

# SAS® Marketing Operations Management – Resource Management

Enhance productivity, streamline workflows, and reduce costs through better resource allocation

## What if you could...

### Gain resourcing insights in real time

What if you could quickly and easily determine workforce availability to understand how efficiently your human resources are deployed?

### Improve project planning and execution

What if you could create more effective project plans and manage changing requirements to help ensure your projects are delivered on time.

### Collaborate better

What if you could increase your marketing teams' transparency and accountability to create a more effective and efficient work environment?

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

## How SAS® Can Help

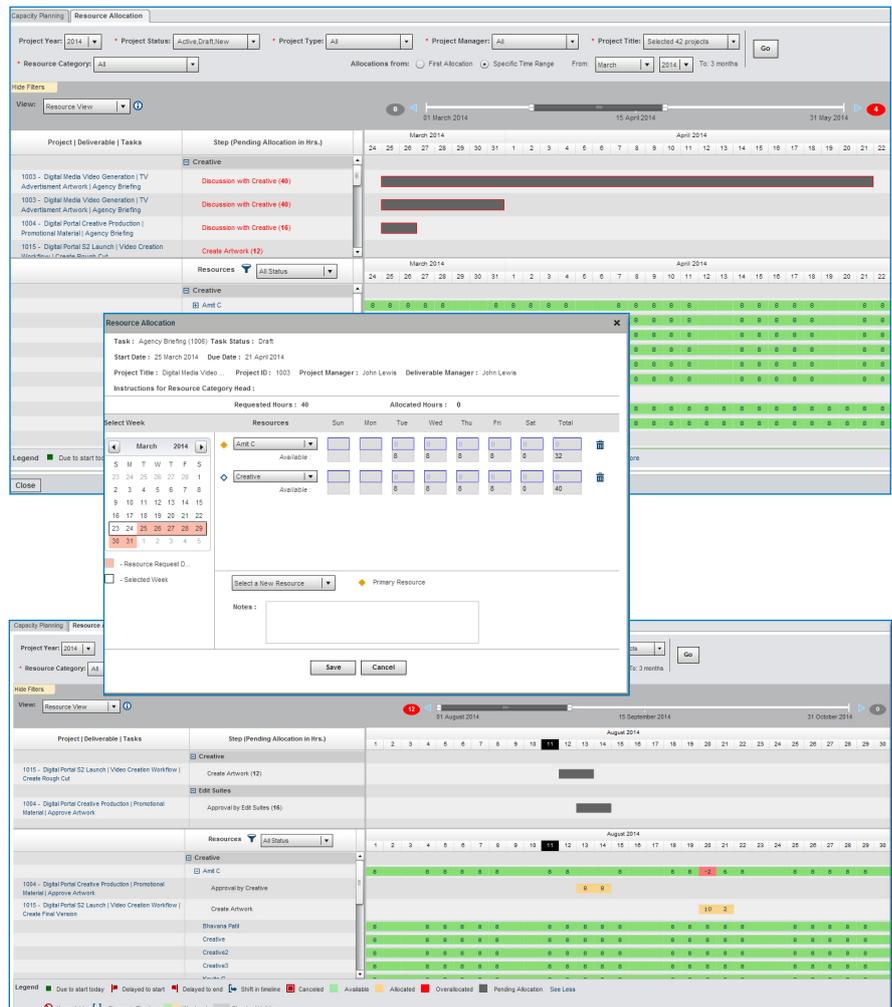
Our resource management module enables marketing organizations to better allocate human resources across various marketing projects or workflows within the marketing workbench component of SAS Marketing Operations Management.

In the project planning stage, you can request resources for specific marketing activities. This means you can allocate resources up-front to ensure that campaigns don't stall due to the lack of available resources. The result – projects

continue to move toward completion while avoiding idle time and resource issues.

In addition, the resource management module enables you to:

- Easily allocate and reallocate resources across all marketing activities and projects.
- Manage and track changing requirements for resources throughout the life of a project.
- Ensure you have the people with the right skills to successfully complete your important projects.



The screenshot displays the SAS Marketing Operations Management Resource Allocation interface. At the top, there are filters for Project Year (2014), Project Status (Active/Draft/New), Project Type (All), Project Manager (All), and Project Title (Selected 42 projects). Below this is a 'View' section with a 'Resource View' dropdown and a timeline from March 2014 to May 2014. The main area shows a Gantt chart with tasks like '1003 - Digital Media Video Generation | TV Advertisement Artwork | Agency Briefing' and '1004 - Digital Portal Creative Production | Promotional Material | Agency Briefing'. A modal window titled 'Resource Allocation' is open, showing details for a task: 'Agency Briefing (100) Task Status: Draft', 'Start Date: 20 March 2014', 'Due Date: 21 April 2014', and 'Project Title: Digital Media Video'. The modal includes a 'Requested Hours' table with columns for days of the week and a total of 40 hours. It also shows a list of resources: 'Amel C.' (Available) and 'Creative' (Available). The bottom of the screenshot shows another Gantt chart view for August 2014, with tasks like '1015 - Digital Portal S2 Launch | Video Creation Workflow | Create Rough Cut' and '1004 - Digital Portal Creative Production | Promotional Material | Approve Artwork'.

## 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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