

# 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.

## The Trust Insights MarTech / AI Governance Framework (ISO 38500-2015)

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/>