



The Future of Journey Orchestration in an AI World

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March, 2024

A Different Kind of Analyst Firm...

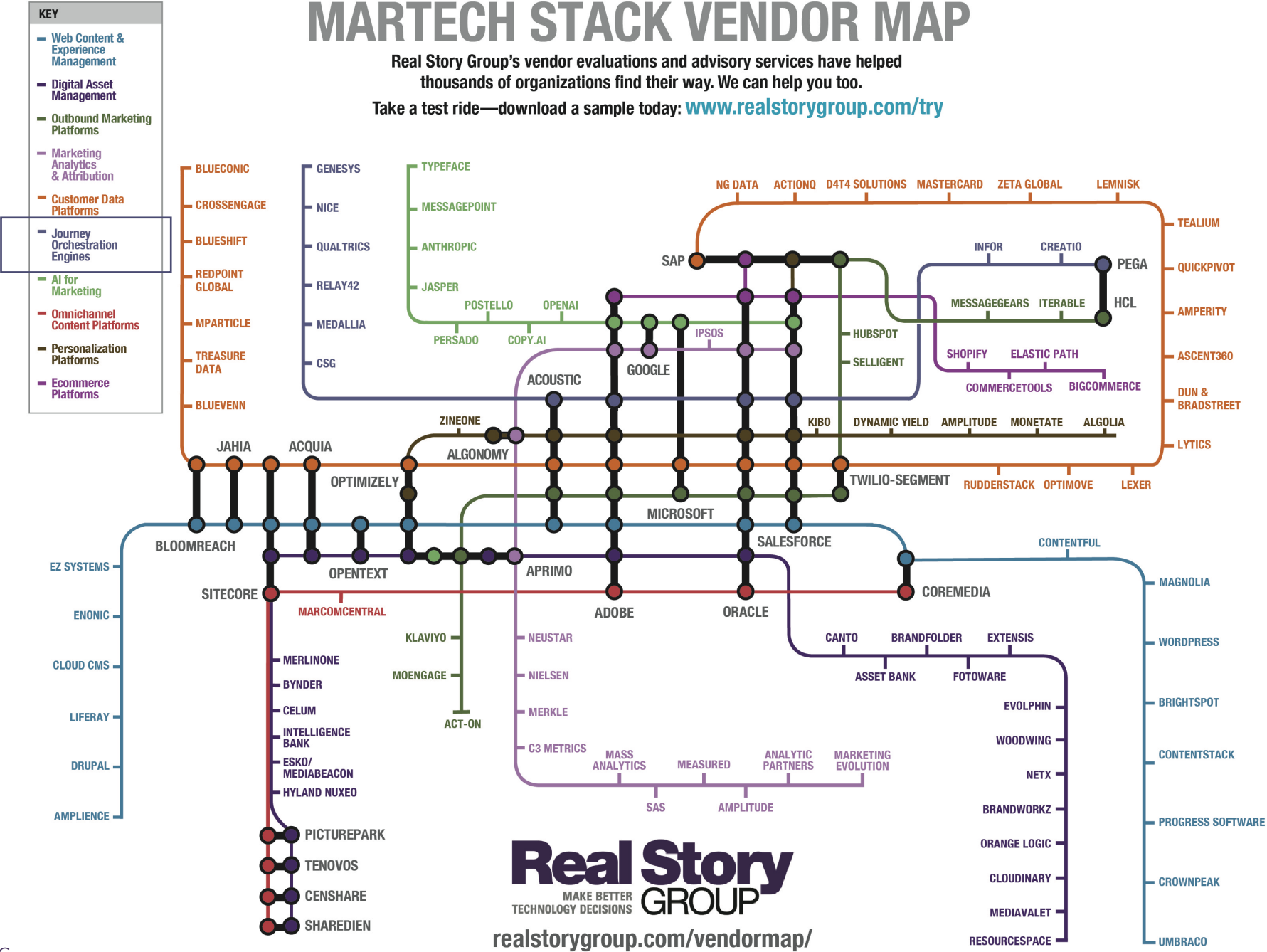
GEEKS	MYSTICS
LOSERS	POSERS

“the mystical quadrant”

INDEPENDENCE FACTORS	REAL STORY GROUP	OTHER FIRMS
CONSULT TO VENDORS?	NO	YES
SPEAK AT VENDOR EVENTS?	NO	YES
ACCEPT EXPENSES & HOSPITALITY FROM VENDORS?	NO	YES
WRITE PAPERS FOR VENDORS?	NO	YES

