

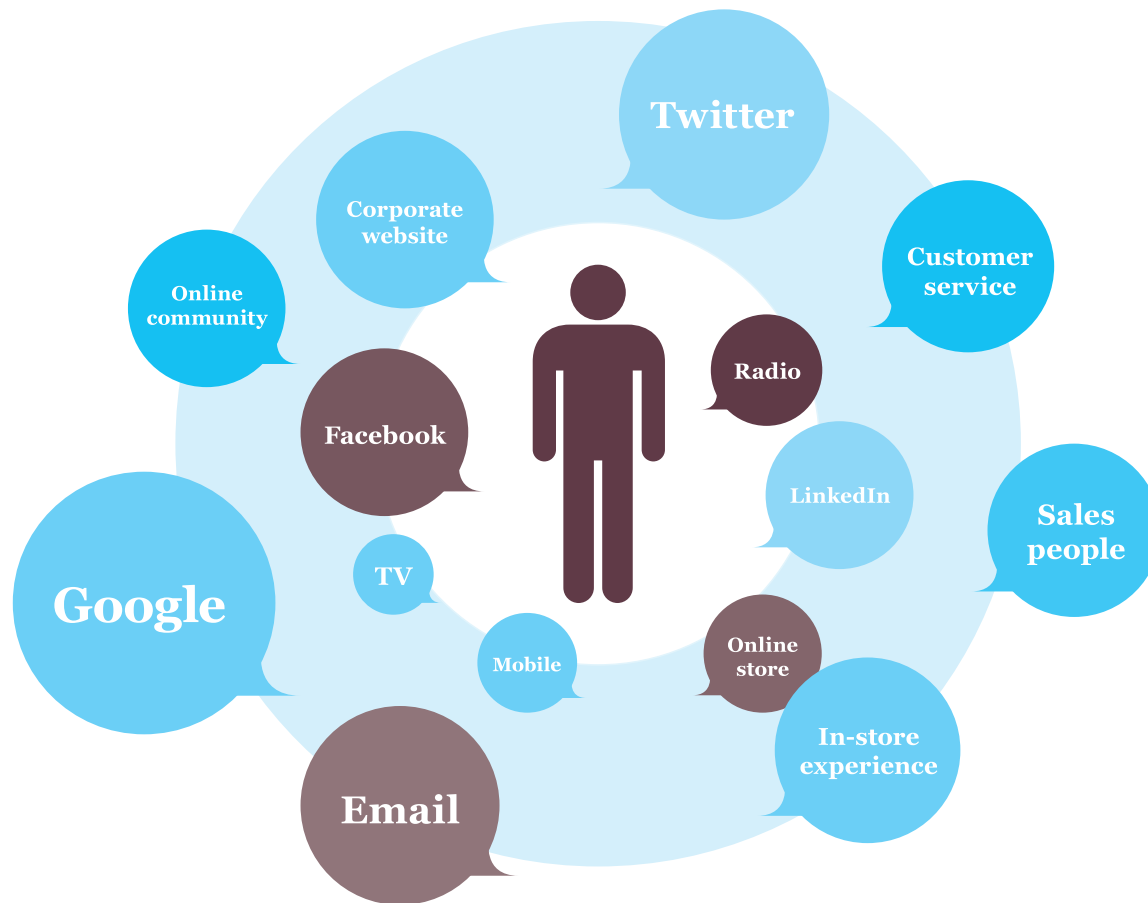
# factors for choosing digital marketing tools

and why you need a single solution to  
deliver the best customer experience in  
the digital era

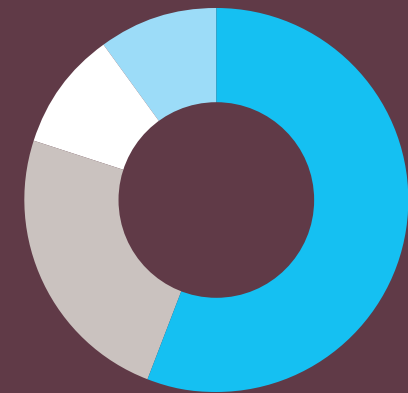
## Are you meeting customer expectations in the multichannel world?

