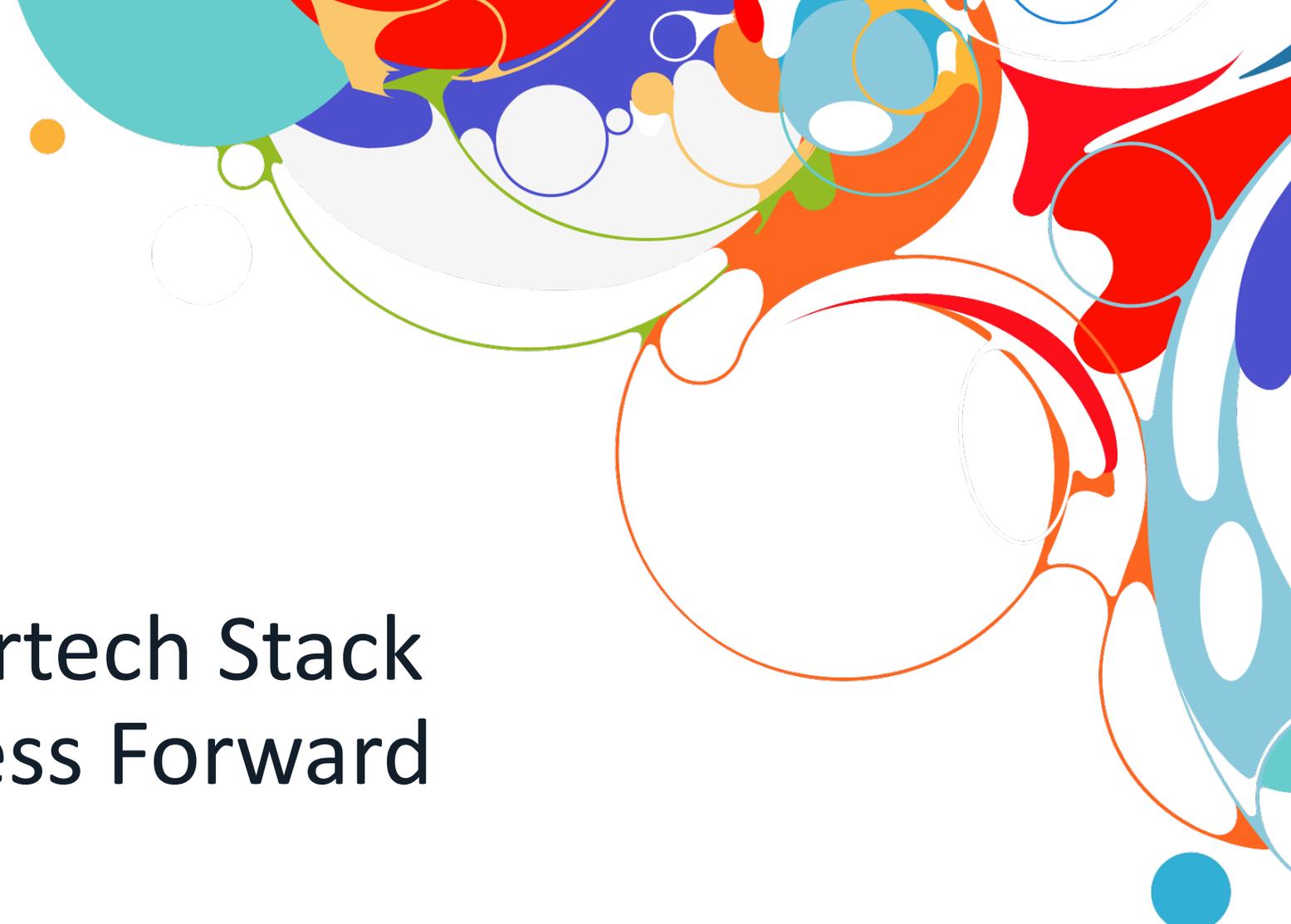




EXPERIENCE MAKERS LIVE





How to Build a Martech Stack That Moves Business Forward

Jessica Kao

Director of Client Strategy, Digital Pi

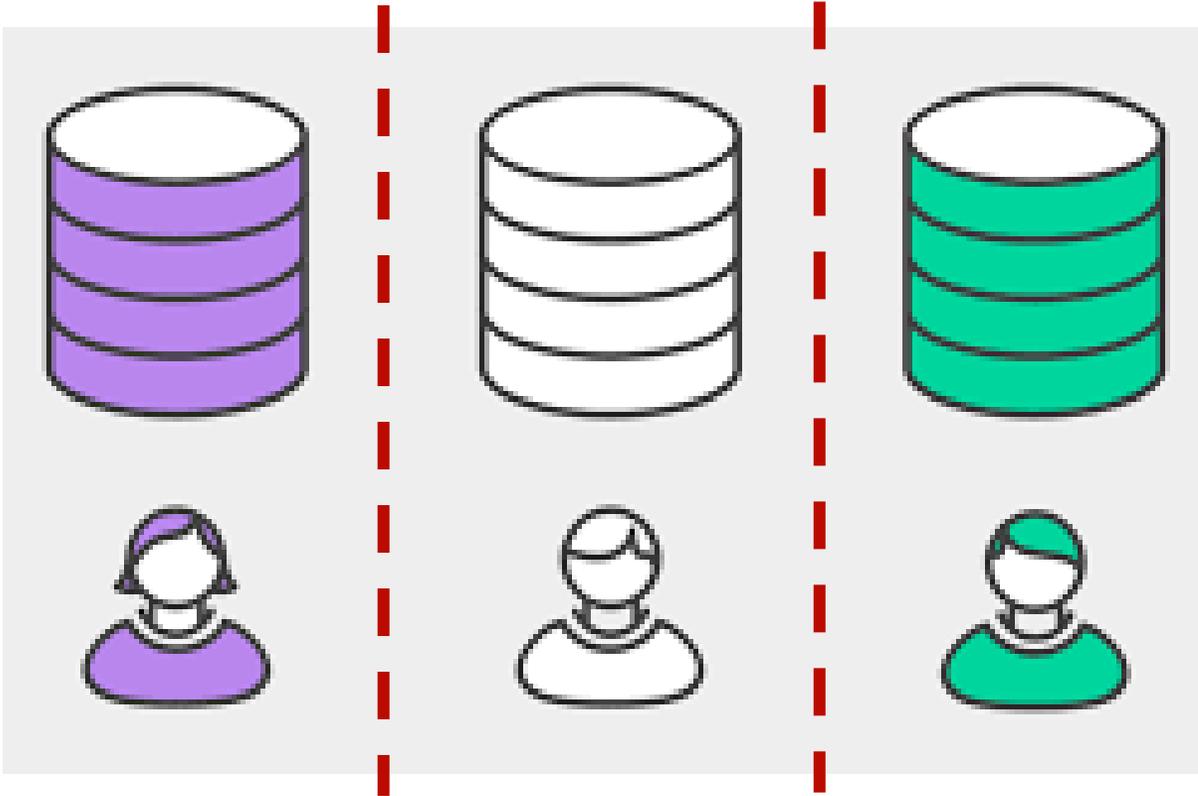
EXPERIENCE MAKERS LIVE

Focus

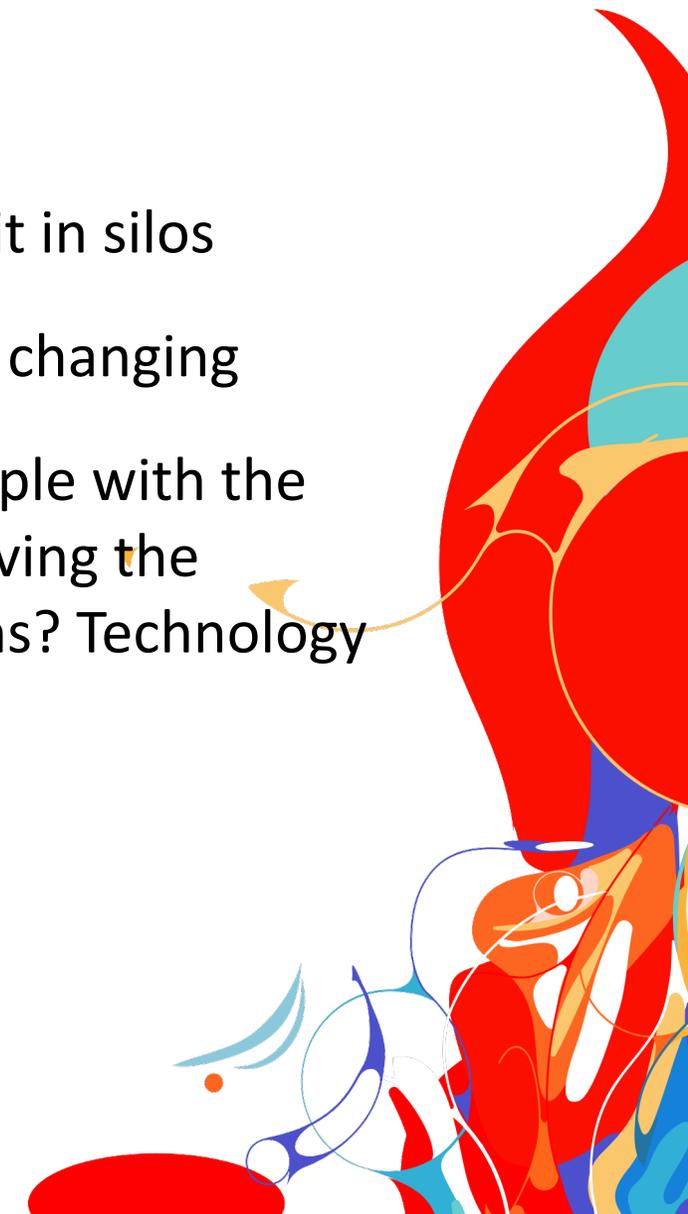
- How to Build Successful Foundation
- Assumption:
 - MarTech vendor selection has already been made
 - Business goals match MarTech vendor selection
 - Have allocated resources and expertise dedicated



Inherent Flaw



- Systems do not sit in silos
- Systems are ever changing
- Are the right people with the right skill sets driving the business decisions? Technology decisions?



