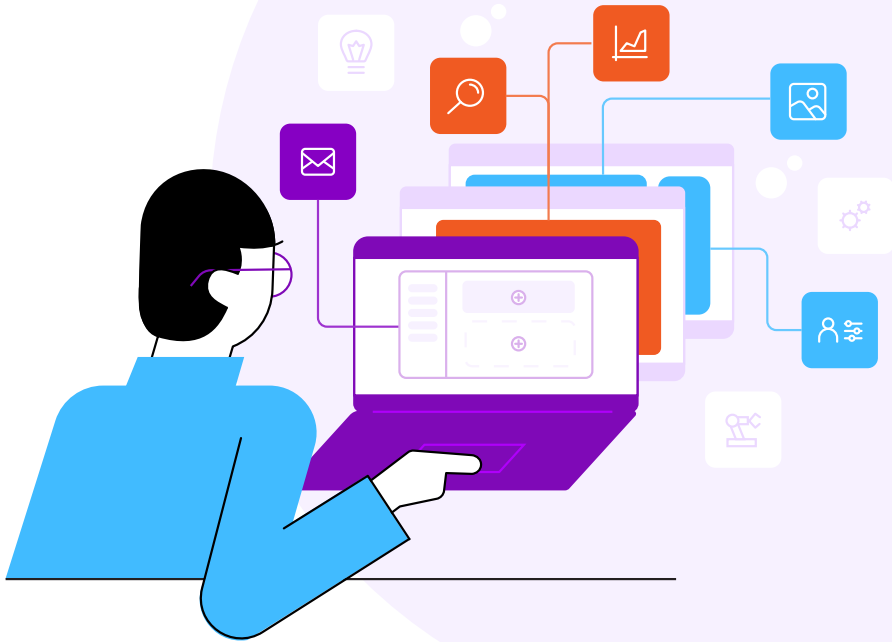




Kentico



Ebook

Consolidation unlocked.

**How to simplify and strengthen your
marketing technology ecosystem**

kentico.com

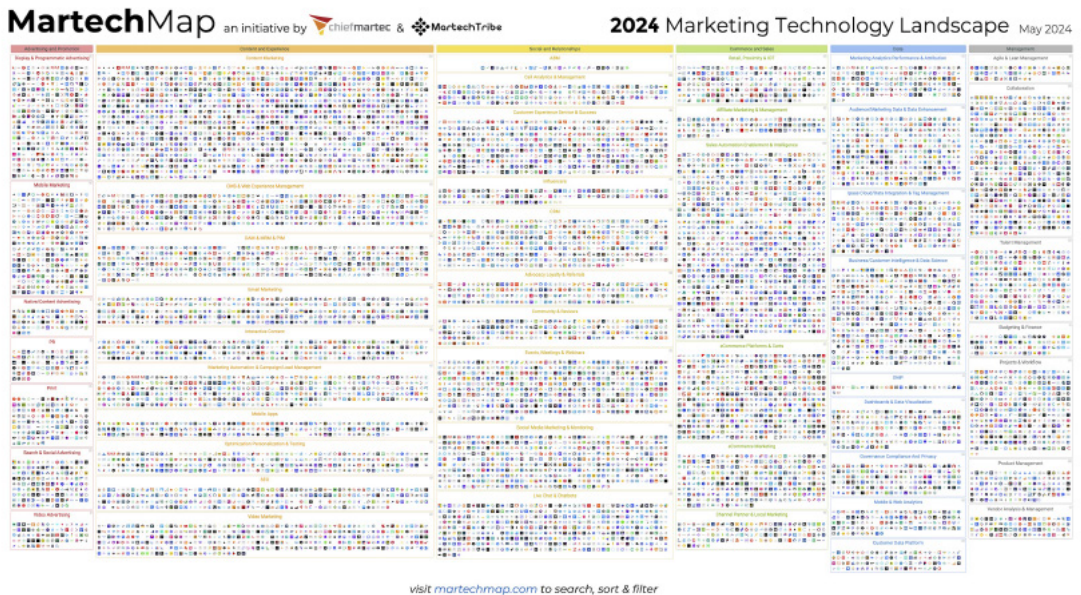
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Navigating the expanding martech maze.

