

# The New MIT

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# THE NEW MIT

A CASE STUDY OF MARKETING AND IT COLLABORATION  
AT MOTOROLA SOLUTIONS

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**WHO WE ARE**



1.0

**PROVIDER OF  
PRODUCTS**



2.0

**PROVIDER OF  
SOLUTIONS**



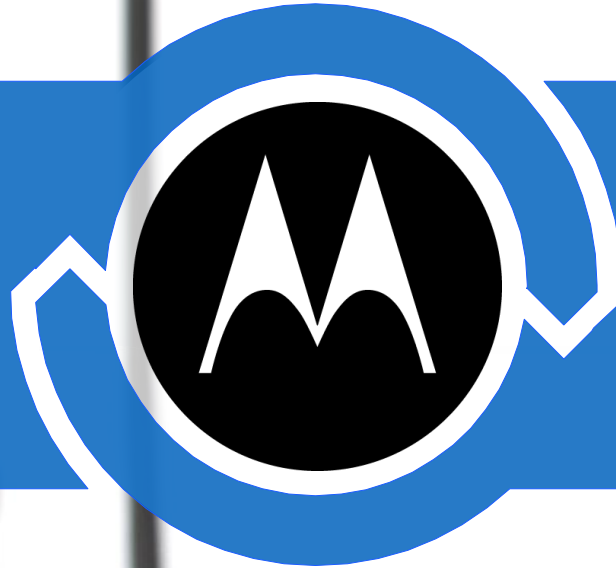
3.0

**PROBLEM SOLVER  
AND TRUSTED  
ADVISER**

MARKETING:

## DRIVE VALUE THROUGH SOLUTIONS FOCUS

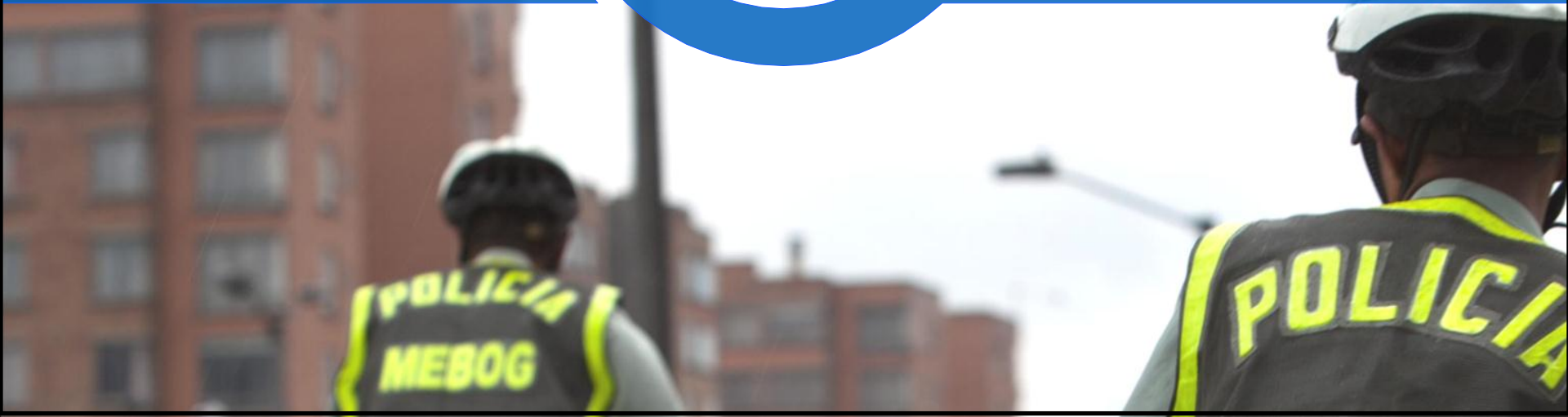
Transforming Motorola Solutions from a product manufacturer to a trusted advisor and solutions provider



IT:

## SUPERCHARGE CUSTOMER ENGAGEMENT

Advancing customer, partner and sales collaboration and experiences to serve customers and accelerate opportunities





**MARKETING**

**PRODUCT**



**SOLUTION**

**PLACE**



**ACCESS**

**PRICE**



**VALUE**

**PROMOTION**



**EDUCATION**

**PURPOSE**



**IT**

**SUPPORTING  
THROUGH  
OPERATIONAL  
EXCELLENCE**



**DIFFERENTIATING  
THROUGH  
INNOVATION**

**PROGRAMS**



**PORTFOLIO**

**SYSTEMS**



**PROCESSES**

**DATA**



**INSIGHT**

**OPTIMIZE**



**AGILE**

