey found that tech debts are estimated at 20% to 40% of the value of entire technology estates before depreciation. That's hundreds of millions of dollars of unpaid debt for larger organizations, meaning rationalization is not only crucial for productivity—but also cost savings.

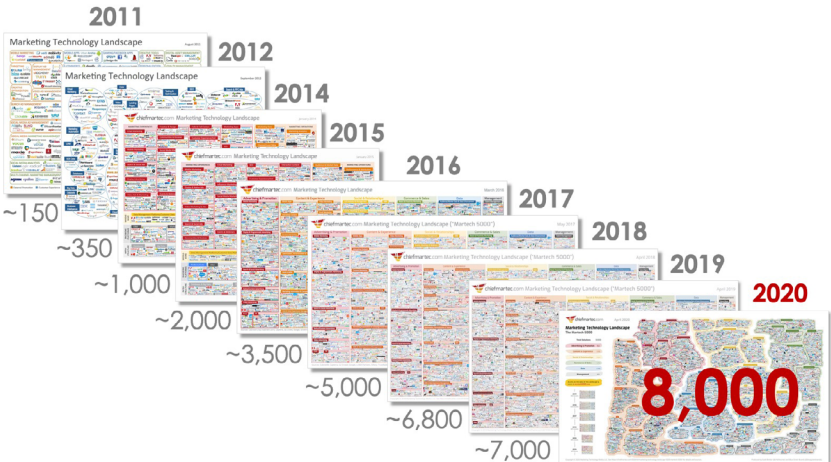
Rationalizing their tech stacks helps organizations pivot quickly and stay competitive—and some companies are making tangible progress. For example, IBM consolidated 40 content repository platforms into a single platform to unify over 171,000 digital assets. IBM also consolidated 10,500 page templates into a handful of reusable templates to unify messaging across the company. Now, pages that used to take the team 3 days to complete now take only 45 minutes.

Adobe recently performed an architecture assessment of core martech building blocks across 190 enterprise high-tech companies. And it shows that companies that have invested in core building blocks of a marketing stack show there is a strong trend toward standardizing on platforms from one vendor. High-tech organizations have made progress in rationalization, but there's more work to be done. Of high-tech companies that have invested in foundational martech solutions, 84% have overlapping or duplicative solutions for at least two solution categories. This presents a huge opportunity to move away from point solutions and move toward more holistic tech stack solutions.

# Proliferation of technology.

Anyone involved with purchasing marketing technology can attest that the number of vendor solutions in the space has expanded dramatically over the last decade. Scott Brinker's "Marketing Technology Landscape" brings this point to life—with vendor solutions growing each year from about 150 available solutions in 2011 to over 8,000 in 2020. This explosion has given rise to a vibrant industry with a lot of competition and new ways to market to and connect with audiences. But it has also left many organizations wondering what should and shouldn't be in their martech stacks.

