ORGANIZE AND MANAGE ALL THE MOVING PARTS OF MARKETING OPERATIONS FOR FLAWLESS CAMPAIGN EXECUTION

It's time for marketers to adopt a flexible workflow framework that lets them adapt their processes to both the digital and offline marketing changes occurring around them. It's time for marketers to become proactive, consultative data-driven powerhouses who use integrated marketing management solutions to execute flawlessly.

In today's digital marketing age, consumers are in control of their brand experience, and organizations everywhere must discover new, innovative, and effective ways to communicate with their customers. Lean marketing operations teams are stretched thin with little to no room on their plates for more work. The challenges of completing work efficiently increase due to insufficient or inflexible marketing production processes.

THE TERADATA SOLUTION

Workflow and Collaboration Manager centralizes all the tasks, dates, deliverables, resources, and individuals needed to successfully complete each marketing initiative. Whether you're creating a print or banner ad, developing an event plan, or executing a multi-channel one-to-one campaign driven by consumer data, there's a workflow involved.

You can create a library of production workflows that you can reuse, saving precious time while promoting best practices and corporate standards for how marketing gets done — and done right, the first time. Add efficiency and effectiveness into the process by easily managing collaborative reviews of materials with full annotations capabilities across media types that allows users, scattered across the globe, to participate. As the work continues to move, keep everyone informed through automated reminders, centralized message boards, and an accessible, role-based global operations calendar to provide a greatly expanded view of all marketing activities.

With Workflow and Collaboration Manager, you can:

- Increase individual and marketing team productivity
- Streamline marketing workflow to reduce processing time

- Eliminate review and approval bottlenecks that cost both time and money
- Establish a standardized workflow process that keeps projects consistently moving forward
- Efficiently manage promotional content across both online and offline channels
- Ensure regulatory and legal compliance for all promotional content
- Support the management and planning of both online and offline events — from personalized invitations to microsite development

WORKFLOW AND COLLABORATION MANAGER KEY BENEFITS

- Master the details without having to micromanage them
- Eliminate non-brand compliant marketing projects by ensuring approvals are in place before content is developed
- Reduce the time to process job requests by capturing all the relevant information up front
- Ensure brand and corporate compliance — and eliminate the risk of fines — by ensuring all key reviewers approve marketing content
- View and comment on documents and creative material faster and easier than ever
- Know what's happening in marketing with access to a role-based, global calendar that provides a comprehensive view of all marketing activities
- Add efficiency and effectiveness into communication and collaboration among team members through centralized message boards

WORKFLOW AND COLLABORATION MANAGER KEY FEATURES

- Execute flawlessly with increased team collaboration and cooperation fueled by comprehensive workflows that document tasks, dates, deliverables, and assigned individuals
- Develop and promote best practices and corporate standards while saving precious time with unlimited use of workflow templates
- Keep everyone informed with access to a centralized view of workflows, calendars, or Gantt charts
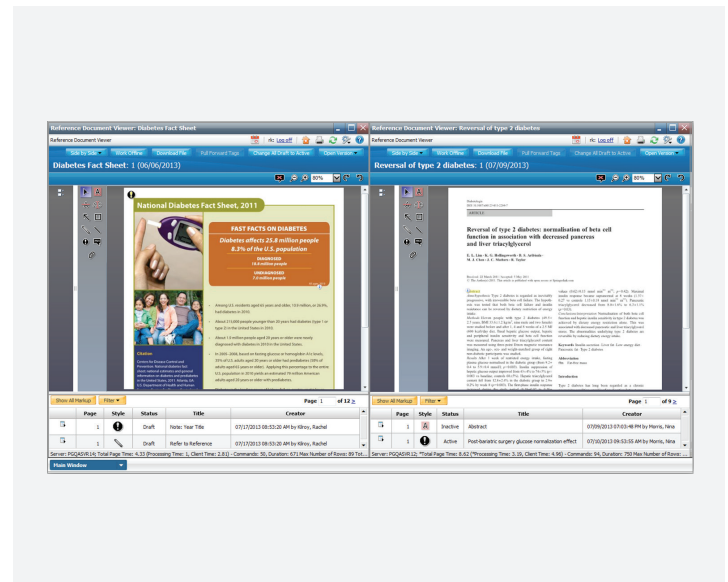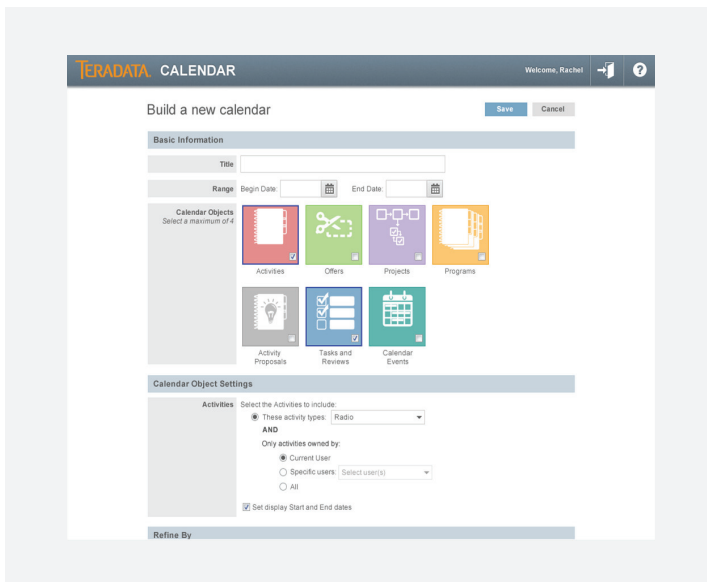
- Utilize workflow checks and balances that keep all moving parts in alignment
- Shorten cycle times and eliminate errors, reruns, and missed dates with reviews and approvals, automated reminders, and process audits
- Automate creative review processes, including capturing detailed comments and annotations across media types
- Centralize requests from marketers around the office or globe to ensure the correct information is provided up front
- Improve team collaboration; lessen time and resources needed to create marketing assets
- Increase marketing asset benefits by organizing and managing access to the appropriate version of the creative materials developed for reuse
- Improve communication among team members through a centralized, contextual collaboration tool to track conversations and stay connected and informed on key updates and decisions

ABOUT TERADATA

Teradata Corporation is the world's leading provider of analytic data platforms, applications, and services for innovative, results-oriented business and technology leaders of the global 3,000 companies, who seek smarter, faster, more-informed answers to the most important questions of their business, their customers, and their world. With Teradata's solutions, enterprises can know more so they can do more of what is really important—better and faster than with any other technology solutions provider. Learn more at teradata.com.

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