



**Hitachi Consulting's Aprimo practice is comprised of seasoned professionals that can help you achieve value quickly from your Aprimo investment.**

**Each consultant brings best practice and extensive technical knowledge to your mission-critical projects, and uses proven methodologies to help you reap maximum returns.**

**We have a business-process focused approach with an emphasis on delivering cost-effective solutions quickly, beginning with our Marketing Optimization Framework.**



## **A**lliance Overview: **Aprimo**

### **About Hitachi Consulting**

Hitachi Consulting is a recognized leader in delivering proven business and IT solutions to Global 2000 companies across many industries. We help companies improve profits, gain operational efficiencies, and extend technology investments.

We work with you to understand your unique business needs and to develop and implement practical business strategies and technology solutions that provide measurable results quickly.

Our experience in Customer Relationship Management, Business Intelligence, and Enterprise Marketing Management we help businesses improve and succeed in areas, including:

- Marketing Strategy and Planning
- Marketing Resource Management (MRM)
- Return on Marketing Investment (ROMI)
- Business Intelligence and Marketing

### **Our Approach**

Hitachi Consulting's knowledge goes beyond pure systems implementations to include disciplines that create bottom-line results. With a clear view of your current state and your desired future state, we develop a roadmap for your success. With Aprimo's unique solutions and architecture, we can provide your business with vital process improvements and information transparency to achieve your business goals.



By leading with strategy, we ensure that investments realize the greatest possible return. We know how to fashion an integrated business environment using Aprimo's tools and solutions.

We then leverage our extensive Aprimo product knowledge and experience to help firms and internal marketing groups improve processes and operations gaining valuable efficiencies, insights, and profitability.

### **Our Aprimo Offerings**

#### ***Marketing Strategy and Planning***

Your marketing strategy must define the role of marketing in driving business outcomes, and these outcomes must connect with marketing activities. With a core list of the roles and levers, your marketing team can contribute to achieving your business goals. Hitachi Consulting, with the Aprimo MRM solution suite, drives six key outcomes that help you:

- Stay informed on key metrics and measures for all marketing activity
- Create the foundation for establishing causal links to business outcomes
- Form the cornerstone of accountability and transparency
- Simplify the complex reality of integrated campaigns
- Drive a common thread from planning through execution for learning
- Enable true cross-functional team creation, thereby increasing efficiencies

# **A**lliance Overview: Aprimo



## **Marketing Resource Management (MRM) Solutions Suite**

Hitachi Consulting's MRM professionals provide distinct customer value by delivering and optimizing the Aprimo suite of products: Marketing Planning and Financial Management, Marketing Production Management and Workflow, Brand Content Management, and Marketing Performance Management (MPM) – Reporting and Dashboards. This robust solution suite allows executives and marketing managers to achieve their marketing strategy and tactical planning goals by capturing total marketing spend, defining and capturing KPI's, implementing best practices via workflow and automation, and aggregating end-to-end data for improved marketing spend effectiveness.

## **ROMI and the "Marketing Financial Package"**

Based on Hitachi Consulting and Aprimo's experience in consulting, software development for marketing, and work with marketing organizations, our Return on Marketing Investment (ROMI) strategy, planning, execution and measurement create a solid foundation for marketing infrastructure, enable analytical rigor, and produce consistent processes, data and systems necessary to achieve dramatic and sustainable improvement in ROI accountability.

The top business reasons for taking a ROMI approach are bridging the chasm between finance and marketing, improving relationship marketing to drive growth and customer loyalty, enhancing visibility into the effectiveness of marketing investment which enables marketing to be more accountable through objective-based measurement, and better alignment of marketing disciplines, processes, metrics, tools and organizational structure.

## **BI and Marketing Performance Management**

Hitachi Consulting is a recognized leader in delivering practical Business Intelligence solutions using a collaborative approach that reduces costs, increases profits, improves efficiency, productivity and accountability, and provides the insight required to be successful. Our Integrated Corporate Performance Management processes incorporate Aprimo Enterprise solutions to form a complete view of your business, realizing your vision from the top down, through all transactional layers.

## **Accelerated Projects**

Hitachi Consulting has developed an approach for implementing enterprise solutions rapidly to minimize business impact. Our unique Integrated Delivery Methodology, derived from thousands of previous implementations, helps companies rapidly unlock the value of their business through technology innovation and compressed solutions delivery. We add business value to this process with our Aprimo solutions experience, project management, iterative testing, and inclusion of a comprehensive Organization Change Management program with an emphasis on knowledge transfer to your team.

## **Real Business Value**

Hitachi Consulting understands the business environments that benefit most from Aprimo solutions. We work through business-change issues to maximize implementations. Our professional consultants bring to the table a wealth of experience from a diverse mix of disciplines. We provide the right team at the right time to meet your business needs.



## **About Hitachi Consulting Corporation**

As Hitachi, Ltd.'s (NYSE: HIT) global consulting company, with operations in the United States, Europe and Asia, Hitachi Consulting is a recognized leader in delivering proven business and IT strategies and solutions to Global 2000 companies across many industries. With a balanced view of strategy, people, process and technology, we work with companies to understand their unique business needs, and to develop and implement practical business strategies and technology solutions. 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 25 percent of the Global 100 as well as many leading mid-market companies. We offer a client-focused, collaborative approach and transfer knowledge throughout each engagement.

For more information, call 1.877.664.0010 or visit [www.hitachiconsulting.com](http://www.hitachiconsulting.com).

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