## Why and how marketing should make the martech choices



Colin Shearer, Chief Business Development Officer at Agillic



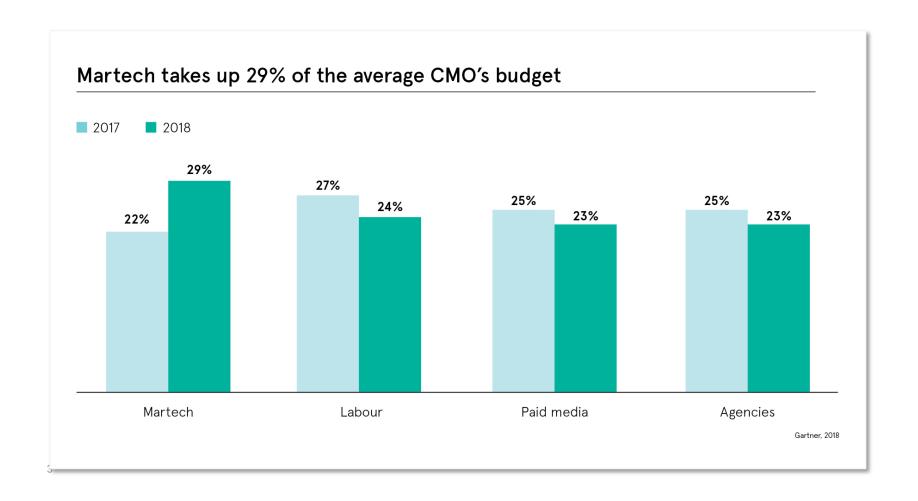
### **Balance of power**

CMOs control more IT spend than CIOs do





#### The main driver of investment





#### cost?

## Balance of power

fund?

CMOs control more IT spend than ClOs do





# "Technology" selection... ....sounds like a task for technologists

#### Potentially disconnected from true business requirements

#### Can lead to:

- Technically "excellent" selections that fail to support marketing's current and future requirements properly
- Erosion of marketing's ability to serve the business
- Missed opportunities to improve/transform marketing and its contribution to the business



### Who's needed, for what?

#### IT

Ensure technical compliance criteria are met

Ensure choices are technologically acceptable/adequate

#### Marketing

Live and breathe current marketing operation

Have vision for where marketing can be in the future

Specify requirements

Identify options

Evaluate

Select

Maximise the value marketing can bring to the business



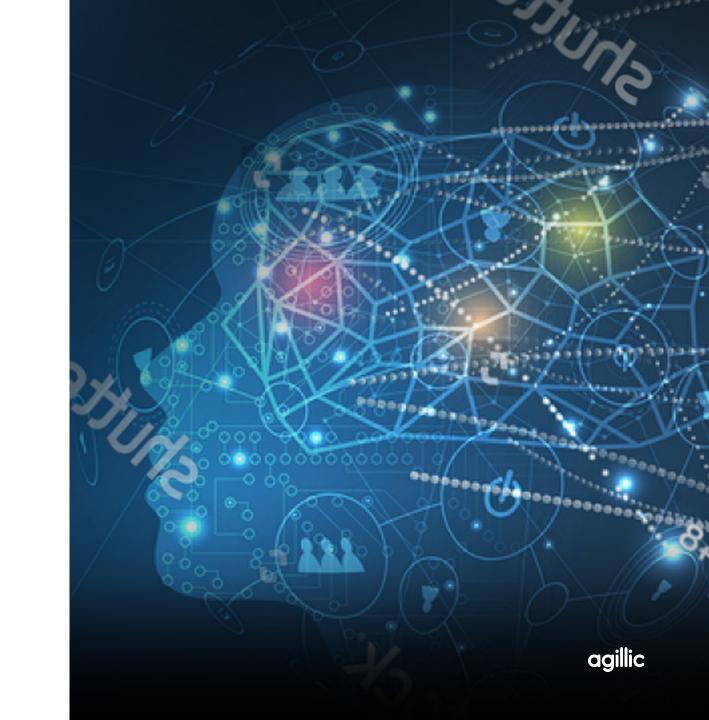
# Current operational needs

- Understand current modus operandi
- Identify inefficiencies, opportunities for improvement and optimisation



# Vision for future state

- What are our objectives and ambitions?
- To meet them, what sort of marketing organisation do we want to be?
- What do we need to be empowered to do?