## Scott Brinker's "Marketing Technology Landscape"



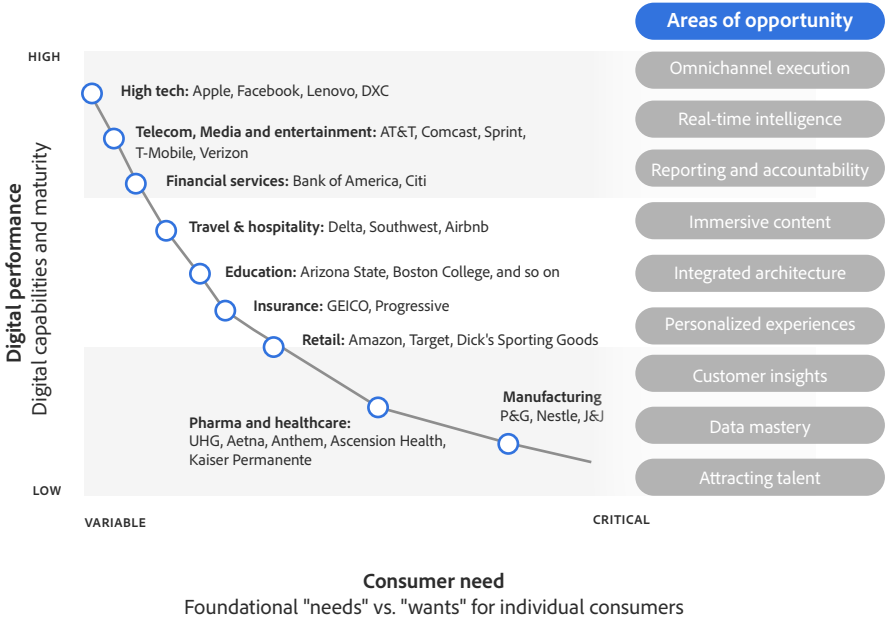
# 200+

Most departments now have 40–60 tools each, with 200+ apps at the company level.

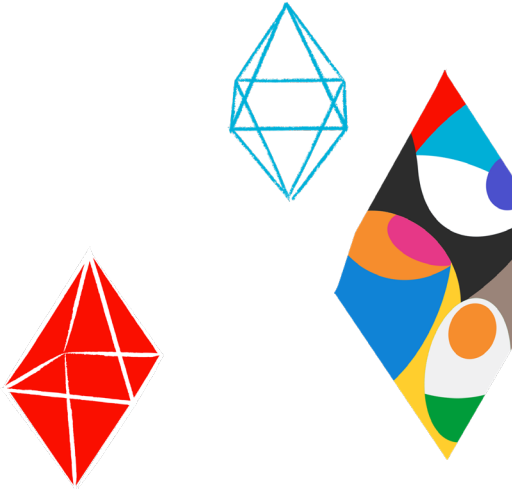
Source: Productiv

As part of the same Adobe assessment, we also analyzed the martech stack across several industries to determine the presence of standard solutions that comprise an enterprise martech foundation. The table below shows high-tech companies are fully embracing, adopting, and using new technologies, which sets them apart from other industries.

## High tech is one of the most mature industries on the scale.



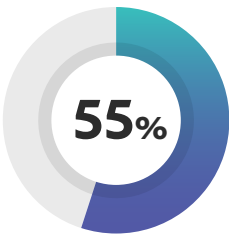
Pursuing a comprehensive martech stack can, in many cases, result in a fragmented and patchwork set of technologies that are difficult to integrate and maintain and don't effectively address evolving business needs. Companies should look for ways to reduce vendor and solution sprawl and help IT and marketing teams improve workflows to increase their output and performance without adding overhead.



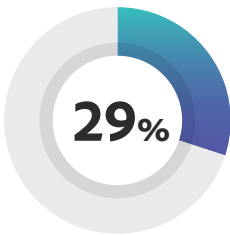


# Look to simplify.

It's a challenge to optimize one's martech to support the organization's unique business capabilities and customer experience delivery expectations—but it's also key to success. Over 50% of high-tech IT leaders indicated that integration between systems is a priority, yet they estimate that only 29% of applications are integrated.



55% of IT leaders say system integration is a high priority



29% of applications are integrated

Source: Productiv

When technologies can be integrated easily, simplification is the result. This is certainly the case for IT teams who are often burdened with complex integrations to implement and ongoing maintenance and monitoring.



# Look to standardize.

By identifying the required digital business capabilities and the solutions that support them, companies can find overlaps, deprecate where possible, and then simplify in a way that achieves an effective outcome.

This can be as simple as standardizing on one marketing automation platform globally. Or organizations can use apps, plugins, and extensions from one core platform rather than relying on aging in-house solutions or point solutions from different vendors—each with their own contracts, licensing terms, integration requirements, and other overhead to manage.

