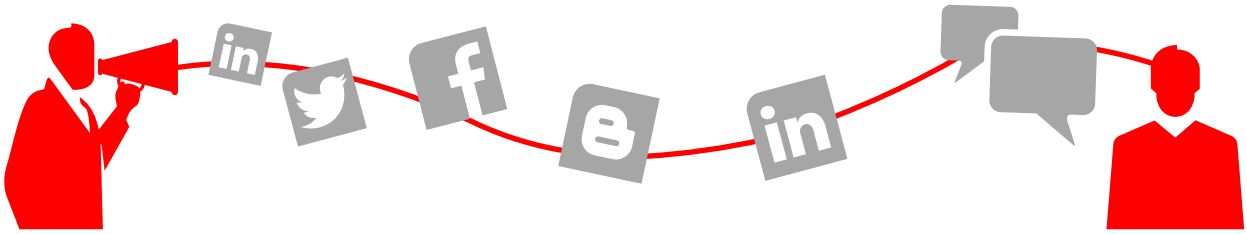
Socially Driven Collaboration

A LOOK INTO THE CHANGING RELATIONSHIP BETWEEN IT AND MARKETING IN EMEA

INTRODUCTION

The emergence and adoption of digital, social and mobile technology have dramatically affected the way we do business today. The benefits go far beyond improving interactions with customers, learning more about your target demographics and nurturing stronger and more valuable relationships.

Many organisations have now realised that social technology can help them bridge the divide between Marketing and IT, bringing the two departments together and helping them achieve more and increase the value they deliver to their businesses.



However, using social collaborative technologies is not without its challenges, and an effort must be made to align the strategic objectives of both marketers and IT professionals for it to be effective.

A new study by Oracle, conducted with Dynamic Markets Limited, asked IT and marketing executives across the EMEA region how social business has changed the ways they interact and collaborate with each other. It explores the impact social platform adoption is having on enterprises' operations and looks at how socially driven collaboration has become a critical process for successful businesses.

For the purposes of the study, a socially enabled enterprise was defined as having:

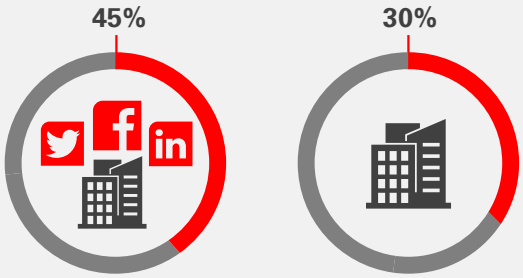
"A set of collaborative processes that have the potential to yield improved business processes that are customer-driven, such as faster time to market with new products and services, more successful research and development outcomes and refined market messages that are explicitly influenced by customer needs."

THE SOCIAL COLLABORATION OPPORTUNITY

In the age of social technology and digital content marketing, it is essential that IT and marketing departments are able to communicate, collaborate and make important decisions together. In spite of this, **70%** of marketing staff say their collaboration with IT is less than excellent, and over half (**58%**) of IT professionals say the same of their collaboration with Marketing. This presents a unique opportunity for organisations that are able to successfully collaborate.

An increasing number of companies (**96%**) now see social enablement as very important or important to the success of their company. By tying collaboration into their new social processes and fully utilising internal social platforms, companies can enhance collaboration and communication across their entire enterprise.

More of those in socially enabled businesses (**45%**) say current collaboration is excellent, compared to other companies (**30%**)



96% of companies say that becoming a socially enabled enterprise is important or very important to their success



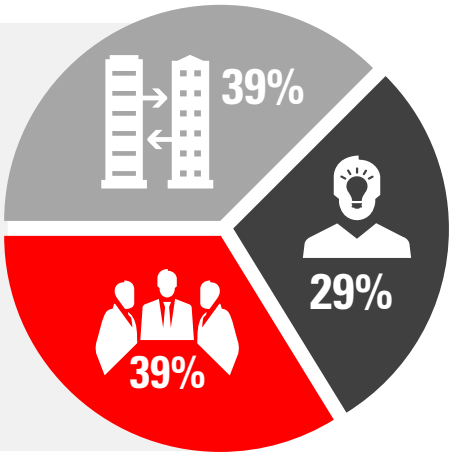
Collaboration is not at the top of many businesses' agendas when they are considering reasons to adopt social technology, but it is a huge additional opportunity that they should explore. There are a number of perceived barriers to successful collaboration, but with the right social tools, they can be overcome with ease and the business can dramatically improve the value that social platforms deliver.

THE CURRENT COLLABORATIVE ENVIRONMENT

From an organisational perspective, the IT-Marketing partnership has improved. A quarter of IT and **29%** of marketing professionals say social media has given them a stronger voice in management decisions, indicating stronger collaboration and ideas sharing across the enterprise. In organisations that have adopted social business processes, **58%** of Marketing and IT executives collectively said that they have noticed an improvement in their ability to collaborate internally or externally.

When asked how the organisation's use of social platforms has affected them and their role in the business, the top responses were:

- I have the ability to collaborate more effectively externally (**39%**)
- I have the ability to collaborate more effectively internally (**38%**)
- I have a greater awareness of the thought leadership agenda (**29%**)



However, in many organisations a lack of collaboration between Marketing and IT is leading to hostility and misinformation. A large number of respondents said that they rarely or never collaborate with their colleagues in Marketing or IT. This lack of communication is giving rise to a number of perceived barriers to the effectiveness of collaboration.