With the plethora of instant information at their fingertips, customers are taking much more control over the buying process. No longer depending on brochures or sales pitches, they use search and social media to form their own opinions of the options available to them. If businesses are to respond to

this change, they need to make a big impression quickly and deliver the right message to the right person at the right time via a multitude of customer touchpoints while creating a holistically great experience for their customers.



## Customers Prefer Digital when communicating with or buying from a company:



**56%** are most likely to be at their computer

**24%** are most likely to interact in-person in stores

**10%** are most likely to be using a mobile device

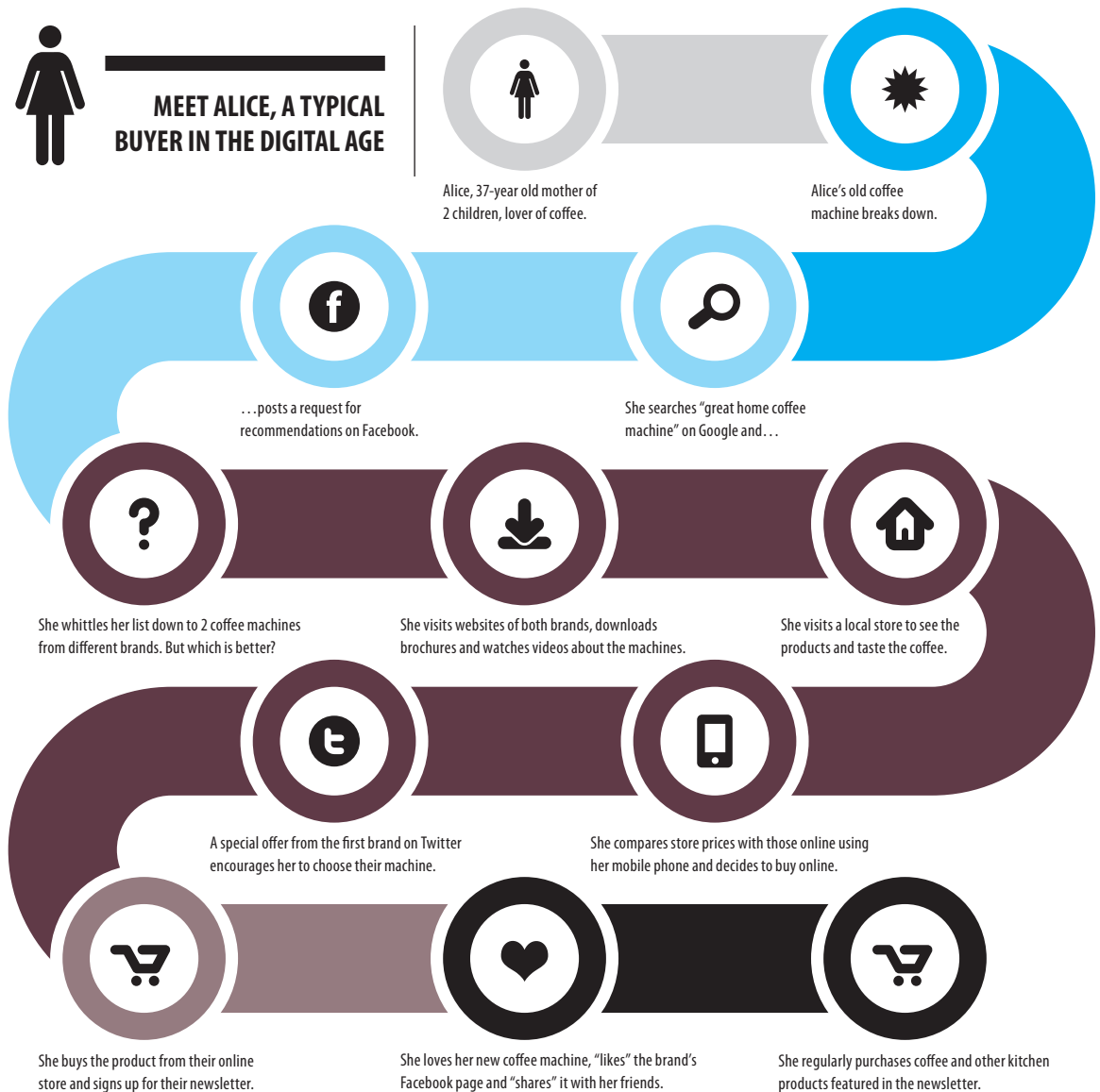
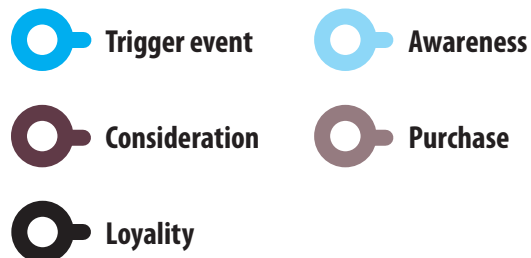
**10%** are most likely to interact via the phone

