



BEST PRACTICE FOR DATA INTEROPERABILITY

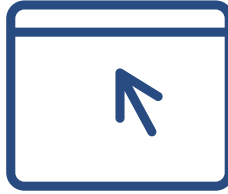


The customer journey has become so digitised that a marketing campaign can include multiple touch points.



Each with the potential to generate data that will allow Sales and Marketing to be more responsive, as long as they are given the right technical marketing training.





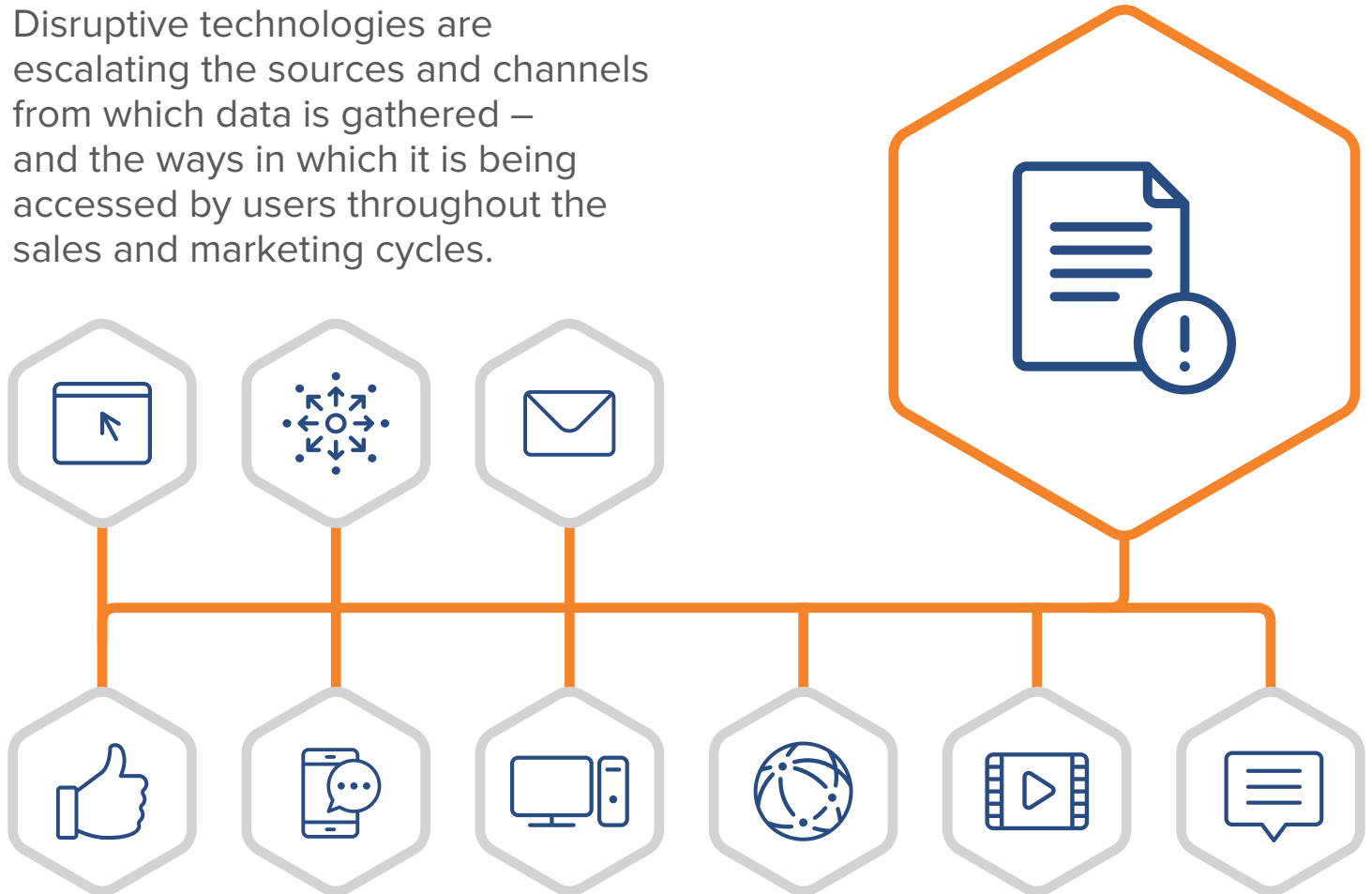
60%

of consumers who like to interact with brands do so through multiple channels.

42%

of customers are always addressable across multiple channels and devices.

