

LEADINGedgeforum

Through the Lens of the Business: Enterprise IT Trends that Matter Most in 2014

Frank Cutitta, Research Fellow



@cioevents

@fcutitta

@lefep

#CustomerEngagementFails

02/22 10:53 AM **APPROACHING OUT OF COVERAGE AREA** [VIEW FAQ](#)

02/22 10:39 AM **YOU ARE CONNECTED** [VIEW FAQ](#)

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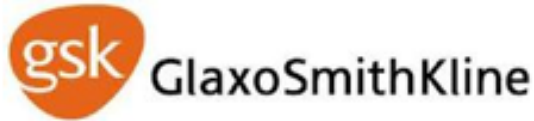
02/22 10:36 AM **OUT OF COVERAGE** [VIEW FAQ](#)

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EXECUTIVE PROGRAMME

Growing Out of the Socially Awkward Phase: Leveraging the Co-Evolution of Marketing and IT

Executive Summary

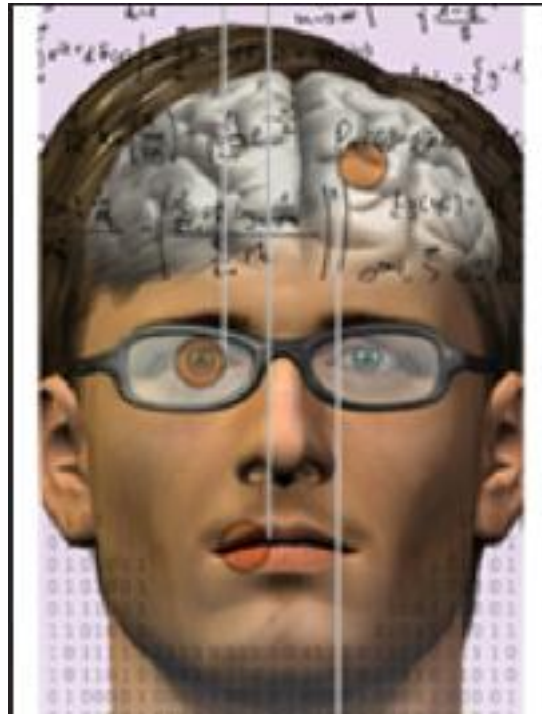
Frank Cutitta

IT



Land of Slow & No

Data



*Hoarders
&
Garbage Pickers*

Marketing



Unguided Missiles

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**The Marketing/IT Relationship
Wave 2 – Leveraging
“Weapons of Mass Discussion”**

