ARIZONA TECHNOLOGY COUNCIL
MARTECH SERIES
JULY 16TH, 2020
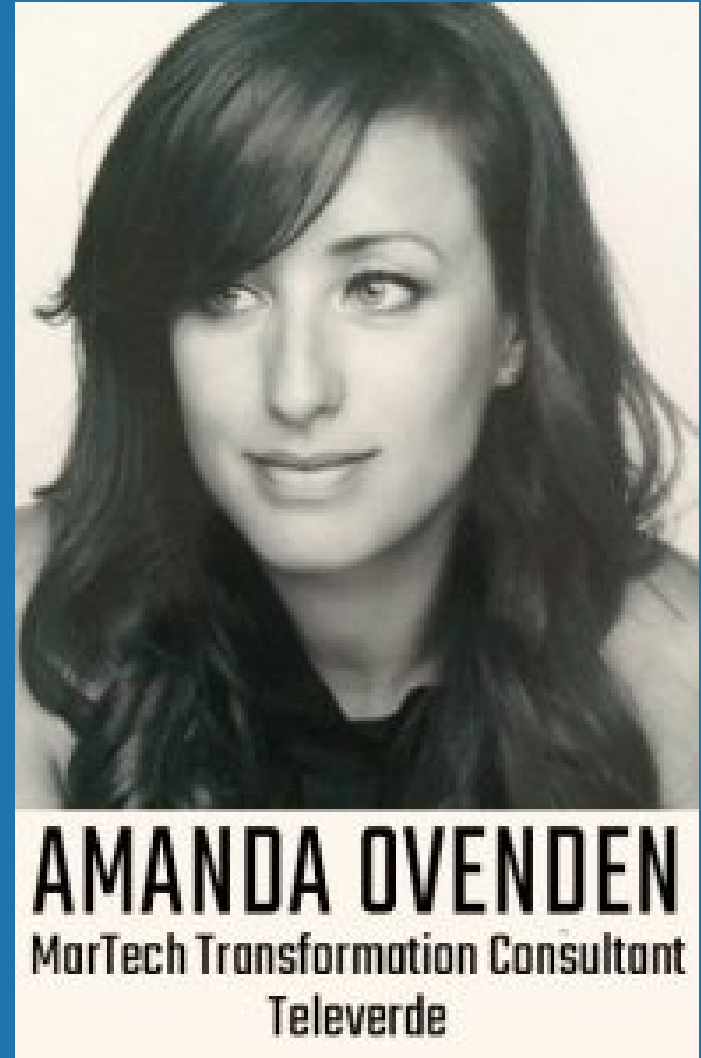
Amanda Ovenden, Televerde

CONNECTING THE DOTS:
HOW TO INTEGRATE YOUR TECH STACK TO EMPOWER ALL STAKEHOLDERS

Meet The Speaker

PASSIONATE ABOUT TECHNOLOGY & OPERATIONAL EFFICIENCY

- 10 years leading Marketing, Demand Generation, SDR/BDR, and Customer Success teams