Source: Kentico Customer Experience Survey, February 2013

## Your customer has adapted to the digital era. Have you?

Customers' increasingly "digital" lifestyles are disrupting traditional customer relations, not just in terms of rising customer expectations, but in the number of touchpoints at which businesses have to meet and exceed these expectations, all while maintaining brand consistency and improving customer engagement.

With the majority of customers interacting with brands via multiple channels, omni-channel customer interaction is more important than ever, so as to deliver a cohesive customer experience that not only boosts customer engagement and encourages customer loyalty, but that has a direct effect on the bottom line.





she downloaded a brochure

Marketing Automation

what should we show her?

WCM

she asked a question in the forum

Online Community

Alice, 37 years, mom at home

she responded to our special offer on Twitter

CRM

she added Coffee Dream 2000 to her wishlist

E-commerce

Social Marketing

she clicked our email offer

Email Marketing

she visited our website from her iPhone and looked at price of CD 2000

Mobile

she came from Google AdWords

Web Analytics

## The omni-challenge of omni-chaos. Is your customer journey a puzzle?

So the requirement of multi-channel marketing is clear. And most businesses are kitting themselves up with a whole host of tools for the task. But simply connecting with the customer at all touchpoints doesn't provide a complete picture of the customer or their journey, nor does it enable you to deliver a truly personalized and consistent experience to them. Each tool working in isolation simply churns out disassociated data, with no insight into the customer buying process or how sales have been affected by specific marketing activities.

## Putting the pieces together: the holistic customer experience

For cohesive and consistent multi-channel marketing, you need all data acquired through all interactions with all customers at all touchpoints to be linked up in a way that gives a single, immediately accessible, up-to-date profile for each customer. There are two ways of achieving this.

You can choose to purchase various marketing tools from multiple vendors; each specializing in

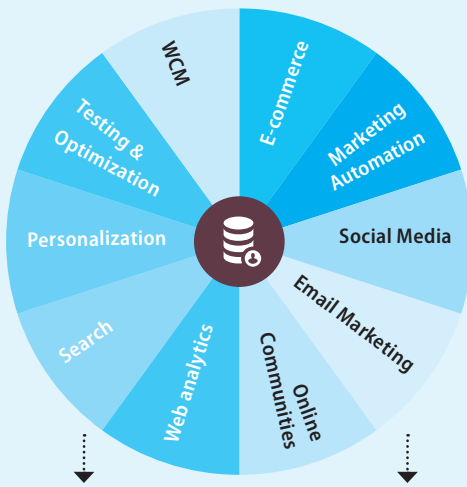
delivering the most advanced tool in its field, best-of-breed solutions, and then integrate them to enable data sharing among tools.

Or you can opt for an all-in-one (or “suite”) solution that comes with multiple tools already fully integrated, ready to manage and track customer interactions across various channels, such as website, online store, email, social media, mobile apps, etc.

