
WHITEPAPER — BLASTIC 2026

SOVEREIGN MARTECH STACK: THE ROADMAP

From dependency to autonomy, without sacrificing functionality.

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01 - WHY THIS ROADMAP

WHY NOW AND WHY MARKETING?

The world has changed and the way organizations look at their technology stack is changing with it.

The Dutch 2026 coalition agreement makes digital autonomy a guiding principle for government ICT. Not as an ambition, but as a directive. The Dutch Digital Service is given enforcement authority. And the principle "open where possible, protect where necessary" becomes the new normal.

At the same time, European legislation is tightening on multiple fronts simultaneously.

NIS2

Stricter requirements for supply chain security

In force for essential and important organizations in the EU.

EU DATA ACT

Right to switch cloud providers more easily

Gives organizations more control over their data and vendor relationships.

E-EVIDENCE

European law enforcement can request data directly

New legal dynamics for every organization that stores data in the cloud.

COALITION AGREEMENT 2026

Digital autonomy as a guiding principle

The Dutch government makes digital sovereignty a strategic dossier.

And then there is the geopolitical reality. The political climate in the US is unpredictable. The EU-US Data Privacy Framework is the third agreement in a series, after Safe Harbor and Privacy Shield, both of which were struck down by the European Court. No one can guarantee that the current framework will hold.

This roadmap is for marketing directors, CTOs, and compliance officers who are serious about taking action. No theoretical story. No fear-mongering. But a concrete, actionable path toward a martech stack that falls entirely under European jurisdiction.

YOUR MARTECH STACK UNDER AMERICAN LAW

The core of the problem is a misconception that persists: the assumption that data location equals data sovereignty.

Your data is in Frankfurt, Amsterdam, or Dublin. European, right? But if your provider is American, the location changes nothing about the jurisdiction.

The CLOUD Act (2018) gives the US the right to request data from any American-controlled provider, regardless of where that data is physically stored. No notification to the data owner. No objection possible from the EU.

FISA Section 702 goes even further: it authorizes American intelligence agencies to intercept data from non-American citizens via American service providers. Without a court order.

And the martech stack is precisely the domain where this hits hard. Your CMS, analytics, email marketing, forms, personalization engine, DAM; together they process customer data, visitor behavior, lead information, and sometimes sensitive personal data. And a large portion of those tools is American.

"At most Dutch organizations, 60 to 70% of the martech stack falls under American jurisdiction. Often without them knowing."

—Blastic Sovereignty Scan, average finding 2025–2026

[READ MORE: 7 questions you should be asking yourself](#)

DATA LOCATION VS. DATA SOVEREIGNTY

[READ MORE: 3 rings of data sovereignty](#)

This is the most common misconception in the sovereignty debate. The distinction is simple but crucial.

DATA LOCATION

Server is in Frankfurt

Your data is physically in Europe. But the provider is American. The CLOUD Act gives the US access, regardless of the datacenter. Legally you are not protected.

DATA SOVEREIGNTY

European vendor, European hosting

Both the provider and the hosting fall under European jurisdiction. No American parent company. No backdoor for foreign governments.

Sovereignty starts with your vendor's parent company, not with the location of the servers. Always check: who is the ultimate owner? Where is the headquarters?

MORE MATURE THAN YOU THINK

There is a persistent prejudice: European martech tools are less mature, less functional, or more expensive than their American equivalents. That is no longer true, if it ever was.

The European martech market has caught up in recent years. There are now powerful European vendors available in virtually every category of the martech stack. Vendors that are functionally on par, sometimes even ahead on innovation, and that fall entirely under European jurisdiction.

Why the European market is ready now

Three factors reinforce each other. First, growing demand: the combination of GDPR, NIS2, and the coalition agreement creates a structural market for European alternatives. Second, the investment climate: European venture capital is flowing into B2B SaaS. Third, consolidation: via Spotler Group, multiple Dutch martech companies have been brought together into a competitive suite.