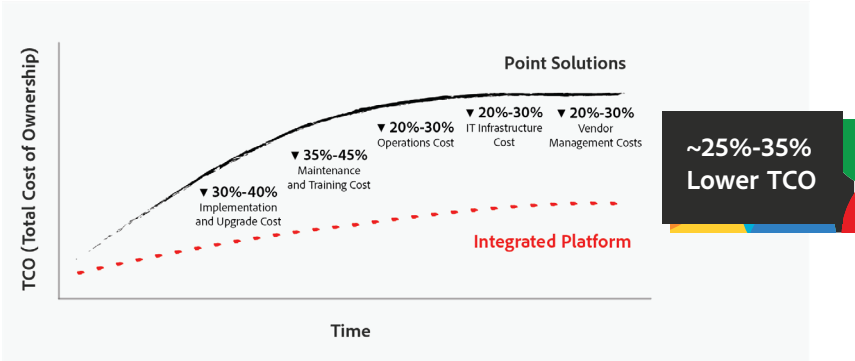
Organizations that integrate and rationalize enterprise marketing infrastructures can reap huge benefits:

- Reduce support costs and maintenance stemming from redundant technologies
- Streamline marketing workflows
- Simplify enablement and end-user adoption
- Minimize amount of custom code development and maintenance
- Eliminate data silos
- Reduce training efforts needed to support a wide variety of different tools

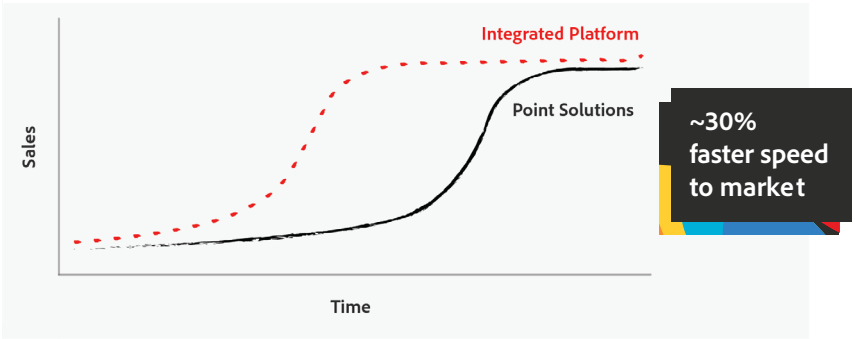


By standardizing on integrated platforms versus point solutions, organizations can reduce total cost of ownership (TCO) by 25–35% and increase speed to market by 30%.

### Integrated platforms have a 25–35% lower TCO vs. point solutions.



### Integrated platforms can achieve faster speed to market vs. point solutions.



Analysis conducted by Adobe Value Service Team based on various analyst reports.

Over time, brands that lead their categories with customer experience will have achieved best-of-breed martech stacks that yield even more benefits:



**Data reporting**

Take rapid action based on insights from real-time and streamlined reporting. Avoid manual or patchwork reports.



**Implementation and upgrades**

Pre-integrated, end-to-end implementation processes and automatic upgrades.



**Maintenance and training cost**

Out-of-the-box availability of various functionalities, easier customizations, and interfacing.



**Operations**

Increased synergies in IT support, and seamless integration between applications.



**IT infrastructure**

Optimized resource sharing between applications of the same stack.



**Vendor management**

Reduced risk and optimized cost due to managing single vendor versus multiple vendors.

According to McKinsey, companies that approach technology focusing on cloud-based solutions more consistently reach their revenue goals. The high-tech sector is significantly ahead of others in integrating customer experience (CX) technology. Almost two-thirds said their marketing and CX technology stack is either very or quite integrated, compared to just over one-third in other sectors.



# Rationalize to save—or spend smarter.

High-growth companies need to spend money and invest in the right tools to support their growth. So, while rationalization is about saving money, it's also about optimizing the dollars you spend on investing in the right tech stack to help you keep pace with your growth objectives and customer expectations.

