

SAS® Marketing Operations Management – Knowledge Manager

Facilitate collaboration while maintaining information security

What if you could ...

Encourage information sharing and collaboration

What if there were an easy way for marketing team members to ask questions, share ideas and discuss relevant issues?

Preserve valuable marketing insights

What if you could establish a growing knowledge base of marketing information so that the valuable knowledge and insight of marketing team members and subject-matter experts would never be lost or overlooked?

Maintain information security

What if you could ensure that the proprietary knowledge shared by your marketing experts on confidential topics related to budgets, pricing reviews or new product development remained secure, without hindering open collaboration among designated team members?

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

How SAS® Can Help

Open collaboration among members is an essential element in the success of top-performing marketing teams, and nurturing such collaboration is in the best interest of every marketing organization, regardless of industry.

The Knowledge Manager module of SAS Marketing Operations Management facilitates such collaboration by enabling the setup of multiple discussion forums, with each forum containing multiple topics. Any user can start a topic, and the user community responds by posting replies. Over time, these forums evolve into a growing knowledge base that can serve as an efficient mechanism for resolving questions.

Unlike similar technologies that are readily available in the open-source domain, the Knowledge Manager module of

SAS Marketing Operations Management can be fully and seamlessly integrated into your marketing operational system, enabling easy access to budgets, plans, digital assets, etc., from within the collaborative environment. With the Knowledge Manager module, you can:

- Create multiple, moderated forums on a variety of subjects or projects.
- Easily attach multiple documents to support specific topics or responses.
- Enable personalized access to forums via the marketing dashboard by filtering on topic dates, topic creators and descriptions.
- Develop communities of interest inside the organization over time.
- Maintain information security by using the same access control rules as the rest of the SAS Marketing Operations Management system, as well as invitation-only participation in specific forums or topics.

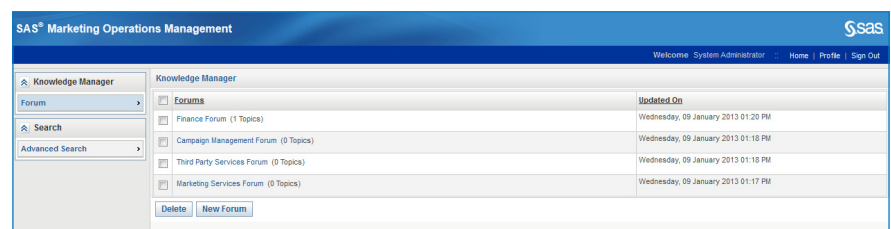
Learn more

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

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To contact your local SAS office, please visit: sas.com/offices

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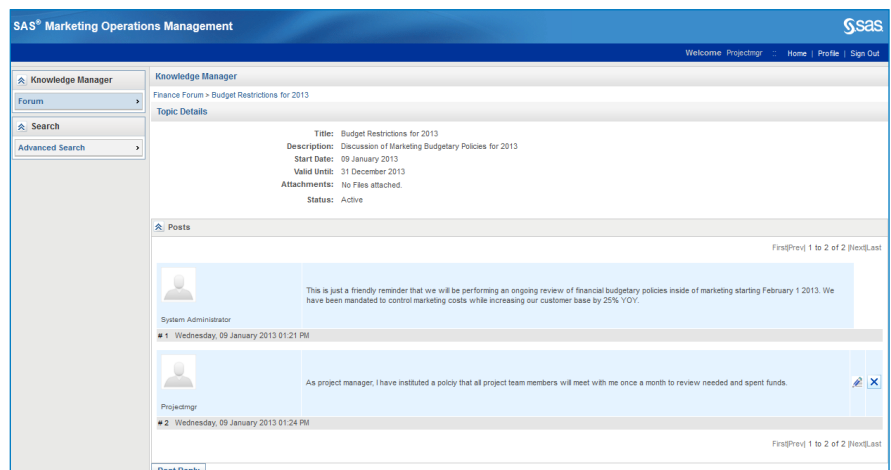


SAS® Marketing Operations Management

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Knowledge Manager	Forums	Updated On
Forum	Finance Forum (1 Topics)	Wednesday, 09 January 2013 01:20 PM
Search	Campaign Management Forum (0 Topics)	Wednesday, 09 January 2013 01:18 PM
Advanced Search	Third Party Services Forum (0 Topics)	Wednesday, 09 January 2013 01:18 PM
	Marketing Services Forum (0 Topics)	Wednesday, 09 January 2013 01:17 PM

Delete | New Forum



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Knowledge Manager

Finance Forum > Budget Restrictions for 2013

Topic Details

Title: Budget Restrictions for 2013
Description: Discussion of Marketing Budgetary Policies for 2013
Start Date: 09 January 2013
Valid Until: 31 December 2013
Attachments: No files attached.
Status: Active

Posts

1 | Wednesday, 09 January 2013 01:21 PM

System Administrator

This is just a friendly reminder that we will be performing an ongoing review of financial budgetary policies inside of marketing starting February 1, 2013. We have been mandated to control marketing costs while increasing our customer base by 25% YOY.

2 | Wednesday, 09 January 2013 01:24 PM

Projectmgr

As project manager, I have instituted a policy that all project team members will meet with me once a month to review needed and spent funds.

Post Reply