Executive Summary

Frank Cutitta

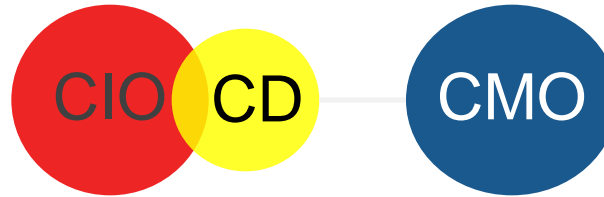


The New Crossroads

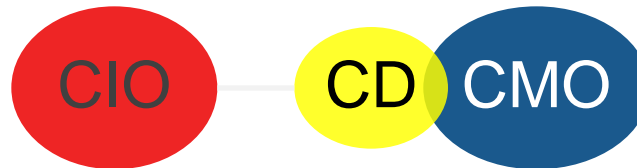




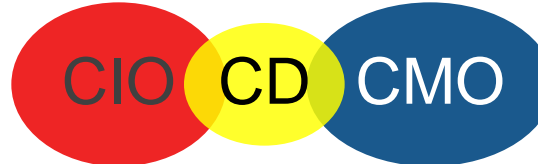
Parental control



Friends w/benefits



Joint custody

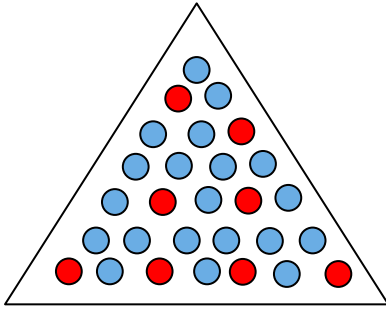


Limited visiting rights

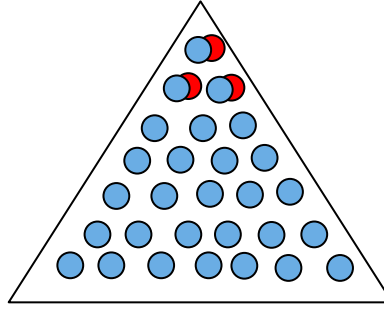


Runaway child

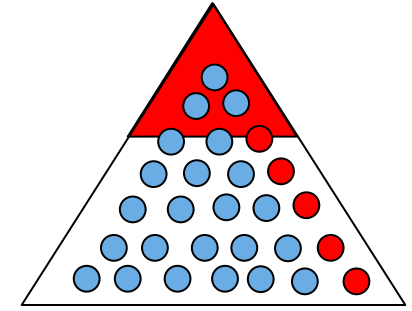




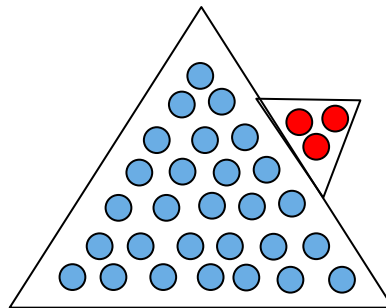
Autonomous Activities



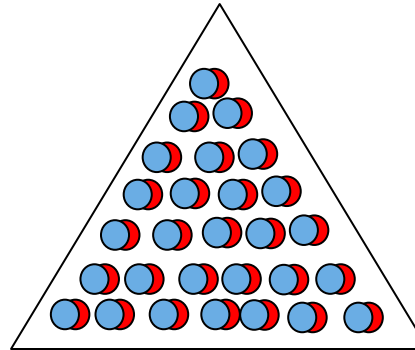
Data Consigliere



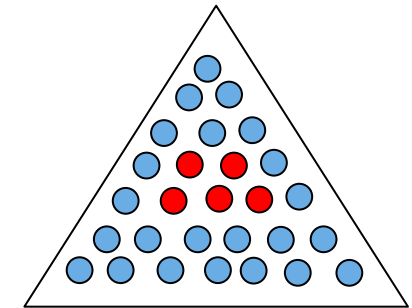
Cockpit Corporation



Captive Consulting Shop



Double-Deep Employees



Centre of Excellence

Point of Agreement #1

Technology deployments are accelerated when **both** marketing and IT (and now data) have budgetary skin in the game



Point of Agreement #2

The shared custody model works best when there are formal risk-reward structures/incentives in place to encourage agility and innovation on BOTH sides

