



## SAS® Marketing Operations Management

An integrated marketing platform for closed-loop marketing with campaign management, advanced analytics, data integration and business intelligence

### What does SAS® Marketing Operations Management do?

SAS Marketing Operations Management helps organizations systematically plan, manage and execute their enterprise marketing operations more efficiently and effectively.

### Why is SAS® Marketing Operations Management important?

The Web-based, enterprise marketing solution enables marketing departments to be more efficient with their processes while becoming more accountable for success.

### For whom is SAS® Marketing Operations Management designed?

SAS Marketing Operations Management is designed for C- and VP-level marketing executives, as well as brand managers looking to measure effectiveness and track ROI from marketing expenditures.

SAS Marketing Operations Management is an enterprise marketing solution that integrates marketing processes, allocates and tracks budgets, manages and distributes digital assets, and measures and analyzes marketing performance. The solution enables organizations to multiply their marketing efficiency and effectiveness through:

- Integration and automation of marketing processes and workflows.
- Dashboards that allow a single point of access for measuring and analyzing marketing performance.
- Financial management capabilities for collaborative planning, allocation, budgeting and program execution.
- Visibility into marketing programs for merchandising groups looking for opportunities to promote their products.
- Content management capabilities for managing and distributing digital assets.
- Partner channel management.

### Key benefits

- **Get campaigns to market faster** by aligning all staff around a common marketing enablement infrastructure, so they spend less time managing communications between disparate departments and functions.
- **Enable more reuse of existing assets** with an infrastructure that employees will actually prefer over keeping assets on their own PCs or departmental servers.
- **Achieve greater marketing accountability** with complete visibility into time frames, costs, overruns, etc., as they emerge.

### Solution overview

#### Reports

Many organizations only have visibility into marketing operations through manually compiled status reports, which can be time-consuming for those compiling the information, while being untimely in alerting decision makers to potential problems. SAS Marketing Operations Management includes reports that easily provide the level of information needed to move projects forward. Money that is budgeted, committed and spent to date can be reported at any point in the marketing plan. By analyzing costs by category, segment or channel, managers can see instantly how the mix of activities is constructed. Managers can also view key project milestones to determine if projects are on track, while also receiving early-warning alerts on projects likely to be late.

#### Marketing dashboards

Marketing organizations need a single point of controlled access to all relevant information for marketing teams as well as third-party vendors. SAS Marketing Operations Management provides dashboards that give access to comprehensive information that includes marketing plans, budgets, activities and assets, with the ability to drill down into details. These dashboards also support personalization capabilities so that users can customize their views to receive only information that is relevant to them, such as the marketing plans up for review in a given week, projects exceeding certain budgetary thresholds or specifics on new marketing assets added.



## Marketing workflow

SAS Marketing Operations Management workflow capabilities allow marketing managers to define detailed process steps and time lines for creating each marketing deliverable within a project. The solution lets managers designate internal employees, external marketing partners and vendors as owners, contributors or reviewers. Marketing briefs can be attached in a process step to communicate with external partners. Predefined templates are provided to accelerate the process.

The system can send notifications to users regarding items or task lists that require their attention, and users can respond to those notifications. Attachments and other supporting information can be included with notifications.

The solution also automatically calculates any changes in the time line for a project and its associated deliverables, based on current status as well as due to any changes made by the project manager. As a result, marketing managers have real-time visibility into the actual project time line.

## Approvals management

With the solution, review processes are more efficient and less error-prone. Rather than continuing the typical “management by spreadsheet and e-mails” approach, the solution bundles those capabilities into the same interface. Users can route marketing documents electronically within the solution, as well as include additional elements like duration of the review window and individual instructions. Advanced routing capabilities allow for simultaneous or sequential routing of documents to reviewers. Automated reminders keep reviewers on track to ensure deadlines are not missed. And all revisions and comments are automatically consolidated within a single, final document.

