

SAS[®] Marketing Operations Management – Marketing Dashboard

A single point of controlled access to relevant marketing information

What if you could ...

Easily view all relevant marketing information

What if you had a single point of controlled access to information – such as marketing plans, budgets, activities, assets, etc. – that is relevant to your entire marketing team?

Personalize your marketing dashboard

What if users could customize the dashboard to match their individual preferences, enabling them to only see that information that is relevant to them?

Ensure the security of your marketing information

What if administrators could control what information vendors, channel partners, and others outside your organization could see, so you could ensure that your marketing information remains secure?

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

How SAS[®] Can Help

Every marketing organization could benefit from having a single point of controlled access to information pertinent to marketing teams and third-party vendors. The Marketing Dashboard module of SAS Marketing Operations Management delivers that single point of control via a comprehensive dashboard that shows a summarized view of all marketing information – plans, budgets, programs, projects, marketing events and marketing assets – along with the ability to drill down into details.

The dashboard can be customized according to user preferences or persona, enabling individuals to see only that information that is relevant to them, including:

- Marketing project and workflow calendars.
- A financial summary of marketing plans.

- The latest marketing assets in a carousel view.

A set of predefined “data channels” makes it easy to display relevant information on the dashboard. These data channels – which function in much the same way as they do on popular public portals, such as Yahoo and MSN – allow information to be organized logically in multiple “pages” according to marketing function or business unit.

A built-in authorization feature enables administrators to control the distribution of information to vendors, channel partners and other third-party users to ensure the security of your marketing information across the entire marketing process.

In addition, the dashboard can be implemented as your marketing extranet, so that you present a unified view of your marketing activities to corporate employees, as well as external constituents.

Learn more

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

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