MARKETING OPERATIONS
Grow revenue and profits through improved marketing effectiveness.

SOLUTION OVERVIEW

Marketing Resource Management is more than just workflow management. When utilized effectively it helps organize, manage and optimize marketing budgets, processes and resources. With current economic difficulties and the increasing importance of topics such as marketing accountability, organizations need to put even more emphasis on the effectiveness aspect of Marketing Operations. Organizations need to know if they are optimizing their marketing budget and effectively managing marketing performance.

We can help you with:

Implementation Services: we can help you get the most out of your MRM solution, including IBM Unica Marketing Resource Management.

Process Consulting Services: we offer end-to-end assessments that include looking at your present marketing processes against best practices gleaned from literally hundreds of clients across 15 different industries.

Our approach is designed to improve the effectiveness and efficiency of the solution design and further provide our clients with a platform and process that can adapt as rapidly as their marketing strategies develop.

Our implementations incorporate five main stages:
• Exploratory Discovery & Design
• Process Renovation
• Formal Design & Development
• Testing
• Training

This approach enables our clients to:
• Create a collaborative project team environment, ensuring that each stakeholder group has the opportunity to actively participate in the design process.
• Provide instant visibility into embedded processes within the application.
• Enable 'small wins' that are essential for gathering momentum and enthusiasm for the project as well as managing overall project scope and resources.
• Foster interactive knowledge transfer for business power users and support staff; they participate in the entire process to see how it all comes together.

CLIENTS

Pinpoint's experience with marketing systems spans a broad range of vertical industries and a full complement of system architectures and products. Some of our recent clients have included:

- International Home Products Retailer
- Fortune 100 Financial Services Provider
- Home and Personal Products Retailer
- International Loyalty Marketing Services Provider

- Top Five Credit Card Issuer
- International Hotel Chain
- Telecommunications Provider
- Non-profit Fundraiser

EXPERIENCE SNAPSHOT

Processes Improved

- Planning, sourcing & production of marketing media
- Connection of marketing media ordering process to production process
- Procurement and negotiation of vendor services
- Request for quotes and change requests from franchises
- Creative Design and Copywriting
- Print Production
- New Client Acquisition/ Implementation
- Advertising & Brand Management
- Product Marketing
- Advertising materials production
- Workload and headcount planning
- Budget forecasting and tracking
- Digital asset management & reuse
- Advertising materials distribution (by store)

MRM Functionality Implemented

- Project Management templates
- Marketing objects
- Workflow automation procedures & templates
- Bulk project creation processes
- Financial calculations, data validation and automation using software API
- Initiation of processes and data submission via the portal interface
- Reporting
- Resource Management
- Asset libraries
- Custom forms, templates and metrics
- Financials integration
- Marketing Operations and Campaign integration
- Plan and Campaign integration
- Multiple custom policies and roles
- Custom Validation Routines
- Workflow for routing and approval
- Marketing images and customer service scripts in central repository

Benefits Realized

- Cycle time & cost savings through using a single system of record
- Improved process visibility and management
- Process scalability – handling rapid growth in franchises
- Management visibility into work performed and resources applied
- Reduction in project management overhead
- Cycle time reduction for creative/approval process
- Campaign throughput increase while holding staff level constant
- Improved resource management

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About Pinpoint Systems Corporation

Pinpoint Systems Corporation is a leading provider of marketing solutions and marketing software implementation services that help increase the overall profitability of a company's marketing programs. Our consultants are expert marketers and technologists with a truly creative approach for linking marketing processes and technology systems. We serve Fortune 500 and mid-market companies across vertical markets. Our clients benefit from our proven, scalable solutions that are customized to their unique business needs.

For more information about Pinpoint Systems Corporation, please call 800-809-0612 or email info@pinpoint-corp.com. You may also visit us at www.pinpoint-corp.com.