Through our architecture survey, we identified the five core building blocks needed to deliver on primary customer experience use cases:

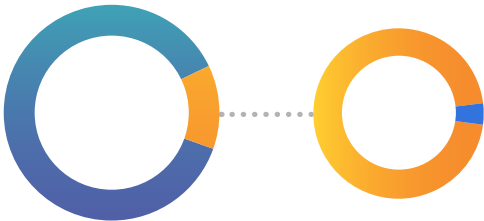
1. Content management systems
2. Analytics
3. Marketing automation
4. Personalization engines
5. Tag management

Looking across the entire population of high-tech companies in our survey, we saw many are investing heavily in tag management, followed by content management and analytics.

We were able to identify 10 foundational solutions that deliver capabilities enterprise marketing teams need to deliver on their CX objectives. Our architecture assessment found that companies that

have invested in at least five solutions are leaning toward investing in one platform rather than multiple point solutions. Companies with overlapping or duplicative solutions hinder their potential to create incredible experiences across the enterprise.

**Martech investments—move toward a customer experience platform.**



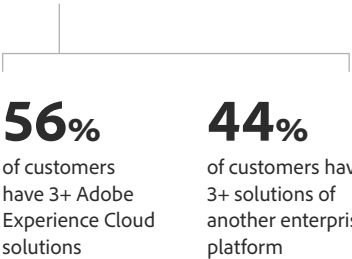
**87%**  
of customers have fewer than 5 core building blocks

**13%**  
of customers have all 5 core building blocks

**96%**  
of customers have 3+ single vendor or cloud solutions

**4%**  
of customers have fewer than 3 single vendor/cloud solutions

Companies that have 3+ single vendor or cloud solutions show strong signs of investing in platforms versus point solutions



Source: Adobe

**Martech investments—opportunity to rationalize.**



**87%**  
of customers have fewer than 5 core building blocks



**13%**  
of customers have all 5 core building blocks

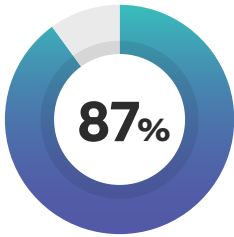
**84%**  
of customers have 2+ overlapping or duplicative solutions for at least 2 solution categories

**8%**  
of customers have no overlapping or duplicative solutions in any solution category

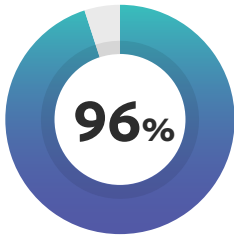
**8%**  
of customers have 2+ overlapping or duplicative solutions in 1 solution category

Companies that have overlapping or duplicative solutions hinder the execution of great experiences across the enterprise

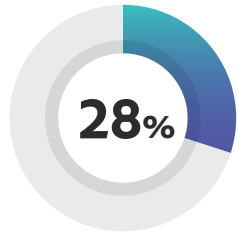
Source: Adobe



87% don't have the five foundational building blocks of their tech stack filled out




96% of those with a near-complete tech stack are consolidating around a single vendor



28% of high-tech executives regard their company's CX maturity as "very advanced"

By moving toward a holistic customer experience platform, organizations can reduce costs from redundant technologies, streamline workflows and user adoption, eliminate data silos, and utilize a single source of truth for customer profiles.



