

Map of the  
Intelligent  
Enterprise™  
for the CMO

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**MicroStrategy**<sup>®</sup>  
Analytics and Mobility

The Intelligent Enterprise™ is the ultimate data-driven organization. It anticipates constantly evolving regulatory, technological, market, and competitive challenges and turns them into opportunity and profit. It delivers a single version of the truth and agility. Scalability and speed. AI and data discovery. Enterprise analytics and mobility. It connects to any data and distributes reports to thousands. An Intelligent Enterprise goes beyond business intelligence, delivering transformative insight to every user, constituent, and partner. Becoming an Intelligent Enterprise is a journey, but you can get up and running faster than you think. **Let's get started.**

# 1 EVALUATE

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Assess how external forces impact your organization and incorporate them into your enterprise strategy and roadmap.

# 2 CATALOG

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Categorize your enterprise assets and identify constituents who would benefit from access to information and enterprise systems.

# 3 EMPOWER

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Arm individuals and teams with powerful tools to explore data on their terms, while establishing a foundation for a single version of the truth across the enterprise.

# 4 PLOT A COURSE

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Map out the people, processes, and architecture required to build an Intelligent Enterprise and launch your journey.

# MAP OF THE INTELLIGENT ENTERPRISE FOR THE CMO

## TECHNOLOGY

### HARNESSING NEW CHANNELS

As marketing tools—and the data they generate—proliferate, CMOs face the challenge of identifying the tools that will help them gain the most insight into marketing performance. The successful CMO takes advantage of emerging technologies to improve and automate internal processes, collect external data to inform and focus campaigns, and optimize and customize outreach efforts to ensure maximum ROI.

