



ZEBRA

CUSTOMER PROFILE:

Zebra Technologies

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Zebra Technologies, headquartered in Lincolnshire, IL, is a global corporation with \$3.6 billion in annual revenues. Zebra builds tracking technology and solutions that generate actionable information and insight, giving companies unprecedented visibility into their businesses by giving physical things a digital voice. Zebra's extensive portfolio of solutions give real-time visibility into everything from products and physical assets to people, providing very precise operational data not only about where things are, but what condition they are in. This allows business leaders to use data to make better, more informed decisions, respond in real-time and ultimately, help businesses understand how they work, and how they could work better.

When Zebra acquired a large part of Motorola, its marketing organization needed to absorb an even larger team. The objective was to create a consolidated marketing department, with marketing plans and budgets in one place to enable easy collaboration among marketing teams distributed worldwide.

For Zebra Technologies, Hive9 enables:

- *Global visibility into marketing activity*
- *Standardized campaign hierarchy, naming conventions, and taxonomy*
- *Consistent reporting across teams*
- *Orchestration of marketing automation and CRM systems*
- *Resource allocation planning based on estimated inquiry and revenue goals*
- *Marketing ROI calculations as the source for spend by tactic, program, and campaign*
- *Marketing-owned system, easily customized with no IT resources*

Today, dozens of marketers in North America, Europe, Latin America, and Asia rely on Hive9 to plan and manage their marketing programs and associated spend, and to get dramatically increased visibility into their marketing operations worldwide.