

# Engaged IT Consumers: What IT Can Learn From Digital Marketing

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# About Me

- Maya's Husband, Corinne and Dominique's Father.
- Vice President of Product Marketing at Cherwell Software.
- Former Gartner Analyst – covering the ITSM market, encompassing people, process and technology.
- 2014 Gartner Thought Leadership Award Winner

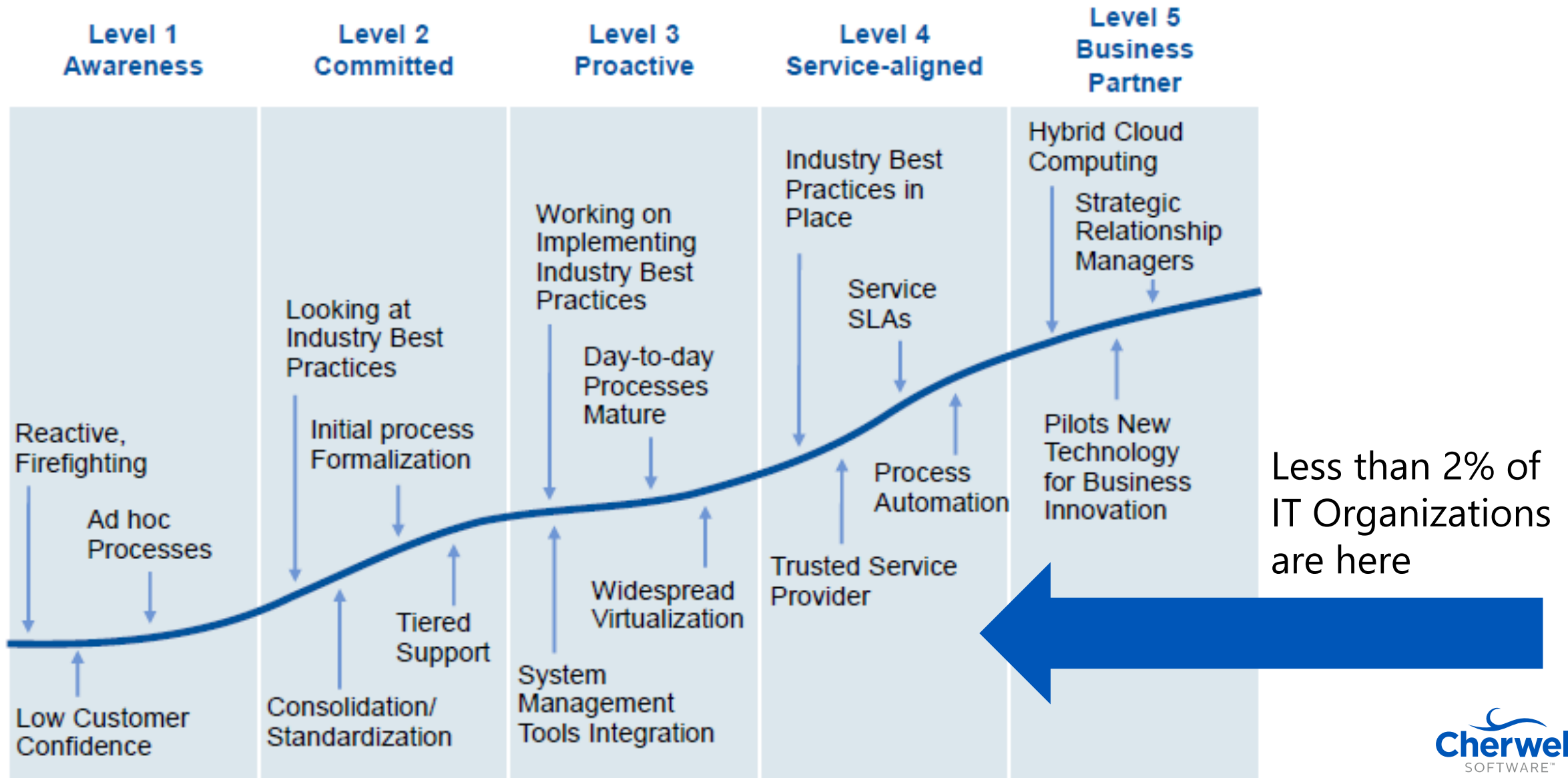


# Problem Statement

- Consumerization presents both challenges and opportunities to IT organizations must deal with and respond to.
- IT organizations need strategies and solutions at the intersection of IT and the business that provide the means to gather business user patterns and preferences, to drive higher levels of IT-business engagement.



# The Goal: The Trusted Service Provider to the Business



# These Guys Want the Business's Business Too...



## Perception

- Easy to Use (Intuitive, Mobile First)
- Easy to Do Business With (Predictable Costs)
- Faster, More Agile and Scalable than Enterprise IT



# The Business Consumer



# Converting Business Consumers to Engaged IT Consumers





Marketing = The Missing Link