- Data-driven nerd
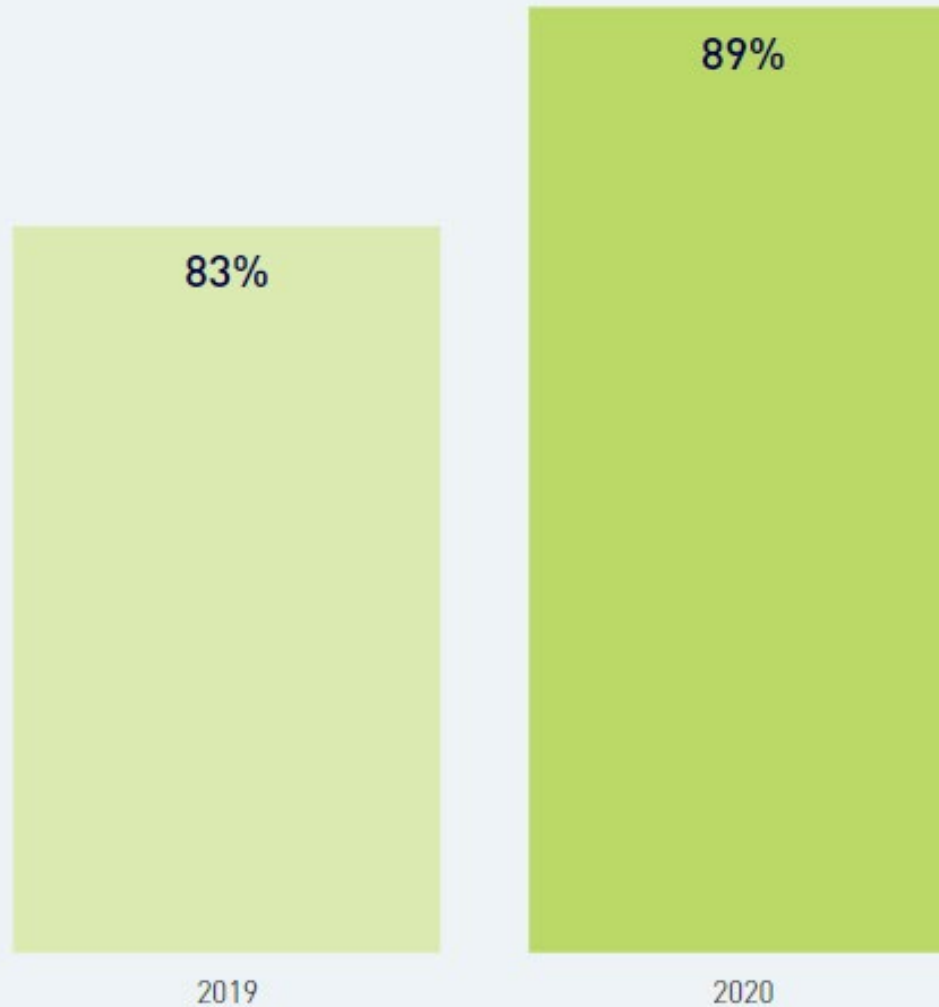
- Loves working on the "BIG" problems