Over the past decade, the marketing technology (Martech) industry has witnessed explosive growth, evolving from a niche market of a few hundred tools to a sprawling ecosystem of thousands of solutions.

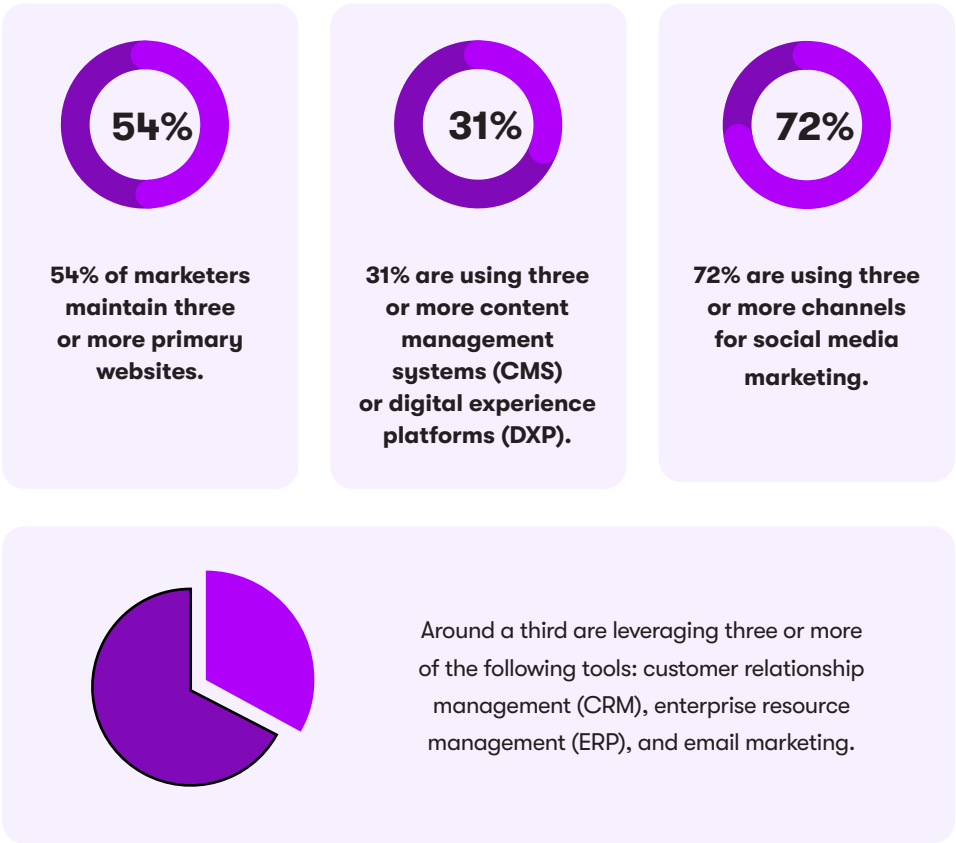
The [Martech Landscape Supergraphic](#) created by Scott Brinker, VP Platform Ecosystem at HubSpot and Editor at [chiefmartec.com](#), has become a benchmark for understanding the sheer scale of the industry.



Debuted with around 150 solutions in 2011, the graphic has ballooned to feature over 14,106 tools in 2024. This extensive growth means that marketers are often spoiled for choice but simultaneously overwhelmed by the challenge of selecting, integrating, and managing the right mix of tools to meet their specific needs.



A [2023 survey by Kentico](#) also uncovered some very interesting findings:



This tangled web of tools not only adds to the workload but also complicates day-to-day operations. Managing multiple platforms often leads to overlapping functionalities, disconnected data, and a lack of clear insights into customer behavior. As a result, teams spend more time troubleshooting and less time on strategic activities that drive growth and engagement.

