

A study on **Sitecore** and **Marketing Cloud**

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From a technical standpoint both of these products use leading edge technology. While SF marketing cloud is completely cloud based, Sitecore does provide completely in-house option and a hybrid option where platform can be in-house but the MongoDB(No SQL database) on the cloud.

Now specifically on the issue of keeping the customer data/profile on the CMS, it is preferable to keep them separate. Some of the key advantages that we can get out of that were:

1. Integration with multiple third party systems that are currently used and the ones that might be needed in future
2. Enterprise wide Identity Management
3. Single sign-on across multiple platform, heterogeneous systems and technologies
4. Enterprise level Security, roles and privileges
5. Unified user management especially when organization marketplaces cater to both B2B and B2C. For e.g. Jon as an individual consumer versus Jon as a Director of a company

I don't think CMS bundled products have these capabilities. We tried with Liferay and Kentico in the past and the User management was so useless.

Anyway, Please see some of the key Pros and Cons that we came up with:

CMS systems + Customer Data + Marketing Automation (Bundled)

Pros	Cons
One Tool for the marketing team!! Easy to manage while also implement unified process and content marketing strategy across the organization especially if the teams are large and globally dispersed	Limited to the feature set of the product/solution. Choosing a particular bundled solution and its planned roadmap requires special attention.
Most of the bundled solutions are targeted towards marketing team, it's basically a marketing driven platform.	May not suit well if there is good amount of Internal content focus and enterprise level security requirements.
Less Integration and Deployment cost	Single point of failure
Easy Support management	Vendor lock-in

Separate CMS, Customer Data and Marketing Automation systems

Pros	Cons
Allows us to choose best of the breed	High Integration cost
Reuse existing infrastructure and tools that are already in place. Solutions can be independently upgraded and/or replaced.	Availability of technical resources/talent especially when there are multiple systems to manage.
There is no single point of failure. Having separate systems bring in additional integration capabilities across the organization. For e.g., Unified Customer database can be utilized by several other solutions in the company.	Support challenges
Freedom to opt best solution for individual need, based on the demands of the business.	Integration issues

Having mentioned the above I have made several assumptions on the below questions.

For e.g., on our goal to designing worldwide preference center –

- Are we talking about the customer profile, settings/configuration or purely marketing preferences?
- Can the preference be maintained just at the email level?
- Can Silverpop data be consolidated?
- What is the scope of the preference center basically the high level requirements of the preference center?
- What is the big win for the corporate marketing team having the global preference center?