Acquia
EXPERIENCE DIGITAL FREEDOM

CHECKLIST

BRIDGING THE GAP BETWEEN CMO AND CISO

A CRUCIAL PARTNERSHIP FOR THE ENTERPRISE

The ability to extract value from first-party data and leverage it to personalize digital commerce experiences goes hand in hand with the ability to manage and protect that data. It is for this reason that close alliances must be formed between the marketing and security leaders in your organization.

Leading CMOs want deep, data-driven insight into customer segments and customer behavior. They also need robust data tools to personalize the customer experience. Leading CISOs want to make sure that the enterprise is secure and customer data is always protected and in compliance with the growing number of data-privacy regulations. Both want to protect the brand.

Is it possible for a customer data platform (CDP) to meet the needs of both the CMO and the CISO? It depends whether you can answer "yes" to these three questions:

YES   NO

▶ **Can it easily connect to every relevant data source within the enterprise?**
Ease of connectivity is crucial for the development of a composable enterprise architecture — that is, one relying on modularity in support of agility.

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▶ **Can it track and manage data lineage?**
A CDP should serve as the single source of truth for data in the enterprise. For this reason, the CDP must function as a comprehensive data management solution.

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▶ **Is it secure from the ground up?**
A CDP should meet the requirements of all relevant security certifications.

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CDP: THE KEY TO PERSONALIZED CUSTOMER JOURNEYS

Running commerce without a CDP is running commerce blindly. The right CDP will operationalize customer data in a way that fuels customer engagement while keeping data safe and secure. To find out more, read our latest e-book, *Reinventing the Digital Commerce Experience.*

GET THE E-BOOK