MARTECH STACK VENDOR MAP

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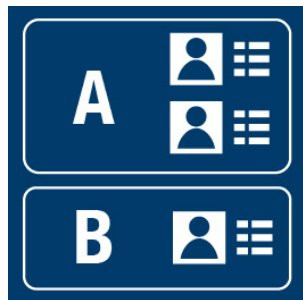
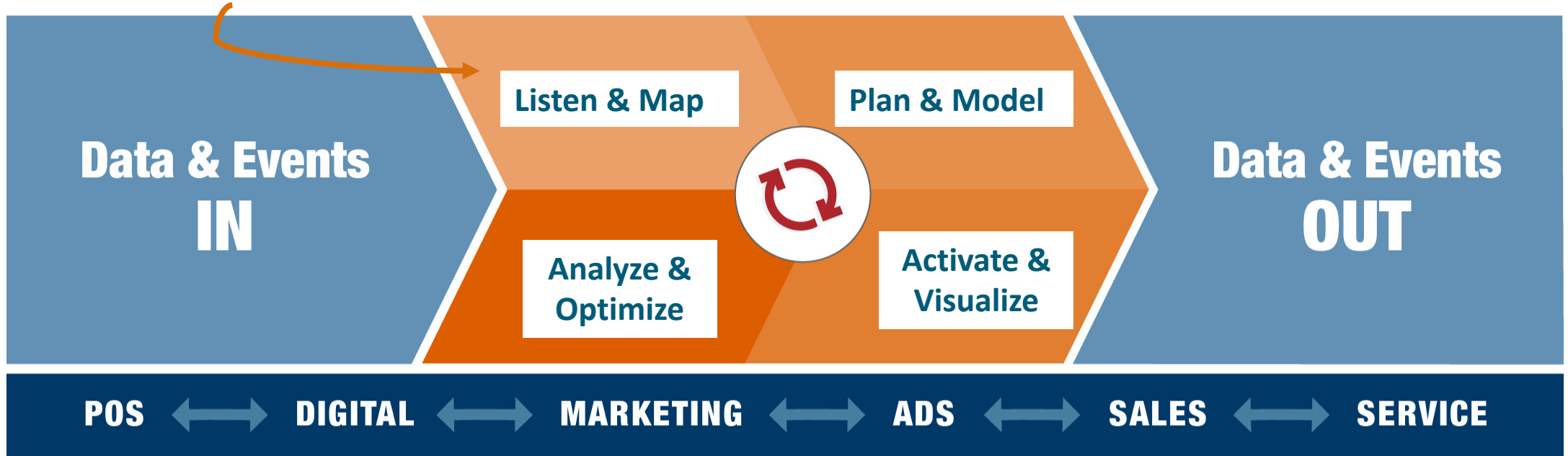
Agenda

- 1 Journey Orchestration in Your MarTech Stack
- 2 Hurdles with JOE Platforms V1
- 3 AI + JOE V2

