

Instant Insights: The Trust Insights MarTech Governance Framework (ISO 38500-2015 Standard)

While it's commonly cited that [the CMO is spending more on IT than the CIO](#), very little has been done to bring marketing into corporate alignment with governance compared to IT. As a result, **marketing technology is a mess at many companies with no clear processes or standards for managing vendors, infrastructure, processes, or people.**

IT has a long, storied history with governance, but international standards now exist to help companies align with best practices. In that spirit, we rewrote the conceptual layout of ISO/IEC 38500 (Governance of IT for the Organization, 2015 Edition) for marketing technology.

Concept	Function	Application	Measurement
Responsibility	Business Strategy	Models, Environment, Strategies	Business Metrics, Plans, Balanced Scorecard, P&L
Strategy	MarTech Strategy	MT Strategy, Architecture, Principles	Zachman Framework, Balanced Scorecard, Marketing P&L
Acquisition	MT Balance Sheet	Capital, Data, Applications, Processes, Technologies, IP	Patents, IP, IC/ICR
Performance	MT Operations	MarkOps, MT Ops, Asset Management, Security	TCO/ROI, ISO 27001, 6 Sigma
Conformance	Risk & Compliance	Governance, Conformance, Compliance, Risk Management, Controls, Audits	CoBIT, SOX, PCI DSS, ISO 27001, ISO 38500
Humanity	Change Management	Project Management, Methods, Alignment, Training	PM, Capability Maturity Model Integration

Use this framework to plan your marketing technology governance efforts.

Listen to this podcast episode from Trust Insights for more information about how to use the framework:

<https://www.trustinsights.ai/blog/2018/08/deep-dive-episode-governance-of-marketing-technology-and-ai/>