*“We at Evident were among the early adopters of Kentico EMS, an out-of-the box on-line marketing tool. Some of the features that we find very beneficial are lead scoring and content personalization based on visitors activities (visiting pages, filling in forms, downloading brochures, etc).”*

DENNIS VAN BAALEN | EVIDENT.NL

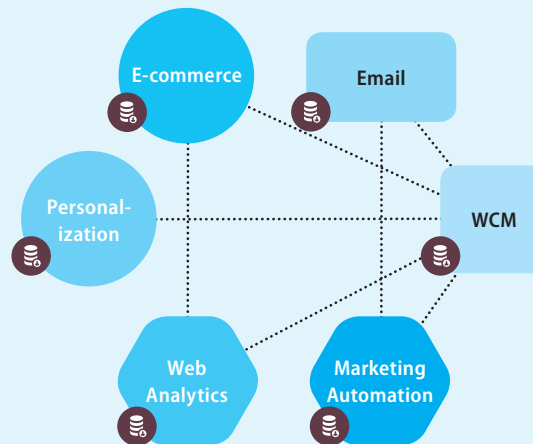
### ALL-IN-ONE



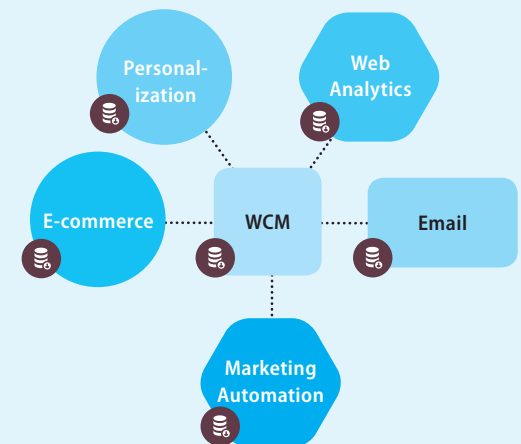
Integration with existing systems, such as CRM, ERP, ...


### BEST-OF-BREED

#### POINT-TO-POINT INTEGRATION



#### HUB ARCHITECTURE



 Customer data silos

## The big decision: all-in-one versus best-of-breed

You have to make the choice that best fits your business and marketing needs. It's not an easy decision as there are so many things to consider. So let's take a look at the key decision factors and what impact they have on your choice.

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*"Burns Marketing has leveraged Kentico EMS to help launch marketing campaigns with greater efficiency and in a more cost-effective manner. The solution they developed has broadened our team's capabilities and will allow us to personalize the web experience of prospects that move through our campaigns. Kentico EMS will allow us to focus entirely on the messages we want to deliver and not the management of technical systems and external vendors."*

KEVIN WORK | APPTIX.COM



1

### DECISION FACTOR #1: FUNCTIONALITY

With best-of-breed products, you can usually expect advanced functionality, as vendors have specialized in one, hopefully well-thought-out, component of digital marketing, such as Web Analytics or Marketing Automation.

With all-in-one products, components can vary in terms of depth of features and may not cater to some advanced scenarios. But this isn't a hard and fast rule — some suite vendors have invested in specific components to ensure they achieve functional parity with best-of-breed systems or have even built their all-in-one products by acquiring best-of-breed vendors.

If your business demands advanced functionality in multiple areas, the best-of-breed approach may win. The obvious question, though, is: Do you really need all the advanced features in every area, and are they worth the investment and cost?



2

### DECISION FACTOR #2: INTEGRATION

All chosen marketing tools need to be fully integrated with one another so that they can provide you with a single customer profile, as this is what enables you to deliver a personalized and consistent experience. However, you need to interact with your customers in real time, and your web content personalization efforts may go to waste if it relies on data that is synchronized every hour, or worse, once a day. So if you're considering the best-of-breed approach, you'll want to ask the following questions:

- **How do I integrate everything?**
- **How do I integrate on-premise and cloud-based services?**
- **Is the latest version of product A compatible with product B?**
- **What if one of the vendors changes their API or data schema?**
- **Do I need to pay extra for connectors between systems or even for a system integration platform?**

Best-of-breed integration can be either point to point or in a hub architecture where a single best-of-breed product becomes a central integration point. While the hub approach simplifies integration, it usually focuses only on the integration needs of the central point and omits the needs of the other components.

The all-in-one approach solves most of these issues as the only integration you may need to consider is that of your existing systems, such as your CRM or ERP. You'll rarely find one solution that supports every scenario, but if integration is a bugbear, the all-in-one solution definitely wins here.