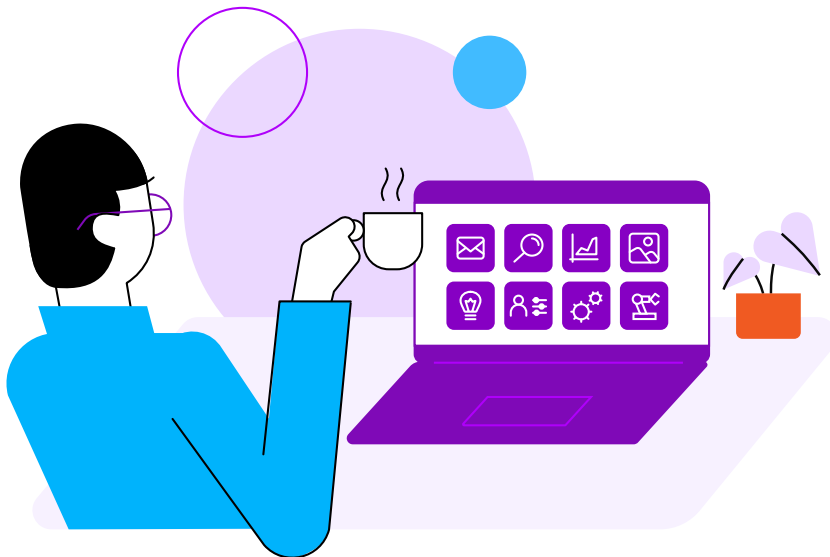


How did we get here?

The main reason companies end up with so many tools is the desire to meet specific needs or solve problems as they arise, often without a cohesive long-term strategy, something Debbie Tuček, Director of Product at Kentico, refers to as the “Oh, there’s an app for that” syndrome.

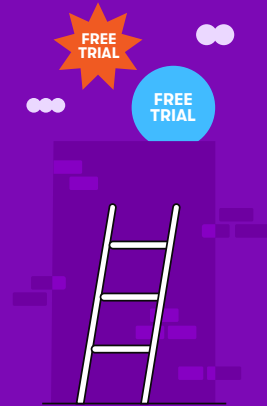
Here are some of the reasons we are where we are:

- Solving immediate problems without long-term planning.
- Supporting growth without integration strategies.
- Departments independently selecting tools, causing overlap.
- Lack of a clear strategy, leading to ad-hoc additions.
- Reluctance to replace outdated legacy systems.
- Using specialized tools for customization, complicating integration.
- Adopting new tools to stay competitive, not considering long-term impact.
- Pressure to use ‘best-of-breed’ tools for each function.



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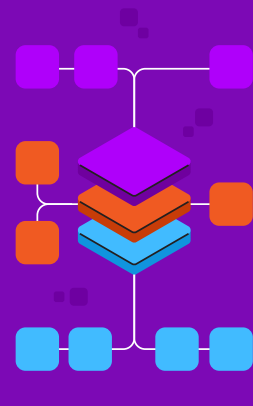
Opportunity also plays a key role for teams constrained by the limitations of their current solution. Team members might try a free product in order to spin up a new microsite because it's easier than working in their slow, legacy solution.”



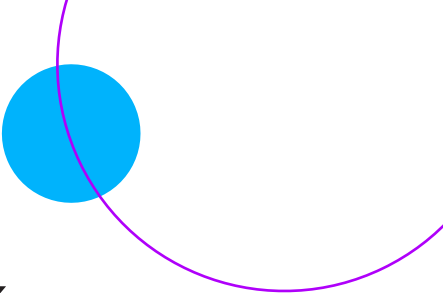
Sean Wright,
Lead Product Evangelist at Kentico

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Over time, many organizations have grown a complex network of IT systems that are not capable of talking to each other eloquently. This can result in data silos, inefficiencies, security risks, lack of agility and increased costs.”



Debbie Tucek,
Director of Product at Kentico



The challenges of a complex tech stack.