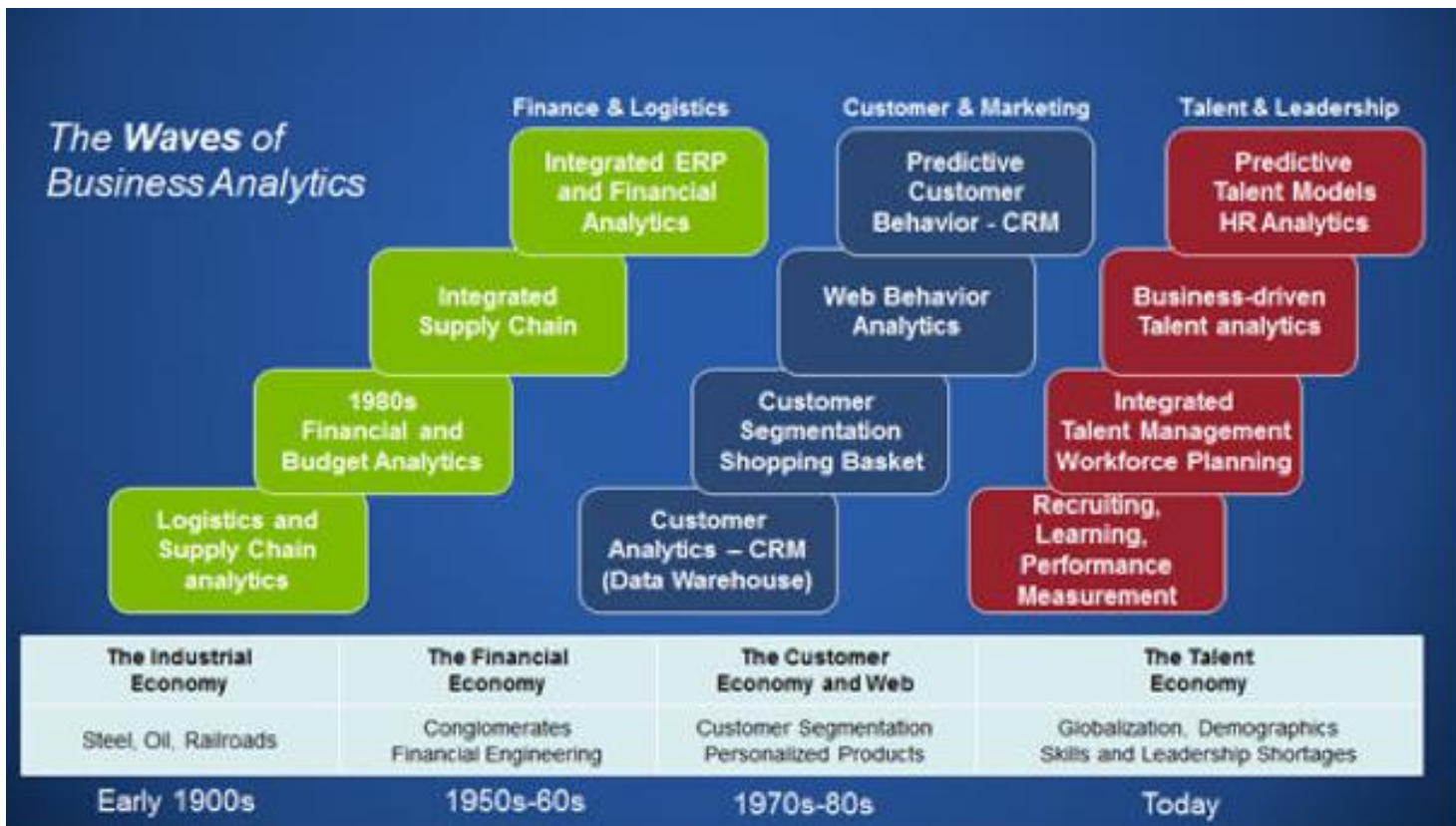


Point of Agreement #3

Internal Social Enterprise and enterprise social media are still the two most comfortable (and uncontested) extensions for enterprise IT into social and conversational media



Talent & Human Capital Analytics Clouds are ripe for Enterprise IT involvement



Business Perception #1

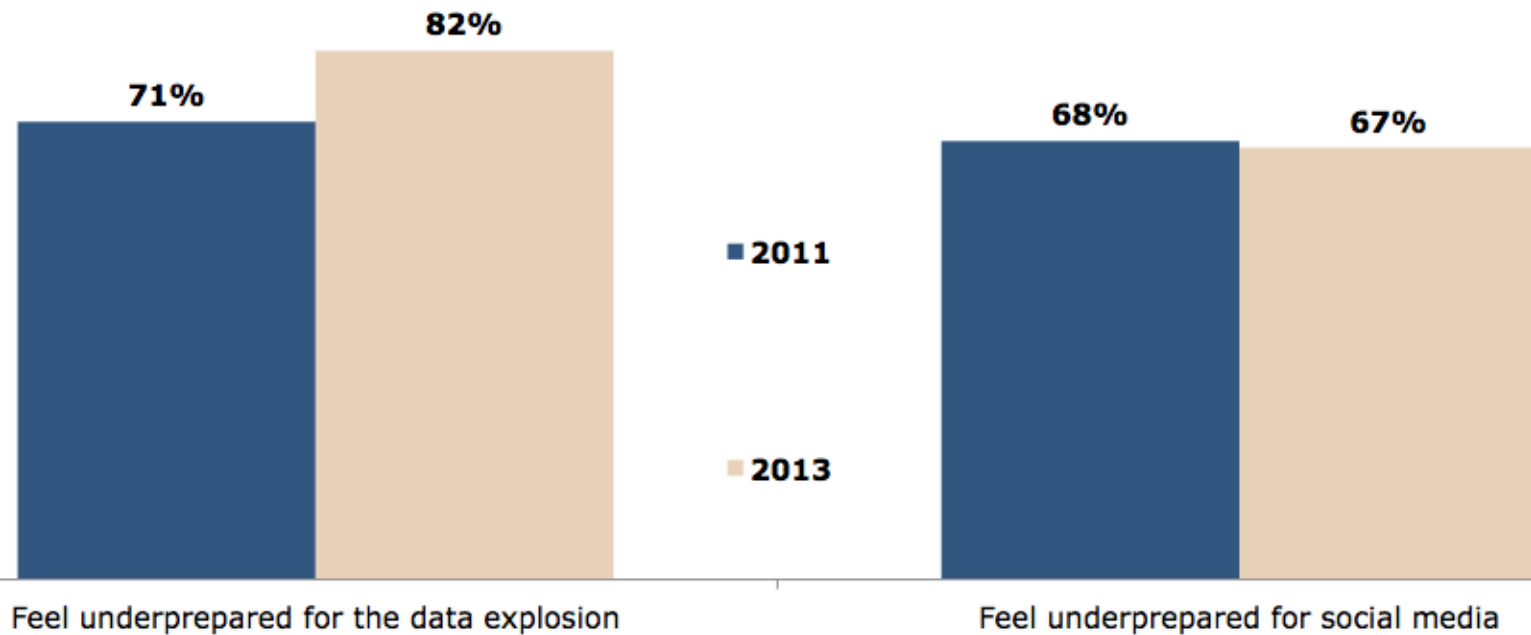
Marketing has a better understanding of digital/social strategy than IT ...How can IT manage a strategy they have no intimate relationship with ?

