

# MIT Technology Review

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Views from the Marketplace is content created exclusively for the MIT Technology Review audience — a prestigious, global audience that engages with us on a daily basis.

The screenshot shows a web page from MIT Technology Review. At the top, there's a navigation bar with 'MIT Technology Review' and various menu items like 'NEWS & ANALYSIS', 'REVIEWS', 'HOW', 'MULTIMEDIA', 'SOLUTIONS', 'TOPICS', and 'SERVICES'. Below the navigation is a featured article banner for 'IT Roadmap Builder' by CEB, with the headline 'How Does an IT Plan That Saves Time and Money Build?'. The main article title is 'IT Roadmap Builder: A Smarter Way to Make IT Investments' by Ben Horowitz, dated November 12, 2014. The article text discusses IT planning, budgeting, and the benefits of using the IT Roadmap Builder tool. A large circular infographic is featured in the middle of the article, showing various IT investment categories and their relationships. The infographic is divided into segments for 'Strategic', 'Operational', and 'Financial' planning, with sub-segments for 'Business', 'IT', and 'Financial' goals. Below the infographic, there's a section titled 'IT Roadmap Builder's Value Proposition' and a 'Request a Demo' button. The article is signed off by Ben Horowitz, a Venture Partner at Benchmark Capital.

# VIEWS FROM THE MARKETPLACE