



2018
Content Connections
THE FUTURE OF CONTENT

Technology Adoption Model in Large Enterprise

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50%-80% of large systems technology projects fail

The top ten issues are all “non-technical”

**Top ten reasons why systems project fail - Dr. Paul Dorsey, Dulcian Inc*

“Only 3 percent of marketers get full value out of their tools...”

**State of Marketing Technology 2017, Walker-Sands and Chief MarTec*

Why is it that some of the best marketing technologies never see full adoption across an enterprise?

2011



~150

2012



~350

2014



~1,000

Growth of the marketing technology landscape over 7 years

2015



~2,000

2016



~3,500

2017



~5,000

This certainly doesn't help

The 3 Gotcha's of great technology demise

Clarity, Agreement of Problem, and KPIs

- Stakeholder Sponsorship
- Measurements
- Business case

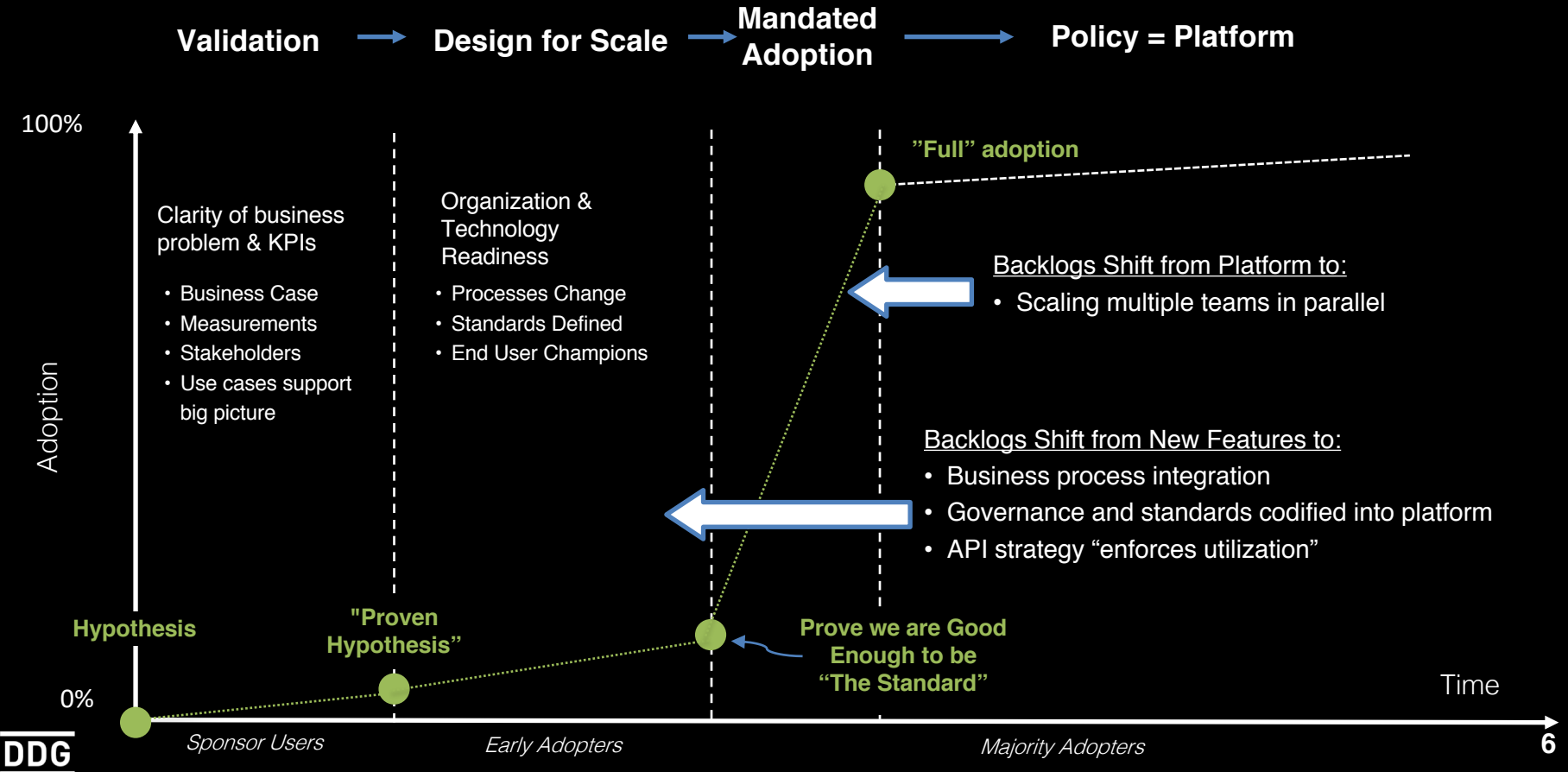
Organization Readiness

- Process change (winners & losers)
- Practitioner community
- Product Ownership Maturity

Standards & Operating Model


- Discipline leadership
- Mandates
- Automation & APIs


The Tech Adoption Model for large enterprise





Adoption Success Team Structure


 Tech Adopter
 Tech Provider


 **Product Owner**
• Overall prioritization
• Stakeholder Engagement

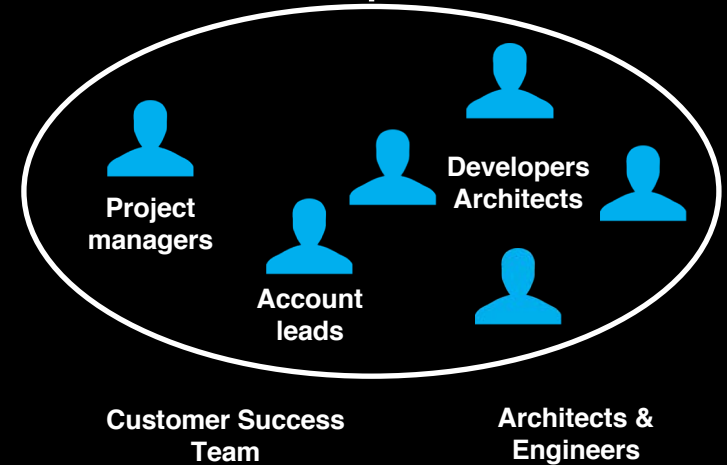
 **PM/Scrum**
• Keeps heartbeat of project
• Ensures consistent work methods

 **Comms & Community**
• Runs practitioner community
• Project communications
• Champion Engagement and Promotion

 **UX**
• End-user research, testing,
• Interface / workflow design

 **Business Analyst**
• Business Case
• Measurements
• Success Reporting

 **Specialists**
• Content Strategists
• Taxonomy Strategists
• MarTech Stack Integration /IT



These are roles, not necessarily people

One take away:

Treat your **technology adoption life cycle** as if you were building the product from scratch by shifting focus at each stage to reach the next milestone.



Getting agreement
there is a problem

Get the technology
ready for scale

**Mandated
Adoption**

Policy = Platform

Get the organization /
teams on boarded

Turn on your technical
choke points

Focus:

Test and prove its
solvable and its
valuable.

Prove users can use it

Deal with scaling
issues

Return to feature /
function / value
prioritization

Prove you can
measure it

Design “choke point”
integrations to make
its use mandatory in
core processes.

Thank you!



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