



## Marketing Evolution Assessment (MEA)

### Benefits

#### Enhance your marketing capabilities.

Maximize your marketing capabilities and enable your organization to choreograph customer interactions, deepen customer insight, and improve marketing performance.

#### Access to expertise.

Experienced SAS consultants help you gain an understanding of your current and required marketing capabilities enabling an informed decision to be taken on your development strategy.

#### Rely on a proven partner.

Engaging SAS consultants can accelerate your ability to tap into the full power of SAS technology and reap maximum returns throughout the life of your investment.

### Overview

The SAS Marketing Evolution Assessment (MEA) is a structured consulting engagement which SAS offers to its existing and prospective Customer Intelligence customers. The MEA methodology focuses on your existing and future (required) direct marketing capabilities, the processes and technology which supports these capabilities and the skills *both available and required to support them*.

The methodology consists of a series of workshops lead by our SAS consultants in order to discuss the following:

- Audit of current capabilities
- Objective identification of capability requirements
- Strategic alignment
- Benefit validation and prioritization

This assessment thus enables an informed decision to be taken on development strategy.

The MEA typically takes place over a one or two day period and assumes the active involvement and contribution by the relevant personnel in your analytics and marketing organization – both at senior management and operational levels.

The output from the MEA is a formal report which documents the findings on the above topics – accompanied by a recommendations “Roadmap” which you can adopt to help increase the exploitation of your existing direct marketing infrastructure to meet future customer marketing and management goals.

To learn more about our MEA offering please contact your local Account Executive or call 877-SAS-INST (877-727-4678) and ask for Professional Services.

