



Marketing AGILITY

Today's customers move at the speed of their digital devices.

Marketers have to stay a step ahead.

By putting customers at the forefront of everything they do, marketers have chosen to create an agile marketing environment that establishes strong, individualized customer connections.

How?



Agility is the ability of an organization to sense environmental change and respond efficiently and effectively to that change.¹

An agile organization requires a commitment to:

Streamlining internal collaboration & efficiency

Fine-tuning performance & optimization

...through Marketing Resource Management

Enterprises recognize the need to increase agility throughout their organizations, with the number of distributed agile teams growing from 35% to 80% in 2014.²

Streamlining collaboration & efficiency means:



Fine-tuning performance & optimization means:

Adjusting campaign execution based on analytical insights

Improving marketing performance by employing proven strategies for success

Remaining agile throughout a campaign so changes can be made in real-time



Gartner has recognized the importance of agility as a critical attribute for organizations in demanding market conditions, if they are to thrive and compete with CRM initiatives that deliver outstanding results.³

1 Planning and spend management



3 Marketing asset management

2 Workflow and collaboration management

Winning brand leaders balance agility and an understanding of new technologies, touch points and partners, with in-depth, consumer insights-led strategic planning, and long term brand consistency.⁴



Analyzing data from every customer interaction provides valuable insights to drive ongoing interactions, enhance offer details, or course-correct in-flight campaigns.⁵

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1 Gartner; Kimberly Collins, Daryl C. Plummer; Apply Gartner's Agility Model to Increase Innovation in CRM; 09/29/2015
2 VersionOne 9th Annual State of Agile Survey, April 2015, <https://www.versionone.com/pdf/state-of-agile-development-survey-ninth.pdf>
3 Gartner; Kimberly Collins, Daryl C. Plummer; Apply Gartner's Agility Model to Increase Innovation in CRM; 09/29/2015
4 MillwardBrown Vermeer, Building Marketing Capabilities to Fuel Growth, May 2015
5 Forrester; Rusty Warner with Srividya Sridhara, Samantha Ngo; Brief: Demystifying Real-Time Interaction Management; February 2015 <https://www.forrester.com/report/Brief+Demystifying+RealTime+Interaction+Management/-/E-RES116803>