The complexity of integrating various systems not only leads to higher costs (for licensing and maintenance) but also creates fragmented content strategies and inefficient workflows, making it challenging to maintain cohesion and consistency across a wide array of digital platforms:

Customer relationship management (CRM)	Marketing automation platforms	Analytics and reporting tools	Social media management tools
Email marketing platforms	Content creation and management tools	Ad tech and digital advertising tools	Project management and collaboration tools
Ecommerce platforms and tools	Data management platforms (DMPs)	SEO and digital optimization tools	Surveys and feedback tools
Event management and webinar platforms	Customer support and help desk tools	Personalization and recommendation engines	Digital asset management (DAM) systems

Individual tools often create data silos that make it hard to get a complete view of the customer journey, leading to inconsistent customer experiences and poorly aligned marketing efforts. Additionally, the lack of integrated analytics makes it harder to make effective decisions and optimize marketing strategies.

What's more, marketing teams struggle with managing different interfaces, often requiring additional resources. They face redundant processes and incompatible workflows, slowing down content publishing and reducing agility. Moreover, security and compliance become more difficult to maintain across various systems, increasing vulnerability. The result is a complex and costly setup that impedes customer engagement and hampers innovation and adaptation.

A more streamlined approach could offer substantial improvements. By consolidating your martech stack, you can address these challenges effectively and unlock a range of significant benefits.



Let's explore how consolidation can transform these issues into opportunities for enhanced efficiency, cost savings, and overall effectiveness.

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Marketing teams need to be agile, fast, and super efficient to handle all the tasks and deliverables that come their way. Too often, large CMS/DXP project implementations are botched by inexperienced vendors or teams, and result in a solution that is too slow, too hard to update, and too hard to adapt to changes. When done correctly, consolidating into one CMS/DXP should enable marketers to move faster, be more flexible, and deliver more things.”



Brian McKeiver.

Co-owner of [BizStream](#)

The case for consolidation

Martech consolidation can help companies streamline their toolsets, reduce complexity, and drive better marketing outcomes.

1. **Simplified management:** Consolidating your tech stack reduces the number of systems and vendors, streamlining content management and workflows, and making platform oversight less complex.
2. **Cost efficiency:** Fewer vendors and systems can lead to better pricing and reduced costs. Consolidation makes expenses for integration, maintenance, and support more predictable, simplifying Total Cost of Ownership (TCO).
3. **Seamless integration:** A consolidated stack improves integration, offering a unified view of the customer journey. This enhances user experiences, data cohesion, and aligns marketing efforts, while also future-proofing your investment.
4. **Enhanced data insights:** Centralizing data across fewer systems allows for better analytics, improving decision-making and optimizing marketing strategies.
5. **Efficient workflows:** Fewer tools reduce redundant processes and simplify workflows, letting teams focus on content creation without managing multiple interfaces. This speeds up adoption and enhances agility.
6. **Improved security and compliance:** Consolidation simplifies security and compliance management. With fewer systems, monitoring, updates, and patches are easier, reducing risks and ensuring consistent security standards.
7. **Consistency and accuracy:** A unified system ensures content consistency, reducing duplicate or outdated information and providing a more reliable customer experience that boosts brand reputation.
8. **Facilitated innovation:** A consolidated tech environment supports easier innovation and adaptation, allowing quicker implementation of new strategies and technology updates, driving brand and product evolution.
9. **Improved ROI:** By consolidating your martech stack, you streamline operations, reduce costs, and create a more effective and adaptable tech ecosystem. The gained efficiencies not only save money but also amplify your marketing strategies, leading to higher returns and a stronger market position. Consolidation turns your martech stack into a key driver of business success, making every dollar count toward reaching your goals. This approach drives greater overall ROI by aligning your tech investments with your business objectives and future-proofing your stack against changes and advancements.