The question is no longer whether European alternatives exist. The question is which ones best fit your organization and how you approach the migration.

BUILDING BLOCKS FOR A SOVEREIGN STACK

An overview of the key European alternatives per martech category.

Category	Vendor	Country	Position
CMS / DXP	Plate CMS	NL	Migrated from AWS to Info Support NL cloud
	Prepr CMS	NL	Headless CMS with built-in personalization
Marketing Automation	Spotler Mail+	NL	Email, automation, CDP, CRM; full suite
	Copernica	NL	Advanced data modeling, complex use cases
	Deployteq	NL	Intuitive automation platform, midmarket
	MailBlue	NL	Email marketing, marketing automation and CRM
Analytics	Piwik PRO	EU	Most complete EU analytics suite, government client
CDP & Personalization	Spotler Activate	NL	Real-time customer profiles, journey orchestration
Commerce	Sana Commerce	NL	B2B, native SAP/Dynamics integration, Gartner MQ
Forms	Tripetto	NL	Conversational form builder, embeddable in any CMS
DAM	Bynder	NL	Enterprise DAM, ownership structure requires due diligence
Hosting	Info Support	NL	100% Dutch cloud, sovereign
	Arxus	BE	Specialized managed cloud service provider
	Hetzner	DE	Powerful dedicated servers

THREE ROUTES TO SOVEREIGNTY

Depending on your organization, sector, and ambition level, there are three proven architectures. Each architecture falls entirely under European jurisdiction.

Architecture A

"Full Dutch" - Maximum sovereignty

CMS	Plate CMS (Delta)
Personalization	Prepr / Spotler Activate
Marketing Automation	Spotler Mail+ / MailBlue
CDP	Spotler Activate
Analytics	Piwik PRO Enterprise
Forms	Tripetto
Commerce	Sana Commerce
Hosting	Info Support

Architecture B

"Pragmatic European" - Balance & functionality

CMS	Prepr CMS
Marketing Automation	MailBlue
CDP	Spotler Activate
Analytics	Piwik PRO Enterprise
Forms	Tripetto
Commerce	Saleor (open source)
Hosting	Arxus

Architecture C

"Blastic Sweet Spot" - DXP expertise leveraged

CMS / DXP	Kentico / Umbraco
Personalization	Spotler Activate
Marketing Automation	Spotler Mail+
Analytics	Piwik PRO Enterprise
Commerce	Kentico Commerce
Hosting	Info Support / Arxus

None of these architectures requires a big-bang migration. Each architecture can be built in phases, starting with the most high-risk components.

A 3-PHASE APPROACH THAT WORKS

No big-bang migration. A structured transition that fits your organization, your pace, and your priorities.

01

MONTH 1-2

Sovereignty Scan

Inventory of the current stack. Risk assessment per tool. Sovereignty Score calculation. Recommendation of alternatives.

→ **Sovereignty Scan Report with heatmap, score, and roadmap**

02

MONTH 1-3

Architecture & Quick Wins

Design of the future composable architecture. Quick wins: analytics migration, local fonts, consent management, forms.

→ **Architecture document + working quick wins in production**

03

MONTH 3-9

Core Migration

Phased migration of CMS, marketing automation, and other core tools. Data migration, integration setup, team training.

→ **Working sovereign stack, documentation, training**

04

MONTH 9-12

Optimization (optional)

Implement personalization and A/B testing. Connect commerce layer. Performance optimization. Finalize compliance documentation.

→ **Fully optimized sovereign stack**

SOVEREIGNTY IS NOT A PROJECT, IT IS AN ONGOING COMMITMENT

The market changes continuously. Vendors get acquired. Hosting parties change their terms. Legislation tightens. A stack that is sovereign today can be vulnerable tomorrow if you're not paying attention.

That is why Blastic offers Sovereignty as a Service (SoaaS): a model in which we don't just build the sovereign stack, but also manage and monitor it.