Journey Orchestration in Your MarTech Stack

Most of us are here

JOURNEY ORCHESTRATION ENGINES



Digital Customer Acquisition



Offline/Online Customer Acquisition



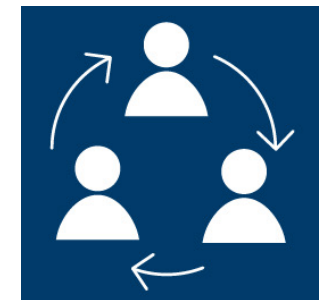
Sales Enablement



Revenue Optimization & Retention



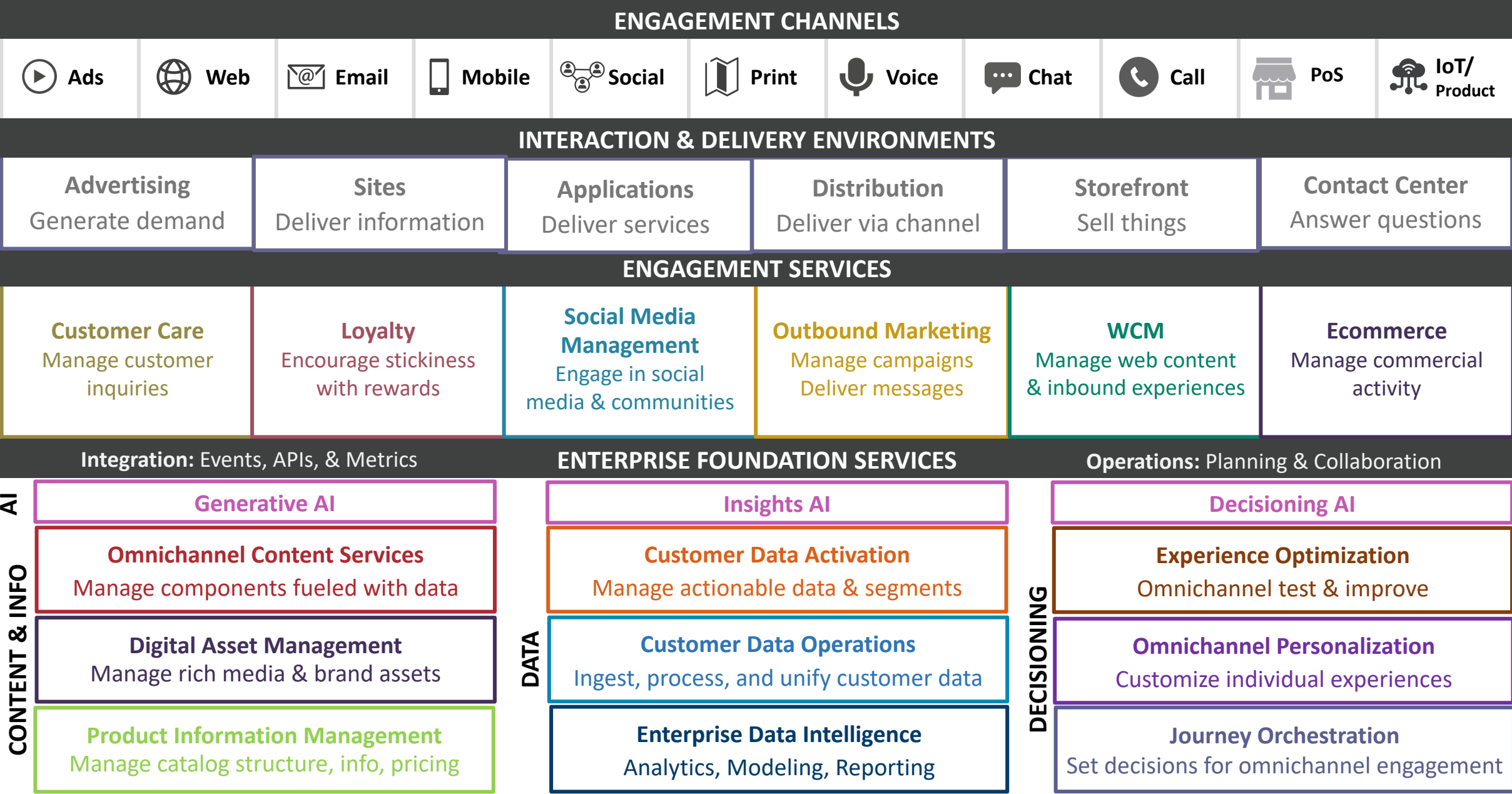
Service & Support



Channel Partner & Orchestration

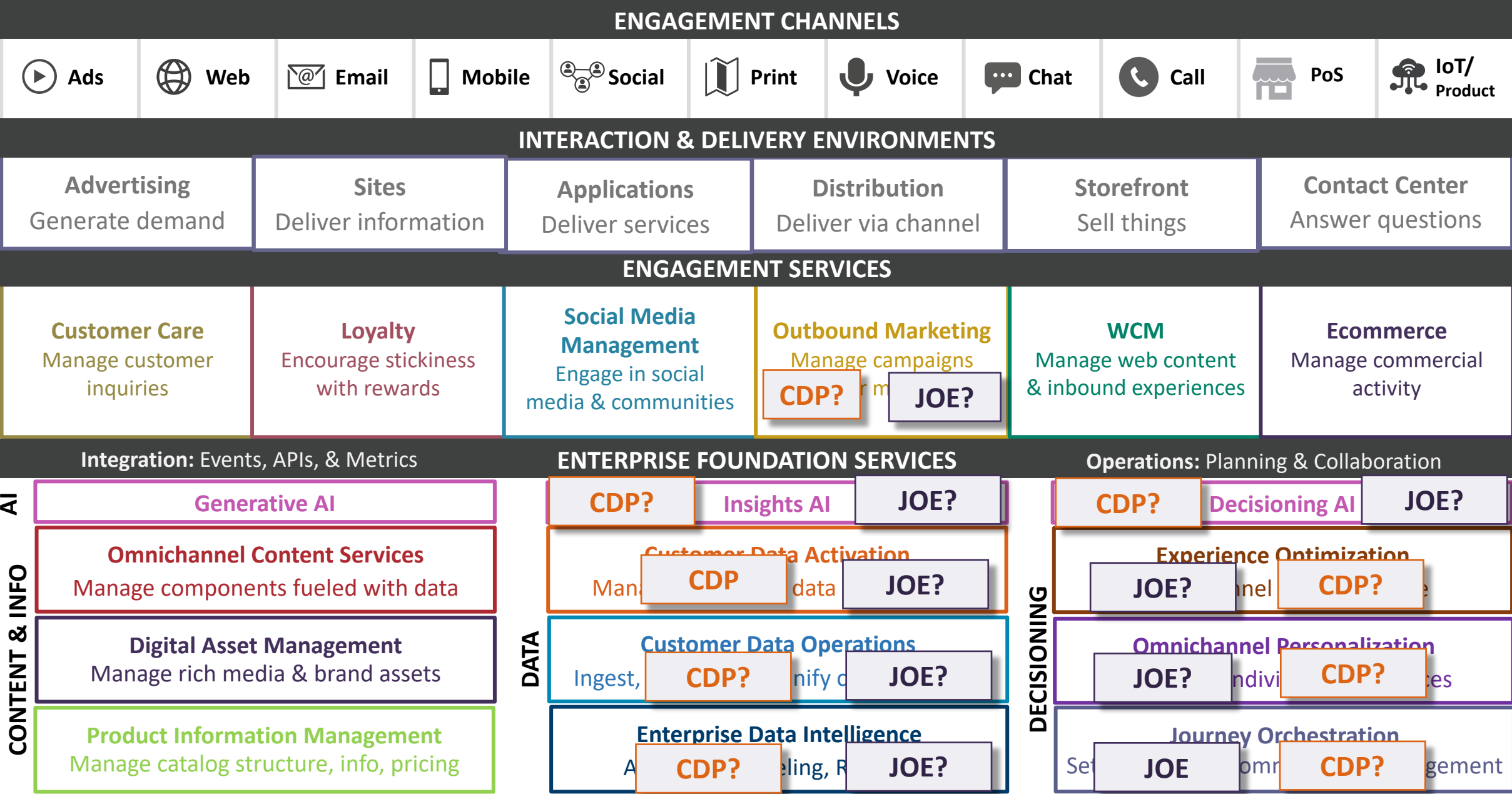
MarTech Services Reference Model: B2C

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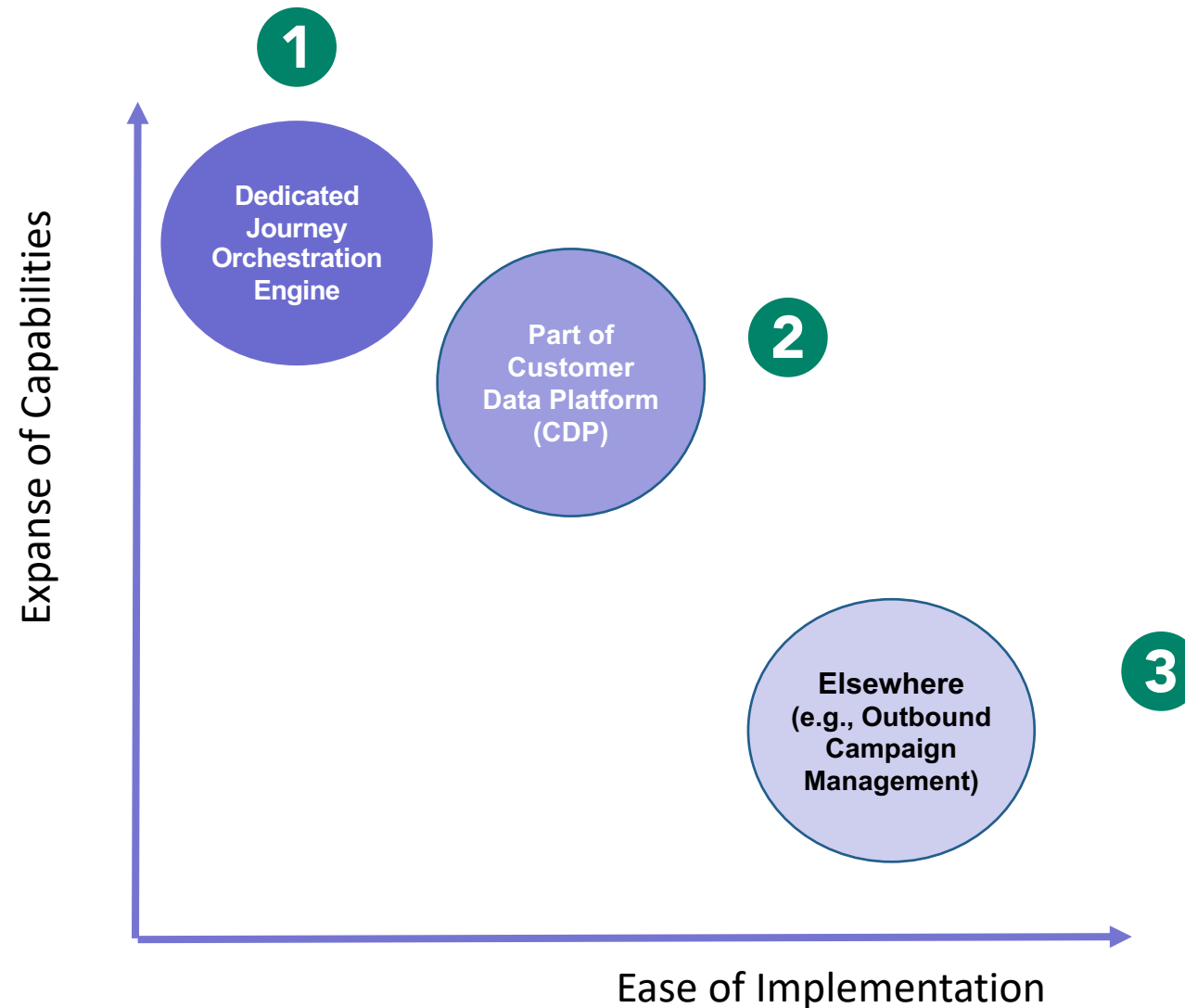