AMANDA OVENDEN
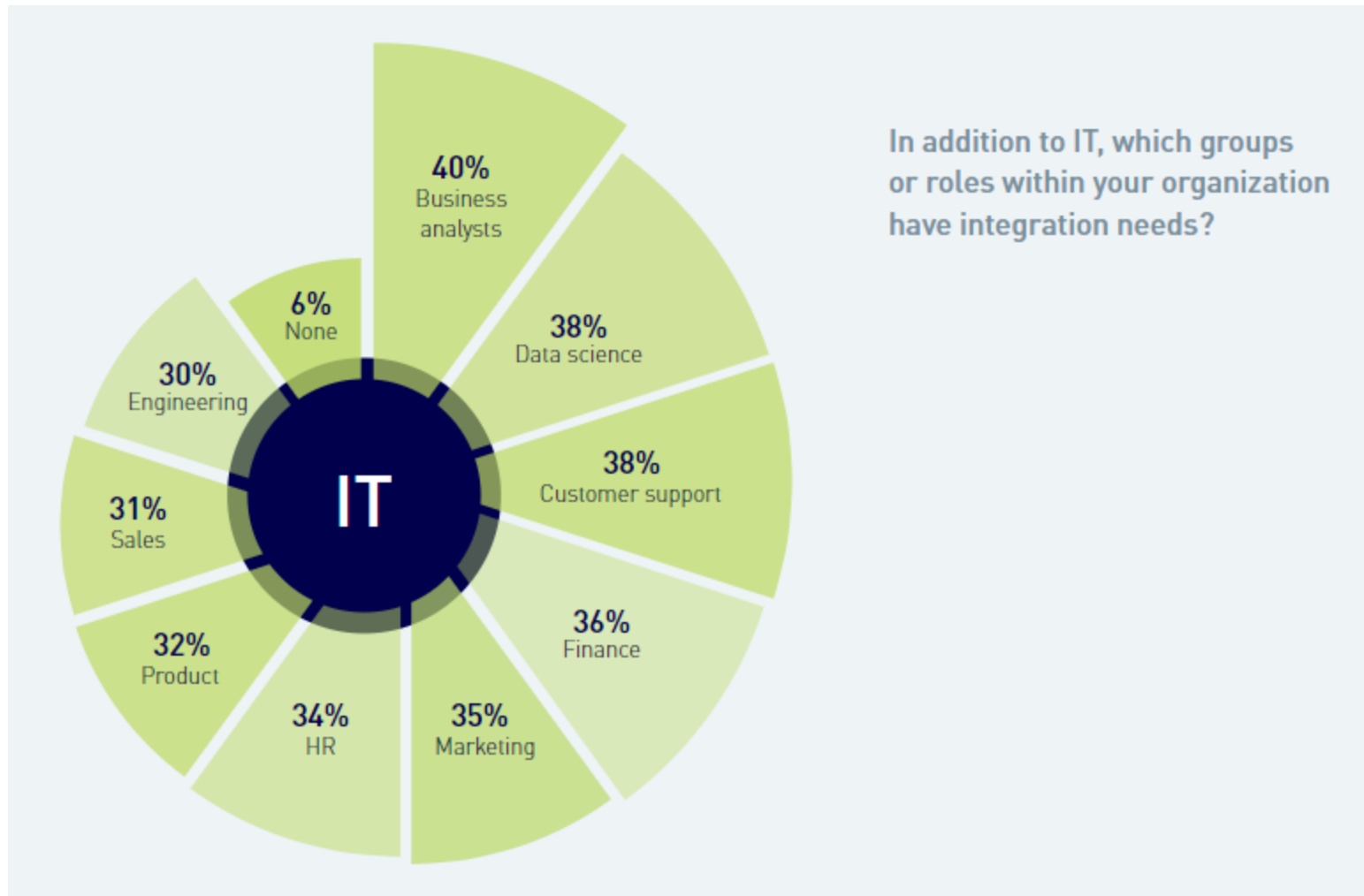MarTech Transformation Consultant
Televerde