## Financial management

SAS Marketing Operations Management provides financial management capabilities that help ensure that campaigns identify funding sources and capture all relevant parameters, such as products, target-customer segments, marketing channels, distribution channels, marketing objectives, expected and actual results, and execution time lines. This information automates the creation of, and updates to, the marketing calendars and is used to generate a variety of marketing reports.

Marketing managers can track spending and schedules iteratively through the year as market conditions change, at multiple levels – e.g., at the campaign level or rolled up all the way to the marketing plan level. The solution also allows the association of marketing objectives and expected results for each marketing program and campaign. This application can retrieve actual results in terms of measurement types (numeric, percent, range, etc.), time period and frequency of measurement. With this information, key performance indicators (KPIs) can be set up and tracked.

## Artwork producer

The solution empowers marketing organizations to create customized marketing material while adhering to database-driven design templates, without the need for additional design tools. This ensures that standard templates are used across disparate locations and departments, so that key branding elements are preserved to provide a consistent look and feel. Its integration with the included Digital Asset Manager allows for easy retrieval of approved graphics within new designs, while its ability to generate final artwork into PDF or EPS formats streamlines the production process.

## Digital asset management

SAS Marketing Operations Management provides content management capabilities that allow organizations to extract value from their collection of rich-media assets. The solution ensures a secure infrastructure for managing and controlling multiple versions of these assets, as well as the ability to catalog the library of these assets and easily retrieve them for quick preview and effortless distribution.

The screenshot displays the 'Digital Library' interface. On the left, a tree view shows the library structure with 112 items. The 'Current Section' is 'Digital Library'. The main area shows a list of assets with checkboxes, thumbnails, and metadata:

- Banner Ad Graphics.eps**: Name: Ad Graphics.eps, Description: Graphics for Print media New Year campaigns 2010, Current Version Date: 13 April 2009, File Size: 1012.74 KB. Thumbnail shows two birds in a field.
- Partner Flyer Document.docx**: Name: Partner Flyer Document.docx, Description: The features document created for Partners, Current Version Date: 26 January 2009, File Size: 197.55 KB. Thumbnail shows a blue flyer with various icons.
- Sounds of Nature - Wind In The Trees.mp3**: Name: Sounds of Nature - Wind In The Trees.mp3, Description: Radio Ad created by Phoenix Agency for New Year Campaign 2010, Current Version Date: 20 October 2010, File Size: 1.81 MB. Thumbnail shows a blue MP3 icon.

*The solution's digital asset management features allow users to quickly search, browse and retrieve approved digital content through any Web browser.*

All assets are automatically assigned version numbers as they are created. All teams with relevant access rights may access current versions, while older versions are stored separately. Remote cataloging and flexible access control allow design agencies and international subsidiaries to submit the artwork without requiring any specialized tools or systems.

### **Marketing knowledge management**

Collaboration is enabled through the solution's Knowledge Management module. This feature supports the ability to create multiple forums, each dedicated to a specific subject or project. Over time, this technology also serves as a growing knowledge base and provides an efficient mechanism for resolving questions. Having this capability seamlessly integrated with the marketing operational system enables easier access to, and use of, information such as budgets, plans, digital assets, etc., from the marketing system within the collaborative environment, while enforcing the same access control rules to the information.

### **Site builder**

SAS Marketing Operations Management provides organizations with the ability to build internal Web sites for information sharing, without those teams requiring any knowledge of HTML or Internet technologies. These capabilities enable novice users to quickly set up comprehensive sites that can share relevant information globally. Comprehensive layout capabilities allow marketers to categorize content via tabs and topics, including access controls to ensure that only information relevant to the user's function will be displayed.

## **Key Features**

### **Reports**

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- Spending by many different cost categorizations, including customer segment, products and channel.
- Key monetary measures associated with each marketing initiative, including budgeted, committed and spending to date.
- Forward-looking reports to show programs likely to be late.

### **Marketing dashboards**

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- Easy to use.
- Permissions-based.
- User personalization.

### **Marketing workflow**

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- Marketing process steps and workflow configuration.
- Electronic notifications.
- Automatic calculation of time lines.
- Visibility through status reports.