Where Do You Obtain Different Services? CDP vs JOEs

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Different Ways To Seat JO Tech in Your Stack



Hurdles with JO Platforms V1

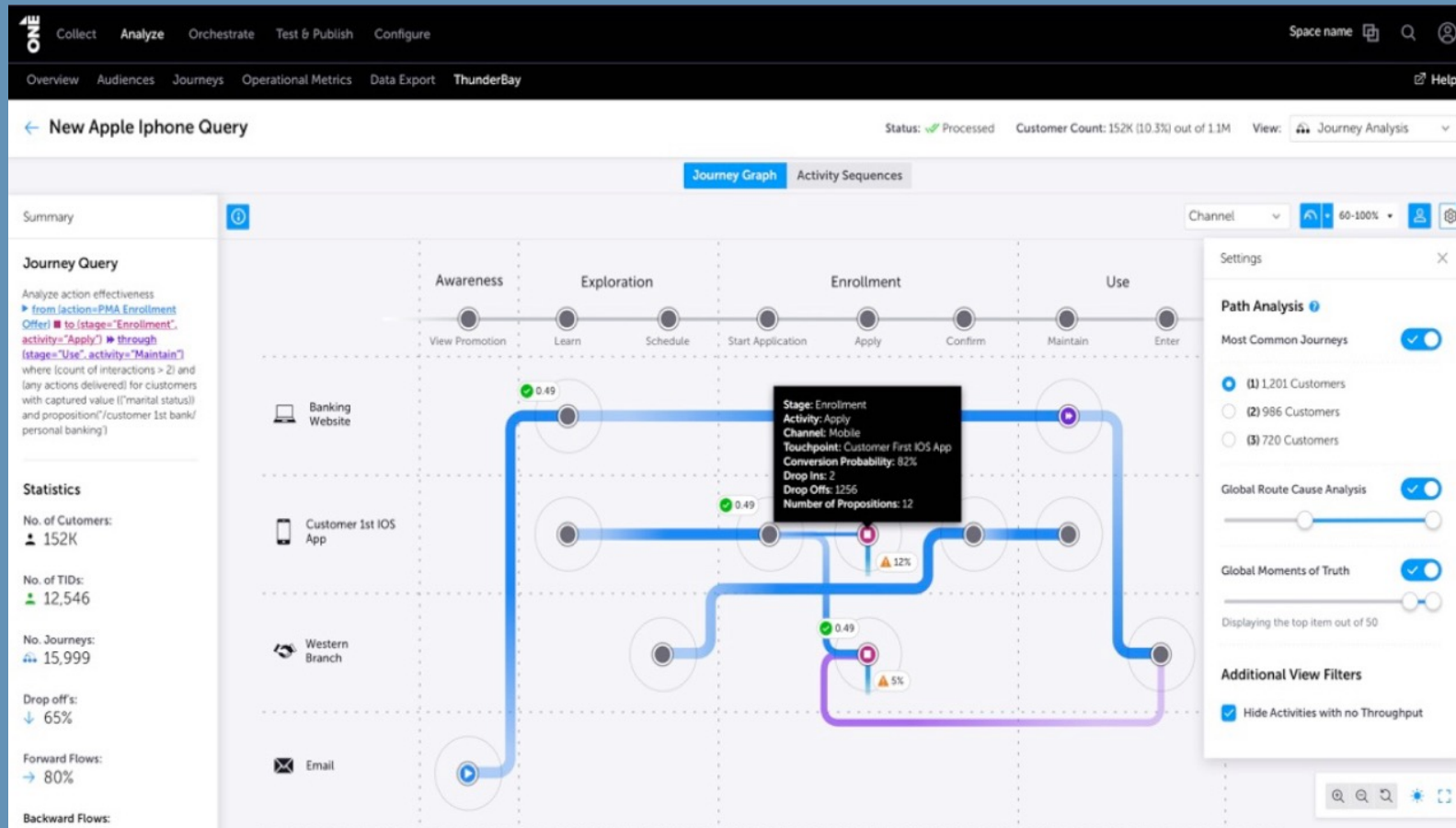
JO V.1 Called Some Maturity Questions



This sh1t is *hard*...

