

# Marketing Resource Management

## Maintain focus, align resources, and achieve marketing agility

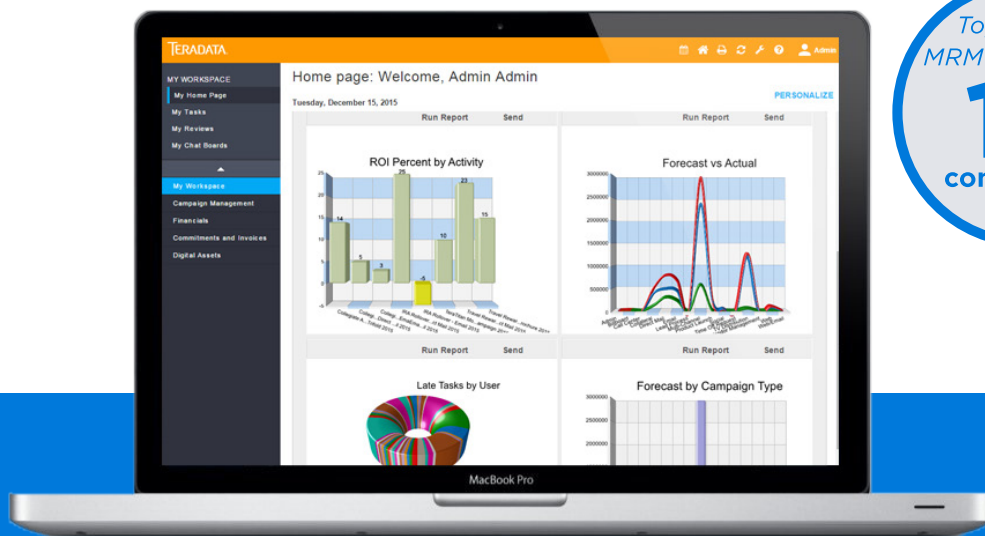
Marketers face daily challenges that hold marketing strategies and teams captive.

These include implementing new strategies, managing in-flight campaigns, keeping up with ever-evolving digital channels, and making strategic and tactical decisions. These obstacles underline the importance for a consolidated view of marketing activities, investments, resources and assets. This dynamic and evolving marketing environment often leads to processes and people being siloed, marketers being overworked and unmotivated, and business results suffering as a result. We say no longer.

Fellow marketers, meet Teradata Marketing Resource Management (MRM) – the most efficient, collaborative, technologically-savvy

marketing operations management platform available. It's time to take control of the entire marketing process – **from concept to campaign, and from campaign to cash.**

Teradata MRM is an industry-leading marketing operations solution currently leveraged by hundreds of global organizations and praised by leading third-party analysts. Teradata MRM supports both simple and complex business processes, as well as the accompanying challenges that affect marketing organizations across all verticals. Continuous innovation and rapid-adoption deployment options enable marketers to tailor multiple aspects of MRM to fit their specific use cases.



### Benefit from:



**Streamlined** organizational workflow



Increased marketing **collaboration** and **transparency**



**Flexible** cloud-based and on-premise deployment options



Increased **agility** and **efficiency**



Technical **excellence**, **professional services**, **marketing consulting** and **assessment**, and **global support**



User-friendly **interface**

# Capabilities & Benefits

## Planning & Spend Management

**Marketing Planner.** Create, route, and approve strategic briefs for marketing tactics and the overarching programs

**Spend and Forecast Manager.** Gain necessary control of marketing plans and the level of investment – in every currency

**Planning and Budget Manager.** Easily configure budgets with multiple currencies to support any organizational structure, line of business or geography, and control, assign or transfer allocated dollars

**Expense and Commitment Manager.** Link financial commitments to individual marketing activities and monitor purchase orders and invoices in real-time

## Workflow & Collaboration Management

**Workflow Manager.** Collaborate like never before, customize workflows to optimize processes for all marketing projects

**Task Inbox.** Efficiently manage your time and organize your projects and tasks

**Agile Boards.** Visualize all projects, easily manage and balance your projects, tasks, and resources

**Integrated Calendar.** Gain true visibility with global and personal views of all marketing dates.

### Customers using Marketing Resource Management have:

- Reduced operational costs by **45%**
- Achieved **20%** increase in campaign response
- Launched revenue-generating campaigns **50%** faster
- Saved **20%** of budget by cutting misaligned spend

## Marketing Asset Management

**Digital Asset Management.** Centralize assets in an easily accessible, searchable archive

**Asset Library.** Store, share, and manage digital assets such as collateral, presentations, advertising, and corporate branding elements

**Annotation Viewer.** Collaborate on the creation of any digital marketing asset by centralizing reviews and approvals

### Empower your organization to positively impact business results.

With Marketing Resource Management, achieve more fluid processes and higher quality output – all fueled by a more efficient, more productive team.

- Plan, manage, and budget for marketing programs
- Review and adjust spend based on results
- Develop marketing content
- Collaborate on reviews and approvals – ensuring consistency and compliance
- Organize and distribute marketing collateral
- Measure, analyze and optimize marketing performance for ROMI

For more information on how Marketing Resource Management enables greater efficiency and marketing agility, visit [marketing.teradata.com](http://marketing.teradata.com).



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