### Researching the market





#### **High-level Decisions**

Suite or Best of breed

On premise or Cloud

#### **IT supports Marketing:**

Help interpret how strengths / issues of approaches relate to marketing objectives and requirements

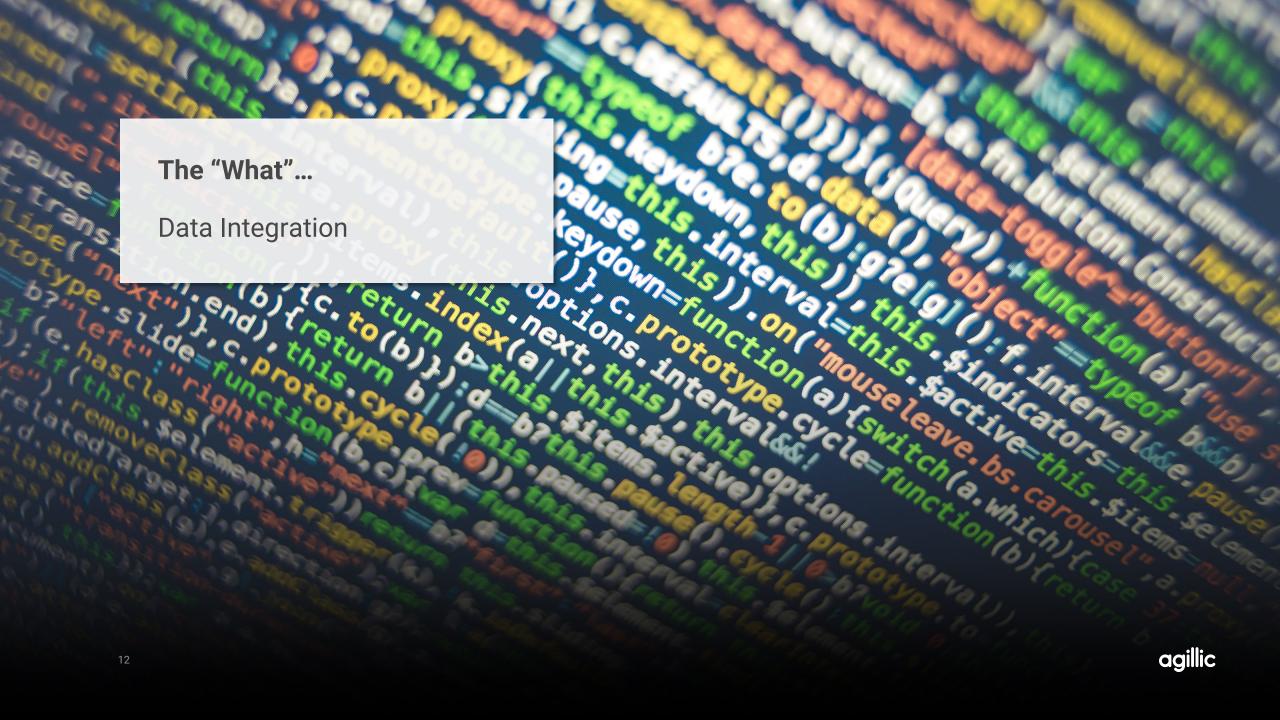


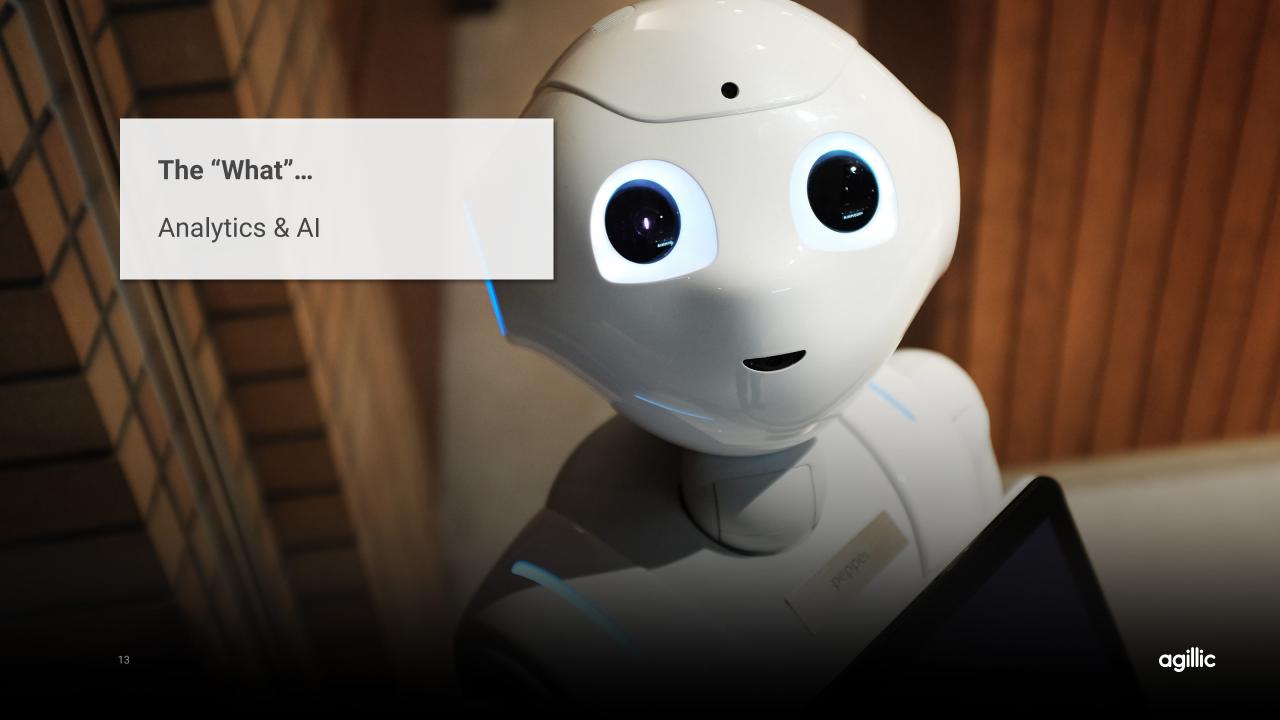
## Requirements and RFP

Marketing owns content

