

How CIOs / CMOs Interpret Common Terminology

DIGITAL PRODUCT

CIO

Custom software purpose-built and managed by the CIO's group as a core business capability and deployed to the enterprise.

Boxed software, or a purchased (SaaS or PaaS) solution used to accomplish an acute or ongoing business need.

CMO

PLATFORM

CIO

A set of preconfigured software tools that can or must be used to quickly build a digital product. Generally preferable that the platform include the ability to interface with enterprise systems via API/SDK.

A complete system for supporting a particular need. May or may not interface with enterprise.

CMO

AGILE

CIO

A software development methodology that is highly flexible but also requires deliberately ambiguous definitions of timelines and deliverables.

A desired state of operations, in which the company can change direction and move rapidly as market conditions change.

CMO

OMNICHANNEL

CIO

Systems that are fully integrated, with real-time data flow to and from all end-points, regardless of the location or business.

A customer experience that is consistent and appropriate across every screen in every location.

CMO