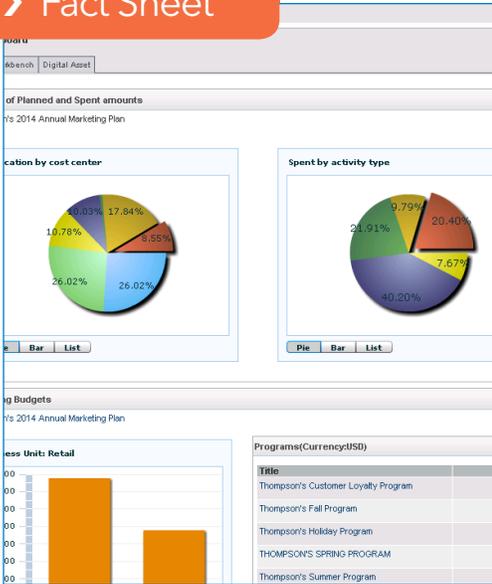


> Fact Sheet



What does SAS® Marketing Operations Management do?

The solution's integrated marketing platform streamlines and automates marketing processes and workflows with modular capabilities that ensure greater efficiency and effectiveness across your entire marketing operations.

Why is SAS® Marketing Operations Management?

The solution enables marketing departments to operate more efficiently and demonstrate greater accountability by optimizing marketing operations end to end - from strategic planning and budgeting, to resource and marketing content management, to global marketing execution and analysis, and beyond.

For whom is SAS® Marketing Operations Management designed?

It's designed for C- and VP-level marketing executives, as well as brand managers looking to improve and measure marketing effectiveness and track ROI from marketing expenditures.

SAS® Marketing Operations Management

One environment for the entire analytical life cycle

The growing recognition of the value marketing can bring to a company has led to increased demands for accountability, and marketers face constant pressure to achieve optimal results with allocated budgets that are constantly in flux. Economic uncertainty has put additional pressure on marketing departments to improve their effectiveness and efficiency to get the highest return out of every investment.

As an enterprise marketing solution, SAS Marketing Operations Management can help you systematically plan, manage and execute marketing activities more efficiently and effectively than ever before through:

- Automated, integrated marketing processes and workflows.
- Dashboards that provide 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.

Benefits

- **Streamline marketing operations.** Integrate and manage all marketing processes across your business for greater consistency, efficiency and effectiveness - from marketing strategy development and planning, to asset creation, campaign execution, and post campaign analysis and reporting - all the way down to the local level.
- **Get campaigns to market faster.** Align staff around a common marketing enablement infrastructure, so they spend less time managing communications between disparate departments and functions and more time on lucrative campaign activities.
- **Get more use out of existing assets.** Foster greater collaboration among marketers with an integrated infrastructure that facilitates the sharing of effective processes and materials that marketers might otherwise keep on their own PCs or departmental servers.
- **Demonstrate greater accountability.** Gain complete visibility into time frames, costs, overruns, etc., as they emerge via dashboards and flexible reporting capabilities.
- **Strengthen and protect your brand.** Enhance your brand's value by ensuring that all your content and marketing materials are brand-compliant and meet all usage specifications.

Overview

SAS Marketing Operations Management enables you to optimize your marketing operations from end to end with modular capabilities for planning and financial management, creative production management, reporting and analytics, marketing fulfillment and marketing asset management. The solution also minimizes processing time and scales to meet enterprise needs, enabling you to handle more data, more users and even more complex issues as your needs change.

Planning and Financial Management

Strategic Planning, Calendars and Financial Management

Provide stakeholders with full visibility into marketing plan objectives and schedules, and enable them to create and approve plans collaboratively and transparently. Financial management capabilities help you identify campaign funding sources and capture all relevant parameters – products, targeted customer segments, distribution channels, etc.

This information is then used to create and update marketing calendars automatically and generate a variety of marketing reports.

In addition, you can:

- Track spending and schedules at multiple levels – from campaign level down to marketing plan level – as market conditions change throughout the year.
- Associate marketing objectives with expected results for each marketing program and campaign.
- Retrieve actual results – in terms of measurement type, frequency and time period – and use the information to set up and track KPIs.

Offer Management

Create and store marketing offers – along with comprehensive supporting information – in a centralized repository that enables easier management, tracking and retrieval. Easy access to detailed offer information helps ensure that the best offer is selected during the planning stages of marketing campaigns and activities.

Capacity Planning, Resource Management and Time Sheets

A resource planner lets you plan and allocate resources effectively for various marketing activities, projects or workflows. You can request campaign resources at the planning stage to ensure they get allocated appropriately and that campaigns aren't stalled due to resource shortages.