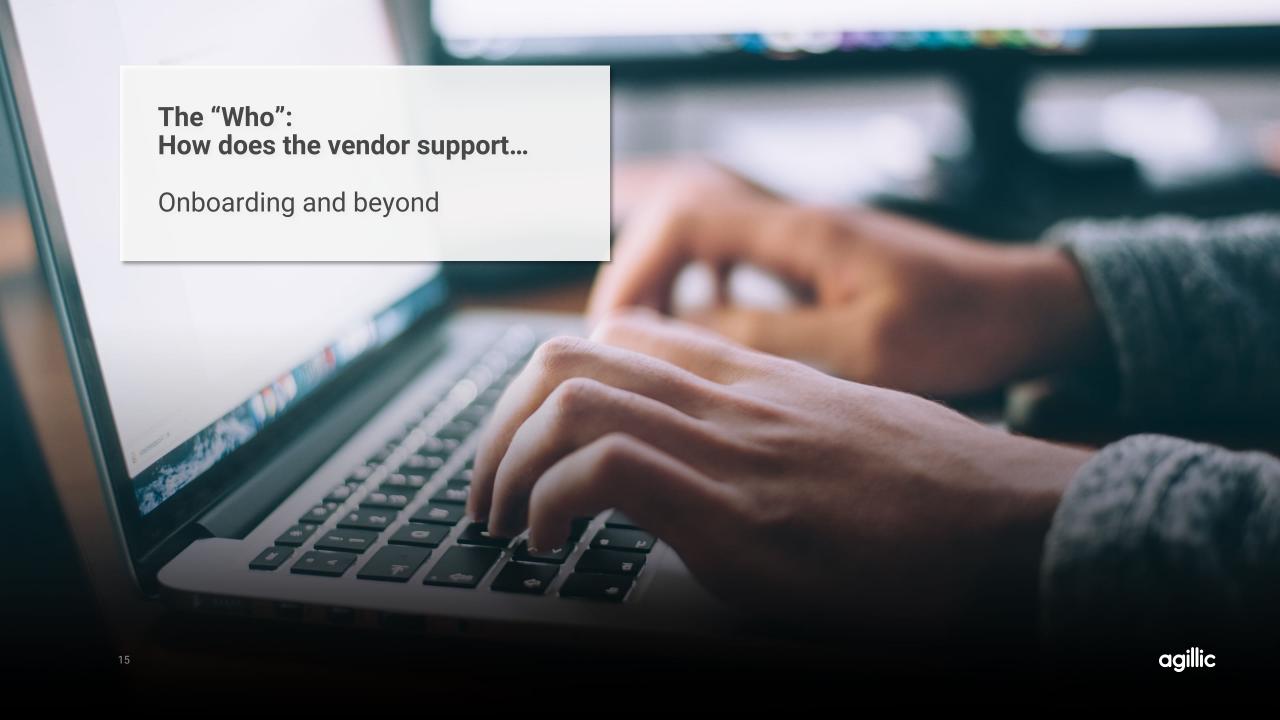
IT helps interpret/translate in tech terms, layers on compliance criteria















## The "Who": Is the vendor "future proof"?





### **Evaluation and proof points**

#### Does this offering deliver value?

- Case studies
- Reference customers

#### Will this offering deliver value to us?

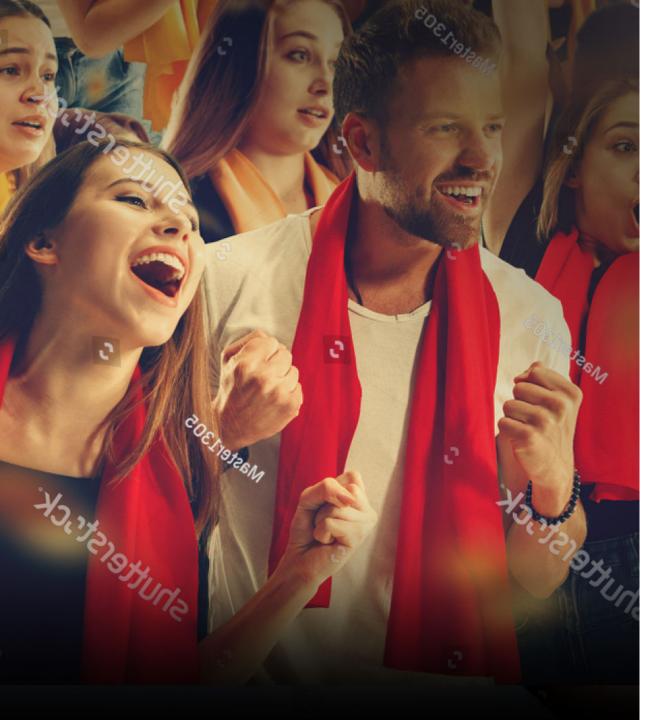
- Hands-on evaluation
- Proof of concept in own environment / with own data



#### Key to success...

IT must not <u>dictate</u> the selection of Martech...





...but effective collaboration and partnership between Marketing and IT will bring the most value to the business

## Coming June 2019





## Thank you!

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