

TECHNOLOGY SELECTION

CORPORATE SUPPORT

The marketing technology field is a fast-paced, dynamic environment. To capitalize on emerging solutions useful for capturing and engaging target audiences, corporations must overcome challenges that slow internal decision-making processes. Recent developments in AI, VR, AR and MR may work or they may not – the real challenge is fully understanding how they match corporate objectives.

Technologies are not islands, they must support the corporate strategy.

Successful implementation of the sci-fi technologies we see today rely on understanding which ones will do the job more effectively than others. There is a lot of hype surrounding them and identifying the ideal combination is a full-time job. That is what we do.

We provide cost-effective support that positively impacts performance.

Get started!

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GAGE-CANNON LTD.
LEARN – UNDERSTAND – IMPLEMENT

Corporate Support

TECHNOLOGY SELECTION

Idea
Vision
Structure
Realization



WHO WE ARE

With a background from Google, the EC, NYAMA and Gartner, our team tracks developments in the marketing technology space. Having worked as C-level executives in the financial and robotics sectors, our understanding of the internal operating space and the external market provides insights that are now available to you.

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Your target audience is dynamic

HOW IT ENGAGES TODAY MAY CHANGE TOMORROW

Evaluating innovative technologies takes time. A large corporation cannot act as quickly as a smaller, aggressive competitor which places it at a disadvantage. There is, however, a way to even the playing field in terms of speed.

By working closely with independent experts in the marketing technology field, the decision-making process can be cut in half. We filter out the best and give you a shortlist.

Marketing technologies work for most if not all types of businesses. While Gage-Cannon primarily concentrates on the retail, financial, and tourism sectors, we see applications for these groundbreaking technologies in health care, construction, and government. There is no limit for what can be achieved.

Let us help you speed things up efficiently and effectively.

How we help you remain competitive

TECHNOLOGY SHORTLISTING

You are bombarded with pitches. While you may be familiar with some of the solutions presented, other require time studying and let's face it, your time is better spent driving your business forward. That's where we come in. We know the marketing technology field and can provide you with a shortlist based on what we know they can do now and where they will be next year.

BUDGETING & ROI

There may or may not be a budget allocated toward meeting a specific and technology-oriented objective. As a corporation, that budget is likely to be linked to ROI which means that there is little room for error. This space is very complicated as it keeps changing but, by being on top of what's out there, we make it simple.

WHATEVER YOUR COMPETITORS ARE DOING, YOU CAN DO BETTER

EFFICIENT GATEKEEPING

Instead of wasting your time on technology introductions, direct them our way. We go through them and deliver an assessment that takes 3 minutes to read.



Our strong network of experts enables us to evaluate emerging technologies based on your own corporate strategy. They must fit your criteria or they're out. The decision whether to proceed or not is up to you – our purpose is to save you time.

To learn more about our technology support services, contact:

Gage-Cannon Ltd.

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Website: www.gagecannon.com
LinkedIn: <https://www.linkedin.com/company/gage-cannon>



THE POWER OF UNITY Avoiding the novelty trap

Emerging technologies are usually the coolest thing ever, catapulting your division or corporation into the age of artificial intelligence.

Unsynchronized, new gadgets can create internal chaos.

It must come together as a unity, not as isolated and disconnected parts.

SYSTEM OVERLOAD Cutting through the fat

Seemingly identical technologies can deliver different results once applied. Identifying which will do the job most effectively takes months of research.

Technology selection is similar to selecting a surgical procedure.

Get things right from the start and the rest becomes much simpler.

TIME IS A RESOURCE Maximize it for own gain

As a C-level manager, your role is to move business forward while avoiding risk to your own career.

Decisions have consequences.

We provide you with the best possible scenario for the decision you have to make and support you in defending it.