# 3

## DECISION FACTOR #3: USER EXPERIENCE FOR BUSINESS USERS

Deploying multiple products from multiple vendors inevitably means multiple applications that your business users need to access and

work with. This comes with its own difficulties and can easily jeopardize the success of your project:

- **Different user interfaces lead to a steeper learning curve, lower productivity and slower adoption.**
- **Unless you integrate security information or implement single-sign-on authentication (easily a major project by itself), multiple sign-on credentials mean your administrators will hear “Which user name should I use for XY?” all the time.**
- **Redesigned or updated user interfaces may mean frequent end user training.**
- **Each upgraded product will require further integration testing.**
- **Poorly integrated components may mean users face complexities such as manual copy-pasting of data between systems.**

It may be near impossible to analyze data across multiple products; preparing even a simple report may require going to several applications and aggregating data manually unless you integrate everything in a single data warehouse.

In contrast, all-in-one products tend to deal with these issues more elegantly; providing users with a single, consistent user interface that can be accessed using a single login. It is important, however, to trial all the components and how well they work together before making a purchase as some vendors have pre-integrated third-party products into their suite (whether through OEM contracts or after company acquisition), often resulting in similar issues to those above.

## DECISION FACTOR #4: SYSTEM MAINTENANCE

Similar to integration, the complexity of system maintenance grows exponentially with number of products. For each product involved, you’ll need to look after:

- **Upgrades**
- **Security**
- **Backup**
- **Availability and performance**

These elements lead to significantly higher cost of ownership for a solution built using multiple best-of-breed products than for a single suite product.

# 4

*“The tools provided by the Kentico EMS have transformed our approach to digital marketing and fundamentally changed our ability to achieve measurable results. It turns brochure websites into living, breathing conversion tools that generate more new business through dynamic lead nurturing, while increasing sales to existing customers through enhanced customer experience. Finally, the marketing automation tools extend the capabilities of marketing teams with limited resources and allow them to create intelligent, targeted campaigns that adapt based on user behavior. This is a game changer. Period.”*

**BEN CASH** | [BLUEKEYINC.COM](http://BLUEKEYINC.COM)



*“Kentico EMS is helping Freightliner effectively engage with our end customers and the broader industry. The solution that Burns Marketing developed for us allows our community management team to be more proactive in the planning, production, review, and posting of content to the website. Through campaign reporting we have great visibility into how our customers are engaging with the website everyday which helps us stay connected to them with timely and relevant content. The use of Kentico EMS has allowed us to focus on the messages we want to deliver our members and our community building goals and not the management of technical systems and process.”*

MIKE MCHORSE | FREIGHTLINERTRUCKS.COM

#### DECISION FACTOR #5: PRICE AND TOTAL COST OF OWNERSHIP (TCO)

When talking about money, there are six things you need to consider:

- **Product price** – the price of several best-of-breed products can easily grow to multiples of the price of a suite product.
- **License costs predictability** – Few vendors, whether best-of-breed or suite, provide their full price list and actual license costs may be difficult to foresee. Dealing with multiple vendors, each with a different licensing structure and their own per-user, per-server or usage-based fees, means calculating the actual price before going live can be near impossible.
- **Integration costs** – as mentioned in Decision Factor #2, the complexity (and therefore cost) of integration is generally much higher in the best-of-breed scenario.
- **Development costs** – developing a solution with multiple best-of-breed products may be

much more complex due to differing architectures, APIs and even application and database platforms they run on. On the other hand, if you need more advanced functionality in one area than is available in a chosen suite product, you may spend more on customizing and extending it to meet your needs than you would buying the best-of-breed equivalent .

- **System maintenance costs** – see Decision Factor #4.
- **Hardware costs** – again, it’s much more difficult to estimate overall hardware infrastructure costs when deploying several products. Also, running several best-of-breed products often leads to less efficient use of hardware resources and the integration between systems may lead to a significant performance overhead.



#### DECISION FACTOR #6: VENDORS

Let’s be honest, dealing with several vendors for the best-of-breed approach is a pain. The fact that you have to talk to sales people, support staff and consultants from several companies makes purchase and maintenance more complex. Moreover, when things go wrong, no single company has full accountability. Though all-in-one solutions eradicate this problem, it’s fair to say that you are relying on a single vendor, whereas with best-of-breed, you can replace certain components of your solution as and when the need arises.



