

Marketing in the 21st Century has become a world of specialization focused on an ever-increasing response to markets, competitors, and customers.

Yet, the methods by which marketing programs are planned, managed, and measured no longer support the challenges of modern marketing.

Today's marketers need a closed-loop process that links every step in the program lifecycle, enabling technology to improve performance of key marketing functions, and collect and analyze marketing data for improved ROI.

## Solution Overview

# Marketing Resources Management Assessment

### Background

#### **Increasingly Complex Marketing Environment**

Today's marketers work in a complex ecosystem integrating multiple internal and external constituencies across global geographies and business units. As these teams work harder, with fewer dollars, they must get the attention of saturated customers and prospects through an explosion of channels.

The lack of end-to-end enterprise processes for planning, implementing, and measuring marketing execution with effective controls has prevented marketing from being viewed as a strategic revenue source. In most cases, marketing activities are still managed via manual process or with office productivity tools, disparate spreadsheets, and email—even while challenged with growing the business and demonstrating tangible value of these often costly investments.

#### **Marketing Effectiveness**

As the visionary CMO shifts focus toward governance, accountability, and ROI, we are seeing higher emphasis placed on technology investments to ease the challenges facing today's marketers. But technology without process is not enough.

#### **Marketing Resources Management**

To move toward a more objective-based marketing approach, market responsive marketers are employing a new type of central marketing system of record called Marketing Resources Management or MRM.

MRM is a set of processes and capabilities that enhance a company's ability to orchestrate and optimize internal and external marketing resources.

With an MRM tool in place, organizations are able to:

- Improve the planning, budgeting, management, and execution of marketing programs and activities
- Provide greater alignment of marketing spend to corporate objectives; and increased visibility into approved, committed, and actual spend
- Add better methodology for planning and allocating the corporate marketing budget across geographies, business units, products, and targets



# Marketing Resources Management Assessment

## Solution

### Strategic Marketing Assessment

Before implementing an MRM, marketers must first assess their current marketing operations and recognize that many existing marketing business processes must change to align with a new MRM system.

Hitachi Consulting helps companies with their marketing assessment by providing an analysis of the current marketing strategies and operations; ensuring alignment to corporate strategy; and accounting for the people, process, and technology involved in the full marketing lifecycle.

Leveraging our best practice assessment methodology to identify potential problem areas, we analyze the results to identify high impact areas and uncover the business requirements needed for process reengineering. We then develop a business case and roadmap for improvement based on knowledge of industry and our client's specific business needs.

### Marketing Assessment Deliverables:

- Current State Assessment
- Marketing Needs Evaluation
- Functional and Business Requirements Definition
- Fit Gap Assessment
- Implementation Approach
- Business Case/Roadmap

### Marketing Process Assessment Areas:

- Strategic Planning and Financial Management (Planning and budgeting for marketing activities and programs)
- Creative Production Management (Creative development process)
- Knowledge Management (Collect and manage content and knowledge)
- Marketing Fulfillment (The distribution for marketing content and collateral)
- Campaign Execution Process (In-bound & Out-bound marketing activities)
- Enterprise Marketing Process Systems and Tools

### Hitachi Consulting Revenue Management Solutions

The MRM Assessment is a specialty of Hitachi Consulting's Revenue Management practice. Revenue Management solutions maximize the connection between products, pricing, promotions and distribution channels by putting the right tools in place to be more market responsive, accountable, and effective in driving targeted demand and margins. Improvement in these areas significantly increases ROI and helps companies acquire, retain, and grow profitable customers.

## 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.

Hitachi Consulting – Inspiring your next success!®

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