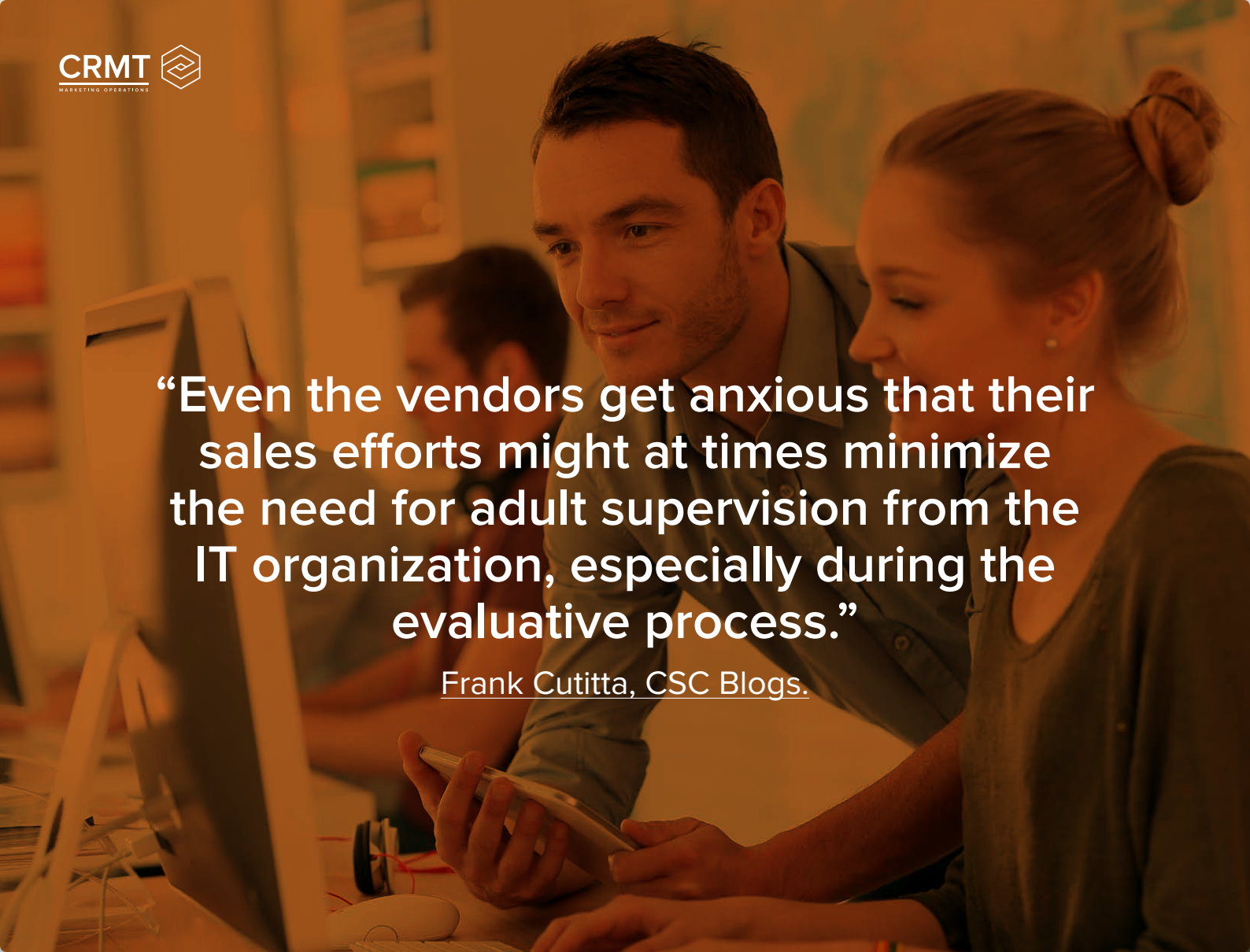
Disruptive technologies are escalating the sources and channels from which data is gathered – and the ways in which it is being accessed by users throughout the sales and marketing cycles.





There are, literally, clouds of data accumulating in new silos as Marketing moves in on IT spend, but a return on this will only be achieved with technical marketing training.

But this is also a golden opportunity for IT to regain control by providing a holistic, secure view of data for everyone in the supply chain.



“Even the vendors get anxious that their sales efforts might at times minimize the need for adult supervision from the IT organization, especially during the evaluative process.”

