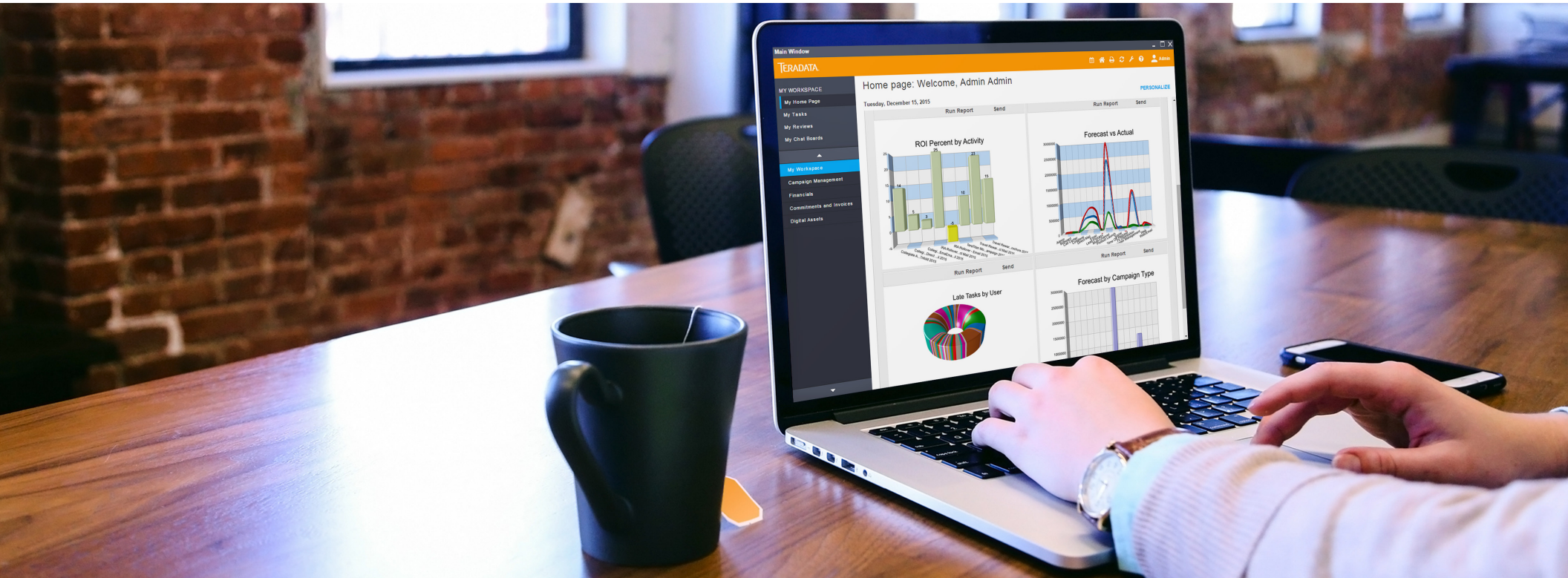**Marketing Resource Management**

Marketing Resource Management
Enables Increased Agility, Efficiency and Productivity

We power marketing.™

TERADATA | Marketing Applications

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 organisational agility, rapid responses to market changes, and the ability to drive results. Use MRM to optimise spend, improve time-to-market, and standardise 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 optimise resources, and ultimately reduced organisational performance.

Imagine having a centralised 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, organise and store assets

Allocate and adjust marketing budget

Focus resources on what matters – creating and strategising

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 organisations and partly to promote greater agility across the marketing mix."

