



The company discussed in this case study is a leader in software, services and internet technologies for personal and business computing. They offer a wide range of products and services designed to empower people.

Hitachi Consulting helped this company leverage, rationalize and integrate marketing process and tools under one consistent global framework.



C Case Study: Large Software Corporation

Business Challenge

A market leader in software development needed to standardize the tools and processes it used to manage hundreds of marketing campaigns conducted each year around the globe. Three objectives were critical to supporting the company's future marketing goals:

- **Reduce the costs associated with worldwide marketing operations.** With each local market around the world utilizing its own process, building its own tools and supporting its own campaigns with its own resources, there was a significant opportunity to achieve economies of scale with a global standardized set of processes and tools.
- **Increase marketing campaign effectiveness through identification and proliferation of best practices.** With no governance of best practices, there was not a sufficiently organized method for integrating these best practices into daily marketing operations throughout the world.
- **Upgrade the quality of the customer experience through improved coordination of worldwide marketing efforts.** By integrating process with a standard campaign marketing tool set, coordination of customer communication from a centralized customer data store would be an achievable goal.

The Solution

Hitachi Consulting worked with the software company on two long term initiatives. The first would help the company create a standard worldwide marketing campaign management process. The second would assist the company in standardizing the tools it used to administer marketing campaigns across its largest geographic markets.

The process initiative began with an assessment of the current state of marketing campaign management processes, interviewing marketing personnel across four continents to gain a global picture of the similarities and differences in the processes used.

Using the information gathered, Hitachi Consulting delivered a gap analysis, highlighting key areas of process inefficiency and outlining the areas of focus for standardization. The team agreed design and implementation of a consolidated standard process would serve the diverse needs of the individual country markets, while still meeting the crucial corporate objectives of efficiency and effectiveness currently underway.

Concurrently, the company had already identified a glaring inefficiency in the more than 50 marketing tools that had been built to support divergent campaign management processes around the world.

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Encompassing the administration of outbound marketing and inbound customer data together on a core platform of applications produced a significant opportunity to decrease costs, increase efficiency, and positively impact the customer experience.

Hitachi Consulting worked with the client to plan, structure and execute a massive global platform consolidation and adoption effort. This was planned carefully to avoid interrupting the productivity of the adopting geographies local marketing activities. As part of this initiative, Hitachi Consulting:

- Gathered requirements from local marketers for the addition of functionalities that would enable them to adopt five central marketing administration tools
- Drove a team that would analyze the requirements of each local market, stack rank and prioritize development in the form of product roadmaps
- Worked hand-in-hand with the core tool development teams to communicate with the local market marketing teams throughout ongoing development cycles

Since the local markets adopted the core tool set over a period of time, Hitachi Consulting handed ongoing enhancement validation workings to internal client resources to manage. As part of this final step, Hitachi Consulting developed well-documented roles and responsibilities, making the transition process easy.

Business Benefits

Process Analysis and Development

The work Hitachi Consulting performed has provided this large software company with a basis for quickly identifying and prioritizing process issues that correlate to global marketing performance challenges. The client gradually adapted operations to best practices, one by one, in pursuit of standard global marketing processes.

Standard Marketing Platform and Tools

The significant number of marketers around the globe who adopted the standard marketing platform enabled the company to:

- Substantially lower the worldwide cost of marketing operations through retiring proprietary applications and discontinuing costly development, training and maintenance of those tools
- Increase worldwide efficiency of marketing campaigns by central enforcement of best practices which are enabled by the central tools
- Lower training costs, reducing the number of tools that required training from more than 50 to only 5
- Improve external customer satisfaction as a result of coordination of customer contact frequency and centralized enforcement of privacy requirements



About Hitachi Consulting

As Hitachi, Ltd.'s (NYSE: HIT) global consulting company, Hitachi Consulting is a recognized leader in delivering proven business and IT solutions to Global 2000 companies across many industries.

We leverage decades of business process, vertical industry, and leading-edge technology experience to understand each company's unique business needs. From business strategy development through application deployment, our consultants are committed to helping clients quickly realize measurable business value and achieve sustainable ROI.

Hitachi Consulting's client base includes nearly 30 percent of the Fortune 100 as well as many leading mid-market companies. We offer a client-focused, collaborative approach and transfer knowledge to our clients throughout each engagement. For more information, call 877-664-0010 or visit www.hitachiconsulting.com

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Hitachi Consulting
2001 Bryan Street
Suite 3600
Dallas, TX 75201
info@hitachiconsulting.com
Toll Free Phone: 877.664.0010

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