BUT

CMOs Feeling Underprepared for Big Data, Social Media

% of global CMOs indicating that they feel underprepared

October 2013



Business Perception #2

IT has an understanding of the
“containers” but is clueless about the
“content(s)”



“In an age of Cloud, IT needs to be cautious of not simply changing to a new virtual container at the expense of new forms of CONTENT”

“CIOs who see the shift realize the richest opportunities are NOT in the consumption of technology, but in the value of information to the organization”

– US Department of Veterans Affairs



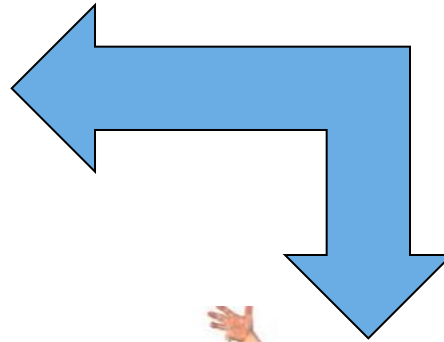
CONTENT is the Enriched Uranium of Weapons of Mass Discussion®



Business Perception #3

Central IT wastes too much time learning about our business and this is why we bring in our own tech people who already breathe our business

Shadows become openly “imbedded IT”



**IT is not disappearing,
it’s just changing
team uniforms**



Business Perception #4

IT feels entitled to run Big Data and Data Science strategy simply because they grew up as stewards of data processing, database management, and business intelligence..

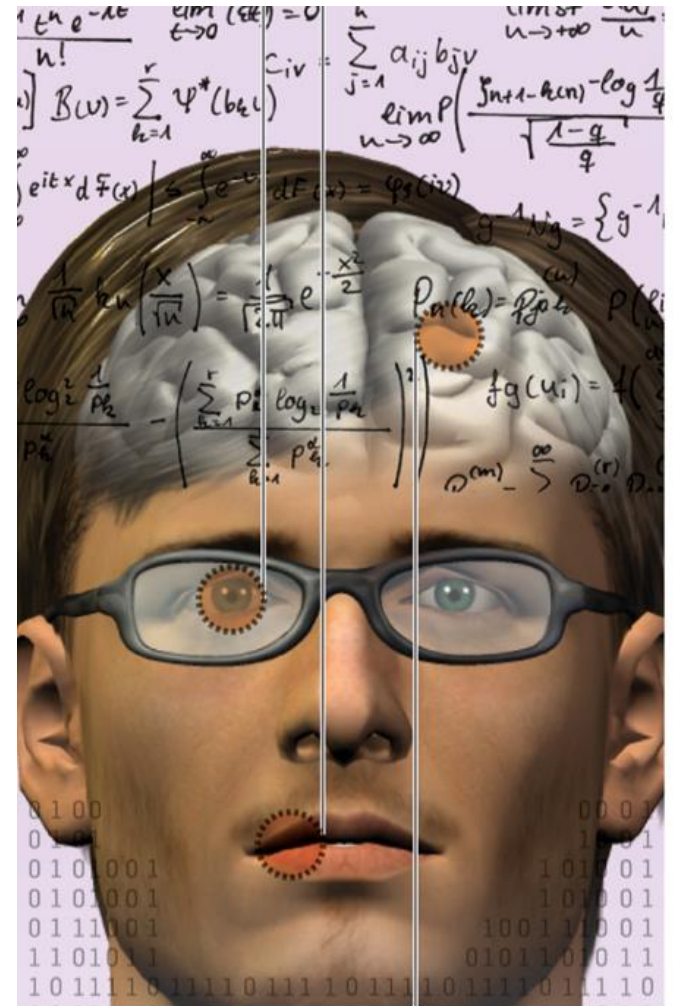
Who will own the data over the next decade ?

Mad Men meets Math Men



**Keep an open req. for a data scientist
even if you don't need one yet**

Mining
Statistics
Interpretation
Leveraging
Pattern recognition
Storytelling
“Viralization”







Business Perception #5

Central IT is under the illusion that marketing
and the other LOB's
have no sense of a need for
data security and privacy

Marketing and Data Science are equally as anxious about central IT's security strategy