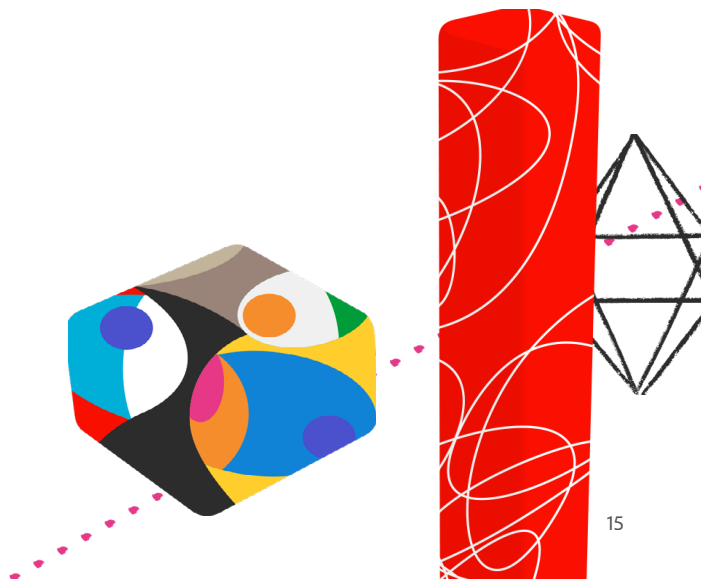
# A phased approach to change.

Change is a process, not an event. We embrace a phased approach to prepare for, manage, and support change. This phased approach begins with creating and setting a vision, surfacing concerns, and identifying goals with KPIs that all lead to healthy adoption and retention of technical solutions.

Modernizing your customer experience architecture requires a successful change management strategy and execution plan where people, process, and technology work together. And this phased approach needn't feel overwhelming. By following these step-by-step recommendations, you can get started.

1. **Audit your current tech stack** across the enterprise for redundant capabilities—focusing on eliminating technologies that have the most redundant capabilities.
2. **Identify business capability needs** for current teams using those solutions.
3. **Look to standardize** around solutions that are consistently ranked as leaders by analyst firms to ensure your efforts result in a future-proof and agile martech stack.
4. **Create and deliver a vision** and visibility strategy, identify a mitigation strategy for adoption barriers, perform a gap analysis, and develop KPIs and measurement strategies for success.

5. **Define and develop** details of an organizational model, roll-out approach, and operations, including monitoring, communications, and accountability.
6. **Roll out an organizational model prioritization and scale plan**—establish operating levels like a center of excellence.
7. **Develop strategies** for communications, change management, and adoption mechanisms to ensure staying power.

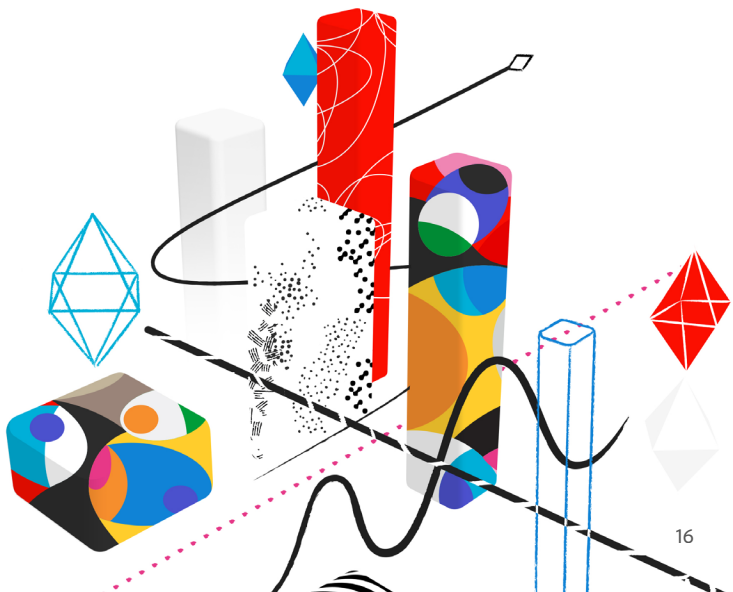


# Adobe can help.

Adobe Experience Cloud is the most comprehensive suite of customer experience management tools on the market. With solutions for data, content, engagement, commerce, personalization, and more, Experience Cloud is built on the world's first platform designed specifically to create customer experiences. Each product is built on a foundation of artificial intelligence and works seamlessly with other Adobe products. And they integrate with your existing technology and future innovations, so you can consistently deliver the right experience every time.

**Learn more about how to deliver great digital experiences for high tech.**

[Get details](#)





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