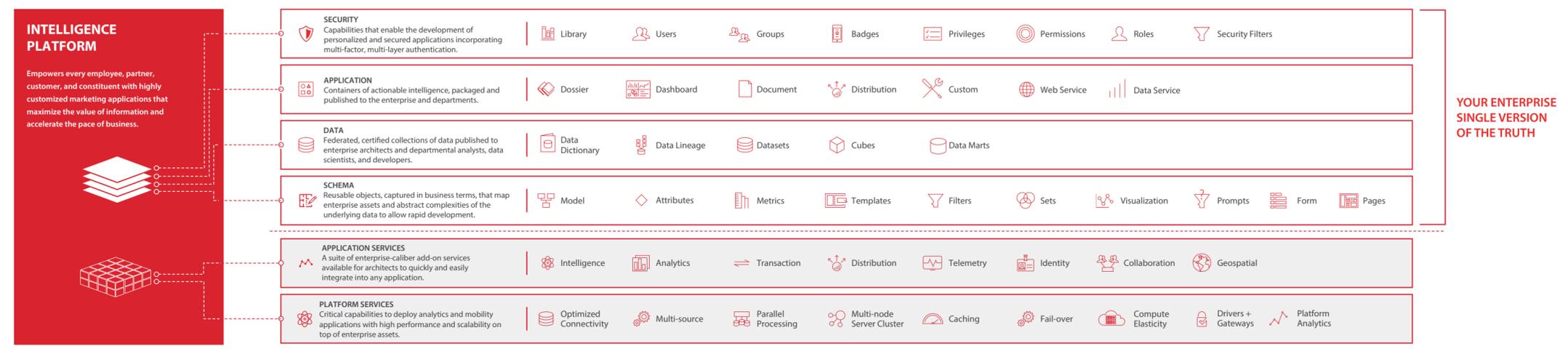
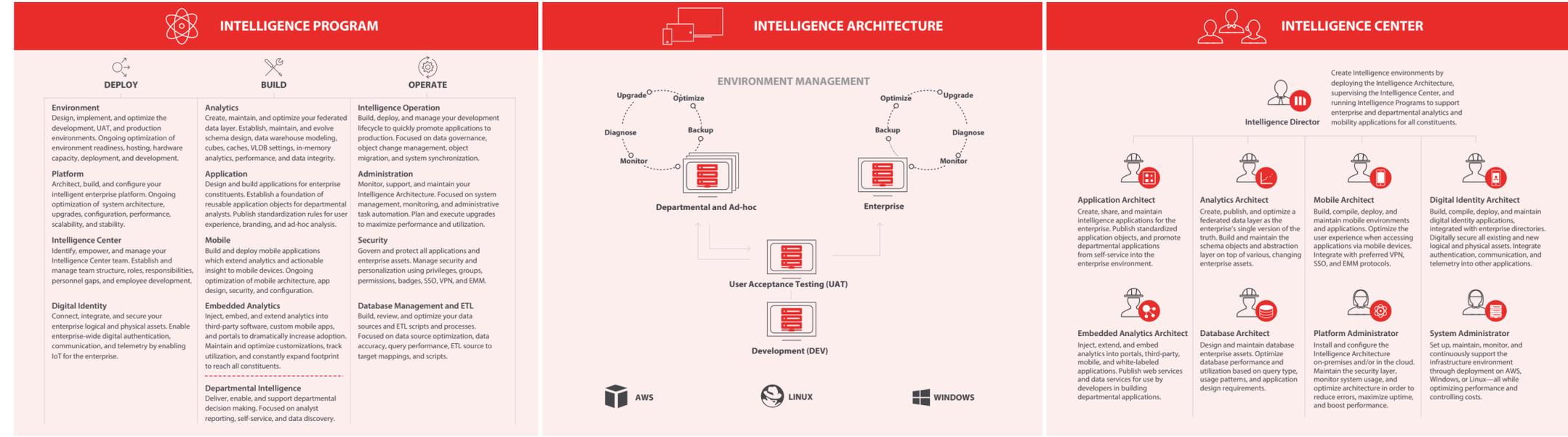
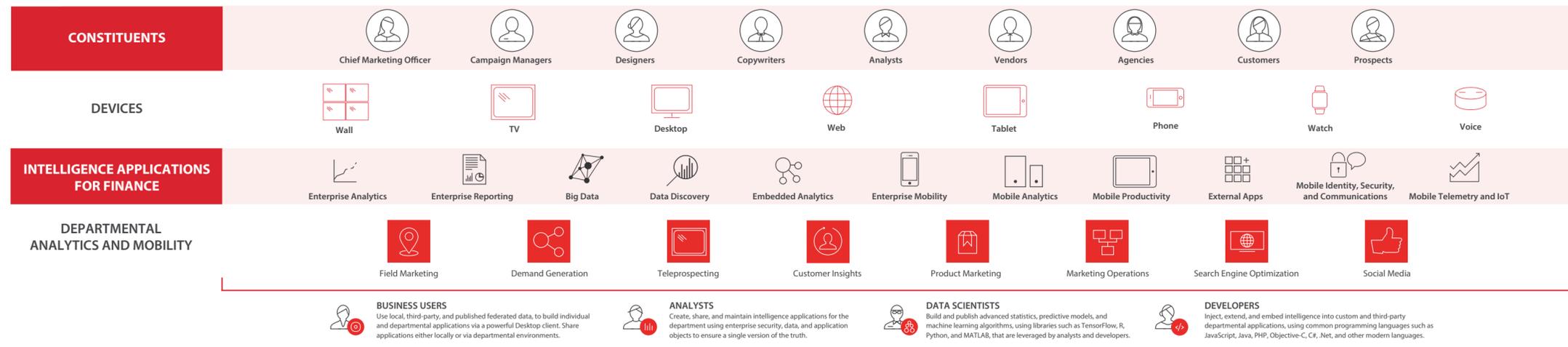
- Internet of Things
- Digital Identity
- Mobile Computing
- VR and AR
- Cloud Computing
- Machine Learning

## MARKET

### DELIVERING CUSTOMIZED OFFERS

In hyper-competitive B2C markets—and increasingly in B2B markets where buying power is becoming more distributed—companies that harness the power of new marketing technologies have an edge. The intelligent CMO adopts a data-first approach, putting analytics to use to create a true 360-degree view of the customer. The organization can then respond with better, personalized offers—faster than the competition.

- Apple
- YouTube
- Google
- Facebook
- LinkedIn
- Twitter
- Microsoft



## REGULATORY

### NAVIGATING COMPLEX REQUIREMENTS

As marketers collect an increasing amount of detailed data about customers and prospects, they must adjust to the reality of increased government oversight and a growing list of regulatory challenges. These can range widely, from COPPA to HIPAA to GDPR. Organizations must ensure that they are in compliance when using customer data, as the potential costs of mishandling data have grown.

- GDPR
- HIPAA
- ISO 27001
- SOC 2
- PCI DSS

## ORGANIZATION

### TRANSFORMING SALES ENABLEMENT

The marketing organization is constantly challenged to deliver the right sales enablement content and assets to the sales force. In an Intelligent Enterprise, the CMO has insight into asset utilization, channel ROI, and sales engagement analytics. With real-time reporting and the capability to empower sales reps with customized content, CMOs now have the ability to track and continuously improve the organization's performance across the enterprise.

- Talent
- Capabilities
- Skills
- Digital Identity
- Internet of Things