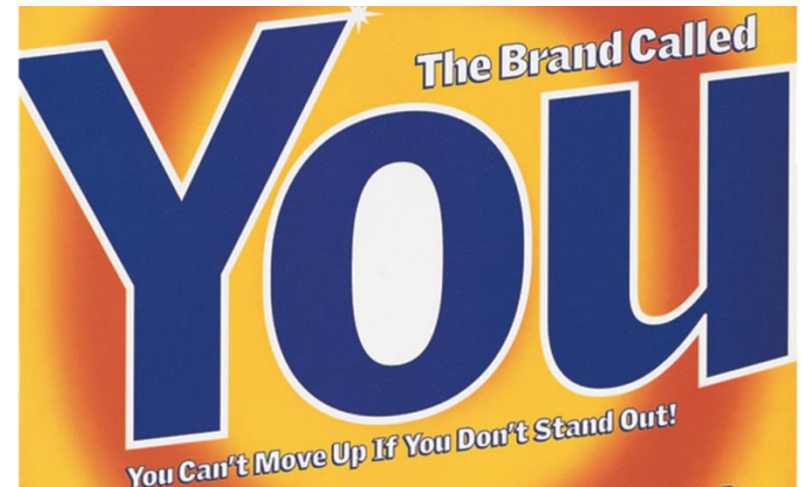
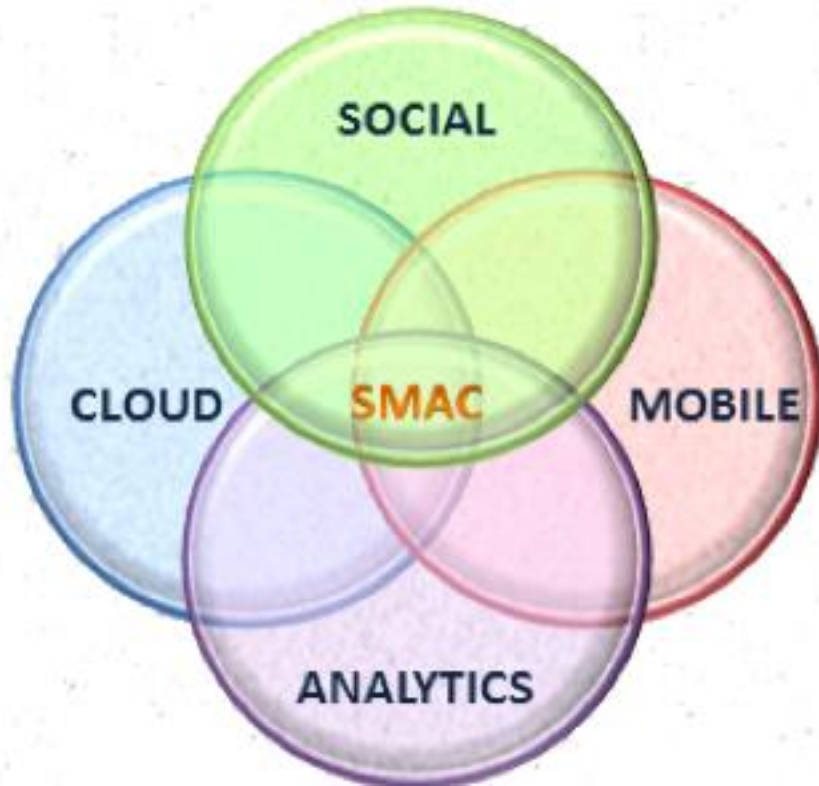


Business Perception #6

Central IT needs to do a better job of branding itself so as to avoid being disintermediated by imbedded IT and Third Parties



**BUILD YOUR
BRAND**

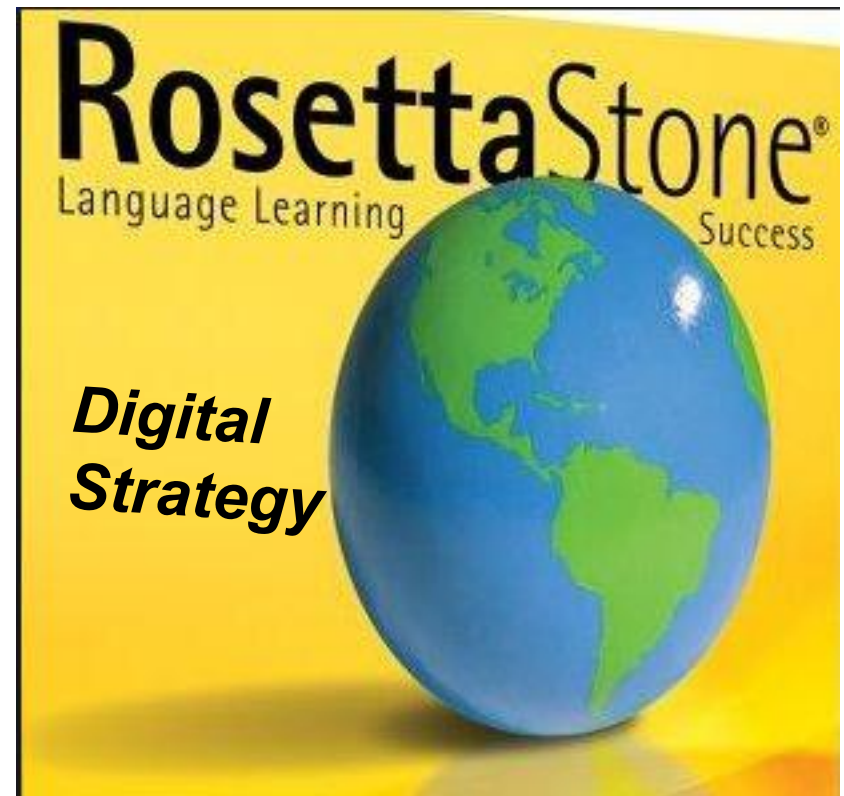


Quadruple-Deep Branding Strategies

Enter... “Shadow Marketing”



