

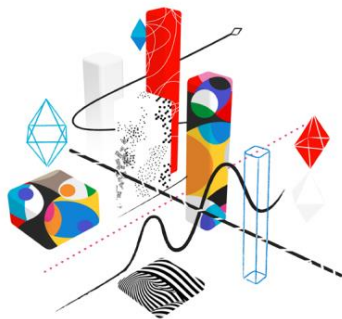


Complete Guide to WM



Rationalize to modernize your martech stack.

How to get the most value from your marketing technology investments.



Do more with less

Enterprises in the high-tech industry continue to prioritize market share, revenue growth, cost containment, and efficiency as they face the challenges of the evolving 2020 business environment and COVID-19. Because it's highly competitive and very fluid, the industry awards those with the agility to anticipate and react to new trends and bring innovation to market quickly. While other industries also face digital transformation and disruption, high tech is at the epicenter of a perpetual cycle of creative destruction that sprouts new business models and operational efficiencies driven by algorithms and automation.

High-tech companies have to do more with less—making customer experience architecture essential. The hunt is on for unexplored pockets of operational efficiencies and ways to contain costs and reduce redundancies. Common labor-intensive activities ripe for elimination include stitching together datasets, troubleshooting custom code scripts, and standardizing codebases.