SAS® Marketing Operations Management – Marketing Workbench

Essential workflow templates for successful program execution

What if you could …

Manage marketing workflows from start to finish

What if you could define detailed process steps, identify contributors and reviewers, and set due dates to ensure a smooth workflow while eliminating redundancies?

Eliminate review and approval bottlenecks

What if reviews and approvals were handled electronically, with a built-in mechanism for escalation that would eliminate bottlenecks and keep your projects on schedule?

Know the status of projects at any point in time

What if you had real-time visibility into actual project timelines so you could know a project's status at any point in time, regardless of how many changes to the timeline are made?

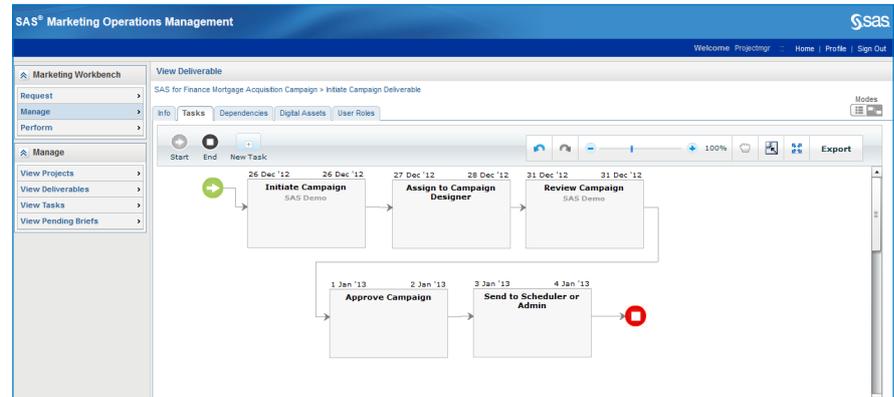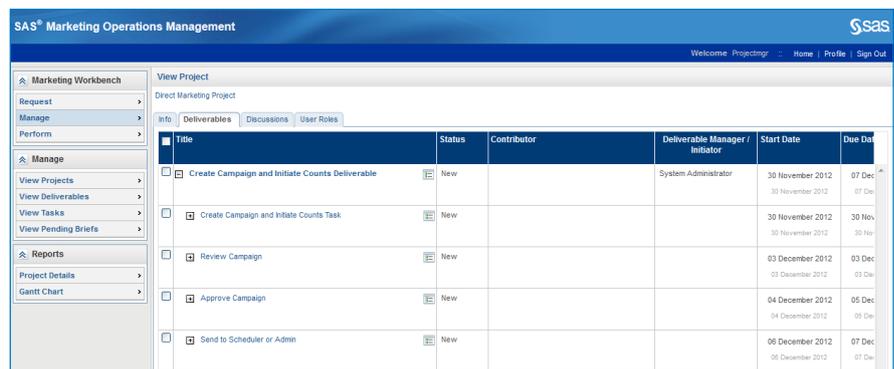## You can. SAS gives you The Power to Know®.

How SAS® Can Help

Once your marketing plan is created, your focus shifts toward execution. SAS Marketing Operations Management helps you ensure the successful execution of all your marketing programs with a Marketing Workbench module that provides you with essential workflow capabilities – including predefined work-flow templates – that enable you to:

- Define detailed process steps and timelines for creating each marketing deliverable within a project.
- Designate internal employees, external marketing partners and vendors as owners, contributors or reviewers.
- Attach marketing briefs in a process step to communicate with external partners.

- Create a graphical workflow that enables you to visually determine next best actions related to your marketing workflows.

When items or task lists require attention, the system can send notifications to specific users, who can respond to the notifications via the system.

In addition, the Marketing Workbench module gives you real-time visibility into actual project timelines, so you're always aware of a project's status. Any changes to the timeline for a project or any associated deliverables are calculated by the system automatically based on current status, as well as any changes made by the project manager.

Learn more

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

SAS Institute Inc. World Headquarters +1 919 677 8000

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