

## SSA CRM, powered by Epiphany® > SSA Marketing Resource Management

# » bring new efficiencies to enterprise marketing.

### SSA Marketing Resource Management — critical to your CRM strategy.

SSA® Marketing Resource Management integrates strategic planning, program management and production capabilities with the ability to manage intelligent inbound and outbound marketing campaigns. Built to tackle real-world marketing challenges, SSA Marketing Resource Management enables today's global marketers to manage the full marketing operations lifecycle across all programs and channels. Coordinating efforts among marketing departments, vendors, and partners, the solution generates immediate results — without affecting the proprietary processes that make each organization unique.

Take a closer look at how this SSA Global solution can make a critical difference in your organization.

### Standardizing best practices, and enhancing collaboration among marketing team members.

SSA Marketing Resource Management, part of the SSA Global suite of customer relationship management (CRM) solutions, handles direct-to-consumer program management and is extendable to handle marketing programs of any type and scale, including complex initiatives with multiple deliverables. Marketing operations support is also available for all program types including direct mail, television, radio, Internet, print, outdoor, packaging, and more. The result is that all marketing channels are covered — from initial agency interface to document review and approval, legal compliance, and production.

### Effective Project Management

With SSA Marketing Resource Management, marketers can establish objectives, plan and manage their marketing programs, and even coordinate the vast number of creative jobs that support program execution. Empowered by complete search and reporting functionality, marketers can access relevant information

instantly, make decisions more rapidly and drive initiatives to market more efficiently. With complete project management capabilities at hand, marketers can develop and manage schedules, view a complete set of reports such as program status and vendor compliance, archive, version and search all marketing documents and forms, track program completion in real time as work progresses, view program financial history, and identify potential bottlenecks before they create problems.

### Complete Workflow Capabilities

When a project is initiated, marketers leverage best-practice business process templates to automate and coordinate the distribution of work. Templates enable businesses to set internal controls — including formalized task accountability and tighter coordination between program development and execution — to ensure accuracy and compliance. And all project management scheduling and financial components are integrated with workflow capabilities, providing up-to-the-minute accounting of progress and resource utilization.

### Accessible Digital Asset Manager

Versioned and secured, the digital asset manager includes all marketing-related information including budgets, schedules, in-house and outside mailing lists, agency evaluations,

**SSA Marketing Resource Management helps** speed campaign time to market, standardize best practices, and enhance collaboration among marketing team members.



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treatments and electronic images. Through this permission-based library, team members can access all appropriate documents through any Internet connection. And document subscriptions can be created to notify users when key elements are added, updated or ready for distribution.

### Rapid Electronic Review and Approval

With SSA Marketing Resource Management, managers and team members, peers and partners can create and manage document reviews in a central location. Users anywhere in the world can utilize web-based markup tools to electronically annotate and sign off on conceptual, compliance or legal issues while maintaining a complete version and audit history. Review managers can consolidate comments, initiate subsequent reviews and pass required changes to the party responsible for content development. SSA Marketing Resource Management helps reduce review turnaround time significantly and virtually eliminates costly communication and document-handling errors.

### Customized Configuration

All business components, including project folders, budgets and change orders, are readily customizable. And incorporating existing business rules and processes — even changing the interface to conform to corporate standards is fast and easy.

### Expanded Capabilities

Fully configurable modules extend the strategic planning, program management and production capabilities of the solution, while leveraging its inherent project management, workflow and collaboration capabilities.

- *Strategic Planning* – Establish, monitor, and manage marketing plans across brands, product lines and geographic regions; align and track marketing programs against corporate objectives; establish and manage marketing budgets and financial resources.
- *Program Management* – Extend the system with additional program types, including print and online media, TV and radio broadcast, print collateral, sales force fulfillment, outdoor trade

promotions, packaging, merchandising and signage, websites, tradeshow, events and sponsorships.

- *Production and Operations* – Manage all aspects of production across the marketing organization, promotional services departments, and vendor base through cost and time tracking, resource scheduling and management, electronic bidding, vendor management and issue tracking.

### Make it Pay.

- *Total Integration* – Supports SSA Outbound Marketing and SSA Inbound Marketing through pre-built processes.
- *Project Management* – Enables marketers to coordinate campaign management activities while keeping tabs on schedules and budgets.
- *Workflow* – Automates and standardizes best practices, promoting team collaboration.
- *External List Management* – Manages externally obtained lists in addition to internal lists, treatments and marketing materials.
- *Digital Asset Manager* – Provides centralized access to all marketing information including budgets, schedules, in-house and outside lists, treatments and resources.
- *Online Review and Approval* – Eliminates costly errors and compresses review cycles while ensuring adherence to rules and regulations.
- *Email and Calendar Support* – Provides real-time visibility into key marketing activities and developments and establishes an efficient process for information exchange.

When your enterprise won't wait for better management of intellectual data and resources, move forward faster™ with SSA Marketing Resource Management.

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