- Enterprise governance
- Instrumenting journey listening
- Breadth of scope
- Customer data availability
- Technical integration chops
- Internal skill sets
- Program management

1) Dedicated JOE Platform



Pros

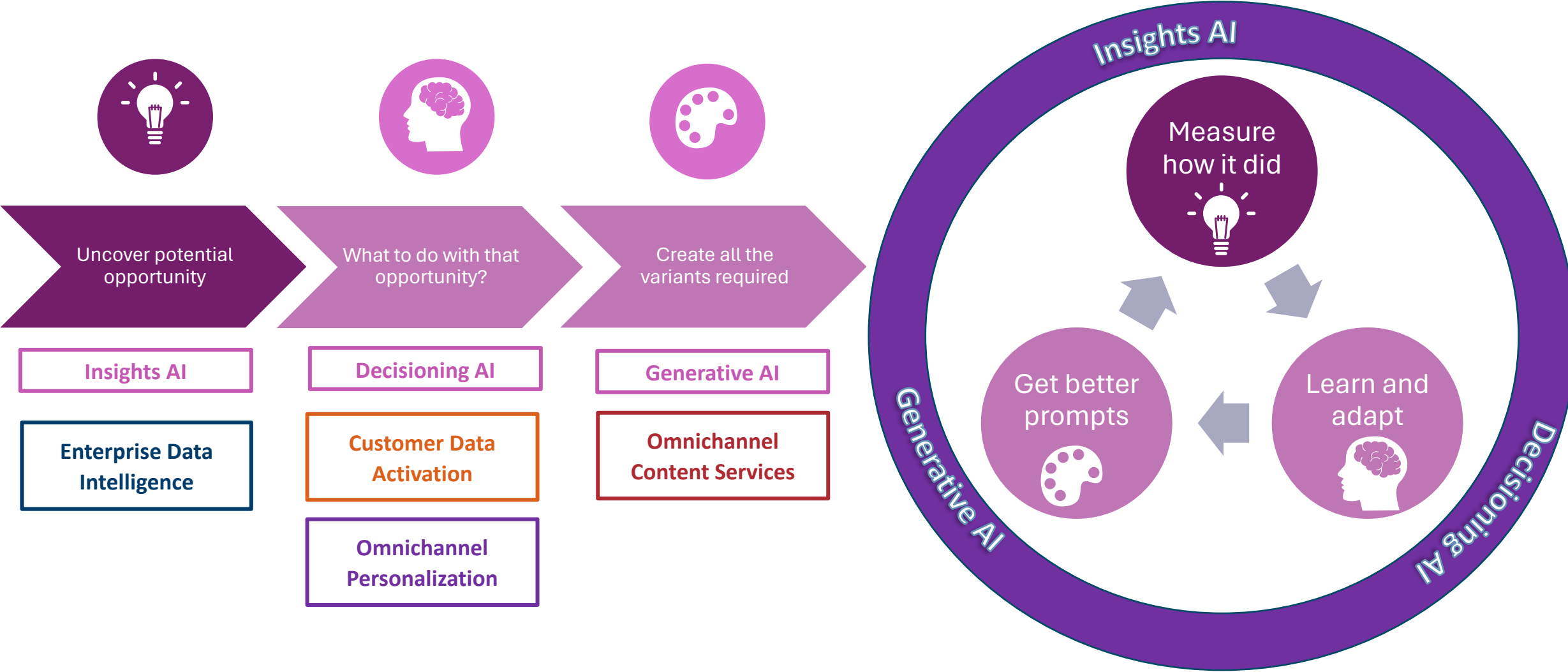
- Comprehensive capabilities with a best of breed solution
- JOE independent of other components, so you can scale it on its own

Cons

- Marketplace and solutions not very mature; questions of scale and robustness
- Requires a *lot* of integration with downstream systems
- JOE will almost surely need CDP; or provide its own (likely weak) CDP-ish capabilities
- Managing decision logic gets arduous over time