22% of IT professionals state that they rarely or never collaborate with Marketing on projects and initiatives

While **18%** of Marketing say this of their IT colleagues



By facilitating effective collaboration, organisations can overcome these communication challenges, move away from a fractured, departmental way of operating and make the most of all the expertise held across the business.



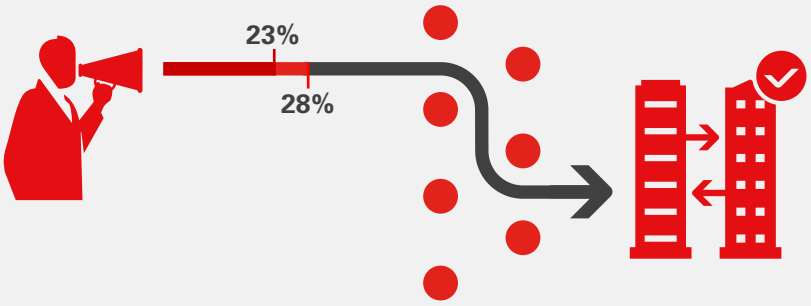




OBSTACLES TO SUCCESS

According to respondents, the outsourcing of IT and marketing is seen as the main obstacle to collaborative success. In reality, with socially enabled collaboration, on-site teams can improve their communication with outsourced workers and begin functioning properly as a complete team, rather than as separate entities with unique agendas and goals.

28% of marketers surveyed believed that outsourced marketing/ IT was the biggest obstacle to collaborative success, compared to **23%** of IT professionals.





31% of IT staff believe that the marketing department would not welcome increased collaboration.

There is also a feeling among IT and marketing departments that the other would not welcome increased collaboration. A third of IT staff do not believe Marketing would welcome the idea, compared to **15%** of marketing professionals who do not believe IT would welcome it. This in itself is indicative of a situation where poor communication has led to a loss of potential efficiency and synergy.

Other obstacles that respondents noted were an inability to see the benefits of collaboration (**15%**), that it is not prioritised by IT or marketing teams (**23%**), that it takes up too much time (**17%**) and that peers in their own department are acting as barriers to its adoption (**14%**).

THE BENEFITS OF SOCIALLY ENABLED COLLABORATION

The results of the study show that overwhelmingly both IT (**85%**) and marketing (**71%**) professionals believe that an increase in collaboration has made them more effective in their current roles. Employees in socially enabled enterprises feel especially strongly about this, with **93%** noting this increase in effectiveness compared to **67%** of other companies.

The range of benefits seen by companies that reported increased collaboration over the past year was diverse and encouraging. Across the board, the benefits reported by IT and marketing professionals were largely the same, with the exception being that many more IT professionals (**64%**) reported better customer feedback into products and services, compared to just **37%** of marketers.

93% of respondents from socially enabled enterprises said that when IT and Marketing collaborate they are both more effective



The top three benefits of collaboration reported by Marketing and IT professionals;

IT PROFESSIONALS:	MARKETING PROFESSIONALS:
Better customer feedback into products and services (**64%**)	Better working environment (**50%**)
Better working environment (**54%**)	Better customer feedback into products and services (**37%**)
Increased share of budget (**51%**)	Greater adoption of products or services (**37%**)

All of the following benefits were reported by at least 25% of respondents;

- FASTER SPEED TO MARKET WITH PRODUCTS AND SERVICES
- FEWER DEFECTS IN PRODUCTS AND SERVICES
- GREATER ADOPTION OF THE PRODUCTS OR SERVICES
- STRONGER AND MORE COMPELLING MARKET MESSAGES
- A REDUCTION IN PROJECT COSTS
- AN INCREASED SHARE OF BUDGET
- A BETTER WORKING ENVIRONMENT

CONCLUDING STATEMENT

While there are perceived barriers to the effective adoption of new collaboration initiatives, the socially driven collaboration can help to overcome them and bridge the gap between fractured IT and marketing teams.

New collaboration initiatives offer a huge range of benefits to organisations that are willing to tackle the challenges and bring IT and Marketing together. With socially driven collaboration, even the most disparate of teams can contribute to the same goals, helping to aid the accomplishment of their organisation's strategic goals, and move the company forward as a single, unified team.



Oracle offers the tools to weave social seamlessly into the fabric of daily business operations – across every mission-critical department – helping to improve communication and facilitate seamless collaboration. Successful companies must be able to socially enable their enterprises through integrated and comprehensive cloud-based offerings that deliver powerful and flexible social, marketing, service, commerce and sales capabilities, all of which Oracle offers in an industry-leading integrated solution.

Oracle is committed to developing practices and products that help protect the environment

Copyright © 2014, Oracle and/or its affiliates. All rights reserved. This document is provided for information purposes only and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle and Java are registered trademarks of Oracle and/or its affiliates.
Other names may be trademarks of their respective owners.

SUPPORTING MATERIALS

Another report has also been prepared from the results of this study. It explores the impact social platform adoption is having on enterprises' operations and customer-facing initiatives, and takes a detailed look at how their social activities will change and influence the business in the future. It is available for you to download here: **www.oracle-downloads.com/soc-enterprise.pdf**

The research for both reports was based on a similar global study sponsored by Oracle in 2013. It was designed to explore the forces behind socially driven collaboration and surveyed respondents across 52 countries and over 20 different industries. You can view the full results of the global study here: **http://socialmediatoday.com/socially-driven-collaboration-whitepaper-socbizresearch-pt2**