## And the winner is...

It is clear to see from the comparison table that an integrated marketing solution that provides all (or most) digital marketing tools in a single product prevails in most areas. Not only does it provide you with a clear 360° view of your customer and their journey, but it is cheaper, causes fewer headaches and delivers a far superior user experience.

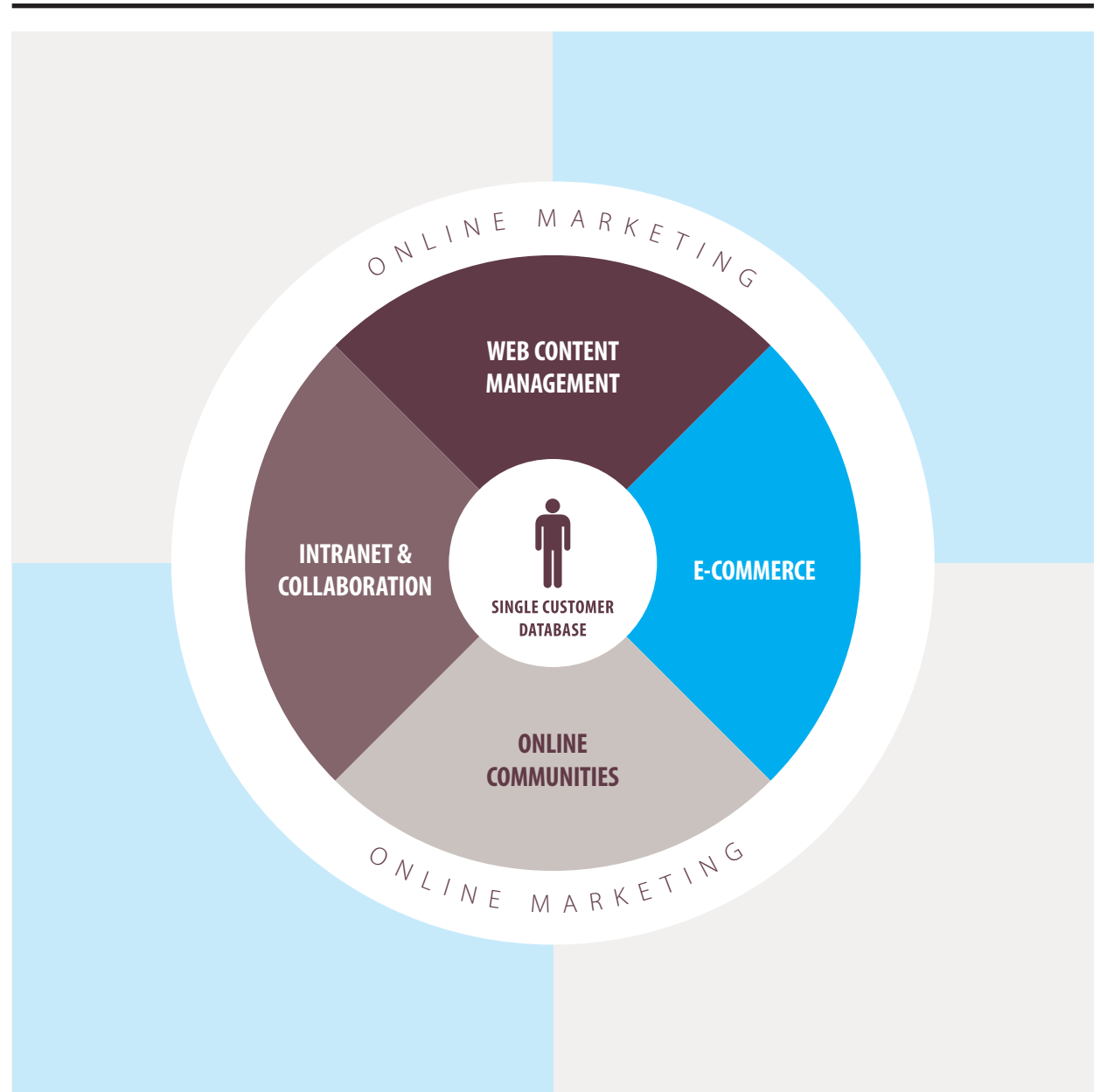
	ALL-IN-ONE	BEST-OF-BREED	WINNER
Functionality	Components may vary in depth of features and may not cater to some advanced scenarios.	Generally deeper, more advanced individual component functionality.	Often best-of-breed, but it's not a rule of thumb. Ask yourself if you really need such advanced functionality and whether it's worth the cost and inconvenience.
Integration	All components are integrated and use a single copy of customer data. You may still need to integrate your existing systems.	Integration is a requirement and a difficult one at that. Even successful integration of all components may still not provide a single, up-to-date customer profile.	<b>All-in-one</b>
User Experience	A consistent user interface and a complete overview of customer data across tools.	Inconsistent user interfaces, multiple passwords and difficult analysis of data across tools.	<b>All-in-one</b>
System Maintenance	Maintaining a single product.	Often complex maintenance of multiple products with different life cycles.	<b>All-in-one</b>
Price and TCO	Usually lower and more predictable product price as well as TCO.	Complicated pricing structures of multiple vendors and higher TCO.	<b>All-in-one</b>
Vendors	Single vendor accountable for stability, security, performance and support.	Dealing with multiple vendors, but avoiding dependence on a single vendor.	<b>All-in-one</b>
Cautions	Some all-in-one vendors build their suites by acquiring other companies and, despite their sales pitches, may show some of the disadvantages of the best-of-breed approach, such as poor integration, inconsistent user interfaces and architectures, etc.	Not every product positioned as best-of-breed provides better functionality than a similar component in an all-in-one suite. Always look at the offered functionality through the lens of your use case scenarios and decide which product better supports your needs.	