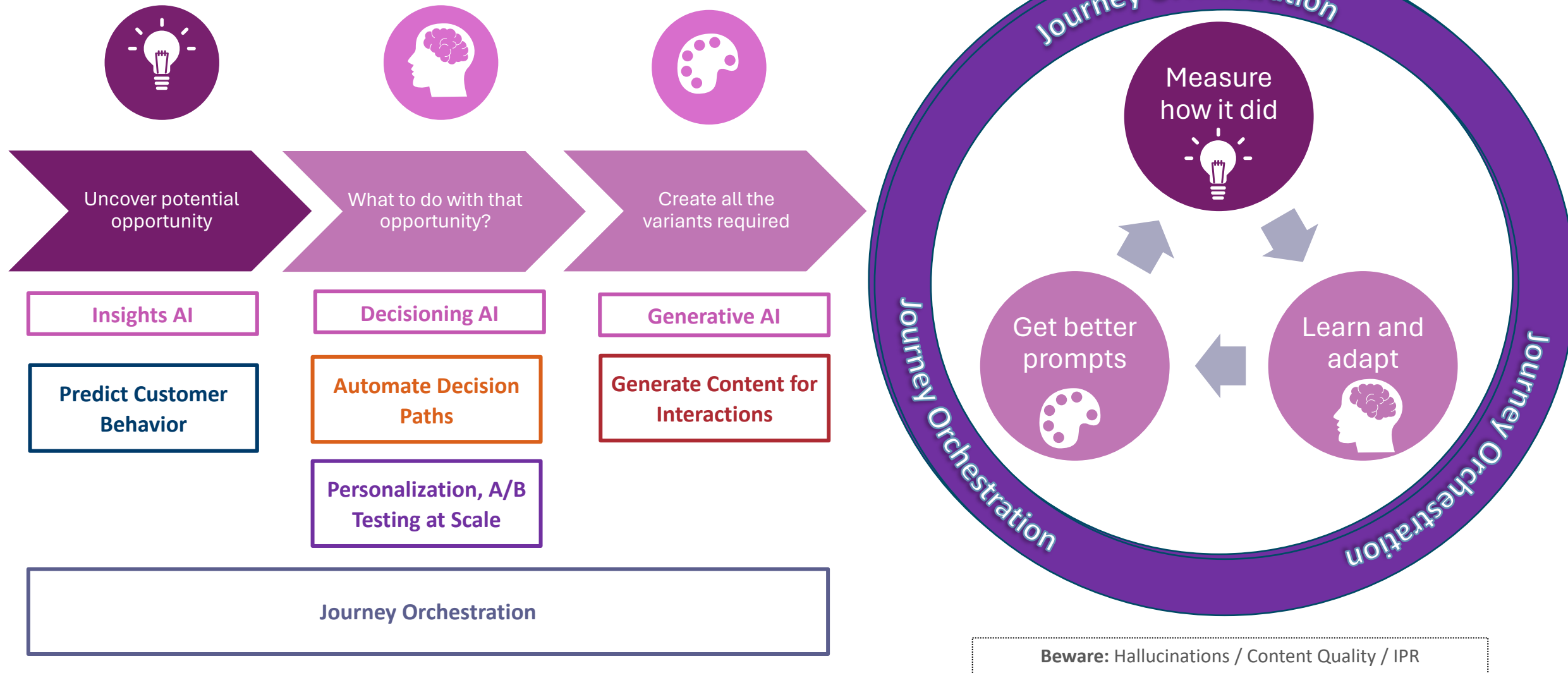
AI + JOE V2

Closing the AI Loop at an Enterprise Level



Beware: Hallucinations / Content Quality / IPR

Journey Orchestration to Close the AI Loop



Key Take-Aways

1. JO technology – and enterprise journey ops – remain **immature but promising**
2. JO technology can help close the loop between **Insights, Decisioning, and Generative AI**
3. In return, closing the AI loop – **Boosts the effectiveness of JO services**
4. Meta story: **do your research** – RSG can help you here...

2024 Journey Orchestration Engine Landscape

Suite-Dependent



ORACLE

acoustic



Analytics-Oriented

Pointillist

teradata.



Process-Oriented



Creatio
formerly bpm'online



CRM- / CX-Oriented

Medallia



qualtrics^{XM}

NICE

 GENESYS™

Always Test Before You Buy...