Secret to Implementing MarTech

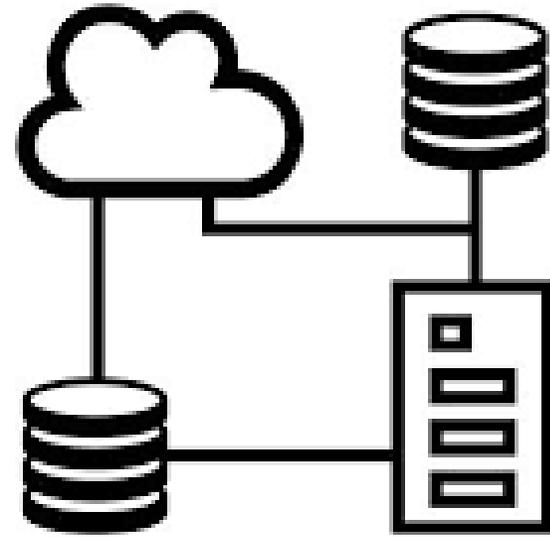


Systems Approach



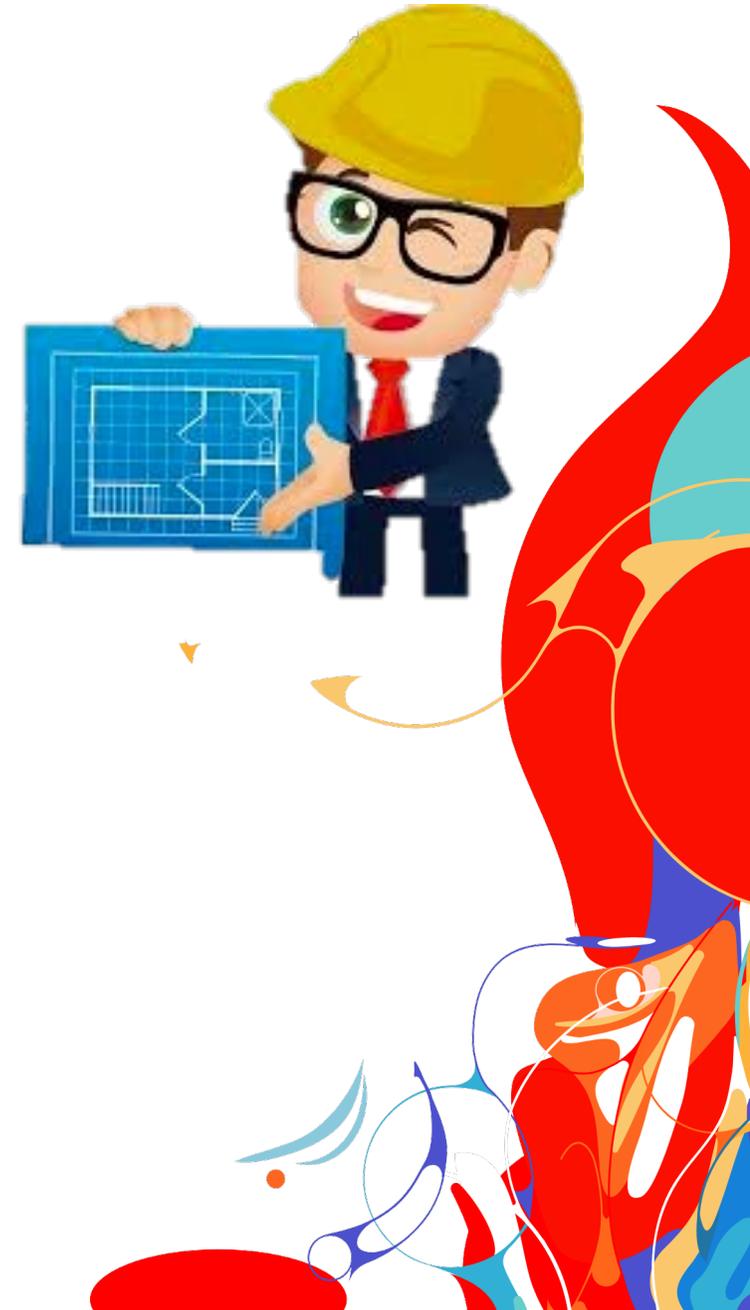
Solutions Architect/Systems Integrator

- Function within a role or separate function
- Necessary for both small and enterprise businesses
- Goes beyond MarTech Stack
- Data flow from end to end through multiple systems
- Translate business requirements to holistic system design



Integration Process

- Identify your business stake holders and determine roles and responsibilities (swim lanes)
- Focus business stakeholders on the WHAT not the HOW
- Outline clear requirements
- Create a purposeful holistic efficient design
- Available integrations
- Middle ware
- Custom connector
- Avail



- Data Taxonomy for your MarTech Stack



EXPERIENCE MAKERS LIVE



EXPERIENCE MAKERS LIVE