You can also manage and track resources throughout a project's execution phase and accommodate changes with greater transparency, collaboration and accountability across marketing teams.

Resource time sheets are maintained on a daily basis, providing visibility into the hours spent on specific marketing activities, as well as associated costs.

Creative Production Management Marketing Workbench

A marketing workbench provides real-time visibility into project time lines, as well as workflow capabilities and predefined templates that enable you to:

- Define detailed process steps and time lines for creating marketing deliverables.
- Designate internal employees, external marketing partners and vendors as owners, contributors or reviewers.
- Attach marketing briefs in a process step to communicate with external partners.

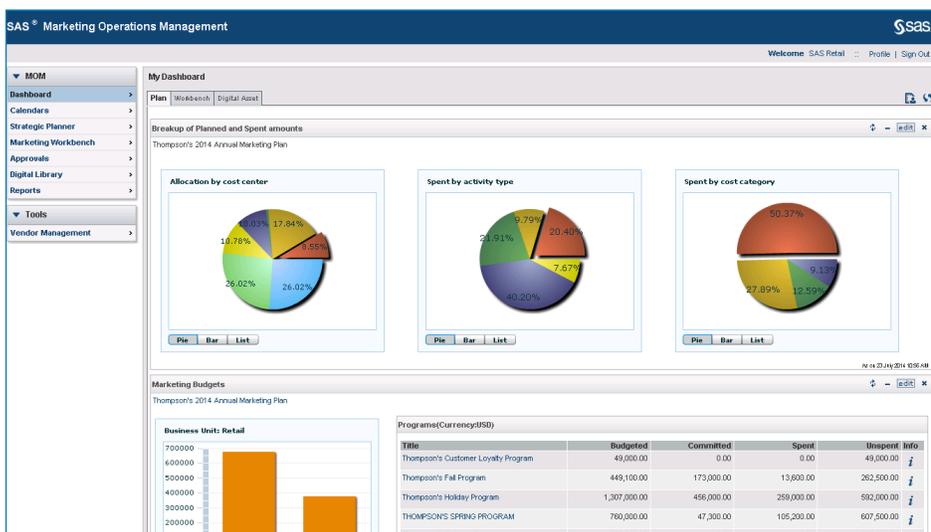
You can send specific users notifications, along with relevant attachments or other information about items or tasks that require attention, and recipients can respond via the system.

Changes to project time lines or associated deliverables are calculated by the system automatically based on current status and changes made by the project manager.

Approvals Management

Review steps are bundled into a single interface that routes marketing documents electronically, along with any additional elements (e.g., review window duration) and instructions, which improves efficiency and reduces errors.

Advanced routing capabilities enable simultaneous or sequential routing of documents to reviewers. Automated reminders keep reviewers on track to ensure adherence to deadlines. All revisions and comments are consolidated automatically in a single, final document.



Gain a strategic view of all marketing operations via a single dynamic interface.

Marketing Reporting and Analytics

Marketing Dashboards

Dashboards provide marketing teams and third-party vendors with a single point of controlled access to all relevant information, such as marketing plans, budgets, activities and assets, with the ability to drill down into details.

Personalization capabilities enable users to customize their views so they only see information relevant to them - e.g., marketing plans that will be up for review in a specific week, projects that exceed certain budgetary thresholds, details on new marketing assets, etc.

Reporting

A plethora of predefined reports cater to all marketing operations management needs - planning, workflow, approvals, DAM reports, etc. - and a flattened, easy-to-report-on database houses all information for easy ad hoc report creation. A drag-and-drop interface lets users create complex reports in minutes with minimum training - no development efforts required.

Marketing Asset Management

Digital Asset Management

Content management capabilities let you extract maximum value from your organization's entire collection of rich-media assets. A secure infrastructure lets you manage and control multiple versions of these assets, catalog the asset library and easily retrieve assets for quick preview and effortless distribution. Users can easily preview, rate and comment on assets and their associated ratings, allowing easy collaboration among marketers.

Version numbers are assigned to all assets automatically as they are created. All teams with relevant access rights may retrieve current versions, and older versions are stored separately. Remote cataloging and flexible access control enable design agencies and international subsidiaries to submit artwork without the need for specialized tools or systems.

Key Features

Strategic Planning, Calendars and Financial Management

- Defines and tracks marketing plans, listing programs and integrated campaigns.
- Enables cost-center budget allocation and plan forecasting.
- Lets you gather vendor estimates and approve them via a workflow.
- Tracks expenses in the form of commitments and invoices for marketing activities.
- Tracks marketing effectiveness and ROI.

