

Smarter CMOs Driving More IT Decisions

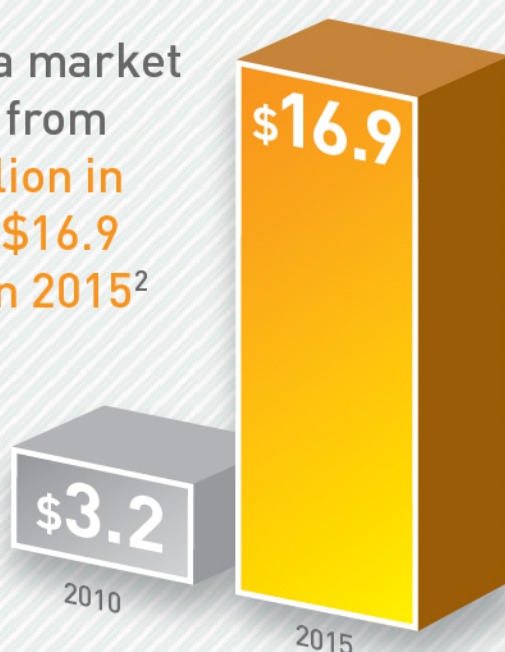
Big data and analytics leading to integration of marketing and IT

THE DATA EXPLOSION

2.5 quintillion bytes of data are created every day



Big Data market to grow from \$3.2 billion in 2010 to \$16.9 billion in 2015²



CHALLENGES AHEAD

By 2017 the **CMO Will Spend More on IT Than the CIO**³

Marketing is emerging as one of the last C-suite functions to be integrated into the enterprise IT stack

Q. Big data is transforming the marketing profession. Are CMOs ready to take on the challenge?



BREAKING OUT THE BUDGET



In the next **12 months** marketing budgets will be **2-3** times the size of IT budgets growing **7-8%**



Over the next 3 years spending on **marketing analytics** will grow by **60%**

2012 will see

\$148 billion

in IT-related spending owned or influenced by CMOs



CMOs AND CIOs: THE NEW C-SUITE POWER TEAM



CMOs want to improve their relationship with the CIO⁵
CMOs and CIOs can build shared agenda in era of data-driven marketing

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#CMO #CIO

¹ Forrester Research, Inc., – "How Forrester Clients Are Using Big Data," September, 2011. www.forrester.com/How+Forrester+Clients+Are+Using+Big+Data/-/E-RES60803?docid=60803

² International Data Corporation (IDC) "Worldwide Big Data Technology and Services 2012-2015 Forecast" www.idc.com/getdoc.jsp?containerId=233485

³ Gartner Inc. – Gartner Symposium/ITxpo. www.gartner.com/it/page.jsp?id=1841115

^{4/5} IBM – "IBM Global Chief Marketing Officer Study for 2012" www-935.ibm.com/services/us/cmo/cmstudy2011/cmo-registration.html