## Kentico EMS - your integrated marketing solution for success

We at Kentico believe that any business, regardless of size or budget, should be able to make the most of the digital marketing era. And we know that the integrated marketing solution is the answer.

That's why we've developed Kentico EMS, the only all-in-one solution specifically engineered to make sophisticated digital marketing a reality for everyone.

The world's quickest-to-deploy CXM solution, Kentico EMS offers far more out-of-the-box functionality than any other product and provides you with everything you need to boost your marketing success and deliver that all-important personalized and consistent customer experience across your website(s), online store, online community, mobile, email and social media.



Our technology is structured to work smarter and harder and Kentico EMS is the only all-in-one solution to have been built entirely in house (no third parties or vendor acquisitions).

All seamlessly integrated tools can be easily managed through a single, consistent and intuitive user interface via a single login, for unparalleled user experience.

So not only can you leverage the design and content from your corporate site for your e-commerce site, micro sites and blog, but you can use powerful features like Email marketing, Lead Scoring, Segmentation and Personalization, A/B and MVT testing and Marketing Automation across all sites, and all data is stored in one Contact Management center, giving you excellent overview of customers and easy execution of marketing and sales activities.

Want to combine it with your existing systems? No problem. Kentico provides integration options including .NET API, REST API, Web Services, Kentico System Integration Bus, RSS and XML feeds, not to mention ready-to-go connectors to systems like Salesforce.com and SharePoint.

And when you have a problem, we're there. At Kentico, support engineers work closely with the team that built every component of the product.

And what's more, we are proud to provide all information about features, trials, roadmap, and price on our website, so you know exactly what the product does and what it's going to cost you.

Developed to our hassle-free ideal, Kentico EMS delivers everything your digital marketing future demands. Our right-first-time sophistication, out-of-the-box speed and closed-loop support is taking smart, ambitious brands wherever they want to be.

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*"Kentico EMS is the perfect tool to track and see what visitors are up to on your website. Easily segment via contact groups and apply lead scoring to nurture great leads! You can expect fantastic results when your website is powered by Kentico EMS. And when the development is done, simply sit back and see how Kentico EMS offers the best online experience for your customers!"*

**JEROEN FÜRST** | IBL-SOFTWARE.NL

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## SCHEDULE A 1-ON-1 DEMO

to learn how Kentico EMS can accelerate your digital marketing success

[www.kentico.com/Download-Demo](http://www.kentico.com/Download-Demo)

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