

## Marketing Resource Management for the Cloud

### Connecting the creative and managerial aspects of modern marketing with salesforce.com



Marketing is undergoing massive changes and the Chief Marketing Officer (CMO) role is evolving from advertising genius and branding powerhouse to savvy strategist, customer analyst, efficiency advocate, and business leader. Today's CMO and marketers are presented with the challenge of defining and executing creative strategies, while simultaneously managing financial and analytic tasks. They need greater insight and understanding of the customer and the big data that fuels intelligence as well as the costs associated with accessing new markets and audiences.

Forward thinking CMOs are seeking answers to questions that connect the analytical power of the left brain with the creativity of the right brain (i.e., business management with creative senses), such as:

#### Left Brain

- Asset management
- Reporting and analytics
- Budget allocation
- Workflow
- ROI measurement
- Revenues and expenses
- Campaign statistics
- Creative approvals
- Transparency
- Visibility for management
- Financial management and approvals

#### Right Brain

- Social listening
- Creative messaging
- Digital marketing
- Campaign planning and execution
- Brainstorming
- Conversations
- People and media
- Idea generation and sharing
- Brand strategy and targeting customers
- Targeting customers
- Social media, blogs, tweet monitoring trends



## Benefits of MRM Solution

### Core MRM



### Benefits of MRM\*

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**Track and improve Marketing ROI Through Planning and Financial Management**

- Lower campaign cycle: 15% to 30% faster time to market
- Reduce tracking down work: 5% to 10% increase in productivity
- Support more programs with the same effort: 10% to 60% increase in productivity



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**Improve Productivity Through Creative Production Management**

- Cut costs for low result programs: 5% to 20% reduction for spending
- Reduce unplanned end-of-year spending to avoid "losing" funds: 1% to 10% of marketing budget
- Eliminate programs not aligned with corporate goals: 60% to 90% reduction of programs



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**Cut Creative Costs with Digital Asset Management and Enterprise Content Management**

- Lower asset search time by sales and marketing: 30% to 45% reduction
- Reduce cost of rework for new media, channels or devices: 70% to 90% reduction
- Decrease overall agency spending: 10% to 15% reduction in agency spending



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**Increase Marketing Performance Management**

- Pick market models based on market trends and forecasts: 50% to 200% higher response rates and revenue
- Align the marketing budget with high-performing marketing programs, campaigns and channels: 50% to 100% improvement in ROMI

*\*This information was referenced by Gartner*

### The Deloitte advantage

Deloitte's advantage comes from our diversity and our ability to bring together talent and skills from across Deloitte's consulting business, allowing us to blend commercial acumen, industry knowledge, creative capabilities, and engineering depth. The technology foundation of Deloitte's Marketing Resource Management (MRM) Cloud solution fills the gap in cloud marketing services. Deloitte's MRM Cloud solution enables CMOs and marketers to focus on generating creative ideas, while remaining attentive to the financial disciplines required in a digital marketing environment.

Deloitte's MRM Cloud solution is a set of tools, processes, and capabilities that integrate with the Salesforce platform. Our accelerators are geared towards improving the CMO's ability to optimize the company's marketing resources, while speeding the development process. The solution addresses the CMO's needs for:

- A central place to capture campaign estimates and approvals
- Access to digital assets
- A centralized campaign calendar
- A platform to capture campaign brief (creative) approvals
- A tool to help derive marketing ROI
- A tool to compare approved campaign spend (purchase orders) with actual spend (invoices)

Deloitte's MRM Cloud solution addresses the critical, currently unfulfilled demands of marketing services. Native to the Salesforce platform, Deloitte's MRM Cloud solution creates a simple way to perform bottom up budgeting and estimating; develops a system that supports industry specific processes; and allows companies to quickly and rapidly develop and deploy an MRM solution in the cloud.

### The global salesforce.com alliance

Deloitte and salesforce.com® are leveraging the trends of mobile, social business, cloud computing, and analytics to help our clients connect with customers, suppliers, and employees in a new and social way. Social business supports changing customer behavior both in the way the organization works with its customers from a CRM perspective, and in the internal ways the organization encourages employees to work together and, in turn, with its partners and suppliers.

With a track record of collaboration and integration, Deloitte and salesforce.com can help organizations in their efforts to achieve their business goals, whether it's through social, mobile, and open collaboration in the call center, or enhanced data analysis and interaction with clients. We're at the forefront of social computing and together we're helping clients both create the business processes and build the computing foundation to succeed.

With more than 500 practitioners in over 14 countries, Deloitte brings unmatched industry depth and a breadth of services that can help increase shareholder value through efficient growth and improved performance.

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Tech Go-to-Market: Marketing Resource Management Drives More-Effective Marketing and Better Alignment With Sales | 13 Nov. 2013  
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