### **Approvals management**

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- Electronically route marketing documents for review and approvals.
- Automate follow-ups with delayed reviewers.
- Consolidate reviewer comments and manage multiple revisions.

### **Financial management interface**

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- Define and track marketing plans with a list of marketing programs and integrated campaigns.
- Manage the execution of marketing programs and integrated campaigns.
- Cost center budget allocation and forecasting for plans.
- Track marketing effectiveness and ROI.

### **Artwork production**

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- Visual configuration of artwork templates.
- Instant feedback of artwork adaptation.
- Final print-ready output.
- Routing for approvals and integration with digital asset management.

### **Digital asset management**

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- Organizing marketing assets.
- Tagging and searching marketing assets.
- Version management.
- Rich media support.
- Remote cataloging and flexible access control.

### **Marketing knowledge management**

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- Moderated forums.
- Access control and invitation to a topic.
- Document attachment support.
- Personalized access in marketing dashboard.
- Security.

### **Site builder**

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- Site development.
- Flexibility to manage content and layout.
- Access control and collaborative site management.
- Integration with digital asset manager and message board.
- Easy search-and-retrieval function.

## How SAS® is different

### Organically grown product

More than 13 years of direct customer interaction have shaped the solution's design to meet the needs of marketers. The solution helps marketers address common marketing challenges, and the results are evident in a tightly integrated, consistent user interface.

### Comprehensive

SAS Marketing Operations Management goes beyond the traditional definitions of marketing resource management or enterprise marketing management to comprehensively address the complex needs of localized marketing and partner channel management.

### Configurability

Both the solution and the user interface can be customized easily to mirror the unique processes of individual marketing organizations in any industry. You are given the tools needed to configure the solution for your organization without the need for additional professional services efforts.

### Superior domain experience

More than 30 years of global marketing operations experience went into building SAS Marketing Operations Management. The solution is designed around the specific customer requirements culled from previous engagements to optimize marketing operations. The solution is implemented around specific marketing

Title	Status	Start Date	Due Date	Completed On	% Complete
Poster	Active	18 Jul 2007	27 Jul 2007		33%
Discussion Agency Briefing	Completed	18 Jul 2007	18 Jul 2007	18 Jul 2007	100%
Concept Sign Off	New	19 Jul 2007	19 Jul 2007		0%
Create Copy and Layout	New	20 Jul 2007	23 Jul 2007		0%
Request Quote from Printer	New	24 Jul 2007	25 Jul 2007		0%
Approve Final Copy and Creative	New	26 Jul 2007	26 Jul 2007		0%
Notify Printer	New	27 Jul 2007	27 Jul 2007		0%
Brochure	New	18 Jul 2007	23 Jul 2007		0%

*The solution's marketing workflow module helps streamline the execution of integrated marketing campaigns.*

Activity Title	Activity Type	Activity #	Status	Planned Start Date	Planned End Date	Planned
Direct Mail	Direct Mail	1004	Budget Approved	01 April 2007	31 May 2007	600,000.00
Print ad	Advertising	1003	Pending	01 April 2007	31 May 2007	600,000.00
TV Ad	Advertising		Draft	01 April 2007	31 May 2007	1,250,000.00

*The solution's marketing financial management capabilities allow for planning, budgeting and tracking of all marketing programs and integrated campaigns.*

pain points driven by the needs of the business, not the software. Intellectual capital born from this experience is designed into the software.

### Technical requirements

The following four components for each software element are required, unless otherwise noted in parentheses: Applications Services, Web Server, Media Server and Cataloger – Windows

2008 Server 32bit, .NET Framework 3.5, IIS 7.0, ASP .NET 2.0.50727, Adobe CS5 (Cataloger only), Acrobat 10 (Application Services and Cataloger only), Microsoft WSE 3.0, Microsoft Office 2010 (Application Services and Web Server only), Crystal Report 10 Dev Version (Web Server only), Microsoft SQL Server 2005.



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