Gartner Magic Quadrant for Marketing Resource Management 2016

Revolutionising 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.
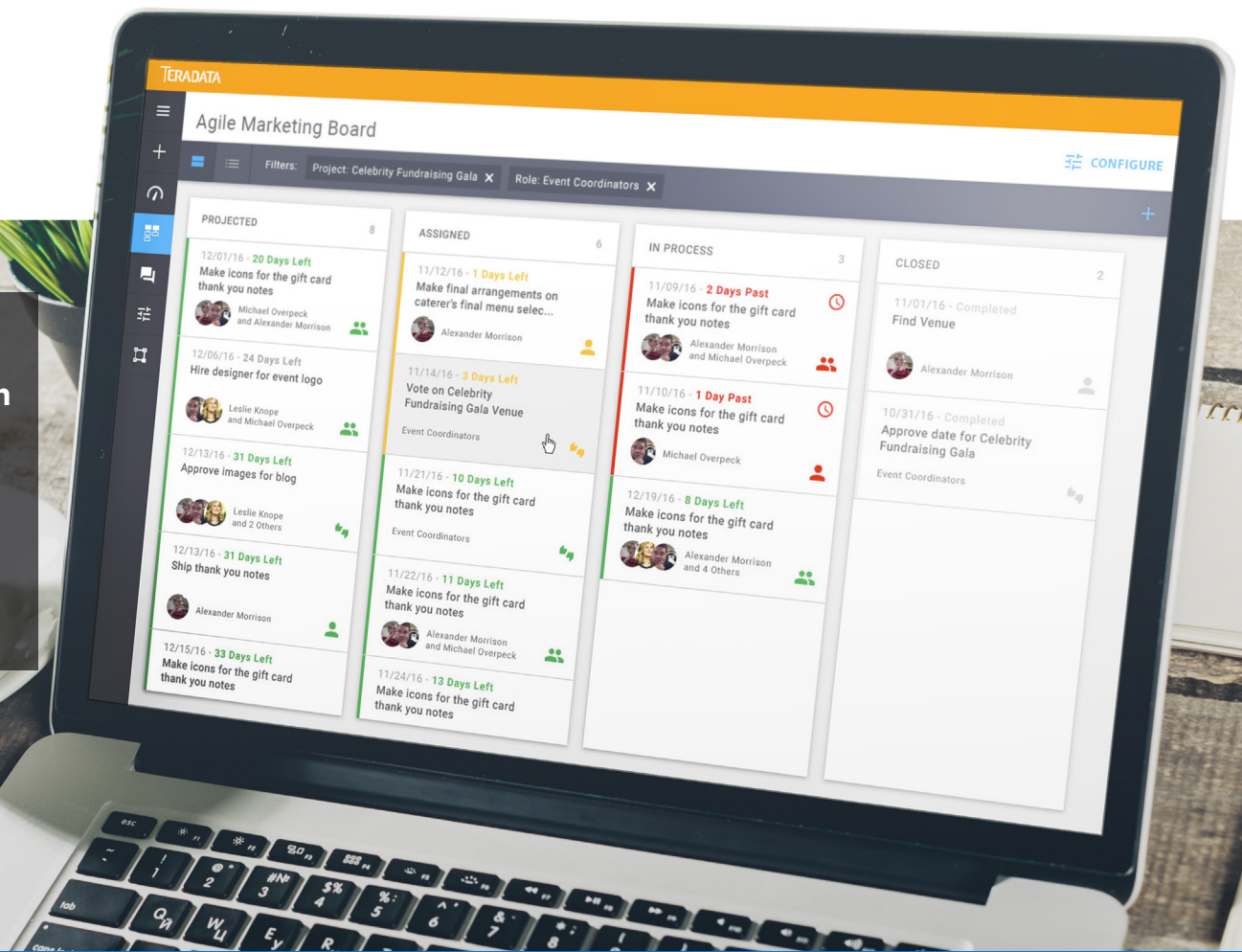
What you get with Marketing Resource Management

Planning and Spend Management

Workflow and Collaboration Management

Marketing Asset Management

Planning and Spend Management

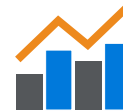## Gain comprehensive visibility and control of all financials

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.
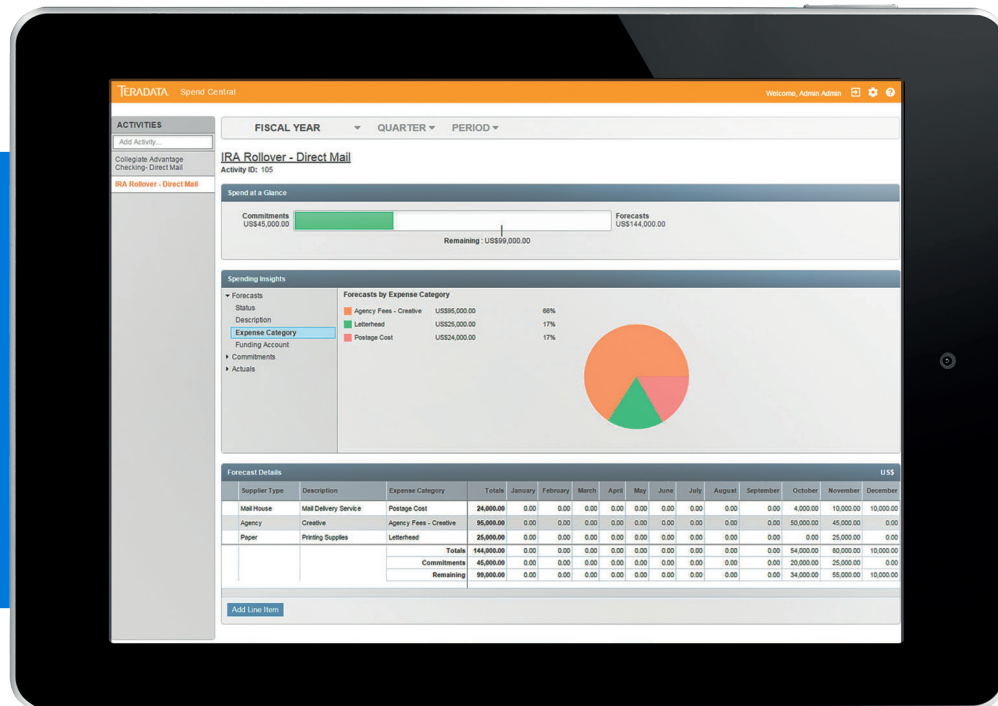
Planning and Budget Manager

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

Customise workflows to optimise 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 statues to eliminate bottlenecks and facilitate high-performing teams.

