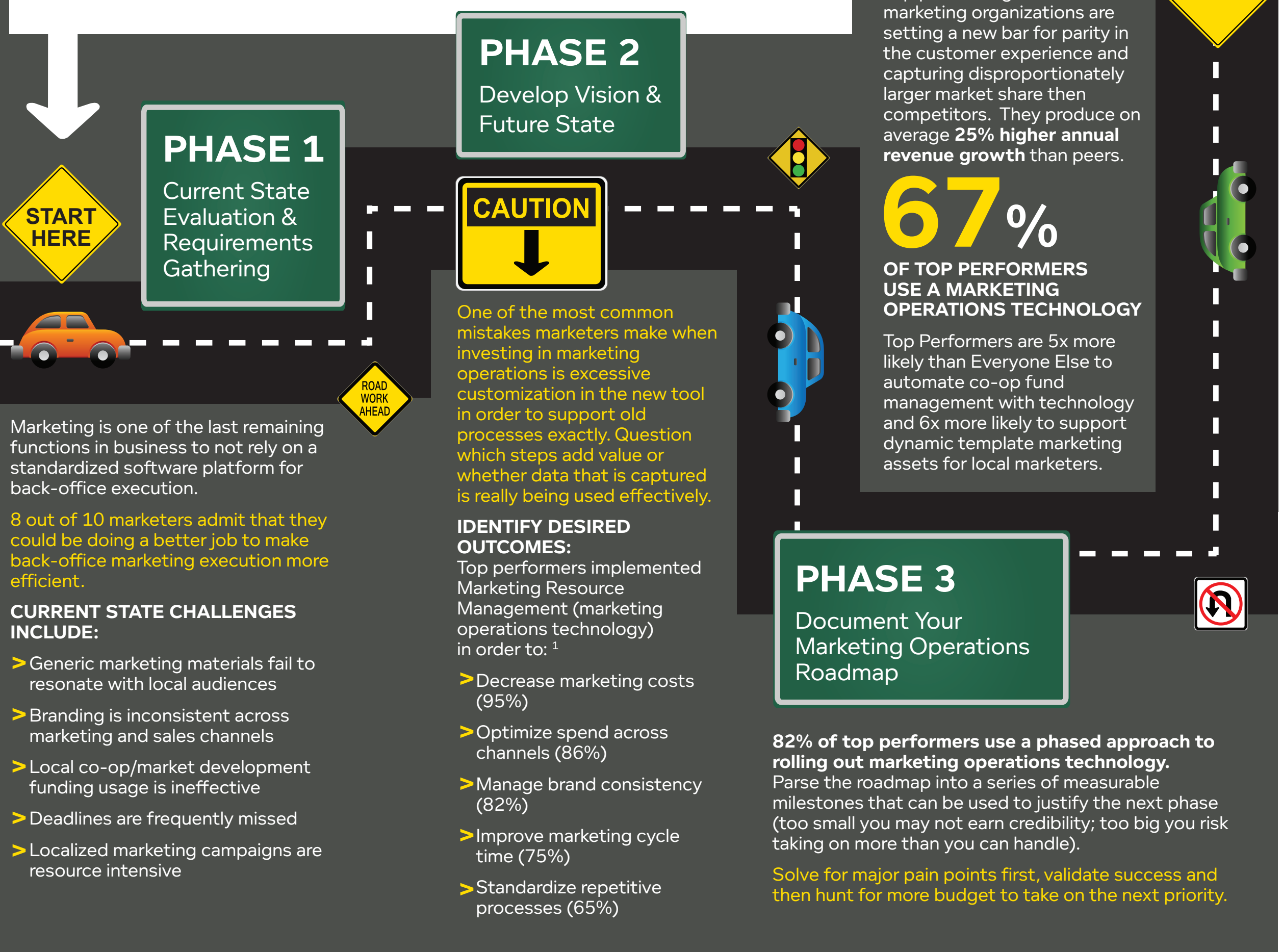




THE MARKETER'S GUIDE TO A MARKETING OPERATIONS TECHNOLOGY ROADMAP

Deploying marketing operations technology helps companies realize significant efficiency gains – especially in organizations that sell and market to their end users through distributed local sales channels. A technology roadmap helps guide the initiative by accounting for all components of change and managing stakeholder expectations.



For more In-Depth Marketing Operations Technology Roadmap guidance, read Gleanster's Deep Dive, "The Marketing Operations Technology Roadmap for Local Marketing Success". [DOWNLOAD HERE](#) or go to www.vyasystems.com/resources.