

# SAS<sup>®</sup> Marketing Operations Management – Approvals Manager

A fast, easy way to get graphics, videos and documents reviewed and approved

## What if you could...

### Save money by streamlining your approval processes

What if you could eliminate the printing and courier costs typically associated with review processes by routing all materials for review and approval electronically?

### Reduce review cycle time

What if you could dramatically reduce the time your review and approval processes typically take, while enabling reviews to be done at a time that's convenient, rather than being compelled to attend scheduled review meetings?

### Ensure the timely review of marketing materials

What if an email reminder were automatically sent to any reviewer who did not respond back within a designated amount of time?

## You can. SAS gives you The Power to Know<sup>®</sup>.

## How SAS<sup>®</sup> Can Help

Review and approval processes for the graphics, videos and documents used in marketing projects usually involve spreadsheets and emails, making them manually intensive, inefficient and error-prone. Think about it. The person who initiates the approval process has to manage the status of every reviewer for every job in the review cycle, chase down people who are late with their feedback, and manually consolidate comments from multiple reviewers into one document.

It's no wonder things often fall through the cracks. For example, a reviewer's feedback may get overlooked in email and, consequently, not be included in the document. Or if a reviewer is late in responding, the marketing manager may forget to incorporate the feedback.

The Approvals Manager module of SAS Marketing Operations Management overcomes these issues by streamlining the

approvals process and using a common interface for all the steps involved. The Approvals Manager module:

- Electronically routes videos, graphics and documents for review and approval.
  - Advanced routing capabilities enable simultaneous or sequential routing of documents to reviewers.
- Lets you select reviewers, specify review window duration and provide individual instructions to reviewers.
  - Reviewer lists, durations and instructions can be saved for reuse.
- Facilitates reviews by enabling reviewers to easily mark up, annotate or add comments to PDFs or videos.
  - Reviewers do not have to download videos in order to review them.
- Sends automated reminders to keep reviewers on schedule or to prompt late reviewers.
- Manages multiple revisions and automatically consolidates reviewer comments into a single, final document.

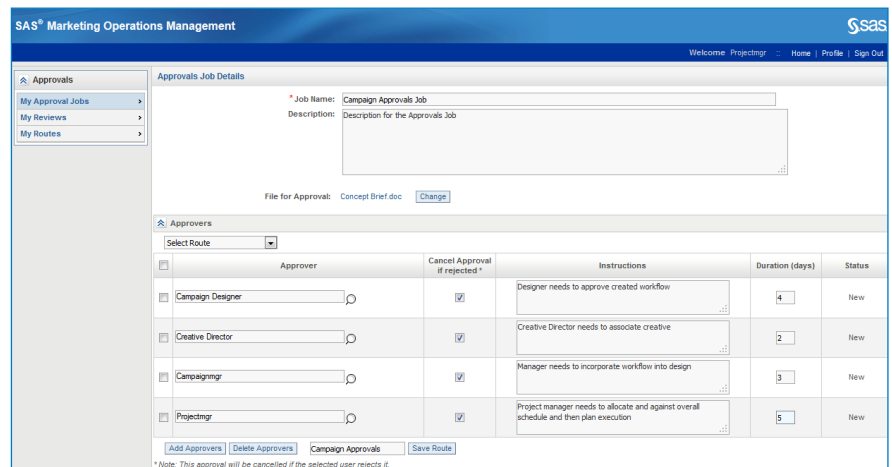
## Learn more

To learn more about SAS Marketing Operations Management, visit us online at: [sas.com/marketingoperations](http://sas.com/marketingoperations)

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To contact your local SAS office, please visit: [sas.com/offices](http://sas.com/offices)

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Approver	Cancel Approval if rejected*	Instructions	Duration (days)	Status
Campaign Designer	<input checked="" type="checkbox"/>	Designer needs to approve created workflow	4	New
Creative Director	<input checked="" type="checkbox"/>	Creative Director needs to associate creative	2	New
Campaigning	<input checked="" type="checkbox"/>	Manager needs to incorporate workflow into design	3	New
Projectingr	<input checked="" type="checkbox"/>	Project manager needs to allocate and against overall schedule and then plan execution	5	New