

SAS® Marketing Operations Management – Capacity Planner

Plan, manage and allocate marketing resources more effectively

What if you could ...

Prevent stalled campaigns

What if you could keep your marketing campaigns on schedule by ensuring that necessary resources are appropriately allocated to planned activities and are available when you need them?

Forecast resource needs

What if you had visibility into resource availability during campaign planning stages so that you could forecast resource utilization by category or type ahead of time to ensure successful campaign execution?

Avoid costly resource gaps

What if you could avoid spending large amounts of money on freelancers, consultants and/or agencies to fill resource gaps at the last minute?

You can. SAS gives you The Power to Know®.

How SAS® Can Help

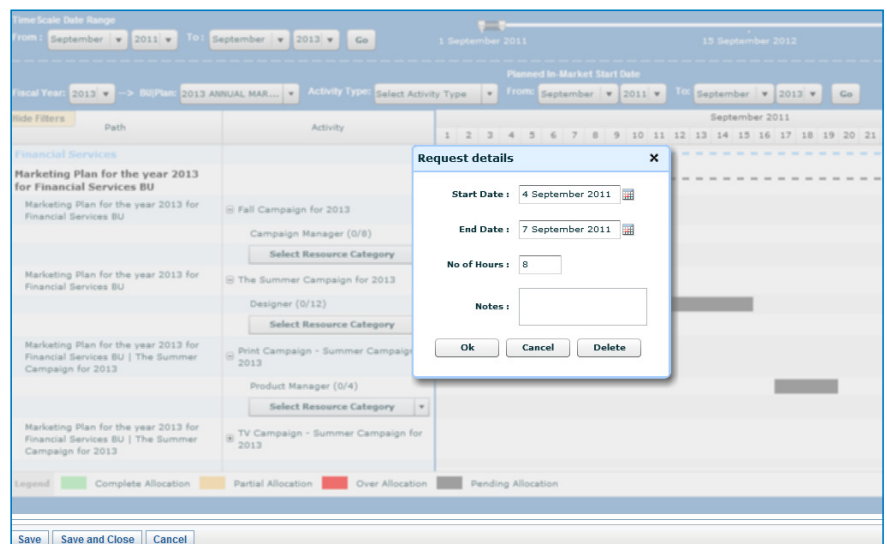
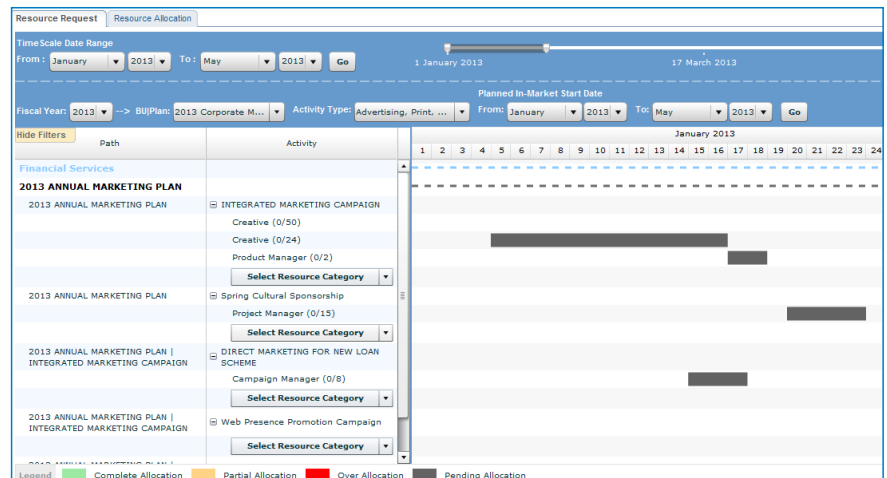
Having sufficient resources is critical to the success of any marketing campaign. The Capacity Planner module of SAS Marketing Operations Management enables you to appropriately allocate resources in order to help ensure the success of your marketing programs.

The solution lets you submit resource requests at the campaign planning stage, enabling you to avoid unpleasant surprises like resource shortages that can threaten campaign success.

A resource category head or traffic manager can ensure the optimum utilization

of a resource's capacity by assigning resources to requests based on current assignments and future availability. In addition, the Capacity Planner module enables you to:

- Gain visibility into resource capacity and availability.
- Forecast resource requirements for campaigns well in advance, and predict resource utilization over the fiscal year.
- Better plan how resources get allocated to marketing activities.
- Easily allocate and re-allocate resources across all your marketing activities and projects.



Learn more

To learn more about SAS Marketing Operations Management, visit us online at: sas.com/marketingoperations

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