



Marketing Resource
Management

Marketing Resource Management
Enables Increased Agility, Efficiency and Productivity

Teradata Marketing Resource Management enables incredible marketing agility



Modern marketers are held accountable for resource management, justifying spend, and showing measurable ROMI. Teradata Marketing Resource Management (MRM) enables marketers to automate and integrate their marketing processes, augmented with powerful tools to effectively plan and control marketing activities – while simultaneously improving the business impact of every initiative.

MRM is a flexible, robust product that brings together a consolidated view of marketing activities, spend, and resources to empower organizational agility, rapid responses to market changes, and the ability to drive results. Use MRM to optimize spend, improve time-to-market, and standardize evolving global processes.

Marketing with agility and insight

Making informed decisions and implementing new strategies is difficult without a consolidated view of marketing activities, spend, resources, and assets.

This lack of visibility can lead to fragmented messaging, inaccurate tracking and spend, disconnects between strategic planning and execution, inability to optimize resources, and ultimately reduced organizational performance.

Imagine having a centralized view of all marketing operations. With MRM, gain visibility into budgets and spend, campaign progress, resource allocations, and marketing results as they happen – across borders, time zones, and departments. Imagine what you could do with access to the information you need, precisely when you need it.

✓ Key Benefits

Eliminate bottlenecks, confusion and redundancies

Gain visibility and accountability

Manage, organize and store assets

Allocate and adjust marketing budget

Focus resources on what matters – creating and strategizing

Adhere to regulatory standards

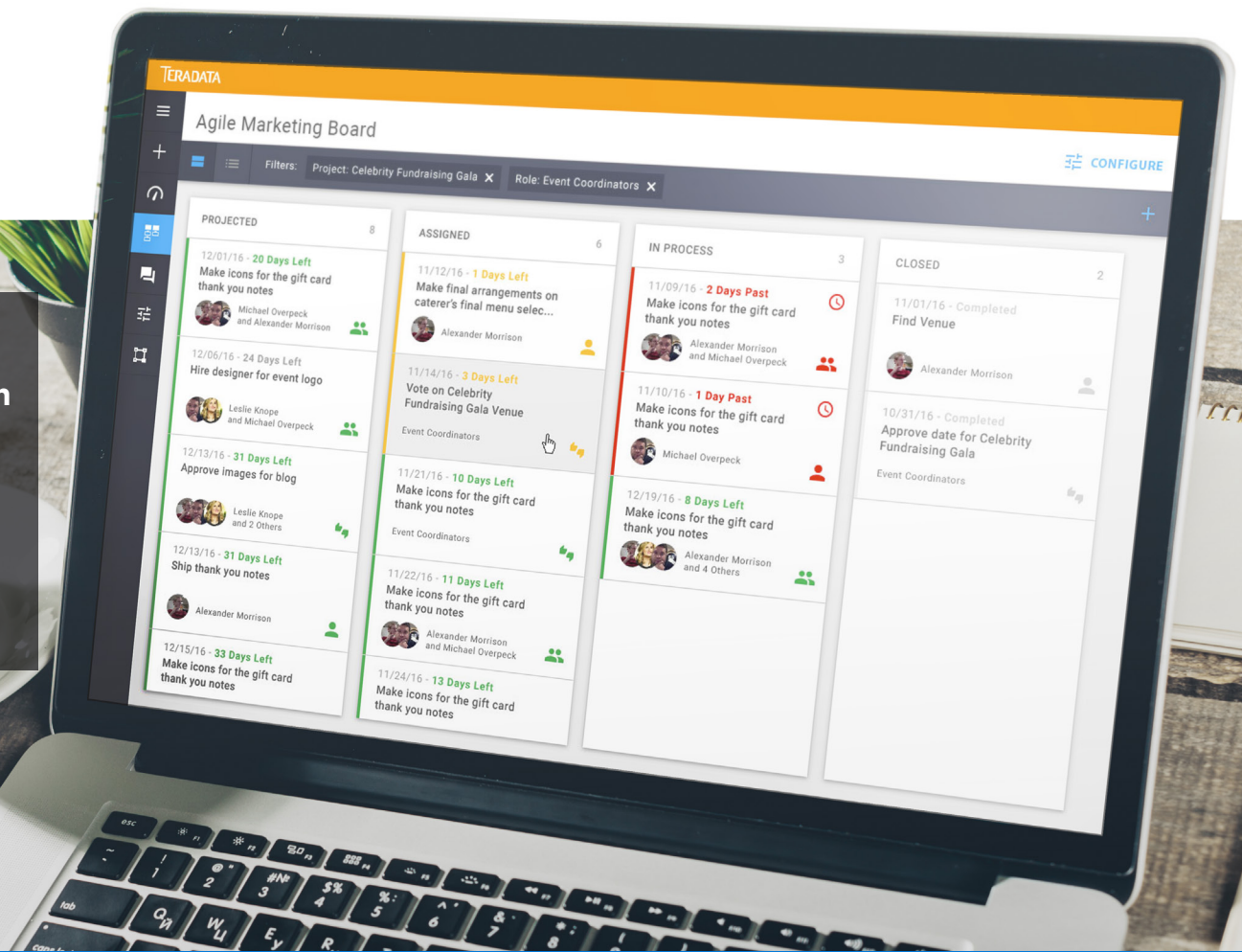
Tie marketing projects to ROI

“Companies are finding they need to manage their marketing resources, partly due to the growing complexity of their marketing organizations and partly to promote greater agility across the marketing mix.”

Gartner Magic Quadrant for Marketing Resource Management 2016

Revolutionizing marketing operations with more systematic financial, production and asset management

MRM enables marketers to manage spend, allocate resources to develop campaigns and creative assets, and seize opportunities to improve performance with real-time information.



What you get with Marketing Resource Management



Planning and Spend Management



Workflow and Collaboration Management



Marketing Asset Management

Planning and Spend Management

Gain comprehensive visibility and control of all financials



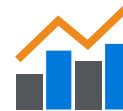
Marketing Planner

Create, route, and approve strategic briefs for marketing tactics and overarching programs.



Spend and Forecast Manager

Enables marketing team members or finance managers to proactively adjust budget.



