



## How Xerox Accelerates Innovation with Teradata Marketing Applications

Leveraging Project and Asset Management, Visibility, and Efficiency with Marketing Resource Management





## Company Information

Conducting business in 180 countries, Xerox is a household name in the business process and document management industry.

Xerox has evolved from a company focused primarily on information management to one that supports critical business procedural needs for enterprises of all sizes. Xerox empowers its customers by focusing on the back-end processes and operations that facilitate marketing and communication execution.

With the help of Teradata Marketing Applications, Xerox took control of its marketing to become a more effective services provider. It leverages Teradata Marketing Resource Management — a single platform enabling the company to gain control of global processes from start to finish. The solution provides a flexible workflow tool used by Xerox employees, clients, suppliers and agencies. With Teradata, Xerox was able to increase its project workload, eliminate redundancies, and focus more on what really matters by eliminating cycle time with each initiative.

## Challenge

Xerox has recently undergone a transformation of sorts, now expanding its offerings beyond multi-function devices like printers and copiers. In fact, more than 50 percent of its business is services-oriented. Xerox is focused on adopting more efficient processes that will enable customers to concentrate on the strengths of its business.

Xerox needed help in delivering marketing communications so it could maintain focus on its mission of providing and simplifying business process improvement.

Previously, Xerox deployed multiple systems without integration, creating confusion and increased overhead costs. Although customers were satisfied, Xerox had difficulty reacting to customer requests, setting up new customers, and supporting the costs associated with multiple account teams operating on different systems. The Xerox team also worked with global clients across all verticals, making the need for a single, integrated solution paramount. In order to consolidate, execute and innovate, Xerox turned to Teradata Marketing Applications to leverage a single resource management solution as the backbone for all marketing operations.

## Solution

Xerox implemented Teradata Marketing Resource Management to optimize marketing processes, increase visibility, and enable global collaboration for employees and clients. With Marketing Resource Management, Xerox is able to gain greater efficiency with its marketing operations by leveraging:

- Planning & Spend Manager for budget management
- Workflow & Collaboration Manager to collaborate on all marketing initiatives
- Marketing Asset Manager to organize, locate, and use all marketing material

By integrating Marketing Resource Management with back-end office systems, Xerox is able create seamless workflows, manage tasks, ensure user adoption, and address all governance requirements for clients, internal and external parties.



## Planning & Spend: Gaining Insight and Visibility into Financial Processes

Companies are constantly adapting to changes in marketing and campaign execution in order to foster engaging customer relationships. For Xerox' customers in the financial industry, large-scale campaigns were traditionally executed by sending out a few million emails or letters with little strategy, intelligence or feedback.

“We wanted a standard platform to be able to deliver to our clients, to make us more agile in delivering, but doing it from what the customer wants.”

– Michelle Facey-Taylor  
Head of IT Solutions,  
Communication and Marketing  
Services, Xerox

Complete spend transparency provides insights and understanding not only as Xerox advises clients, but also for the clients themselves. “Our clients need to see what they're spending, the return, what's happening, and the effectiveness of what they're asking us to do” says Facey-Taylor.

Using Planning & Spend Manager within Marketing Resource Management, Xerox and its customers get real-time visibility of global marketing budget. Project teams are now more agile and able to reallocate dollars quickly should the need arise or data demonstrate greater impact in another area. Spend is analyzed based on market activity, sales data, and business needs while centralizing marketing data across different channels, brands, and portfolios. Through integration with internal financial systems, Xerox has also automated the creation of sales orders and invoices for incredible simplicity.

“When you go to different countries, there are different laws and different regulations, but the process is the same. You're raising a brief. You're going to get it approved. You're going to get an estimate and invoice. This process is standard, regardless of industry or location,” says Facey-Taylor.

## Workflow & Collaboration: Increasing Efficiency and Maintaining Compliance

Xerox, their customers, and agencies have also embraced Workflow & Collaboration Manager which offers intuitive, flexible, and cohesive functionality.

As a company governed by the Sarbanes-Oxley Act that works with a number of well-known clients in highly-regulated, global industries, full auditability and traceability are critical for Xerox. Repeatable and consistent processes enabled Xerox to achieve financial compliance across its teams and clients. Xerox achieves this — even with large, multi-national clients — through automated medical, legal, and regulatory review processes. Creative reviews now stay on-track and compliant across the organization — without manually and painstakingly rekeying data or customizing new processes for each document.

Xerox works with its clients and regulatory entities to ensure controls within systems are accurate and well-documented. Within the pharmaceutical industry, for example, stringent guidelines around signoffs and compliance are enforced. Using Marketing Resource Management, the Xerox team is able to generate an auditable trace throughout the process and report back to clients. This information can then be used to show everything has been done correctly and to prove that compliance has been maintained. Providing this peace-of-mind is critical when working with clients that operate within highly-regulated industries.

## Marketing Assets: Operationalizing and Organizing Materials

Teradata Marketing Resource Management allows Xerox and its clients to maintain corporate standards. By utilizing a centralized, folder-driven digital asset management repository, key digital assets and other campaign elements are easily stored, shared and managed. With automated approvals and branding control, teams can distribute marketing assets exactly where they are needed, maintaining version control and affording clients greater accessibility.



## Results

Overall, Xerox has achieved a considerable increase in marketing agility. Xerox now:

- Develops and delivers more than 10,000 annual, global, omni-channel campaigns and projects
- Enjoys more efficient performance and increased team confidence
- Leverages a single solution with cross-functional capabilities to address client needs with repeatable processes

“Marketing Resource Manager is an enabler for us because it gives us a common solution to serve our clients in a proven way,” says Facey-Taylor.

Xerox maintains a customer-centric mindset, always aiming to foster trust in customer relationships. Xerox’s Communication and Marketing Services clients are now able to get a full picture of the work they are doing with Xerox in a standard and reliable format.

“From our point of view and hopefully from our customers’ point of view, they know that when they see that information, it doesn’t matter what kind of work they’ve asked us to do, it’s standard,” says Facey-Taylor. “It’s trusted. It’s real.”

As Xerox continues to enhance its Communication and Marketing Services offerings, particularly in the area of digital marketing, Facey-Taylor views Teradata as a trusted partner that continually helps Xerox identify the “next big thing” and put them in position to deliver. In addition, Facey-Taylor and the Xerox team see real value in being able to access a single record when bidding on potential new projects.

“With a single and stable platform, we’re able to go out and bid on new business, especially from really large, global companies, with the confidence that we can deliver, using our platform, and be able to give real examples of how it’s been used. It’s not theoretical. We’re not selling, ‘We can potentially do this’ — we know we can do it.”

Power your marketing with integrated insights from Teradata Marketing Applications. Know more about your marketing, your customers, and your business. Deliver greater marketing agility to do more with data to improve results and drive revenue.

For more information on Teradata Marketing Resource Management, please visit **[Marketing.Teradata.com](https://Marketing.Teradata.com)**.



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