Making Sense of Enterprise Marketing Management Technologies
Objectives

• Provide insight into the marketing technology landscape
• Understand the essential components of an enterprise marketing technology platform
• Learn where to start when building a marketing technology strategy and the key steps needed for success
• Discover how forward-thinking companies are using marketing asset management today
Challenges of Today’s Marketers

• Top demands on marketers
  – Measurable return on Marketing
  – Brand Protection
  – Speed to Market
    • Consumers Want Real Time Interaction
    – Personalization / Relevance is the expectation
• Marketers are asked to accomplish more with same budget or less budget
• Without a strong technology foundation, top demands can never be met
Types of Technology

- Technology that delivers messages
  - Content creation technology
  - Content delivery (i.e. emails and banner ads on the Internet).
- Business process and workflow technology that enables and streamlines the delivery of messages
  - Right message, right consumer, right time, right outcome
Enterprise Marketing Technology

Marketing Resource Management
- Project / Campaign Management
- Budgeting / Planning / Collaboration
- Creative Campaign Workflow

Customer On-Boarding
- Real-time Interaction
- Lead Management and Web Analytics
- Event-based Marketing

Marketing Asset Management
- Marketing Automation
- Collateral Customization
- Digital Asset Management

Distributed Marketing Management

Distributed Marketing Network
Digital Repositories

- DAM
- CRM
- Transactional Data
- ECM
- PRM
Alphabet Soup

- CRM – Customer Resource Management
- DAM – Digital Asset Management
- PRM – Partner (channel) Relationship Management
- ECM – Enterprise Content Management
  - WCM – Web Content Management
- MRM – Marketing Resource Management
- MAM – Marketing Asset Management
- EMM – Enterprise Marketing Management
  - MOM – Marketing Operations Management
Business Intelligence

• Data Analysis
• Customer Segmentation
• Predictive Modeling
• Continuous Marketing Improvement
MRM Technology

• Project Workflow
• Budgeting / Planning / Collaboration
• Creative Campaign Workflow
• Campaign Management
Gartner’s MRM Stages

- Create and Develop
- Collect and Manage
- Fulfill and Distribute
Marketing Asset Management

• The “Engine” of Advertising
• Digital Asset Management
• Dynamic Content Assembly
• Marketing Process Automation
MAM: Digital Asset Management

- DAM helps you organize your assets, find them quickly and repurpose them for multiple applications.
- DAM provides an ROI
- Traditional DAM systems have a high risk of bloating into ineffectiveness.
MAM: Collateral Customization

- Assembly of the right message at the right time for the right audience
- Tightens brand control
- Eliminates cost
- Improves speed to market
- Ensures current content in use.
MAM: Marketing Process Automation

• Drives cost savings
• Automates repetitive processes
  • Direct mail processing
  • Ad resizing
MAM Powers Distributed Marketing

• Powers Your Brand
  • Brand Control
  • Cost Control
  • Drives New Revenue
  • Speed to Market
Consumer Engagement

• Message Distribution
• Interruption and Engagement Based
• Integrated Cross Media
• Right Message, Right Person, Right Time
On-Boarding Systems

• Event-based Marketing
• Real-time Interaction
• Web Analytics
• Lead Management
Completing the EMM Puzzle
Saepio MarketPort: MAM & More

2008 Gartner “Cool Vendor”
No One Vendor Provides Full EMM
MarketSphere Implementation Steps

1. Vision & Sponsorship
2. Continuous Improvement
3. Process Refinement
4. Implementation & Adoption
5. Vendor Selection
Companies Should Look to MAM if:

- They deal in persuasive content
- They execute programs in multiple channels
- They focus on time to market
- They serve multiple geographies

Source: Suresh Vittal – Forrester Research
About Saepio Technologies

• Kansas City based
• Leading provider of MAM technology
• Emerging EMM player
• Gartner “Cool Vendor”

• What marketing firm in Kansas City has the most impressive client list?
Current Saepio Clients Include...

Over 200 Brands Served
MAM in Action – Mini Case Studies

• Health Corporation of America
  – Shared MAM system with 170 hospitals.
  – Reports cost reduction of up to 50% annually *with only 40% of hospitals currently participating.*
MAM in Action – Mini Case Studies

• BMW Motorcycles
  – Consistent use of current brand marketing collateral.
  – Reduced corporate staffing needs to support dealer network.
MAM in Action – Mini Case Studies

• CVS Pharmacy
  – Automated marketing collateral content assembly across nationwide retail network.
  – Fully integrated ECM / DAM.
MAM in Action – Mini Case Studies

• Sprint Corporation
  – Dramatically reduced costs of ad resizing for authorized dealer network.
  – Streamlined coop fund management process.
MAM in Action – Mini Case Studies

• **Curves International**
  – Consistent brand messaging worldwide and in-language.
  – Image versioning to meet cultural standards.
New Frontiers
Questions?
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