

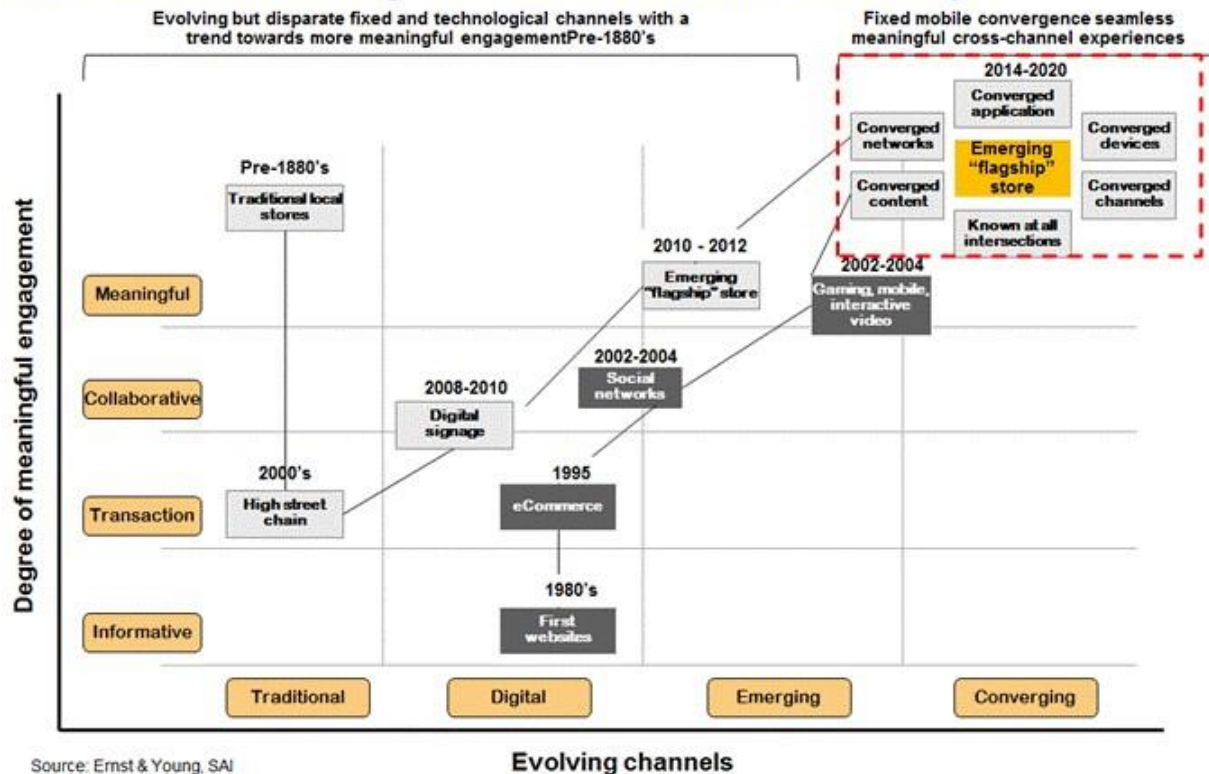
Information Technology's Impact on the Marketing Function

The Cloud has disrupted all facets of the IT industry and, from a cloud provider standpoint, has changed most aspects of product/service development through delivery --- including the marketing function.

The simultaneous adoption of cloud computing, social media and mobile technology is having a profound impact on businesses. Even though each of these technologies provides a different value for organizations, the synergistic effect of all three technologies is becoming more evident and is providing new ways for businesses to innovate and create value.

Cloud's growth has necessitated changes and forced scrutiny across providers' marketing functions and organizations. This has forced an ongoing transition from "traditional" IT product/services marketing to a marketing organization with functions that are in alignment with new developments, buying cadence and paradigms, as well as new target audiences. For newer cloud providers, marketing has been built from the "ground up" while more established providers are scrambling to participate, as outlined in the following graphic:

Evolution of marketing interactions continues to change



In a very short amount of time, social interactions have migrated from traditional online social websites to mobile devices. Development of mobile applications including social applications for mobile have grown at a rapid pace, leading to growth of social mobile communities and encouraging ubiquitous sharing and collaboration. While mobile has emerged as the primary platform for social, cloud infrastructures and cloud services have become critical for the seamless delivery of cost effective and scalable mobile and social solutions.

This requires clients to engage in numerous new ways to reach clients requiring an ongoing evolution in the way technology and processes are being used to link the provider to its clients.

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