



Keynote Presentation | **[Composable CDPs]** Hype vs. Reality - Turning Flexibility into Real Business Value



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Composable CDPs

Hype vs. Reality



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What you can expect during our 20 minutes together...

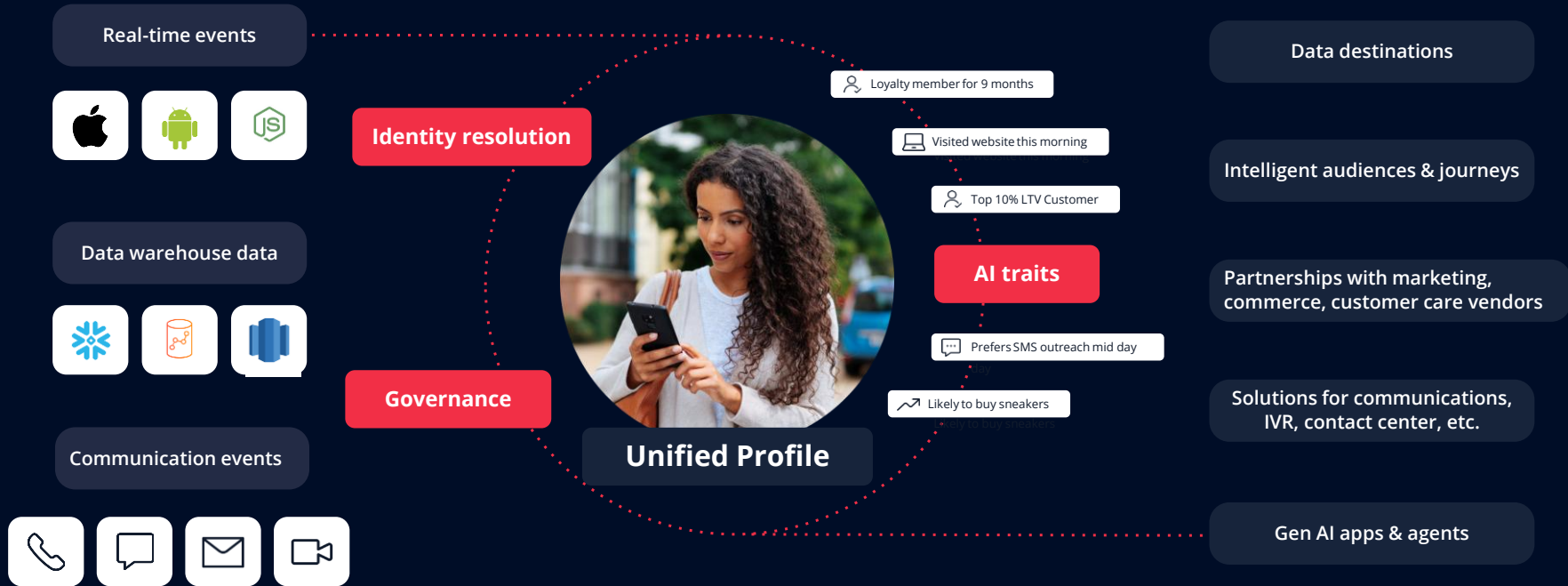
What does “Composable” even mean? Our perspective on the most overused phrase of 2025

Factors to weigh when selecting the optimal approach to a composable enterprise

How leading organisations are leveraging Twilio Segment CDP in their martech stacks

Brief Intro to Twilio Segment

A Customer Data Platform (CDP) solution at the intersection of contextual data, communications, and AI





What does **COMPOSABLE** even mean?

(minus the fud and jargon)

The rise of “composable CDPs” has created a maze of options...

*“The term composable CDP has gained traction,
but it’s more of a **marketing concept** than
a distinct category of CDPs”*

“Composable” isn’t a CDP-specific term—it refers to a **composable enterprise**, where the CDP functions as just one component within a modular, flexible tech ecosystem.

Describing a Composable Enterprise

- Flexible
- API
- Composable applications
- Software adapts to customer
- Values responsiveness
- Always building

The reality of “composable”

While “composable” implies flexibility and modularity, most CDPs today, *to varying degrees*, enable integration with other technologies — **and almost all CDP’s today are composable.**

The real distinction lies in **how** they approach composability.

In reality, organisations are usually evaluating a ***Warehouse-Native/Dependent CDP versus a Hybrid CDP approach*** when building a “composable” and flexible enterprise.

Composable means much more than data warehouse

*Innovation demands agility — the **composable enterprise** empowers organisations to adapt and reassemble capabilities at speed.*

*Future of Applications: Delivering
the Composable Enterprise*

Gartner

Real- Time

what's happening with
customers right now

DWH

what you already know
about your customers



FIVE EASY STEPS to guide your CDP journey

Five Considerations

Composable vs Custom-Built

Real-Time Activation

Privacy & Governance

Time To Value & Resourcing

Total Cost Of Ownership

Composable Custom-Built

*Composability is about
modularity and adaptability, not
total customisation*

Looking for a CDP that integrates best-in-class tools
seamlessly?

***The truth is, both approaches can get you there
eventually. The real question is —***

*How much of the building and ongoing maintenance are you
looking to handle internally?*

Real-Time Activation

*Understanding end-to-end
latency requirements for critical
use cases*

Does your organisation have (true) real-time activation use cases?