MORE TECH THAN EVER BEFORE

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IMAGE CREDIT: https://chiefmartec.com/2019/04/marketing-technology-landscape-supergraphic-2019/

$121.5 BILLION WORLDWIDE

MORE TECH THAN EVER BEFORE

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Percentage of IT leaders that report data silos as a challenge.

83% (2019)

89% (2020)

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Everyone Benefits from Integration

In addition to IT, which groups or roles within your organization have integration needs?

- 40% Business analysts
- 38% Data science
- 38% Customer support
- 36% Finance
- 35% Marketing
- 34% HR
- 32% Product
- 31% Sales
- 30% Engineering
- 6% None

Source: MuleSoft's 2020 Connectivity Benchmark Report

WHERE TO START?

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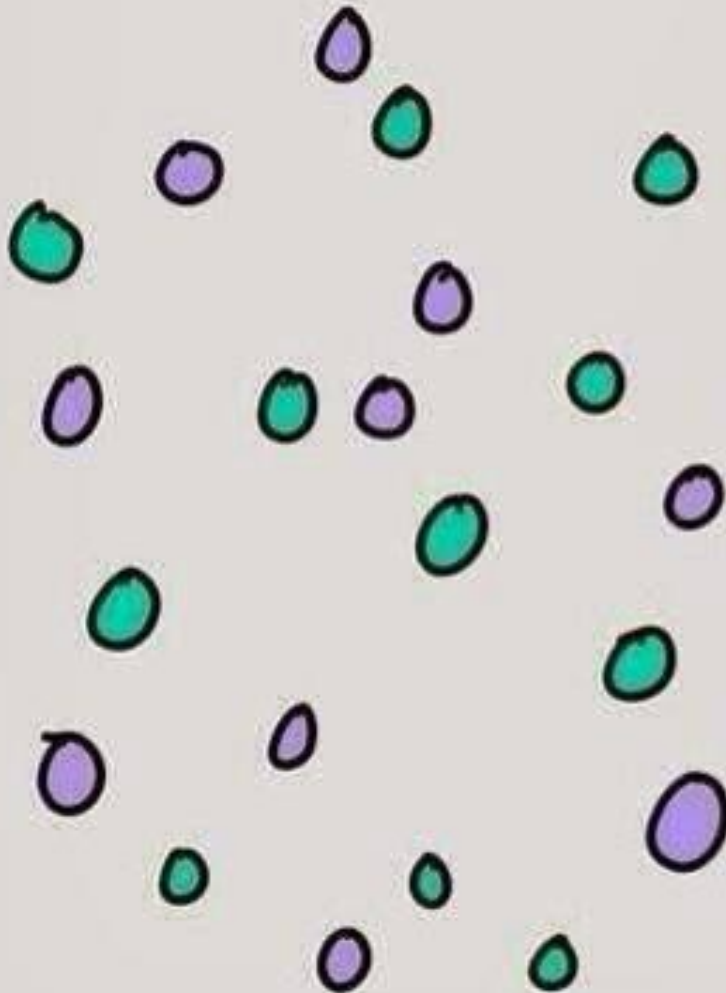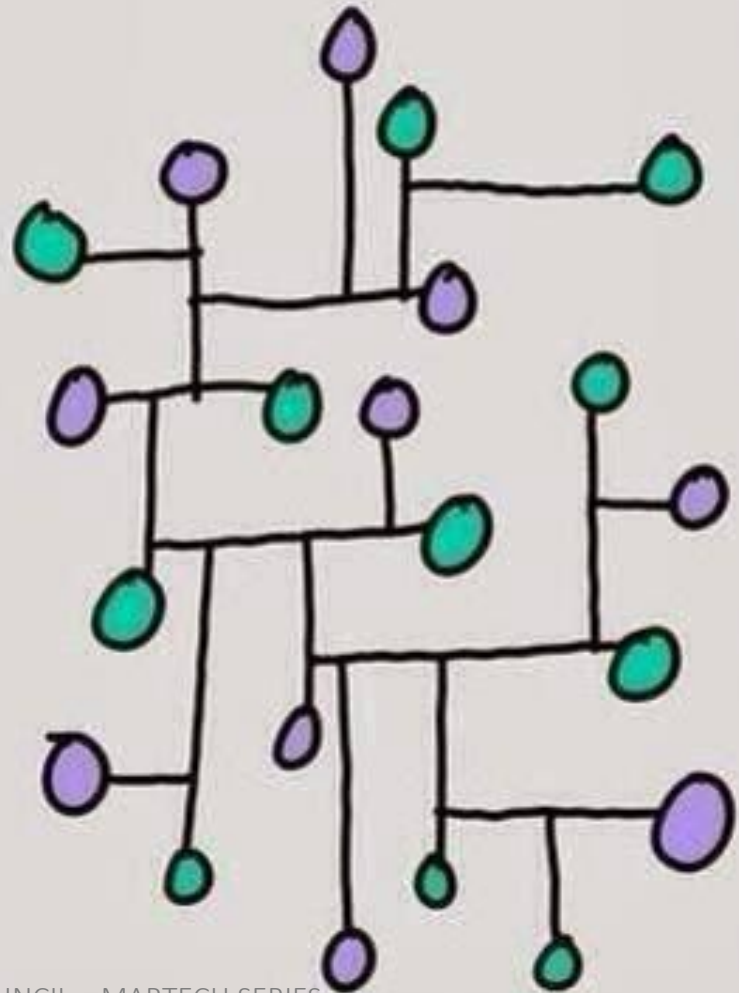
Tech Audit and Project Plan

INTERVIEW & CAPTURE

- Technology
- Department
- Use Case
- Data Requirements
- Cost / Renewal Date
- Integrations

MAP IT OUT

Identify current AND ideal data flows throughout the organization (who needs what and when).

Breakdown high-level project plans for each optimization.

PRIORITIZE

Identify which optimization opportunities will have the biggest impact on org objectives.

Be careful to weigh investment of resources in your recommendation (what is actually possible).

ALIGNMENT

Present your findings to your cross-functional leadership to gain buy-in on the game plan.

