

Are marketers and sellers ready to make the shift to cognitive computing?

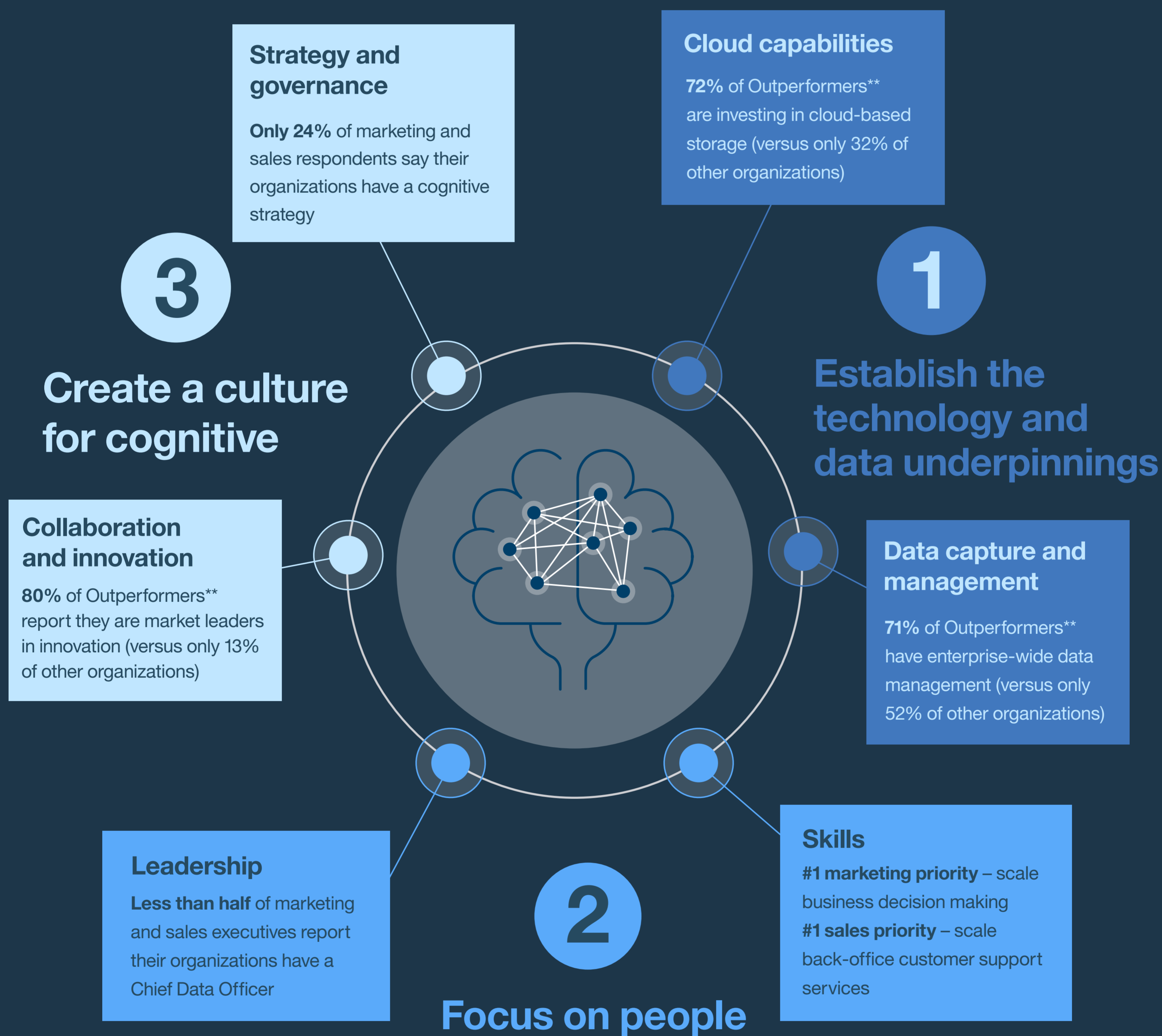
Good news—they can start small and expand over time



Cognitive computing can be a game changer, but that doesn't mean you have to rip and replace to integrate it into your initiatives.

The Cognitive Readiness Framework for Marketing and Sales

This framework from the IBM Institute for Business Value highlights **three foundational areas** that you need to focus on – **technology, people and culture** – to exploit cognitive computing's full potential.



To learn more about how you can start using cognitive computing, download the executive report, *From data deluge to intelligent insights:*

ibm.com/business/value/cognitivemarketingsales

*The Cognitive Readiness Framework can be found in the 2017 IBM Institute for Business Value study, *From data deluge to intelligent insights: Adopting cognitive computing to unlock value for marketing and sales*, ibm.com/business/value/cognitivemarketingsales. 525 Chief Marketing Officers and 389 heads of sales from Africa, Asia Pacific, Europe, the Middle East, North America and South America participated in the study.

**Financial Outperformers are study respondents who reported they outperformed their competition in revenue and profitability for the last three years.

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Source research study data provided by IBM Institute for Business Value.

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