



## Panel Discussion | **[Best-of-breed MarTech]** Selecting the Right Tools for Maximum Impact



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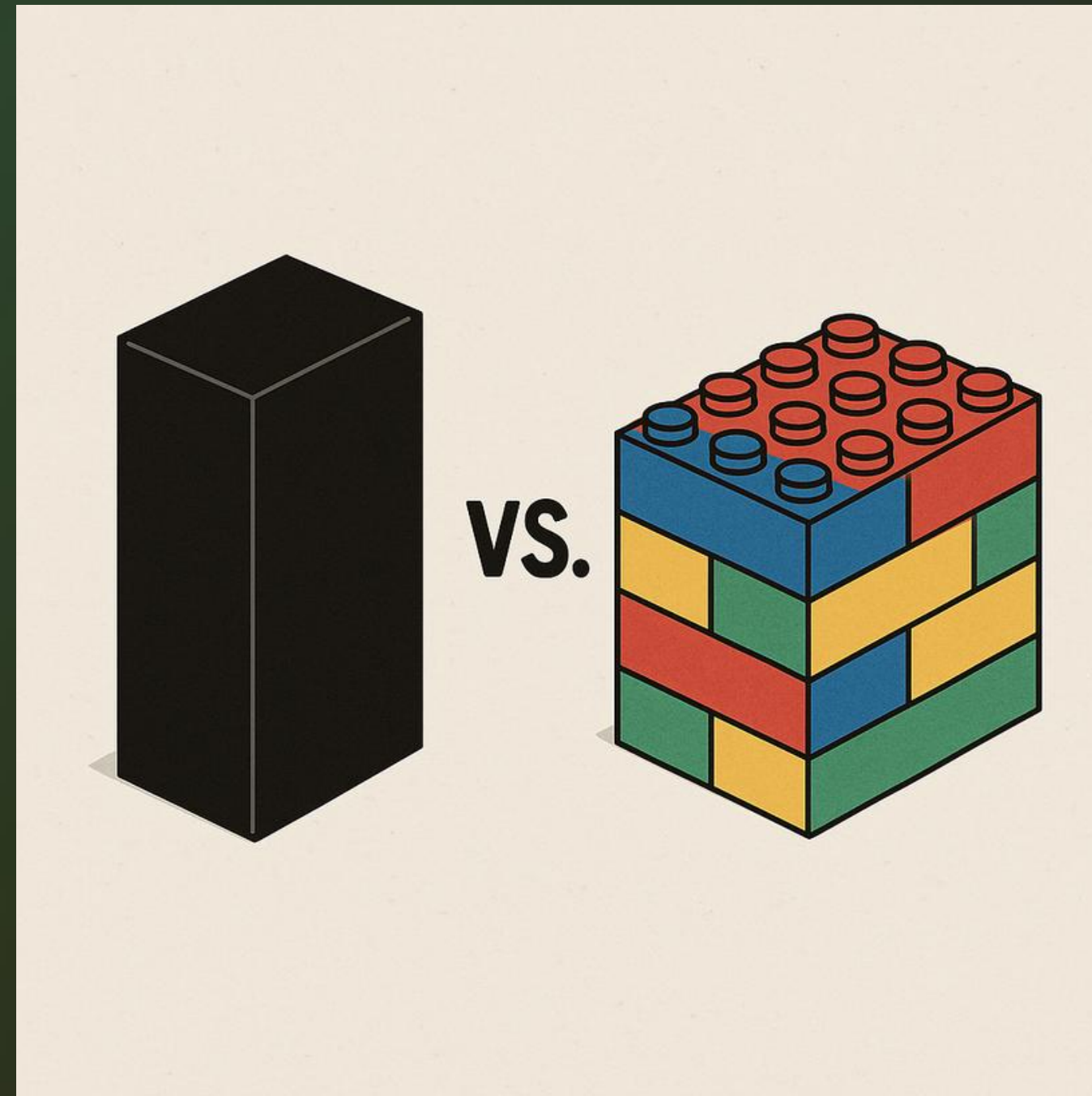
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*[Moderator]*



# Question 1

# What does best-of-breed mean to you?



## Q&A



**»»» PLENARY**





Question 3

Budget pressures & tech stack complexity





## Question 4

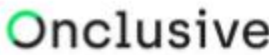
## Budget pressures & tech stack sprawl



## Q&A



HCLSoftware



## Question 5

# Future Outlook of Best-of-breed approach



Q&A



PLENARY