Does your organisation have a lot of adtech use cases?

Understanding the nuances of “real-time” —

Real-time data ingestion alone isn't enough. True real-time functionality requires instant identity resolution, profile unification, and subsecond activation across multiple channels — not just rapid data collection and aggregation.

Privacy & Governance

*Are these areas you feel
comfortable to 'DIY'?*

With increasing regulation and complexity, do you want
to build your own consent management flows and
enforcement?

Can your data team build and maintain governance
flows that ensure customer data is managed
consistently and in real time across all touchpoints?

Time-to-Value & Resourcing

Internal resourcing requirements are often overlooked

Is the promise of 'ultimate control' worth it when it comes at the cost of time, resources, and risk?

- Does your company have the required data and IT skill sets + resources?
- What is more important: Customisation potential **OR** a CDP that gets you 80% of the way fast, then composes around the edges where you really need the customisation?
- How important is business user autonomy and self-service functionality?
- Does your company have cross-functional activation use cases?

Total Cost of Ownership

Initial license costs vs the true total cost of ownership

Have you considered the true long-term cost implications and all associated factors —

- *ie. implementations, specialised head count and additional operational resources?*
- *Are costs being shifted upstream to the data warehouses compute expenses?*

These factors are often underestimated with a warehouse-native approach, whereas hybrid CDPs generally have higher upfront license costs at first glance.



Case Study

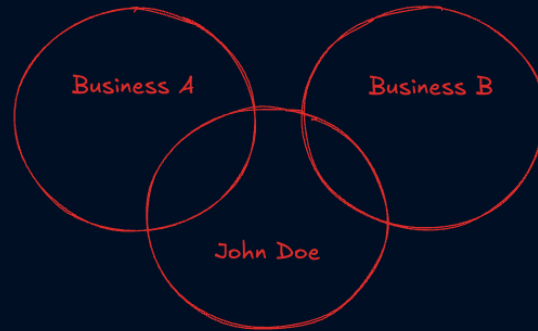
LegalZoom: From Insights to Impact

LegalZoom is the leading online platform for business formation in the United States, providing small business owners with comprehensive legal, tax, and compliance solutions. Through intuitive technology and expert support, LegalZoom empowers entrepreneurs to start, manage, and grow their businesses with confidence

Challenge:

- Siloed systems
- Incomplete profiles
- Generic marketing

The Extra Layer:



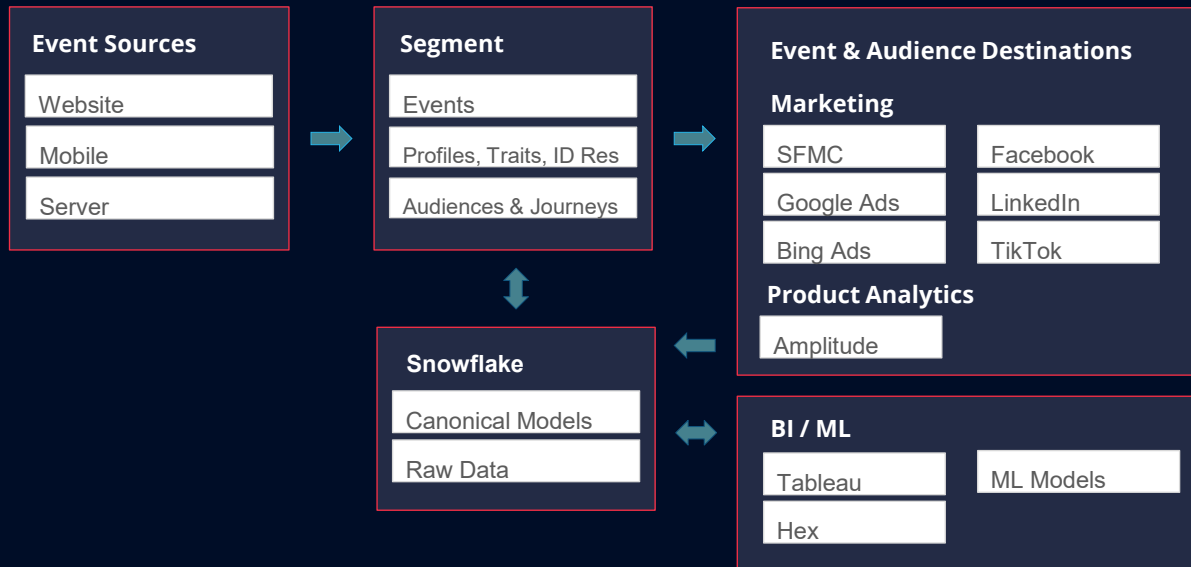
LegalZoom: Enabling a Connected Data Strategy

OUTCOMES

Resolved, trusted
customer profiles

Timely marketing
campaigns

Accessible data to
all teams



**Financial
Services**

**B2B
SaaS**

Recap

When evaluating CDP's and your composable enterprise transformation

1. Composable ~~vs~~ Custom-Built
2. Real-Time Activation
3. Privacy & Governance
4. Time-to-Value & Resourcing
5. Total Cost of Ownership



**Visit the Twilio Segment
team at Table 2 to
continue the conversation.**



Let's stay connected...

Join us on 19 November

SIGNAL London is Twilio's first party series that brings customers, partners, and business leaders together to learn how to better engage customers.

