



## SAS® Marketing Operations Management – Timesheets

Accurately track the time your resources spend on marketing activities

### What if you could ...

#### Account for actual hours spent on marketing programs

What if you could know, on a daily basis, how many hours were actually being spent on various campaigns and their associated activities?

#### Determine resource costs by specific campaign or activity

What if you knew how many actual hours were spent on specific marketing activities and how much the associated personnel resources cost?

#### Easily and accurately track resource time

What if you could track resource time at various levels of detail, and view the information any time you needed to via an online interface?

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

## How SAS® Can Help

Marketing organizations are typically unable to determine with any certainty how many hours various staff resources spend on marketing activities and campaigns. And the resources themselves are unable to account for how many working hours are spent on a particular task related to specific marketing activities or projects. Without this information, it's difficult to plan efficiently and strategically, and practically impossible to project or estimate costs with any reasonable degree of accuracy.

The Timesheets module of SAS Marketing Operations Management changes all that.

Using the Timesheets module, employees log their daily work hours online and associate hours worked with specific marketing activities and/or projects. Designated approvers may then view, approve or reject daily timesheets, as well as add any comments.

In addition, the Timesheets module enables you to:

- Determine exactly how many hours various personnel spend on any given marketing activity or campaign.
- Accurately calculate staff resource costs associated with specific campaigns.
- Make better informed decisions to improve resource productivity.

Project ID	Project Title	Description	Hours
<input type="checkbox"/> 1032	Direct Marketing Project	Customer Value Calculations	0.50
<input type="checkbox"/> 1032	Direct Marketing Project	Segmentation Work	0.25
<input type="checkbox"/> 1015	SAS for Finance Mortgage Acquisition Campaign	Campaign Workflow Design	3.25
<input type="checkbox"/> 1015	SAS for Finance Mortgage Acquisition Campaign	Expenses and Billing	2.00
<input type="checkbox"/> OTHER		Strategic Project 2013-3 Design	4.00
			Daily Total: 10.00

Timesheet submitted by	Timesheet Date	Status	Importance
Projectmgr (Projectmgr)	09 January 2013	Submitted	
System Administrator	09 January 2013	Approved	
System Administrator	06 January 2013	Submitted	
System Administrator	07 September 2012	Rejected	

## 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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