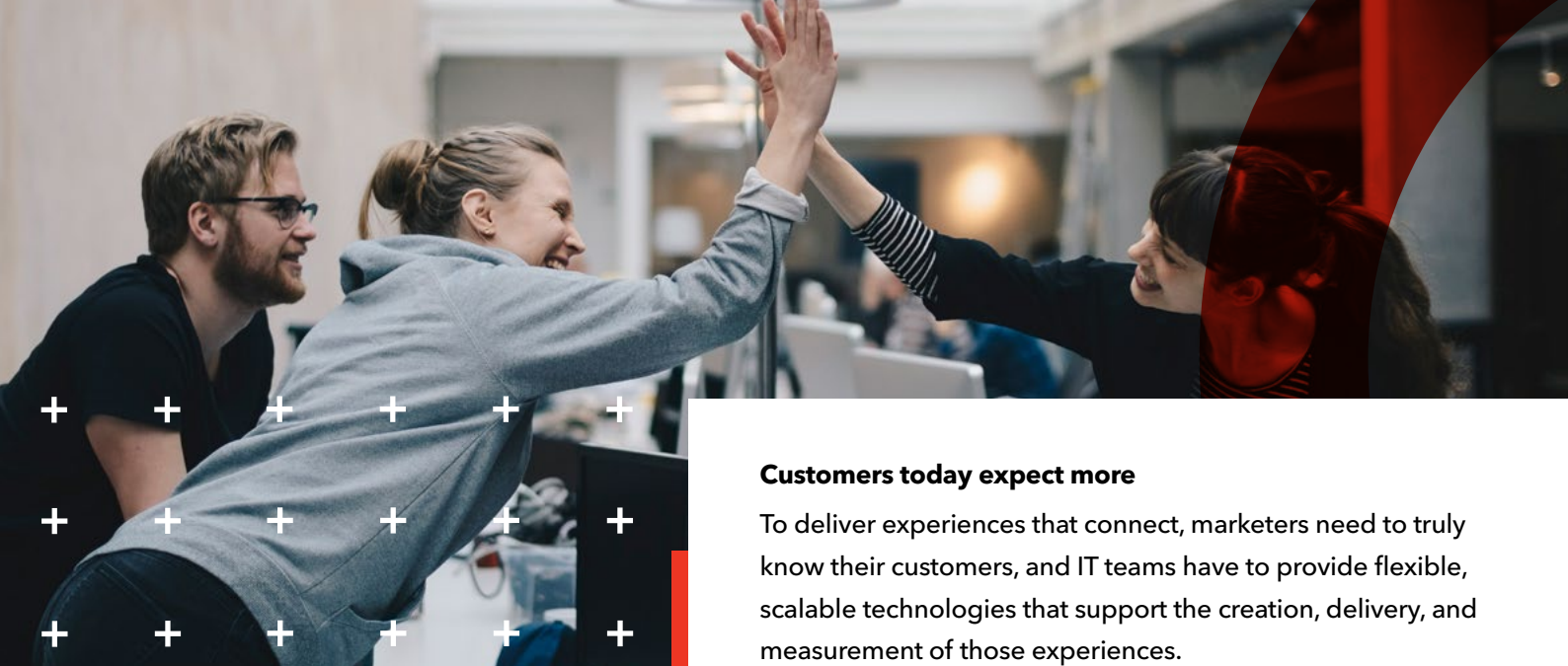


Collaborative CX:

Bridging the IT and Marketing divide



Customers today expect more

To deliver experiences that connect, marketers need to truly know their customers, and IT teams have to provide flexible, scalable technologies that support the creation, delivery, and measurement of those experiences.

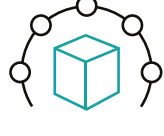
But there's a disconnect. IT and Marketing...

<p>Are unaligned</p> <p>46% of executives say Marketing and IT don't work together</p> <p>Only 29% of companies say CX and CX tech stakeholders are well aligned¹</p>	<p>Lack clarity of ownership</p> <p>36% say CX responsibilities sit with the CMO</p> <p>53% of the time, CX technology responsibilities sits with CIOs and CTOs</p>
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This disconnect affects the entire business.

 **Speed of IT**

46% of marketers say their IT team is too slow
47% of IT teams say marketing's desired speed will compromise quality and security²



Legacy systems take away resources for innovating

33% of business decision makers agree
69% of IT teams agree³



IT budgets

50% of IT say insufficient
 Only **32%** of business stakeholders agree that IT budgets are insufficient⁴

The costs of not aligning are obvious.
97% of stakeholders believe lack of alignment within a team impacts the outcome of a project.⁵

Departments that have aligned IT and Marketing:



GROW REVENUE 2X FASTER⁶

THEY ALSO...

- Get to market **2x-4x** faster than competitors
- Are **83%** more likely to adopt personalized content creation
- Are **2x** more likely to collaborate with IT
- Use A/B testing **68%** more than peers⁴

vs.

CMO and CTO rarely interact in **OVER HALF** of companies with lowest growth rate



With the Sitecore® Experience Platform™ (XP) teams can create efficiencies for, and drive collaboration between Marketing and IT. Launch and evolve unique experiences that drive successful engagements by bridging the Marketing and IT divide.

[Discover the new Sitecore XP](#)

¹ McKinsey & Company, "Meet your new MOM (Marketing Operating Model)"
² DM News, "Marketers Feel Misunderstood: CMOs and CIOs speak different languages; taking time to translate each others' priorities goes a long way toward accomplishing them."
³ Tech Republic, "The 5 biggest challenges to digital transformation and how to overcome them."
⁴ Bit AI Blog, "21 Collaboration Statistics that Show the Power of Teamwork."
⁵ Dimensional Research, "Digital Disconnect: A Study of Business and IT Alignment in 2019."
⁶ McKinsey & Company, "The most perfect union: Unlocking the next wave of growth by unifying creativity and analytics."