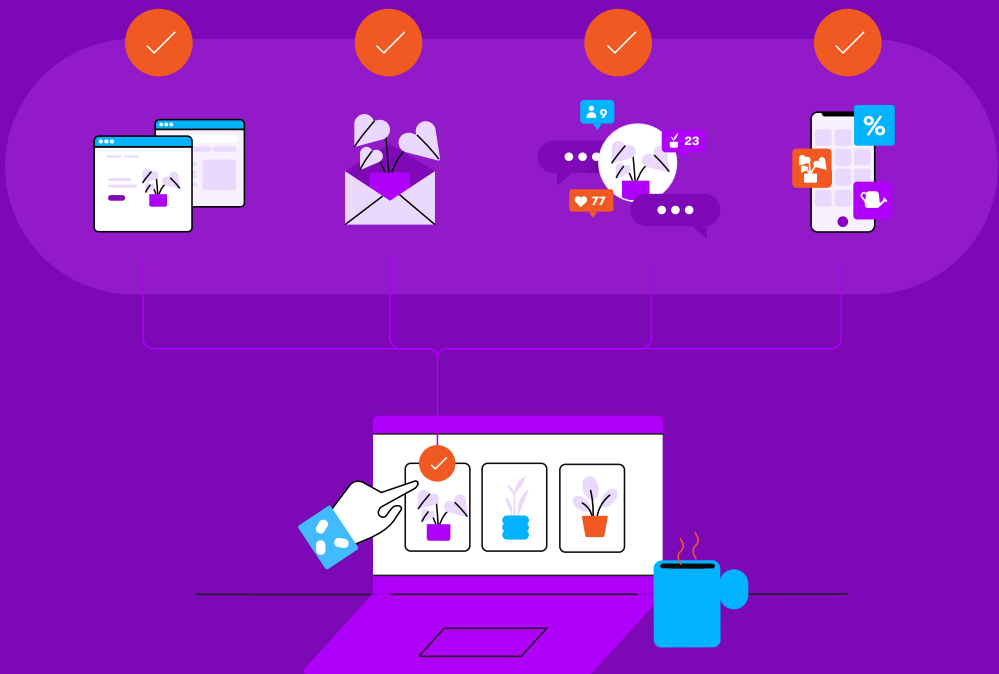


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“Consolidating CMS/DXPs improves content governance, allowing content to be managed centrally and reused across sites, emails and other digital channels. It also enables unified customer analytics, simplifies system maintenance, and reduces security risks through centralized updates and single sign-in.”



Miroslav Jirků
Director of Product Marketing at Kentico.



So, where do we start with consolidation?

Content: The unexpected starting place for consolidation

In her article, [If complexity is such a problem, why hasn't it been solved?](#) Debbie explores why tech stack complexity has been such a long-standing issue.

For years, she says, the industry has predominantly followed a design-first approach, focusing on how content looks rather than its purpose, value, or relevance. This emphasis on aesthetics over substance has often led to challenges in delivering truly meaningful digital experiences.

To ensure we deliver the most relevant and engaging experiences for our customers, we need to move away from a technology-first approach—where the focus is on showing off new designs or tech and then fitting content into it. Instead, a content-first approach puts the substance of the content first. And it is the content that informs design and tech decisions to create more impactful and user-focused digital solutions.



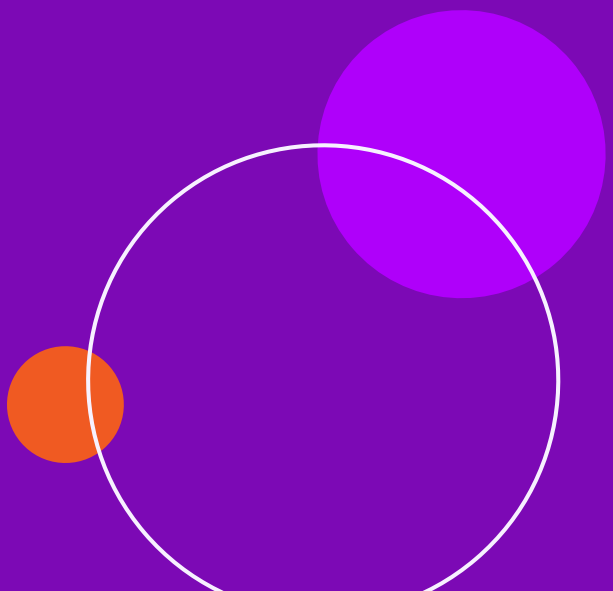
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Content is a constant in our digital world, even more so than technology. Which is why it's crucial to think about it from the start of any project. Instead of diving into design details right away, focusing on your content strategy and structure can help you reach more people across different platforms and technologies. While we can't control how technology evolves, we can make the most of our content's power. ”