Tech Audit Tips

- Ask each stakeholder to complete your audit spreadsheet

- Define your questionnaire:

  - Who, What, When, Where, Why

  - KPIs, reporting requirements

  - Manual processes

  - Frustrations or missing information

  - Ideal process/tech improvements

- Meet with stakeholders

  - Ensure there's no blame for current shortcomings

  - Don't make promises

  - Consider the TRUE source of data

- Quantify Issues

  - Bottlenecks, manual processes, inefficiencies

INTERVIEW AND CAPTURE

Map It Out

Start with Technologies

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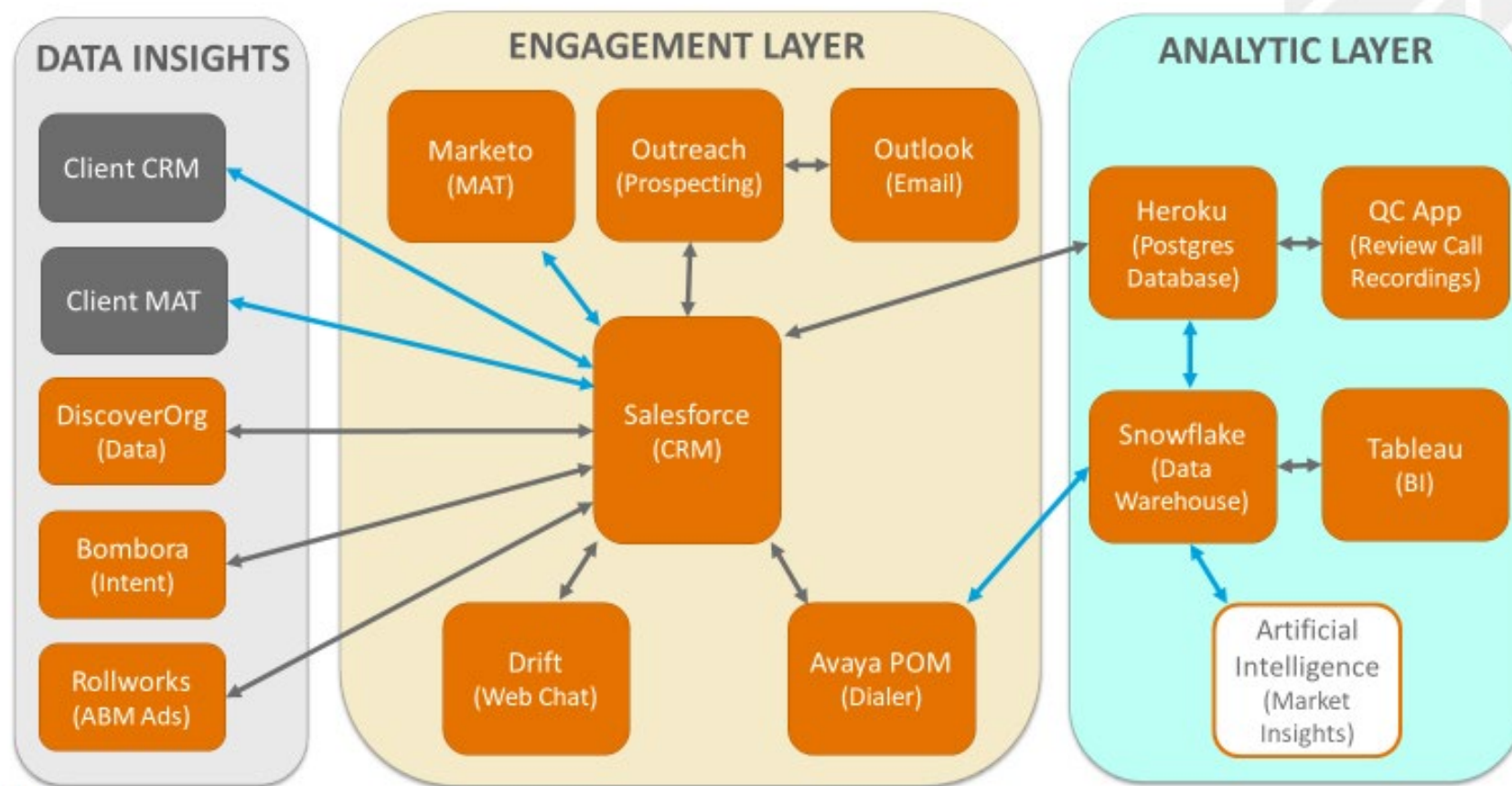
Map It Out

