ROUNDTABLE

The tech test: Notes from a roundtable

KEY COMMENTS AND TOP TAKEAWAYS

B2B LEADERS

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1 **STORYTELLING** is the best way to get the c-suite on board when it comes to investment in technology. You have to find a way to make it real for them, so they can emotionally invest. Anecdotes are a far more powerful way of doing this than providing reams of stats.

2 **SALES** will always take priority when it comes to technology. The CRM system, for example, is often seen as a pipeline management tool, rather than a contact management tool. But marketers can work this to their advantage if they leverage the corporate agenda, and get sales on side to support investment in technology.

3 **VENDOR** quoted 'typical' timelines for platform rollouts are often nonsense. They are generally based on an 'out-of-the-box' implementation, with zero integrations, and this is almost unheard of. Best to ignore these.

4 **THE IT DEPARTMENT** is not a barrier but still has a 'ticket' mentality. It is process-orientated and often doesn't see the bigger picture. The best way to work with IT is to treat it like a business partner, and be prepared to challenge its thinking.

5 **AGE** is no barrier to making crap technology decisions. Working with millenials or digital natives has its own set of challenges. They typically 'get' technology quicker and more intuitively than their seniors, but are less likely to understand the business implications of that tech. Hence they may be less able to choose the right platform, or get the best out of it.

6 **MANAGEMENT** of tech deployment is one of the biggest challenges. Marketers need to understand the reputational and relational risks associated with getting it wrong. There needs to be a process of continuing communication to get people onboard and engaged.

7 **Like any kind of marketing, you need a plan for your technology. It can't just happen piecemeal – you need to understand where you're going and what you're trying to achieve.**

About B2B Leaders

B2B LEADERS

The B2B Leaders programme is a network of the most senior figures in the B2B marketing space, from heads of marketing to global CMOs of leading brands.

Members benefit from a unique and invaluable opportunity to regularly network and collaborate with senior-level peers, share insights and discuss strategic challenges.

Membership is by invitation only, and includes:

- Annual Leaders Forum ticket, the only B2B marketing leader's event of its kind.
- Monthly roundtables, focused on key marketing leadership topics.
- Monthly roundtable findings reports.
- Annual ***B2B Leaders Report,*** with key research data and insights.

The B2B Leaders programme counts senior marketing names in Deloitte, Oracle, Atos, Dell, HSBC, KPMG and Adobe among its members, all sharing ideas on topics ranging from team development to board interaction.

To register your interest in the programme call +44 (0)20 7014 44920

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