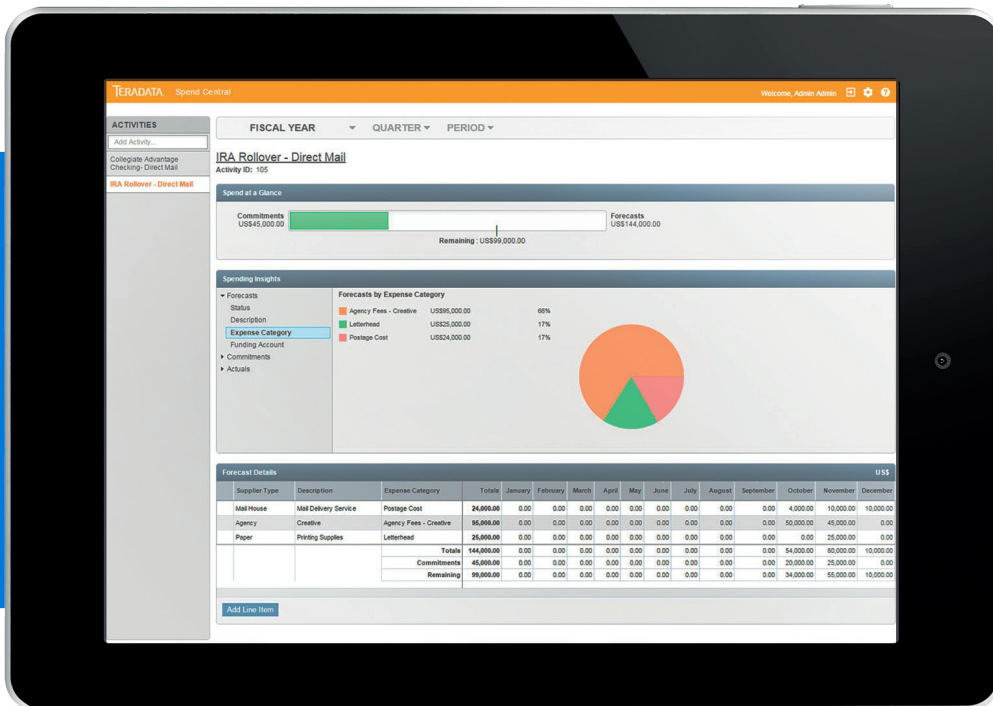
Planning and Budget Manager

Configure and control financials. Assign or transfer funds amongst projects in a single or multiple currencies.



Expense and Commitment Manager

Connect financial commitments to every project. Get up-to-the-minute visibility into marketing investments. Track invoices and purchasing history.



Key Benefits

Accountability and flexibility of marketing spend

Global, cross-functional budget management

Ability to tie financials to existing projects

Simplify marketing finances and focus on creative execution

Workflow and Collaboration Management

Increase marketing productivity and efficiency



Workflow Manager

Customize workflows to optimize all marketing projects. Enable a true end-to-end process and drive continuous improvement.



Task Inbox

Simplify the review and approval process to reduce user friction and drive marketing agility.



Agile Board

Leverage a system-wide representation of all work and project statuses to eliminate bottlenecks and facilitate high-performing teams.



Integrated Calendar

View all important marketing dates to enhance enterprise-wide visibility and transparency.



