

IT Marketing Management Overview



Marketing is the process by which companies determine what products or services may be of interest to customers, and the strategy to use in sales, communications and business development. It is an integrated process through which companies create value for customers and build strong customer relationships in order to capture value from customers in return.

Marketing is used to identify the customer, to keep the customer and to satisfy the customer. With the customer as the focus of its activities, it can be concluded that **marketing management** is one of the major components of business management.

IT Marketing Management is the application of these key tenants to an Internal IT Organization and the related relationship of its Services to its customers. With ITMM you'll be heading down the road to 'fixing the face of IT' to the rest of the organization and building the relationships necessary to dialog, engage, and align for the most effective and efficient use of our limited resources. If perception equals, or at the very least, drives reality, then our challenge to you is to 'stop fighting your perception problem and learn to love it!' Embrace the challenge with the help from ITMM.



- **Faster responses and better able to compete across expanded markets**
 - **Greater cost pressures to get more done with less**
 - **Decreased risk by more views being taken into account**
- **Faster response to the constant change internally and externally**
 - **Great potential to get it right with common vision**
 - **Faster innovation coming from greater alignment**

ITMM Background:

Information Technology (IT) has pervaded business at all levels to the extent that businesses and organizations of all shapes and sizes cannot function without it. IT has very quickly become more fundamental to an organization's health than other supporting or enabling "facilities" such as power. IT is to an organization what the circulatory system is to the body. Pull IT out of an organization tomorrow, products and services, and the business as a whole comes to a screeching halt.

Benefits of ITMM:

- **Faster responses and increased ability to compete across expanded markets**
- **More efficient use of resources addressing the pressures to get more done with less**
- **Decreased risk by more views from across the organization being taken into account**
- **Faster response to the constant change internally and externally**
- **Great potential to get it right with a common vision inside and outside of IT**
- **Faster and more valuable innovation coming from greater alignment**





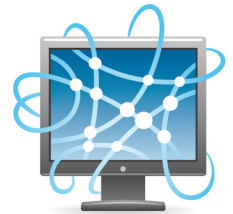
Does ITMM Fit With ITSM?

Over the years the way in which IT has delivered the Services needed by the business has matured, but not to the extent or at the rate by which those services are consumed and relied upon by the business. An entire industry and multiple sets of best practices have attempted explain this dynamic by such frameworks as ITIL, COBIT, and CMMi, all under the IT Service Management umbrella. As IT organizations have sought to mature and improve, we've adapted our operations to these frameworks with varying degrees of success. We identify and may even survey our IT customers as we set the ITSM machine into motion. In most cases the start up to our Service organization runs nicely, plodding away, and making painfully slow but steady incremental change. What to do next? Stay the course or look for a game changer? ITSM will help align your IT processes and improve your IT organization's internal capabilities to get work done effectively and efficiently. What do you do when it is time to move to the next step? How do you change the perception of your IT organization so that your business can take full advantage of the IT capabilities and technologies you've painstakingly been building and maturing? Enter ITMM (IT Marketing Management). Now it's time to "sell" your IT organization and its Services to the rest of the organization. Get ready to address the People side of the equation and learn how to sell tap water.

Why ITMM?

Even though the IT Service needs of the Business have attempted to be addressed, IT is still too often seen as disconnected from the Business and something is missing. It is almost as if both parties are talking different languages. ITSM frameworks have tried to provide some answers, but the story and actual hands on approach is not complete. Here below are the common Service related elements and how they interact with the business:

- **Service Management – what IT does to the Business**
- **Service Requests – what users can get from the business**
- **Service Levels – Agreement between the business and IT as to service delivery**
- **Service Catalogue – What Services the business can use**



The void is that there has been nothing on "HOW" the Service is actually presented and delivered to the person who needs it. The entire USER experience from start to finish is IT centric, and the people and users involved have changed. Gone are the individuals who sit in awe of IT professionals. Instead users are now savvy consumers of IT where the products of the consumer market are now easy to reach and use. In their non-work environment they know what is out there and how to use it, but within an organization it's like going back to the dark ages or a land where prehistoric giants amble about unaware of the impending meteor strike.

But the meteor has struck. While IT still tries to enforce a locked down desktop strategy, Internet-based collaborative working is transforming how businesses talk to their customers; influencing everything from product design to innovative ways of developing the business.

And businesses need the people within the business. It needs to unlock the potential within all its employees, allowing them to be able to participate in problem solving, in the delivery of service, act as joint collaborators, and all of this in order to make the business work better. It's like SETI for IT. ITMM helps us to lay the foundation for harnessing the brain power and experiences of the users doing the job to help solve, contribute to, and address the problems and the development of IT focused business enabling solutions.



What Is ITMM?

ITMM is a framework of IT Marketing centric processes, procedures, guidance and key artifacts built to enable Service Management to really work by simply concentrating on the PEOPLE aspect of the People, Process and Technology triumvirate. This is fostered through building real relationships with our users and enabling their active involvement in the development, delivery, receipt, support, and ongoing improvement of IT Services.

People need to be brought into the dialogue and be educated and 'SOLD' the potential of IT's Services by providing a Paradigm Shift in how we as IT professionals interact with consumers of information. Communication is the foundation for this alignment and yet is what IT is worst at and for the most part has never really been addressed formally in our environments. ITMM provides that framework for communication, from the marketing of what is available to bringing the latest social collaboration tools into IT and Service Management in order for new solutions to be built ground up.

ITMM is made up of **four primary process areas**. They include:



- **Induction Experience Process**
- **Communication Normalization Process**
- **4 Ps: Product, Price, Place, Promotion Process**
- **CxM (Customer Experience Management) Process**

Within these **four process areas**, ITMM includes over 100 key aspects necessary for the effective marketing of IT. Each of these key aspects provide direct guidance and input into how you build and deliver your ITMM strategy. A sampling of those aspects include:

- **IT Organization Branding**
- **IT Marketing Strategies for developing the 'Message' and delivery approach**
- **Service Catalog and promotion**
- **Communication Style Guides**
- **Communications 101 training and awareness**
- **Social Media tool education**
- **Customer/stakeholder identification**
- **Forward Schedule of Change**
- **Release Communications Plan**
- **ELS to the Service Desk**
- **Knowledge Management promotion**
 - **User Self Service knowledge, tools, and informational portals**
 - **Change notification and updates**
 - **Incident ticket notification and updates**
 - **Request fulfillment**
 - **Accessible onboarding**
 - **A Facebook fan page for your IT Service organization**
 - **Twitter feeds**
- **Crowdsourcing the CAB, 1st Level support, and Knowledge articles**
 - **Video updates/awareness**
 - **Role definition and training**