01 - Build

We assemble a composable DXP from European building blocks. Vendor selection based on your functional requirements, architecture design, implementation, data migration, and integrations. The result: a working SoaaS Stack on sovereign infrastructure.

02 - Run

We manage the stack operationally. Hosting on sovereign infrastructure (Info Support, OVHcloud), updates, monitoring, security patches, performance optimization. You focus on marketing, we focus on the technology.

03 - Guard

We safeguard sovereignty continuously. With the SoaaS Monitor we regularly check whether all vendors still meet the sovereignty criteria. Acquisitions, jurisdiction changes, hosting changes; we detect them and act proactively.

THE SOVEREIGNTY SCORE

Blastic's measurement tool to quantify the degree of digital sovereignty of a martech stack, on a scale of 0 to 100.

Calculation method

Points are assigned per tool, weighted by the sensitivity of the data it processes.

Points	Vendor	Hosting
0 pt	US vendor	US hosting
3 pt	US vendor	EU hosting
5 pt	US vendor	EU hosting + contractual safeguards
7 pt	EU vendor (non-NL)	EU hosting
10 pt	NL vendor	NL hosting

Weighting: public data x1 — business data x1.5 — personal data x2 — sensitive data x3

Score scale 0–100

0–25 Vulnerable — immediate action recommended

25–50 At risk — phased migration plan needed

50–75 Mixed — specific tools need attention

75–90 Largely sovereign — fine-tuning possible

90–100 Fully sovereign — full EU/NL jurisdiction

ANSWERS TO THE MOST ASKED QUESTIONS

01

Do I really need to replace everything?

→ No. Sovereignty is a spectrum. You prioritize based on risk and feasibility. Some tools (like an internal knowledge base without customer data) are less urgent than tools that process personal data. The Sovereignty Score helps you prioritize.

02

Aren't European alternatives more expensive?

→ In some cases slightly higher priced than US alternatives that have economies of scale. But compare the costs with the risk of non-compliance (GDPR fines up to 4% of revenue) and the costs of an emergency migration under time pressure. The business case is often stronger than expected.

03

How long does a full migration take?

→ Typically 6–12 months for a mid-sized organization. The quick wins — analytics, forms, consent management — can be realized within weeks. The core of the stack (CMS, marketing automation) takes more time, but also delivers immediate value.

04

Is this also relevant if I'm not a government organization?

→ Yes. NIS2 also affects private organizations in essential and important sectors. DORA affects the financial sector. And the GDPR applies to everyone who processes personal data. Moreover, pressure from customers and partners to be transparent about data processing is growing.

05

What if my team doesn't know the new tools?

→ Blastic handles both implementation and training. The European tools we recommend are deliberately selected for user-friendliness and documentation quality. Most marketers are up to speed within a few weeks.

06

What is the difference with the "sovereign cloud" from AWS or Google?

→ AWS European Sovereign Cloud, Google Sovereign Controls, and Microsoft EU Data Boundary are products from American parent companies. The CLOUD Act applies regardless of what the marketing says. SoaaS by Blastic works exclusively with vendors whose parent company is European — no backdoor.

THINK. CREATE. ACCELERATE. NOW WITH SOVEREIGNTY AS THE FOUNDATION

Blastic is a digital agency specialized in digital experience platforms. For over 12 years we have been helping organizations with strategy, design, and implementation of their digital platforms.

We are partners of Sitecore, Kentico, Umbraco, Contentful, Plate CMS, and Prepr, among others. And we have a growing network of European vendors with which we build sovereign martech stacks.

Our approach is called Think, Create, Accelerate: we think along on strategy, build the solution, and help you accelerate.

Our partners

Kentico | Umbraco | Sitecore | Prepr | Contentful | Plate CMS | Arxus | MailBlue

NEXT STEP

START WITH A FREE SOVEREIGNTY SCAN

In 45–60 minutes we map out your complete martech stack, calculate your Sovereignty Score, and outline a concrete migration path with European alternatives.