



Marketing, Technology and Collaboration

Succeeding in the Digital Age

Value
THROUGH
TECHNOLOGY

Agenda

- > Digital is Re-Writing the Rules of Marketing
- > Good News and Bad News: New Opportunities, but Higher Expectations
- > Getting Collaboration Right
- > CMO Survey Results

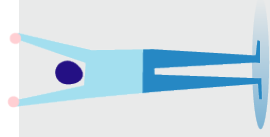
Digital is Re-Writing the Rules of Marketing



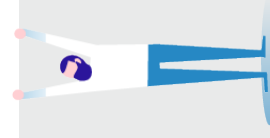
Technology and operations are driving **brand identity** (and can make or break it)



Technology offers new tools for **understanding & accommodating** the customer



More precise targeting is possible – and essential



Softtek's work with Brinker illustrates these trends



Good News and Bad News

New Opportunities

Higher Expectations

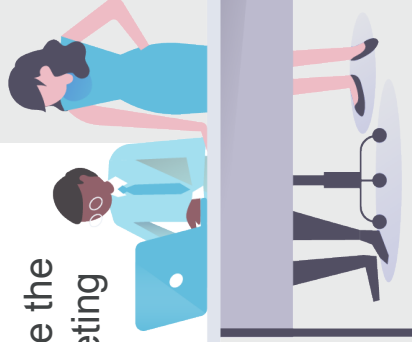


Getting Collaboration Right

The new opportunities and challenges faced by marketers demand close and effective collaboration between IT and marketing teams

What does that mean?

- › Collaboration requires not only communicating CMO requirements, but understanding IT perspective
- › Marketing/IT alignment is difficult to achieve because the traditional worlds of marketing and IT are so different...



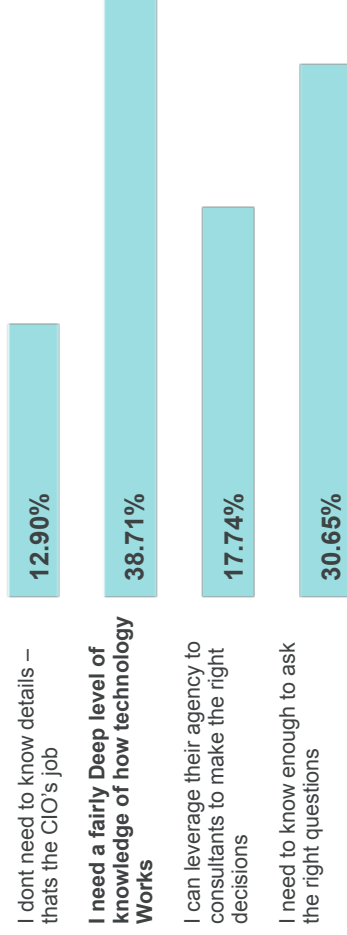
Brinker example

- › Communication between the Brinker marketing team and Softtek IT was critical
- › Nothing magic – hard work, regular meetings, communications, checkpoints...
- › Commitment to ensuring alignment and avoiding surprises

CMO Survey Results

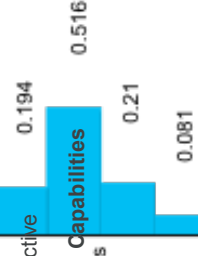


How much should CMOs know about technology they need to use for their organization and company?

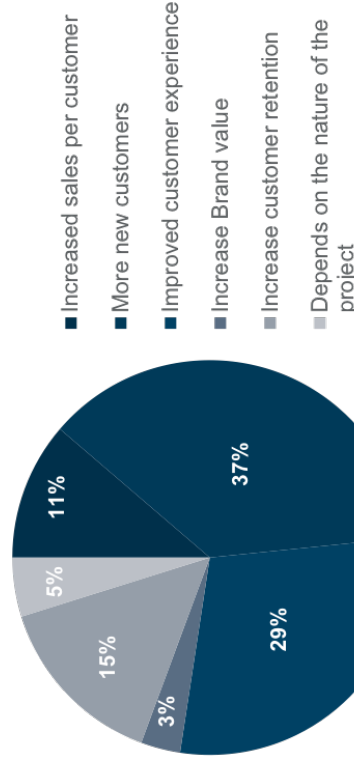


What's the biggest risk for you as a CMO when making technology decisions?

Selecting a solution that's more expensive than what is required by the business objective
 Selecting a solution that lacks the capability to achieve the business objective
Redefining the business objective to accommodate the technology's capabilities
 Wasting time on technology project vs other objectives on my plate



How do you measure the ROI of technologies impact on your marketing initiatives?





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