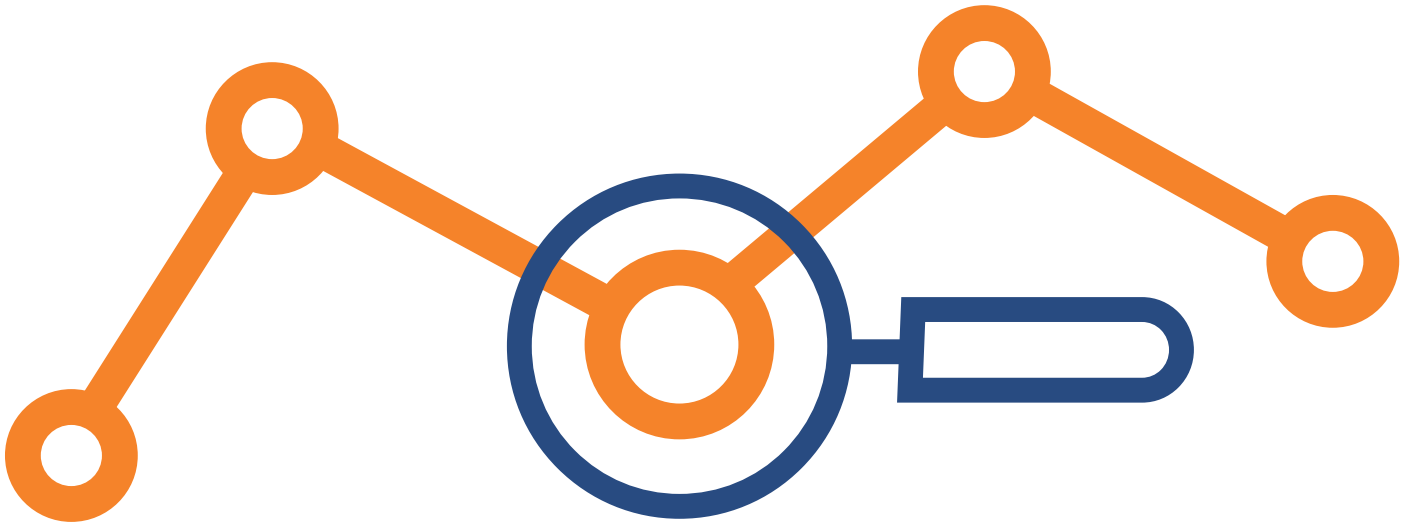
Frank Cutitta, CSC Blogs.



**The key to success lies in
data interoperability.**

Data analytics are for Sales – not just Marketing!

If you can enable complete transaction visibility – from origin to completion – including ownership, context and use of the data – your organisation’s campaigns will be richer, more intuitive and more productive. It is important that all departments are given the right technical marketing training if they are to use data analytics correctly.



“With CMOs wielding larger IT budgets than before, they’re also more accountable for results. There’s less tolerance for sprawling data repositories and disparate sets of analytics.”

Kevin Akeroyd, Senior Vice President and General Manager of Oracle Marketing Cloud.

Healthcare: Extreme Data Interoperability Challenges

If you think you've got it tough, take a look at the challenges facing the healthcare sector in terms of data input:



Multiple data sources



Clinical trials



Electronic health records



External service providers



Insurance companies



Patient apps



The long term goal?
**Secure data
interoperability.**





“The biggest challenge is the lack of interoperability caused by an industry that does not have data standards. We are trying to get data faster so that we can both make it more actionable on the front end, as well as using it for predictive modelling for the population.”

Joy Grosser, Vice President and CIO, Unity Point Health
(West Des Moines, Iowa).



The Risk Factor

Rapidly evolving technology raises expectations among end-users – but it's up to the IT department and the CIO to manage them and contain the risks:



Take the long-term view, and establish a central point of control over existing and emerging marketing data stacks.



Side-step trends and focus on infrastructure technology that will put your marketing team in charge of the data itself, regardless of new channels and data gathering platforms.



“Doing this is like investing in a timeless tuxedo or a classic cocktail dress; you can change your tie or your jewellery as often as you like but the value of your long-term investment always stays intact.”

H. O. Maycotte, Forbes.

Don't get bogged down

Taking the lead on data interoperability by providing technical marketing training means making sure that your end-users don't drown in a sea of complex data and multiple analytical tools.



Take a unified view

Organisations with an integrated tool for data preparation, discovery and visualisation are:



79%

more likely to report pervasive analytical activity in [Marketing](#).



127%

more likely to report pervasive analytical activity in [Sales](#).



TAKEAWAYS

- Consider using an integrated tool that will give your end-users a shared view of data, regardless of its source or location.
- Use data interoperability as a lever for re-establishing IT's responsibility for governance and security.
- Play a key role in the success of your business's marketing campaigns by enforcing best practice on the data interoperability front.

Find out how your data interoperability strategy could boost demand generation, download:

A GUIDE TO SUCCESSFUL DEMAND GEN LED MARKETING EXECUTION

DOWNLOAD NOW

