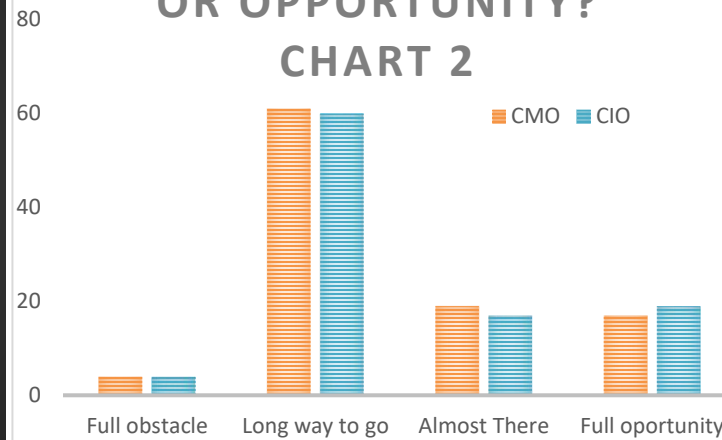


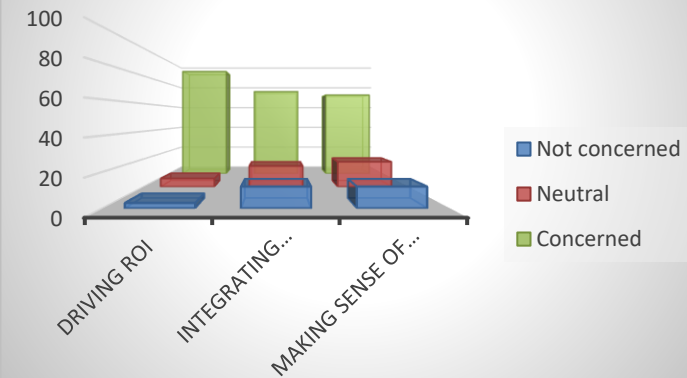
## Importance of CMO-CIO Collab CHART 1



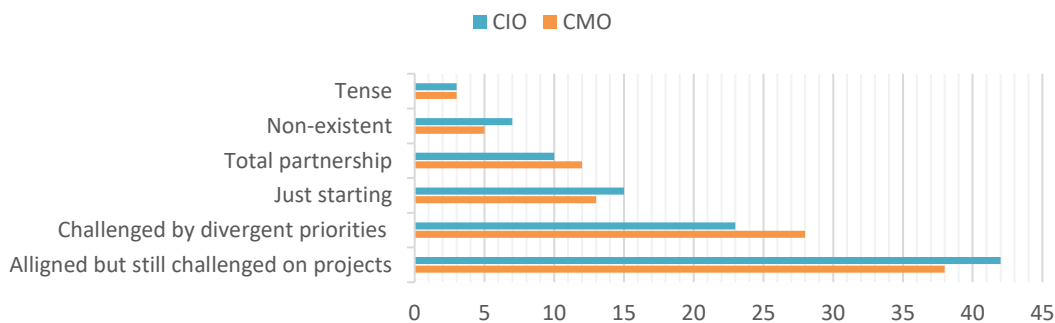
## BIG DATA AN OBSTACLE OR OPPORTUNITY? CHART 2



## Concerns with Big Data CHART 3



## How aligned are Marketing and IT? CHART 4



## Board attention on IT topics CHART 5



**CMO & CIO COLLABORATION BEST PRACTICES THAT DRIVE GROWTH:** Every time a user buys, searches, or tweets, they leave a digital footprint. The reasons for marketing and IT to collab is to understand the needs of users. Online activity generates a massive amount of data. **CHART 1** shows the importance of Digital marketing for 21 Canadian organizations. Moreover, Customers expect organizations to have a good reputation; it is not just about the sales and quality of a product. The very same technologies that allow for more consumer choice also provide a massive amount of data, so-called Big Data. Big Data has three characteristics: Volume, Variety and Velocity.

**Collaboration Agenda:** Marketing challenge is to collect customer data in a hassle-free way. But not every organization has accepted Big Data as an advantage. Some might think of it as an impediment. The reason might be the strained Data storage capacity and management. **CHART 2** visualizes the survey where CMOs and CIOs were asked about their notion of Big Data whether they think it is an obstacle or an opportunity. Majority thought that it is too early to implement Big Data solutions. They also believe that in the coming years, the complexity of Big Data will increase. **CHART 3** shows the concerns of Big Data from CMO's perspective. Alignment of marketing and IT depends on the following: **1) STRATEGY:** Strategy determines the vision and mission of an organization **2) AGE AND SIZE:** The organization of function and division depends on age and size of an organization, which leads to separation of marketing and IT. We can think of it as a barrier for digital marketing. **3) ORGANIZATIONAL DESIGN:** Governance is important because it reflects how decisions are made. The board is comprised of Industry experts(operations) and that is the reason behind **CHART 5**, It is evident that IT departments are not getting the required attention. Finally, we can see in **CHART 4** that even though marketing and IT are aligned they find it difficult to work on projects. While there are some companies who have perfectly aligned IT and marketing, some companies are not there yet.