



SAS® CAMPAIGN QUICKSTART SERVICE

■ Key Benefits

- Easily Create Effective and Coordinated Marketing Campaigns:** SAS® Marketing Automation will improve your marketing campaigns, ensuring that you manage costs and optimise customer interactions.
- Cost Effective and Low Risk Implementation:** SAS experts are familiar with all aspects of SAS technology and understand how to deliver best value from the SAS Marketing Automation. By dealing with our experts, you can be sure that the job will be done properly first time.
- Installed and Configured as Little as 10 Weeks:** If you have an existing marketing data environment, providing a platform for further development.

SAS® Marketing Automation allows you to easily create effective marketing campaigns and coordinate these campaigns across your organisation. Better marketing will help you to manage costs and optimise interactions with your customers.

The SAS® Campaign QuickStart Service provides a cost effective route to implementation including installation and configuration, starter campaigns, reporting, training and supporting processes.

Service description

SAS® Campaign QuickStart provides you with a simplified process to shorten the implementation time for SAS Marketing Automation.

Our service will ensure that you get results as fast as possible, whilst reducing project risk and providing a fully operational and expandable campaign management platform. We will also make sure that your staff are empowered and able to exploit the value of the solution.

We will implement the service in phases. Firstly, we will establish the solution infrastructure as a platform for ongoing development. Next, we will deliver to an initial business scope that provides technical capabilities as well as delivering real business value.

We will make sure that your staff are empowered through project involvement, in-depth training and coaching. This will enable you to move into subsequent development phases to expand the business scope and complexity to drive greater value.

Before starting a Campaign QuickStart project you must have an existing marketing data mart (this will ensure the project meets the agreed timescales and level of effort). You must also be responsible for data quality and that you have populated your data model with appropriately for use in the specified campaigns. Finally, please ensure that all required users are available for appropriate workshops and training.

If you can't achieve these pre-requisites, we can help you through the provision of additional services.

Throughout your project we will make use of our proven SAS Marketing Automation Implementation methodology. This methodology is a compilation of years of experienced acquired by SAS consultants throughout the world. Further details can be found in the supplementary SAS® Customer Intelligence Services catalogue.

Service activities

Over the course of the project, SAS consultants will:

- Conduct a project definition workshop to verify project scope and schedule
- Carry out a product workshop to demonstrate and familiarise your team with key software components
- Complete a series of requirements and design workshops to define the campaigns to be run during the project as well as the overall hardware, software and data architecture.



- Document the results and findings of the above workshops
- Install and configure SAS Marketing Automation 5.1
- Build an information map based upon a single marketing database. This will include up to 250 data items and up to three subject levels
- Design, build and test two campaigns
- Provide four pre-defined, custom nodes
- Provide five pre-defined campaign reports
- Deliver appropriate training and post-implementation coaching support
- Support overall project management, user acceptance testing and project transition.

Service deliverables

SAS Campaign QuickStart delivers a production Marketing Automation environment in as little as 10 weeks. Within this service you will receive:

- Reports and documentation detailing the results of the project definition, requirements and design workshops
- An Information Map that makes the data within your customer database available to users, structured and named so that it supports how they will create campaigns
- Two campaigns designed, built and tested

- Four pre-defined, custom processes. An email notifier (this requires an available SMTP server), an FTP file mover, a file importer and an exclude list via a standard table
- Five pre-defined, campaign reports. Campaign, communication, market cell and channel performance, and also a campaign calendar
- Two custom course events. Designing and Executing Marketing using SAS Customer Intelligence Studio and Managing the SAS Marketing Automation Infrastructure.

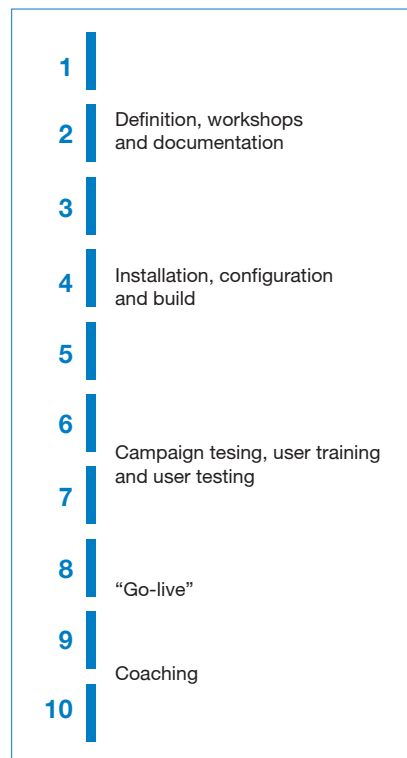
Estimated duration

Although duration may vary in line with your particular requirements, the number of departments using SAS, the location of client sites, the sophistication of your IT environment; a typical project should take around 10 weeks. Further details are available in the supplementary SAS Customer Intelligence Services catalogue.

Estimated price

Price depends upon various factors: level of effort, required skills or expertise, market demands and business strategy. Contact your SAS Account Manager to determine the estimated price and duration of this service, and for more information about related services. All travel and expenses are additional.

Example timeline (in weeks)



The SAS Advantage

We understand and can apply SAS technology better than anyone else. Our development expertise spans three decades, and our experience with customers around the world is unrivalled. You can rest assured that with every engagement, our methodologies and best practices will deliver tangible results for your organisation.

Now, with the Campaign QuickStart Service, you can easily create effective and coordinated marketing campaigns to drive your organisation forward.



THE
POWER
TO KNOW.

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