Integrated Calendar

View all important marketing dates to enhance enterprise-wise visibility and transparency.
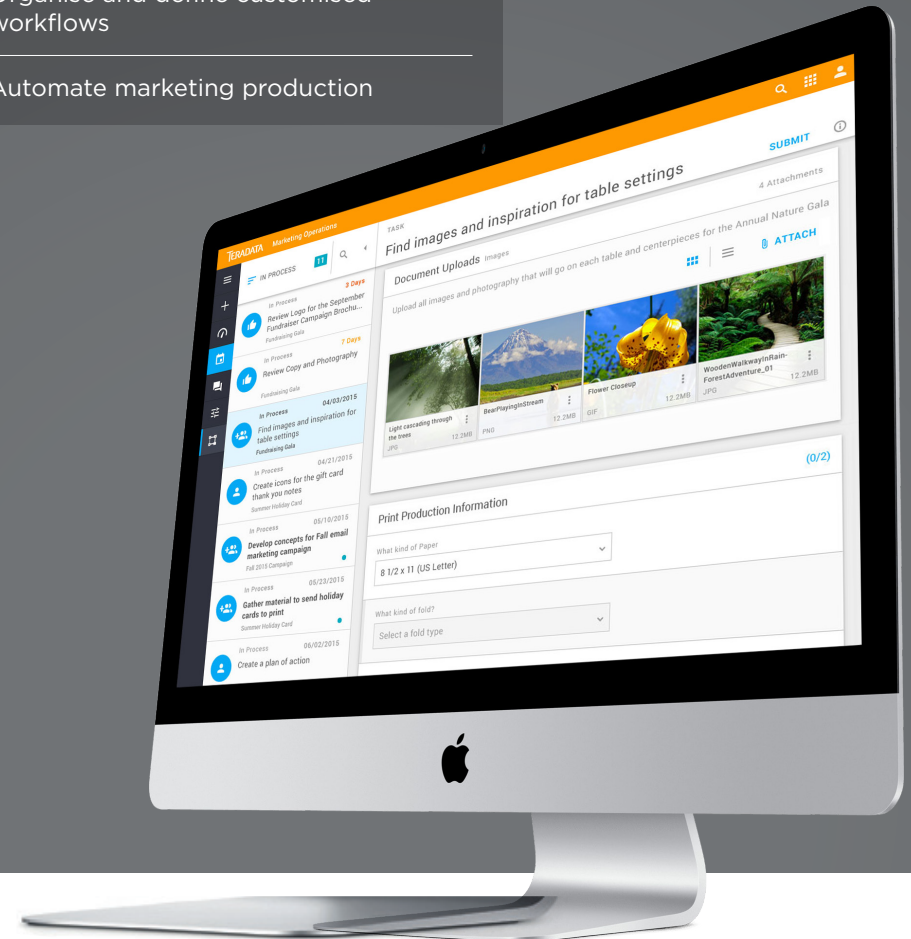
Key Benefits

Reduce cycle time and eliminate silos

Ensure seamless alignment among stakeholders

Organise and define customised 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

Centralise, 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.
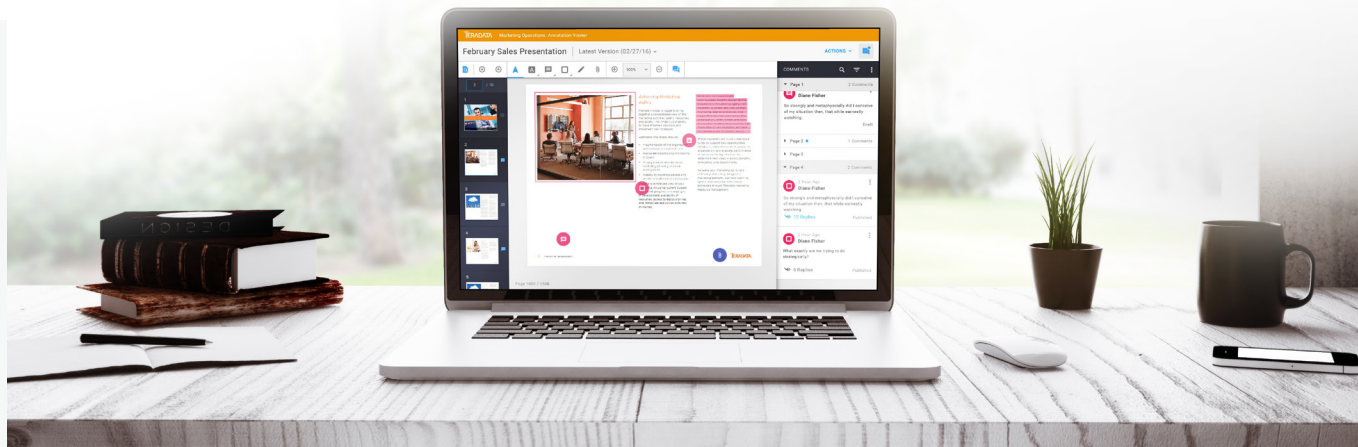
Key Benefits

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, organise, 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 organisation like never before. Gain remarkable control and unmatched operational efficiency to propel your organisation forward.

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

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