



# SAS® Marketing Operations Management – Reports

Gain clear visibility into every aspect of your marketing operations

## What if you could ...

### Track marketing spending

What if you could track marketing spending by a variety of parameters – such as campaign or activity type, channel, cost category, etc.?

### Stay on budget

What if you could find out what has been budgeted, committed and spent to date on each of your marketing initiatives at any point in time?

### Keep projects on schedule

What if you could stay abreast of all your marketing projects so you would know which ones were on track and which ones were likely to be late – far enough in advance to enable intervention?

### Ensure reuse of assets

What if you had a complete list of all your marketing assets so you could get the most use out of them?

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

## 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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## How SAS® Can Help

In order to plan, manage and execute marketing activities with the utmost efficiency and effectiveness, you need clear visibility into every aspect of your marketing operations.

The Reports module of SAS Marketing Operations Management enables you to run reports on *all* your marketing operations activities quickly and easily, so you can ensure that your day-to-day marketing processes are operating as efficiently as possible. The Reports module includes:

- **Prebuilt reports** (45 total) that span a variety of marketing activities –

planning, workflows, approvals, digital asset management, etc.

- **A drag-and-drop interface** that lets users easily create reports that meet their needs – regardless of report complexity – without requiring any development efforts, and with minimal training.
- **Report scheduling capabilities** that let you give stakeholders greater visibility and transparency into marketing operations by automatically sending them reports at regular intervals.
- **The ability to export information from the Reports module to Excel** for pivoting and in-depth analysis of your marketing operations data.

The screenshot displays the SAS Marketing Operations Management Reports interface. It includes a navigation menu on the left with options like 'All Reports', 'Strategic Planner', 'Marketing Workbench', 'Approvals', 'Digital Library', 'Site Builder', 'User Management', 'User Activities', 'Ad hoc Reports', and 'Ad hoc Reports'. The main content area shows 'All Reports' with a table of report templates:

Report Name	Description
Activity Actuals Report	It shows Monthly or Quarterly Actuals for entire hierarchy(Plans and all level Activities.)
Activity Budget and Spends Report	Monthly / Quarterly Invoices report showing the optional Financial Account (GL).
Activity Budget List	Activity Budget List for a Date Range, grouped by one or more Budget Managers.
Activity Budget Report	It shows the rollup values and current planned amount for the entire hierarchy
Activity Summary Report	It shows Monthly or Quarterly Actuals for hierarchy(Plans and only 1st level Activities.)
Actuals Resource Utilization by Vendor and Plan	Report that displays actuals Resource Utilization by Vendor and Plan
Actuals Spend by Vendor and Plan	Report to compare the actual and estimated production costs by vendor and plan.

Below this, there are two overlapping windows. The top one is 'Approval Jobs' showing a table of job details:

Job Title	Job Initiator	Reviewer	Status	Start Date	Due Date	Completed On	Summary	Comments
Approvals Job	System Administrator		Completed	21 Nov 2012	21 Nov 2012	21 Nov 2012	Approved	
		Marketing Manager	Completed	21 Nov 2012	21 Nov 2012	21 Nov 2012	Approved	done
		System Administrator	Completed	21 Nov 2012	21 Nov 2012	21 Nov 2012	Approved	done

The bottom window is 'Report: Activity Act' showing a summary for '2013 ANNUAL MARKETING PLAN' with filters for Business Unit, Fiscal Year, and Cost Center. It includes a table with columns for Activity Title, Activity #, Status, Allocated to Spend, Committed, and monthly spend (Jan, Feb, Mar):

Activity Title	Activity #	Status	Allocated to Spend	Committed	Jan	Feb	Mar
Business Unit : Financial Services							
2013 ANNUAL MARKETING PLAN		Draft	505,000.00	0.00	0.00	65,000.00	75,000.00
Fall Brand Campaign	C1004	Draft	0.00	0.00	0.00	0.00	0.00
INTEGRATED MARKETING CAMPAIGN	C1011	Draft	230,000.00	0.00	0.00	65,000.00	0.00
DIRECT MARKETING FOR NEW LOAN SCHEME	C5293	Budget Approved	150,000.00	0.00	0.00	65,000.00	0.00
Web Presence Promotion Campaign	CM460	Budget Approved	80,000.00	0.00	0.00	0.00	0.00
Webinar - Investment & Insurance	C35902	Draft	0.00	0.00	0.00	0.00	0.00