+



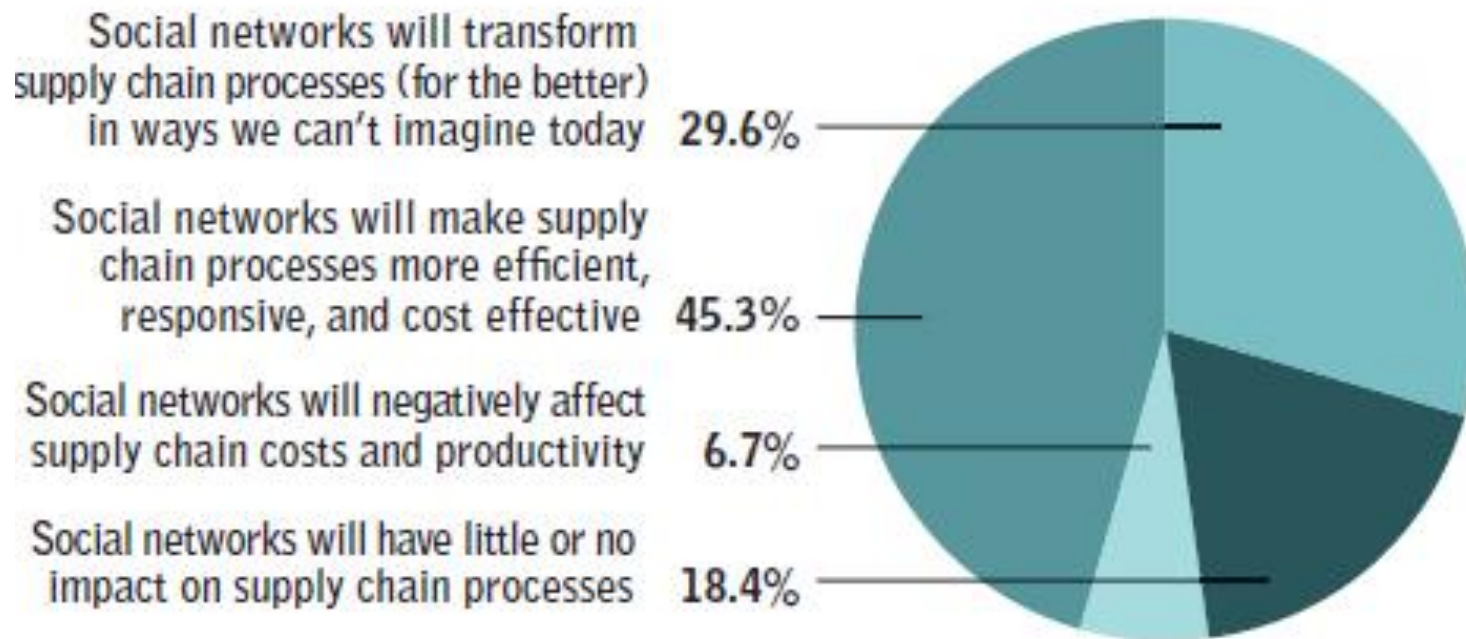
Business Perception #7

IT's relationship with social media is less than intimate so their understanding of unstructured conversational data architecture is limited or non-existent (except for LinkedIn)

- Only about 10% of CIOs in the top **actively** use public social networks.
- Within that group, only four CIOs write blogs, and more than one-third either do not have LinkedIn profiles, or have profiles with fewer than 100 connections.



What Impact Will Social Networks Have on Supply Chain Management over the Next Five Years?



Supply Chain 24/7 – 2013

Business Perception #8

Central IT looks at it's internal customers as the "outside" when in reality they're still deep INSIDE the enterprise.

They must move to an an "**Outside-In**" more **Feral** view of the world to remain relevant.

