

## SAS<sup>®</sup> Marketing Operations Management – Calendars

Create, manage, publish and share marketing information

### What if you could ...

#### Easily share information about marketing campaigns and activities

What if you could create marketing plans, campaigns and activities centrally and then share that information in an easy-to-use, intuitive format with all those who need it?

#### Provide visibility to planned and approved offers

What if you could publish approved marketing offers and share them with all relevant parties to help them plan and execute campaigns around the offers?

#### Share information about tasks in a marketing workflow

What if you could plan marketing workflows, deliverables and tasks and easily notify those who needed to execute them?

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

## How SAS<sup>®</sup> Can Help

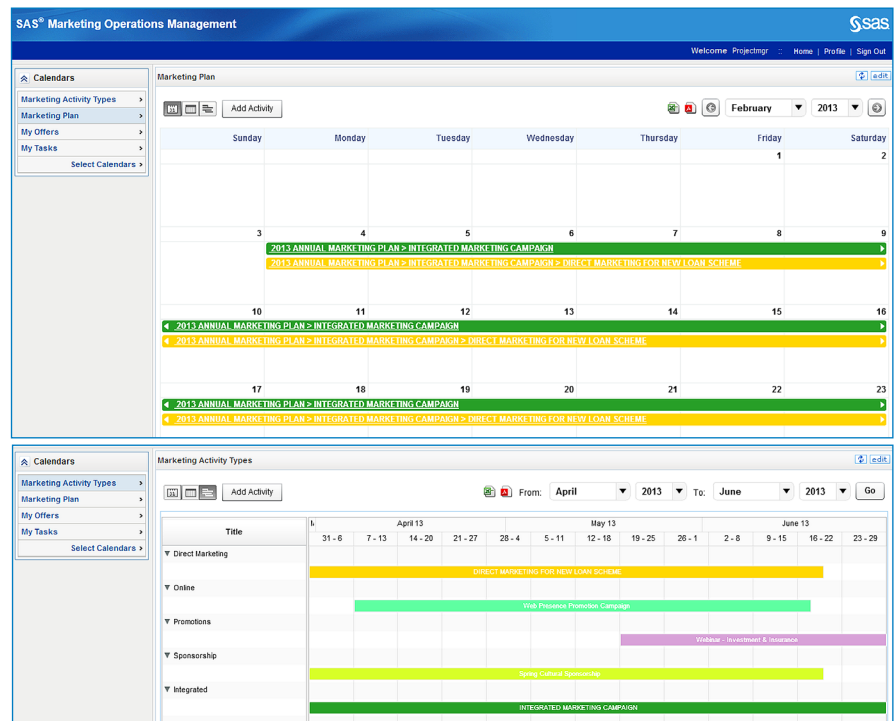
Marketing organizations are responsible for creating, managing and tracking a lot of campaigns and activities centrally. Many of the campaigns may be date critical, requiring a lot of preplanning if they are to launch at the right time.

Often, this centrally managed information needs to be shared with a broader audience across the organization in a way that is transparent, provides adequate visibility and is available to interested stakeholders at the right time.

The Calendars module in SAS Marketing Operations Management can help.

The Calendars module lets you distribute vital marketing information in a graphical, user-friendly, timeline-based way to anyone who needs it. As the central interface into other SAS Marketing Operations Management modules, the Calendars module lets you view broad marketing plans, marketing calendars and even individual marketing activities, as well as all associated timeframes. In addition, you can:

- Publish and share marketing campaign and activity dates – along with all necessary details – with all relevant stakeholders in your organization.
- Use a time-based calendar to notify contributors about any marketing workflow tasks they need to complete.



The screenshot displays the SAS Marketing Operations Management interface. The top section shows a calendar view for February 2013, with marketing activities represented by colored bars (green and yellow) across the days. The bottom section shows a Gantt chart view for Marketing Activity Types from April to June 2013, with activities like 'Direct Marketing', 'Online', 'Promotions', 'Sponsorship', and 'Integrated' shown as horizontal bars.

## 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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