Map of the Intelligent Enterprise™ for the CMO
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**
   
   Assess how external forces impact your organization and incorporate them into your enterprise strategy and roadmap.

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

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

[Brand Logo: MicroStrategy]