

Datamark is the leader in strategic marketing services for colleges and proprietary schools. They provide their clients with profitable growth through all stages of enrollment, from lead generation to lead conversion.

Hitachi Consulting assisted Datamark with the implementation of Aprimo MRM. Specific modules included workflow management and calendar for better oversight, visibility and accountability.

Case Study

Datamark, Inc.

Business Challenge

Datamark is the leader in strategic marketing services for colleges and proprietary schools with approximately 150 clients nationwide.

With the growth of business, internal operations had become more complex and the sheer volume of work created issues with quality control, planning and project priorities.

To improve the workflow process, ensure adherence to deadlines and overall quality standards, Datamark sought a way to improve its ability to plan, budget, execute, and control business and marketing operations.

Key business challenges included:

- Lack of visibility of the end-to-end process of marketing projects
- Inability to track a particular client project in the system
- No central location for client's creative files, materials, logos, and brand elements.

The Solution

Hitachi Consulting worked with Datamark to implement Aprimo Marketing Resource Management (MRM) version 7.6.2, which provided better accountability by project team members, visibility into the creative development and production process, and a proactive means to manage the volume of client work while increasing the speed at which marketing materials get to market.

Specific modules implemented included:

- Marketing Planner
- Workflow Manager
- Digital Asset Manager
- Clients and Brands

Additionally, Hitachi Consulting helped Datamark define and implement business processes with roles and responsibilities that eliminated process inconsistencies or grey areas.

By tying specific processes to the Aprimo solution, Datamark teams were able to streamline work and more effectively manage marketing activities. They also are able to monitor and manage projects using Aprimo's built-in project management tools.



Business Benefits

By implementing a common platform of tools and replacing inconsistent or poorly defined processes with clear rules and expectations for the project team member roles and actions, Datamark reduced costs and production cycles and increased efficiency. Overall, they noted additional benefits gained as a result of implementing MRM, including:

- Improved ability to manage marketing projects, workflows and approvals
- Improved ability to manage resources, minimize duplication of marketing materials, and improve time to market
- A single source/system for project information including schedules, creative files, and client/campaign information
- Reduced maintenance costs on legacy systems and enhanced productivity for IT employees (focus on current vs. legacy systems)
- Increased productivity for system users (using one vs. multiple systems)
- Reduced cycle times and faster time to market
- Better brand consistency
- Better overall visibility, accountability, agility and control
- Better collaboration of creative ideas
- Increased productivity
- A single source of truth

This project was implemented by Hitachi Consulting's Revenue Management services, which works with companies to ensure closed-loop management processes, systems and analytics that maximize revenue and margin opportunities through demand-shaping activities such as trade promotion optimization, marketing resource management and customer care.

About Hitachi Consulting Corporation

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. 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.

Hitachi Consulting's client base includes nearly 25 percent of the Global 100 and many leading mid-market companies. From business strategy development through application deployment, we help clients quickly realize measurable business value and achieve sustainable ROI.

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