HQ



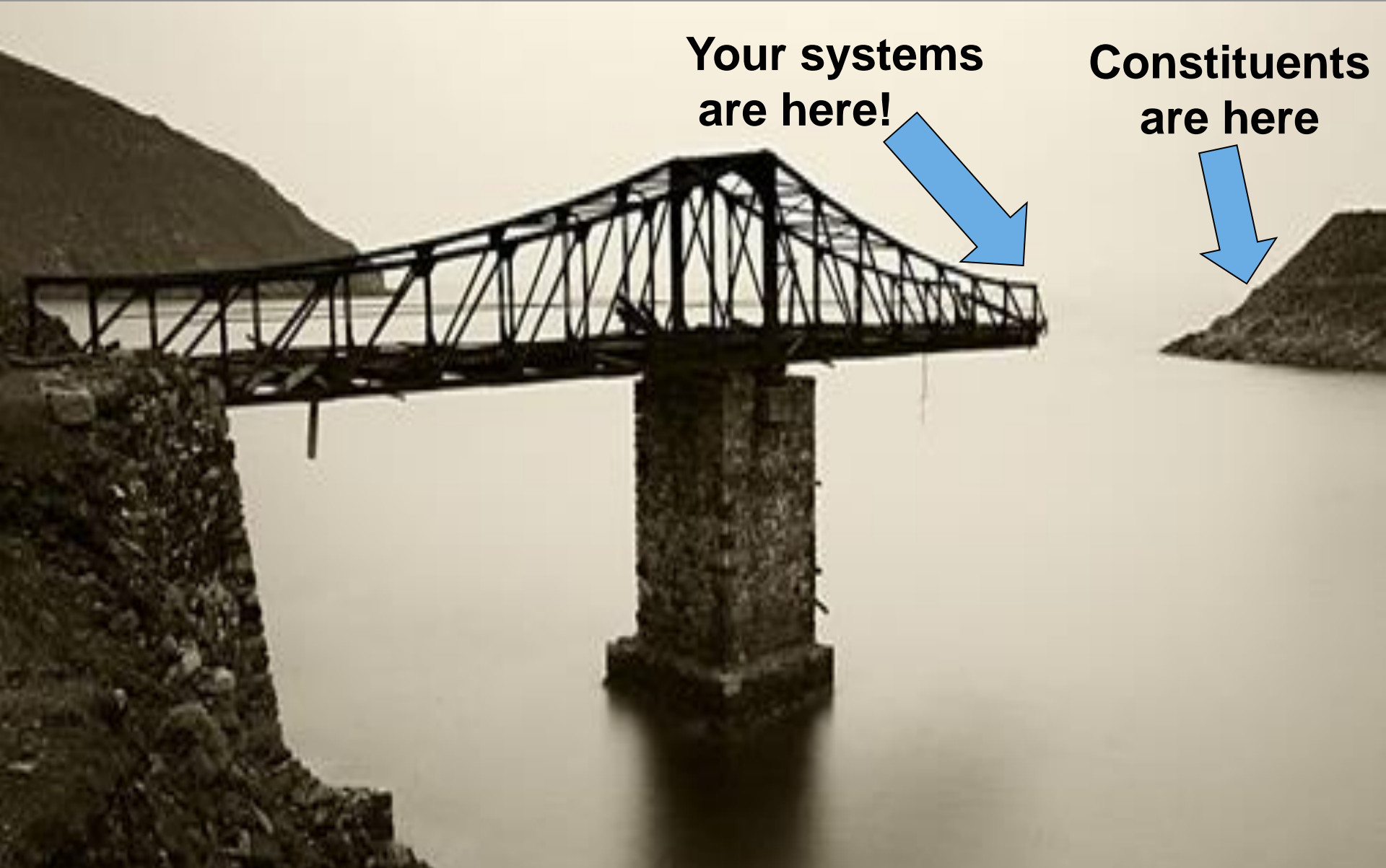
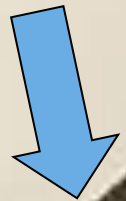


“We learned very quickly that having the inside tell you about the customer experience can create a dangerous filtering mechanism – we had to speak with the customer directly” – IT Director, Major Global Pharma

**Your systems
are here!**



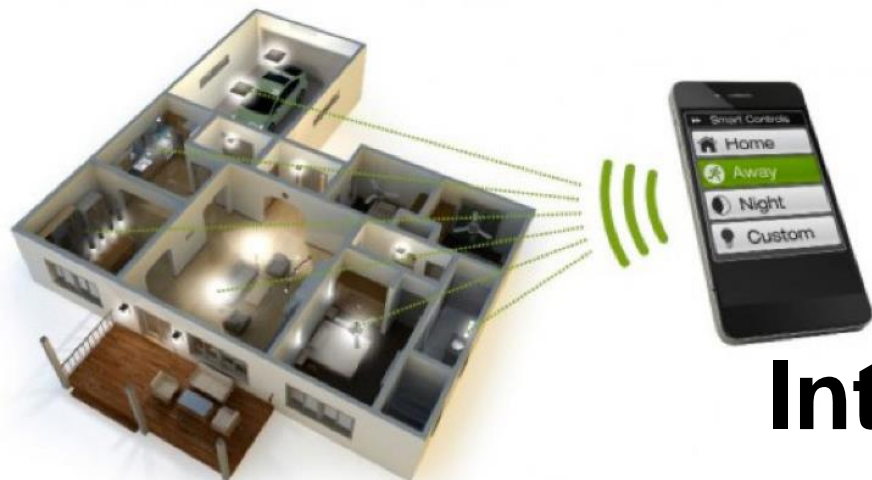
**Constituents
are here**



Business Perspective #9

Mobile strategy and IoT strategy are inseparable..

Who will own them in the enterprise is up for debate !



**The
Social
Internet of Things**

Business Perception #10

Central IT can try to be cloud app *Interpol* or they can develop a more proactive relationship with the cloud apps that the businesses are using...or may want to use

Keeping them on the sidewalk is futile !



Skyhigh detected that on average its customers use 545 cloud services.

