

**Figure 1: Aligning Technology**

Business Function	Action	Technology/Reason
Data Governance	Corporate Data Definitions	<b>Wikis</b> allow centralized access, collaborative development and speed of delivery
Management Reporting	Variance Analysis	<b>Discussion forums</b> are threaded discussions between stakeholders on root causes
Research & Development	New Product Development	<b>Blogs</b> engage consumers and employees on corporate direction, fostering feedback and ideation
Online Marketing	Search Engine Optimization	<b>Tag clouds</b> leverage the most popular key terms from social communities, discussion forums and blogs in your search engine optimization (SEO) and pay-per-click (PPC) activities