

Why Are CIOs Getting SMACT?

Industry analysts predict that within 5 years the CMO will spend more on IT than the CIO. With the adoption of Social, Mobile, Analytics and Big Data, Cloud Computing and the Internet of Things, here are some of the reasons why **CIOs** are getting **SMACT**.



Social



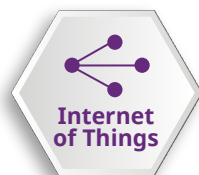
Mobile



Analytics

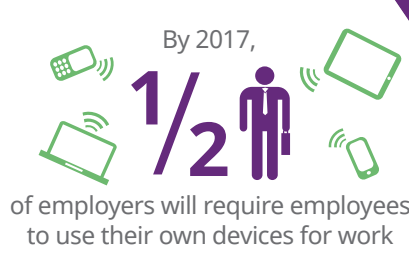
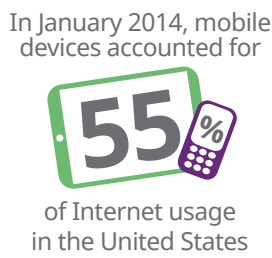
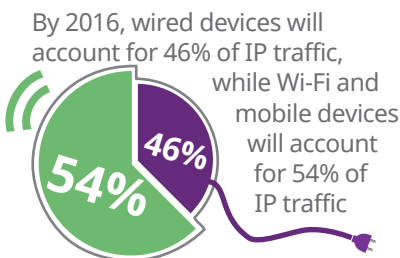
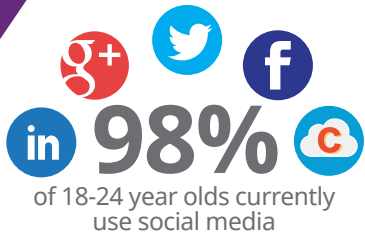


Cloud



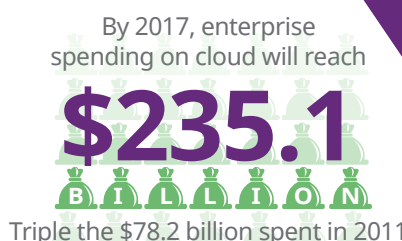
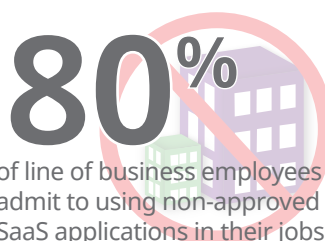
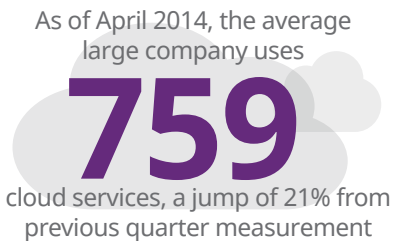
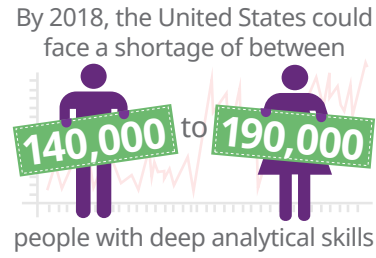
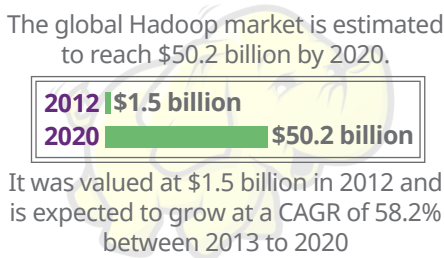
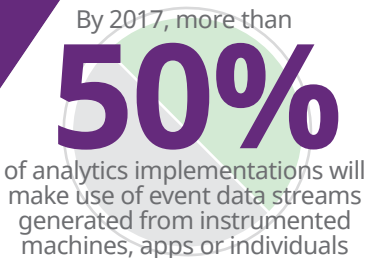
Internet of Things

S SOCIAL



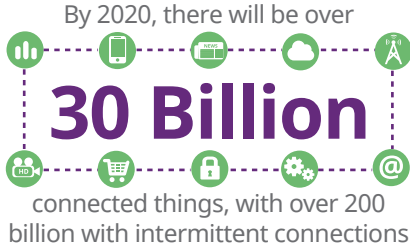
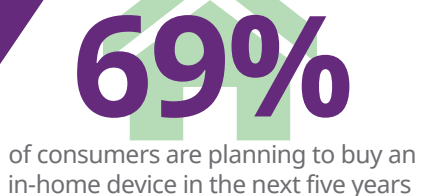
M MOBILE

A ANALYTICS



C CLOUD

T INTERNET OF THINGS



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Sources

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