“Design-Thinking”

Business-focused

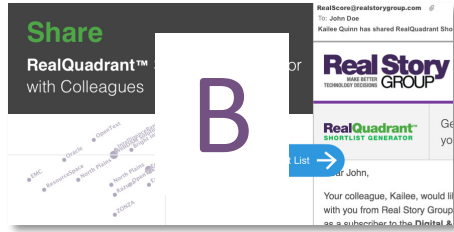
Team-based

Empirical

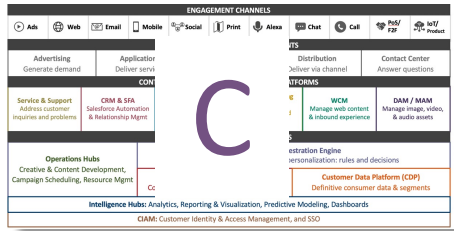
Iterative

Adaptive





Find Best-fit Vendor



Optimize Your Stack

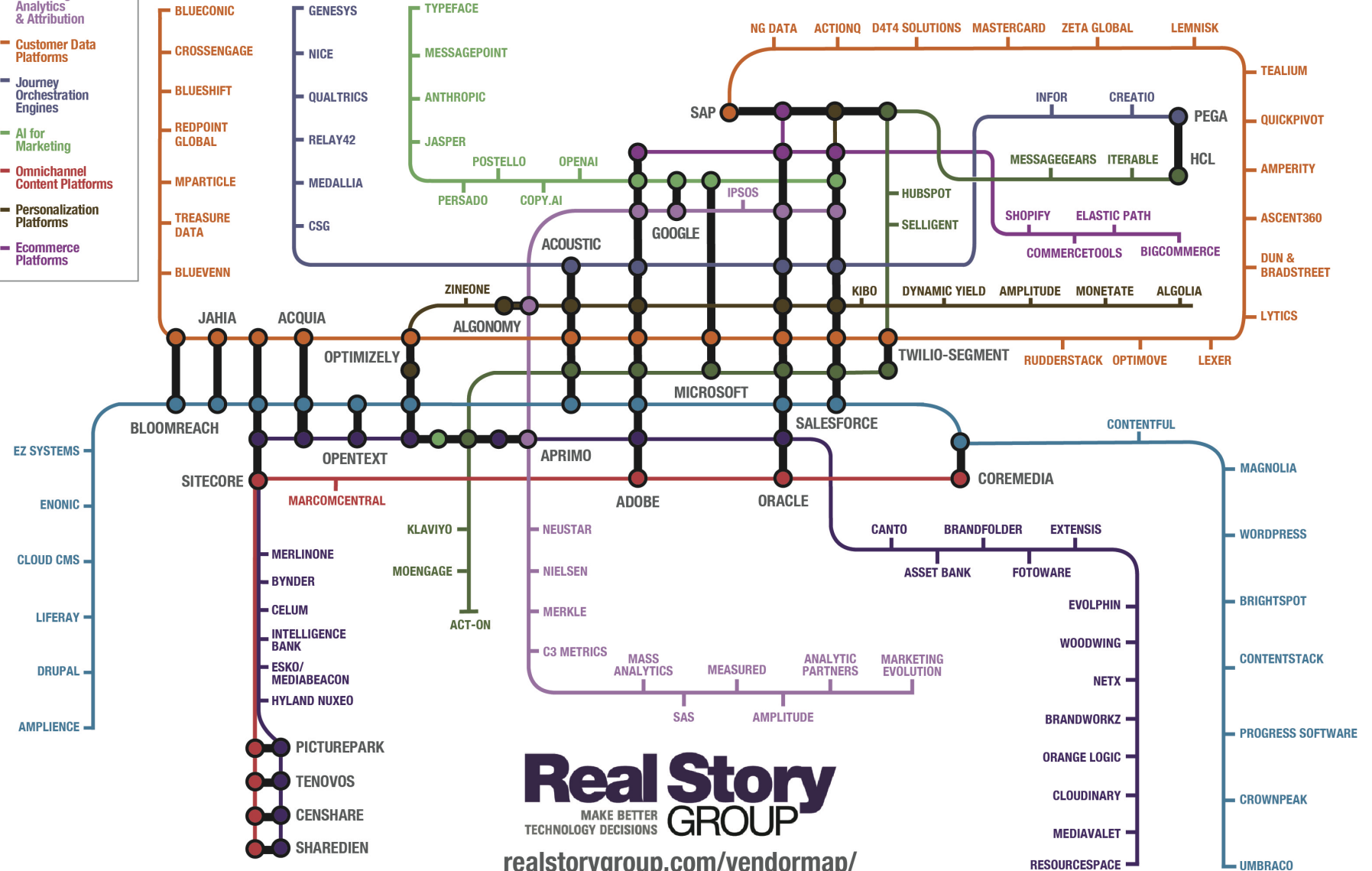


Learn from Peers

- KEY**
- Web Content & Experience Management
 - Digital Asset Management
 - Outbound Marketing Platforms
 - Marketing Analytics & Attribution
 - Customer Data Platforms
 - Journey Orchestration Engines
 - AI for Marketing
 - Omnichannel Content Platforms
 - Personalization Platforms
 - Ecommerce Platforms

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