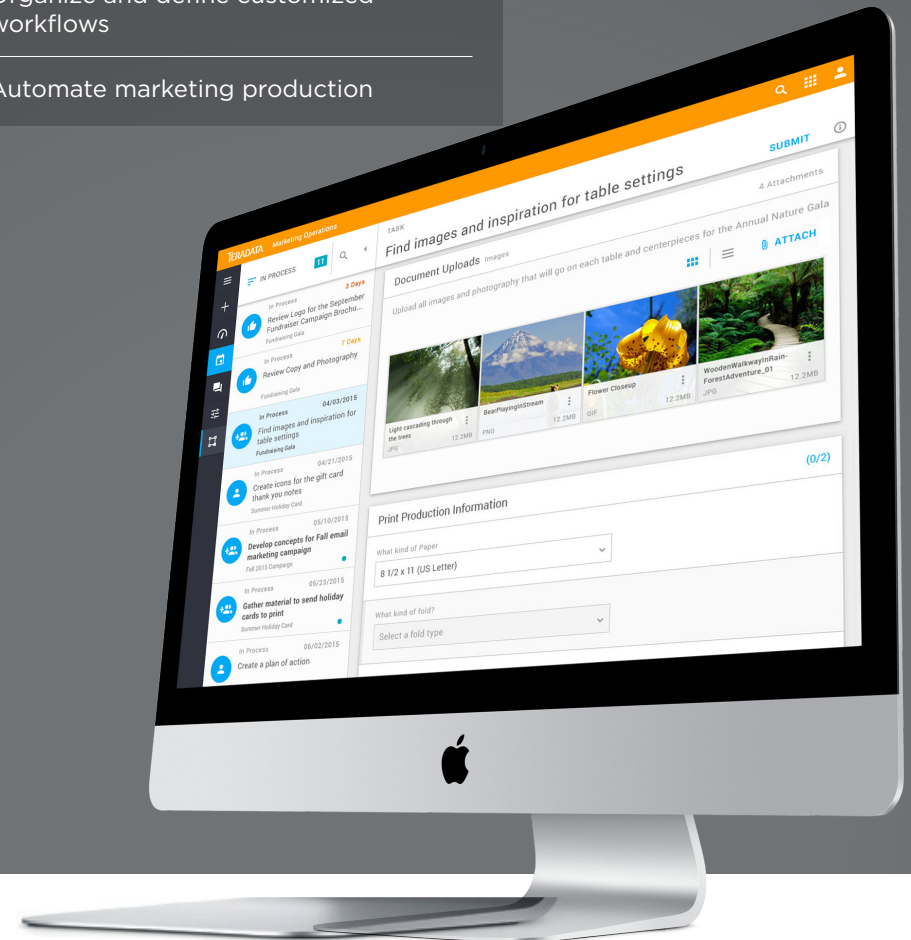
Key Benefits

Reduce cycle time and eliminate silos

Ensure seamless alignment among stakeholders

Organize and define customized workflows

Automate marketing production



Marketing Asset Management

Store, manage and share all marketing assets



Digital Asset Management

Manage all marketing assets including digital, print, video, and sound files in one location.



Asset Library

Centralize, manage and leverage all final assets. Reuse existing material instead of recreating.



Annotation Viewer

Consolidate feedback, track revisions and drive accuracy and quality of all marketing material.



Integrations

Extend capabilities into creative productions with any third party asset management vendor.



Key Benefits

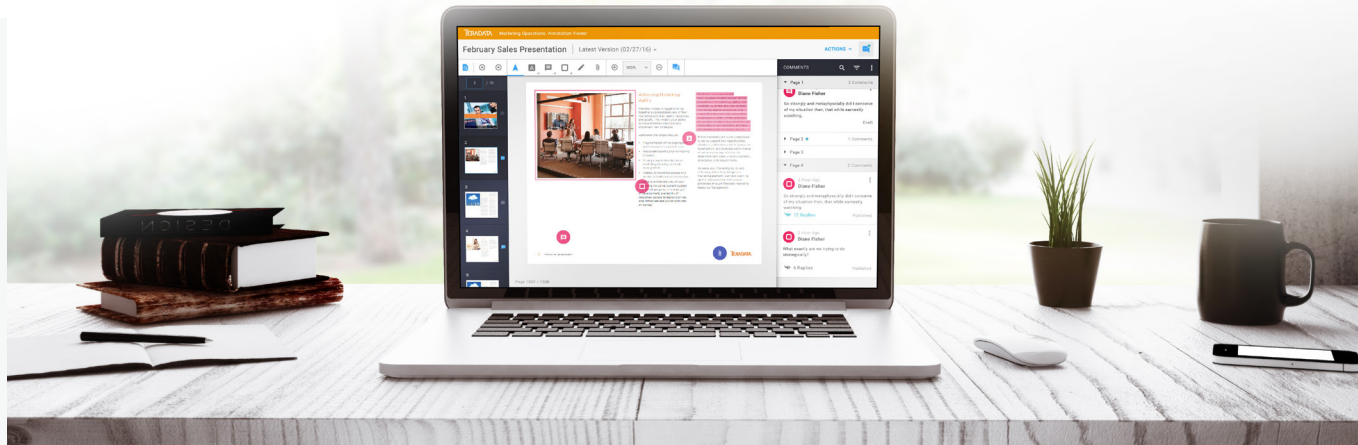
Work with a structured repository of marketing files

Eliminate file misuse and loss

Enhance version and brand control

Protect assets with usage restrictions

Enhance collaboration to increase quality and speed



Platform Capabilities:



Manage all financials including budget, purchasing and invoicing



Improve production efficiency and reduce cycle time



Manage, organize, and leverage any online and offline asset



Orchestrate reviews and approvals for internal and external stakeholders



Leverage an easy-to-use application programming interface



Align people, process and technology to support marketing effectiveness



Prove ROI by tying activities to spend to results



Streamline Process, Drive Productivity, and Increase Efficiency

With Teradata Marketing Resource Management, uncover a comprehensive view of the entire marketing organization like never before. Gain remarkable control and unmatched operational efficiency to propel your organization forward.

Know more about your marketing, your resources, and your business. Empower your organization to deliver results and drive revenue. For more information on how MRM can transform your operational agility and lead to more Individualized Marketing, visit marketing.teradata.com.



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