Detailed Data Requirements

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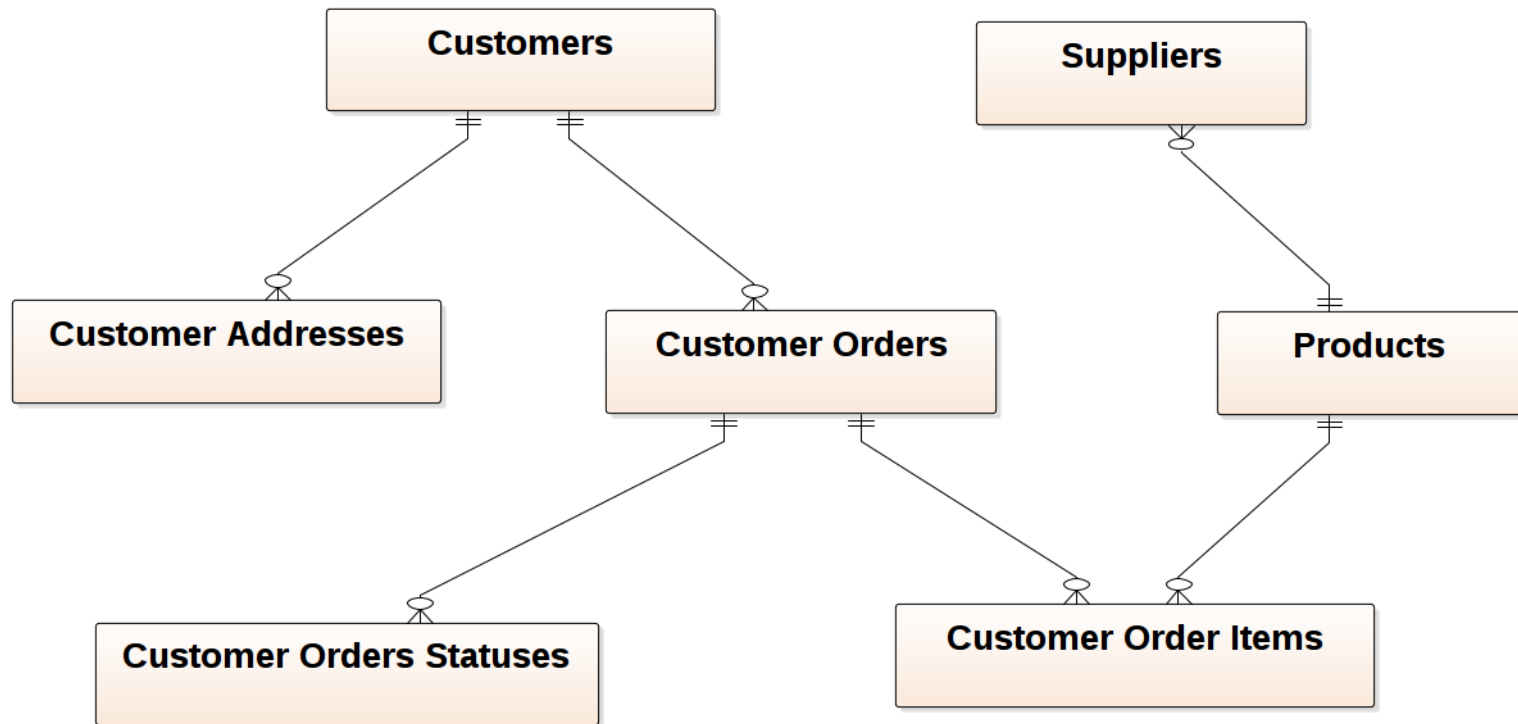
Prioritize & Align

- **Relate recommendations to business objectives to get buy-in**
- **Be realistic about resources (costs, time, opportunity cost)**
- **Build a realistic project plan broken into phases (QUICK WINS!)**
- **Get written acceptance of project that includes exclusions**
- **Communicate clearly and consistently on progress**

IMPACT TO THE BUSINESS	AVAILABLE RESOURCES	PROJECT MANAGEMENT
PREREQUISITES	CONSERVATIVE TIME ESTIMATES	TRANSPARENCY

Measure Success

- Re-interview stakeholders

- Compare metrics against pains quantified in discovery

- Review improvements pipeline, revenue, and conversion rates

- Satisfaction survey from end-users

- Demonstrate new insights and innovation

- Compare spend against budget

THANK YOU

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