#FranTech2015
View from the C-Suite

The Dwyer Group’s philosophy and strategy on the merging of Operations, Marketing, and Information Technology in today’s digital world.

- Shayne Mehringer
- Pam Harper
- Mark Liston – President, Glass Doctor
The Roadmap

The intersection where marketing, information technology, and corporate strategy meet is the most critical point in our business.

• Top down, bottom up
• Rigid plan vs nimble strategy
Guiding Principles

Strategy to Principles to Doctrine

Cloud First
Minimize local data center dependency, reduce risk and costs of hardware management, and incorporate SaaS solutions where possible

Industry Standard Solutions
Leverage best in class partners and technology to react quickly in an increasingly on-demand marketplace

Bottom Line Focused
Establish 360 degree relationships with business drivers and maintain a nimble, yet focused, strategy to promote growth and scalability

API Driven
Rapidly deploy purpose-built solutions and establish business continuity through data portability
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#4 API Driven

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Dwyer Group (11 Brands)

CEO

Operations
Marketing
Technology
Finance

Growth & Strategy

Brand President
Brand President
National Ad Fund
Local Marketing
Web Presence
Corp IT
Franchise Technology
BI/Data Integration
FP&A
Compliance

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Cohesive Leadership

• Defined boundaries between Marketing and Technology are history
• Share strategic initiatives
• Define tactical ownership
• PMO tools
• Leverage the partnership
• Communicate. Constantly.
• #TeamWork

#FranTech2015
Cohesive Leadership

- The boundaries between technology and marketing are history
Challenges

• Dynamic value proposition
• More technology than we can consume
• Disruptive technologies
• Attracting and retaining talent
• Team alignment