Debbie Tucek

Director of Product at Kentico.



Benefits of a content-first approach.

[Content is the driving force](#) behind customer engagement, brand messaging, and marketing effectiveness. By placing content at the center of your consolidation strategy, you ensure that all tools and platforms are optimized to support and enhance your content operations.

The benefits are many:

1. **Unified content management:** A content-first approach to consolidation means integrating various tools and systems into a cohesive platform. All content and media are stored in [a centralized content hub](#) from where it can be pushed to all your websites and other channels, and where updates are reflected across all instances. This not only greatly improves efficiency and consistency, but also increases the ROI of each piece of content.
2. **Integration capabilities:** A content-first strategy requires robust integration capabilities to ensure seamless data flow and content consistency across different systems. Comprehensive integration enables you to connect various tools and platforms while maintaining a unified content strategy. This reduces the risk of data silos and fragmented user experiences.
3. **Flexibility and future-proofing:** Starting with content ensures that your consolidation strategy is adaptable to future needs and technologies. A content-first platform, like [Xperience by Kentico](#), is designed to be flexible and scalable, allowing you to easily integrate new tools, channels, and technologies as they emerge. This adaptability is crucial for staying competitive in a rapidly evolving digital landscape.
4. **Enhanced analytics and insights:** Consolidating around a content-first approach improves the ability to gather and analyze data across different platforms. With a unified view of your content performance, you can gain deeper insights into what works and what doesn't, enabling you to make more informed decisions and optimize your content strategy effectively.



5. **Memorable customer experiences:** A content-first approach significantly improves the customer experience by delivering consistent, relevant, and personalized content across all channels and touchpoints. By integrating tools into a cohesive platform, you're able to leverage cross-channel customer insights to design a seamless, tailored journey, leading to deeper connections and increased loyalty.
6. **Enhanced content strategy:** With content at the core of your consolidation efforts, you can develop a more strategic approach to content creation, distribution, and optimization. This ensures that your content is tailored to meet your audience's needs and preferences, and is effectively leveraged to drive engagement and achieve business goals.
7. **Improved ROI:** By consolidating around a content-first approach, you streamline your tech stack, reduce redundancies, and focus on delivering high-quality, relevant content. This efficiency can lead to better ROI by optimizing resource allocation, improving content performance, and enhancing overall operational effectiveness.

Adopting a content-first approach for consolidation allows you to build a strong, integrated foundation that supports your content strategy and aligns with your business goals. By prioritizing content management, you set the stage for a more efficient, adaptable, and future-proof martech stack.



Consolidate with confidence.

The rapid expansion of the martech landscape has led to a complex array of tools and platforms, posing significant challenges for businesses looking to manage and optimize their digital strategies. Issues like tech stack fragmentation, inefficiencies, and escalating costs can be daunting, but the key to overcoming these obstacles—and maximizing ROI—lies in adopting a future-proof, content-first approach to consolidation.

By prioritizing content from the start, organizations can streamline their tech stacks, enhance integration capabilities, and ensure their digital solutions are both adaptable and effective. This approach simplifies content management and aligns all tools and platforms under a unified strategy, driving better engagement, achieving business goals, and significantly boosting ROI.

Ready to see how a content-first, future-proof solution can transform your digital strategy? Schedule a demo with us today to discover how consolidating with Xperience by Kentico can set your business up for success in an evolving digital landscape.

SCHEDULE YOUR DEMO

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