Capacity Planning, Resource Management and Time Sheets

- Enables better resource planning, and accounts for actual time spent on activities.
- Grants visibility into resource availability and provides daily online resource tracking.
- Enables easy resource allocation and reallocation across activities and projects.
- Enables easy cost calculations based on time spent by various resources.

Marketing Workbench

- Lets you manage the execution of marketing programs and campaigns.
- Defines marketing process steps and allows flexible workflow configuration.
- Sends electronic notifications and task reminders, and provides status reports.
- Calculates time lines automatically.

Approvals Management

- Electronically routes marketing documents for review and approvals.
- Sends automated follow-up reminders to delayed reviewers.
- Consolidates reviewer comments and manages multiple revisions.

Marketing Dashboards

- Features an easy-to-use graphical user interface.
- Uses permissions-based information access.
- Includes user personalization capabilities.

Reporting

- Generates spending reports by cost categorizations - e.g., customer segment, products, channel, etc.
- Includes a variety of predefined Crystal reports catering to all needs.
- Enables ad hoc report creation via a drag-and-drop reporting tool, and scheduled distribution to users and groups.

Digital Asset Management

- Organizes digital assets, with tagging, cataloging and easy search and distribution.
- Includes version management capabilities.
- Supports rich media assets.
- Enables remote cataloging and flexible access control.

Product Information Management

- Provides a centralized repository of product information.
- Maintains detailed information at multiple levels and tracks changes over time.
- Associates product information with items in your digital library or claims management repository.

Product Information Management

In addition to digital assets, product-based businesses can maintain a central repository of product information that supplements standard product metadata with information specifically applicable to marketing activities. This information can feed directly into multichannel marketing content.

Claims Management

Due to the importance of only using approved claims on packaging – especially for consumer packaged goods and life sciences companies – your regulatory or legal department can create, store and maintain approved claims in a central repository that marketers can easily search, retrieve from and reference. The repository also enables a common approach to the development of claims and related information.

Marketing Knowledge Management

Enable easy collaboration among marketers through the creation of multiple forums, each dedicated to a specific subject or project. Over time, these forums create a growing knowledge base that serves as an efficient mechanism for resolving questions.

Because this capability is seamlessly integrated with marketing operations management capabilities, you can more easily take advantage of information in your marketing system's collaborative environment – e.g., budgets, plans, digital assets, etc. – while enforcing the same access control rules.

Marketing Fulfillment

Site Development

Build internal websites for information sharing, without requiring any knowledge of HTML or other Internet technologies. Even novice users can quickly set up comprehensive sites for sharing relevant information globally. Comprehensive layout capabilities let you categorize content via tabs and topics, and controlled access ensures that only information relevant to a user's function is displayed.

Key Features (continued)

Claims Management

- Maintains a database of regulatory claims that can be easily searched and retrieved to ensure accurate claims information (e.g., packaging labels).
- Includes detailed information on claims.

Marketing Knowledge Management

- Supports the creation of moderated forums on particular subjects or projects.
- Provides document attachment support.
- Enables personalized access via the marketing dashboard.
- Ensures information security via access control rules and invitation to topics.

Site Development

- Enables easy internal website development with flexible, easy-to-use tools that enable content management and layout without requiring development skills.
- Provides access control and collaborative site management.
- Integrates with digital asset manager and message board.
- Includes an easy search-and-retrieval function.

Artwork Production

- Enables visual configuration of templates and instant feedback on artwork adaptation.
- Houses final, print-ready output.
- Enables routing for approvals and integration with the digital asset manager.

Partner Channel Management

- Enables partners to download published digital assets stored in the digital library.
- Permits estimates or quotes to be submitted directly online.
- Provides controlled visibility into the media library and other relevant areas.

Artwork Production

Create customized marketing materials while adhering to database-driven design templates – no additional design tools needed. This preserves a consistent look and feel and protects key branding elements by ensuring the use of standard templates across disparate locations and departments. Integration with the included digital asset management function enables easy retrieval of approved graphics, while the ability to generate final artwork into PDF or EPS formats streamlines production.

Partner Channel Management

Give each partner, vendor or agency you work with an exclusive login that provides restricted access to data and functionality, ensuring that they can get to the information that they need – such as digital assets stored in the digital library – but only the information they really need.

To learn more about SAS Marketing Operations Management, please visit sas.com/marketingoperations.