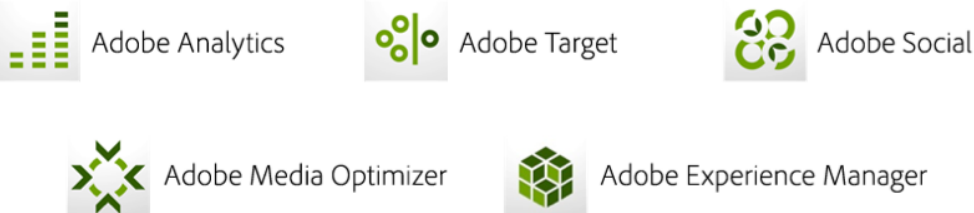
That's a far cry from the 40 or 50 apps that most CIOs surveyed think their employees use.



Skyhigh Networks - 2013



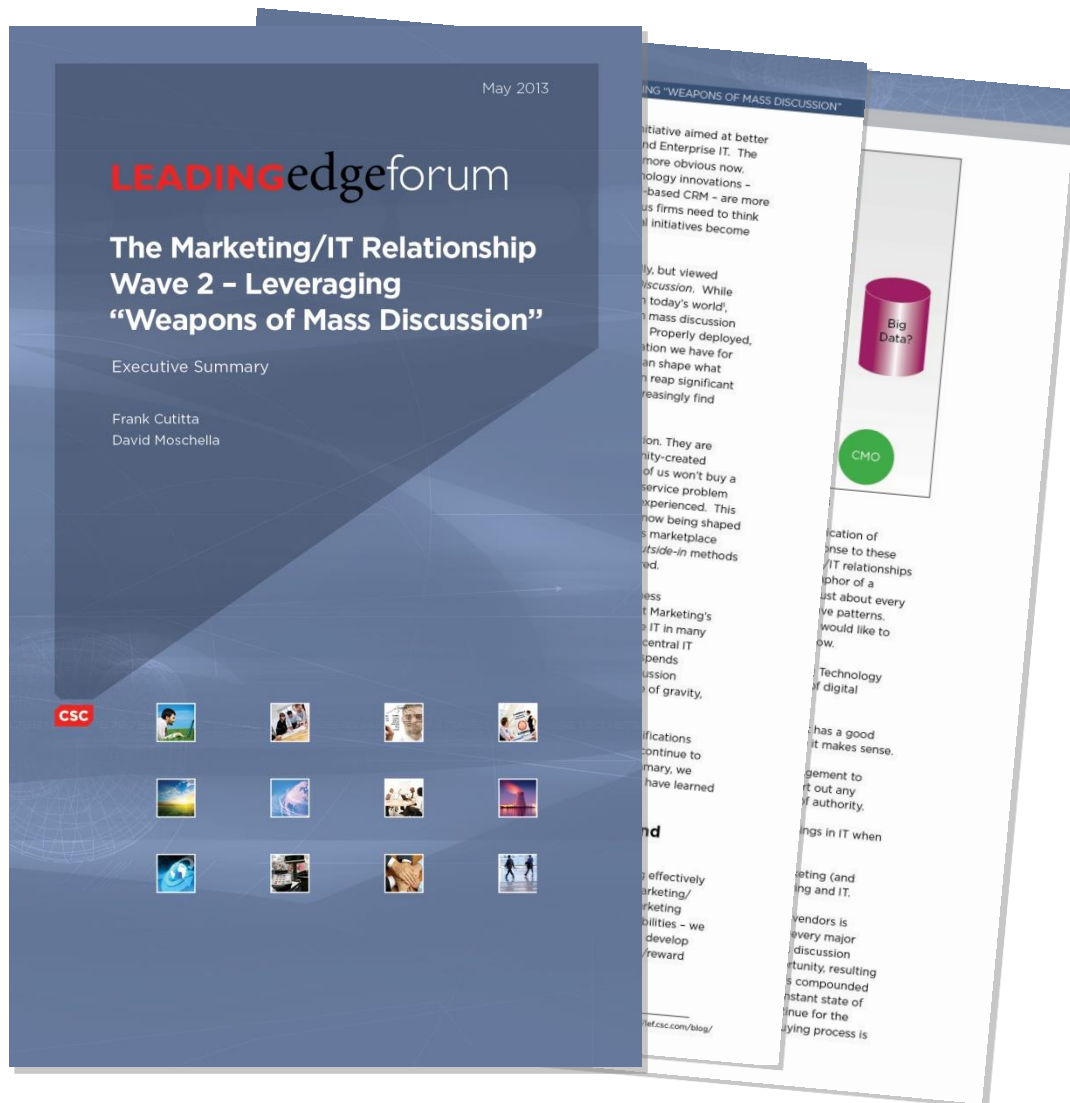
How does vendor management change in a world where marketing and IT often have the same vendors ?



The Oracle Customer Experience Cloud



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