



Operational  
Marketing  
Excellence  
Delivered

## MRMLOGIQ Programs & Services Overview

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## 1. Our Programs

We have developed a range of programs - a predefined set of services from our MRM toolbox - to deal with common operational marketing challenges.

### **Operational Marketing Excellence**

Is your marketing department forced to operate cheaper, faster and more transparent? Do people love your ideas but do you have difficulties executing these ideas on a large scale? The Operational Marketing Excellence program is designed to increase transparency, control and accountability in your marketing environment and allows you to maximize the efficient use of your marketing resources.

### **Marketing Dashboard & Accountability**

How to get full accountability across budgets, legal and sign-off activities in your marketing department and supply chain? How to keep track of all marketing investments in one accurate overview? Link Investments to Returns (ROI) by selecting the right KPIs and convince the board which campaigns are worth investing in.

### **The Fit-to-Future Agency**

Is your client forcing you to be cheaper, faster and more transparent? Are your margins dropping? Is the knowledge at your company gone when your AD is? Our Fit-to-Future-Agency program is an integrated methodology that orchestrates optimal use of your marketing resources, in order to achieve an effective implementation of marketing and campaign strategies. It enables you to better facilitate the demands of your customer whilst retaining a healthy margin.

### **Marketing Re-organization, Merger & Acquisition**

Is your company preparing for a re-organization, merger or take over? How to quickly identify redundancies and separate the nice-to-haves from the need-to-haves? How can you make a business case for your marketing department? How can you map roles & responsibilities and technology platforms? How can you roll out the new organization in the shortest time possible and benefit from operational synergies? This program maps gaps and overlap in roles, knowledge, technology and supplier contracts and estimates and visualizes realistic synergies.

### **Software Vendor Selection**

Which marketing software will get you the best value? What exactly do you need? How can you make sure that what you choose today will still make sense tomorrow? We work with a standardized (and automated) method to select the best marketing software and the best software support against the lowest possible price and the shortest implementation turn-around time. We work with documents that rate, prioritize and calculate the best match. We visualize scores on requirements and functionality. This will lay a solid foundation for the decision you are going to make.

### **Multi-channel campaign management**

How to orchestrate and integrate your marketing campaigns across multiple channels, like email, internet, SMS, print, IVR, etc. How to set up an environment to measure and

fully control your multi-channel investments? This program touches all the elements required to make the transition from the costly "multiple"-channel marketing to the efficient "multi"-channel marketing.

## 2. Our Services

Based on the **MRMLOGIQ** framework we have developed a wide range of practical tools and worksheets we use for the management of our MRM projects. Our MRM toolbox:

- MRM Scan
- MRM Business Case
- MRM Software Selection
- MRM Process Design
- MRM Functional Design
- MRM Implementation, Testing & Training
- MRM Project Management
- MRM Support & Maintenance

### MRM Scan

The MRM scan will help you create transparency and control in your marketing operations. It detects areas where operational improvements will have the biggest impact and it estimates potential budget and time savings. The MRM scan is the perfect start for your marketing efficiency project and visualizes where your organization needs to be more:

- Efficient; to be competitive
- Flexible; to adapt to new content, media, segments
- Accountable; to improve performance
- Scalable; to adapt to emerging markets, additional users
- Transparent; to adhere to regulations

### MRM Business case

Successful MRM projects start with a business case describing the vision, objectives and estimated ROI of the project. Making a business case together with the project team is not only writing a document. It is also the first step towards creating a new mindset. Make sure that from now on there is a structured way of doing marketing projects. Define the objectives in a measurable and structured way. Collaborate with your colleagues from the other business units. And finally, to make a business case together will get you more buy-in from the stakeholders, making the implementation phase a lot easier and the adoption level of the new process a lot higher.

### MRM Software selection

Our standardized (and automated) software selection methodology enables you to select the best marketing software and best software support against the lowest possible price and shortest implementation turn around time. We work with tools that rate, prioritize and calculate the best match. We visualize scores on requirements and functionality. This will provide a solid foundation for the decision you are going to make.

### MRM Process design

From the initial concept through to the contact with a customer or channel partner - across the end-to-end process - several operational activities take place. These activities can be clustered in functional areas, subsets that require specific skill sets, knowledge

and technological solutions. In our MRM process design (PD) we visualize and optimize processes by looking at roles and responsibilities, and supporting technologies. Process redesign should focus on the consolidation (eliminating steps) and standardization (consistency and clarity) of processes. Eliminating steps will immediately save you time and money. Creating consistency and clarity will lower the risks in campaign management and pave the road for reporting functionalities.

## **MRM Functional Design**

Functional specifications are the blueprint for how you want a software application to look and work. All possible questions concerning functionality should be answered and put down in a well-documented design. The development of the Functional Design (FD) is based on a packaged MRM solution combined with elements of customization, if required. The FD shows how the preferred processes from the PD are translated into system functionality. In the FD we will develop "Use Cases", assess "Process Gaps" (gaps between the current and future state and standard and customized functionality) and define the "Conceptual Model". Based on the FD, the development- and data migration efforts can be estimated. The FD can be reviewed by the various stakeholders to check if the solution will meet the business needs and requires a formal sign-off before going into the development stage.

## **MRM Implementation, Testing & Training**

MRM implementations are far more than simply the technical implementation of a software tool. We believe that 75% of the focus during MRM implementations should be on business factors that will optimize your marketing spend. The remaining 25% of the effort should be on configuration; customizing software templates; and the installation and testing of the MRM tools. Once the software is installed, the system configured and core data migrated, it is necessary to check the correctness, completeness, security, and quality of the MRM software.

## **MRM Project management**

MRM projects operate on the crossroads of marketing, finance and IT. This often means a shift of control and power and you can and should anticipate to meet with some resistance. Strict project management will enable you to deliver the project on time, budget and specified quality. Our project manager will represent the business to ensure that stakeholders are satisfied with the new solution, ensuring that a Project Plan for implementation is in place, to assist with the project governance model, to manage resources and tasks delegation during implementation (time-plan), ensure documentation (by managing resources) and transfer knowledge to the project team (best practices).

## **MRM support & maintenance**

MRM is about operations. Operations are ongoing. Your market will change, your clients will change, your organization will change and your MRM strategy needs constant adjustment too. As during the implementation phase, support is not just software support: it is also business support. MRM support can be defined as: all activities concerned with supporting the marketing operations infrastructure to satisfy the users with the required system performance and functionality during its operational life.