



# Smart Marketing Suite



**Reduce** cost, time  
to-market and risk.  
**Increase** customer  
facing dollars and  
global brand control

HP Smart Marketing Suite optimizes and automates marketing content workflows, from creative brief to in-market activation, resulting in cost and time savings that marketers can direct towards increasing marketing effectiveness.

## What if you could...

**DRIVE** non-working dollars to working customer program dollars?

**ACCELERATE** time to market by activating communications faster in local markets?

**CONTROL** marketing assets to strengthen global brand equity?

**DELIVER** communications seamlessly to all channels and touch points?

**MEASURE** asset usage and impact, gaining insight to drive continuous improvement?

Most enterprise functions, finance, supply chain and IT for example, have implemented solutions to streamline their operations. Chances are however, that your business is similar to many that we have benchmarked, and this value chain process rigor has not been applied in the marketing organization.

HP Smart Marketing Suite is a solution that optimizes and automates enterprise marketing content workflows: First, consulting services (employing lean-sigma tools and methodology) assess where inefficiencies exist in client marketing processes and areas of highest ROI. Secondly, inefficiencies are taken out by configuring modular marketing software applications, to client needs, on top of Smart Marketing Suite's cloud-based storage and computing platform. This end-to-end, on-demand automation solution integrates with existing technology assets and enterprise-wide data systems.

## Marketing industry challenges

### Deliver more for less

According to Forrester, 60% of marketing leaders were working with reduced or flat marketing budgets in 2010.<sup>1</sup> In contrast to this trend, marketing paradigms have been shifting rapidly as digital technologies and media channels proliferate. Marketing leaders are facing a tough challenge: Deliver more for less. Efficient marketing operations are a key enabler to drive 'non-working' dollars to 'working' customer program dollars, delivering more from your marketing budget.

### Production proliferation

Enterprises produce millions of dollars worth of marketing assets every year. Re-use of these assets across different communication channels, business units and geographies is limited and inevitably, global marketing organizations end up with different sets of people, tools and processes, to create and deliver the same assets.

Consider that more than 80% of product slicks, like this one, are adaptations of previously created collateral and more than 60% of the content is common across channels.<sup>2</sup> Yet, time and again, these assets end up being produced from scratch, forcing marketers and agencies to repeat creative processes over and over again, driving up cost, time to market, and brand application inconsistencies.

### Integrated marketing management

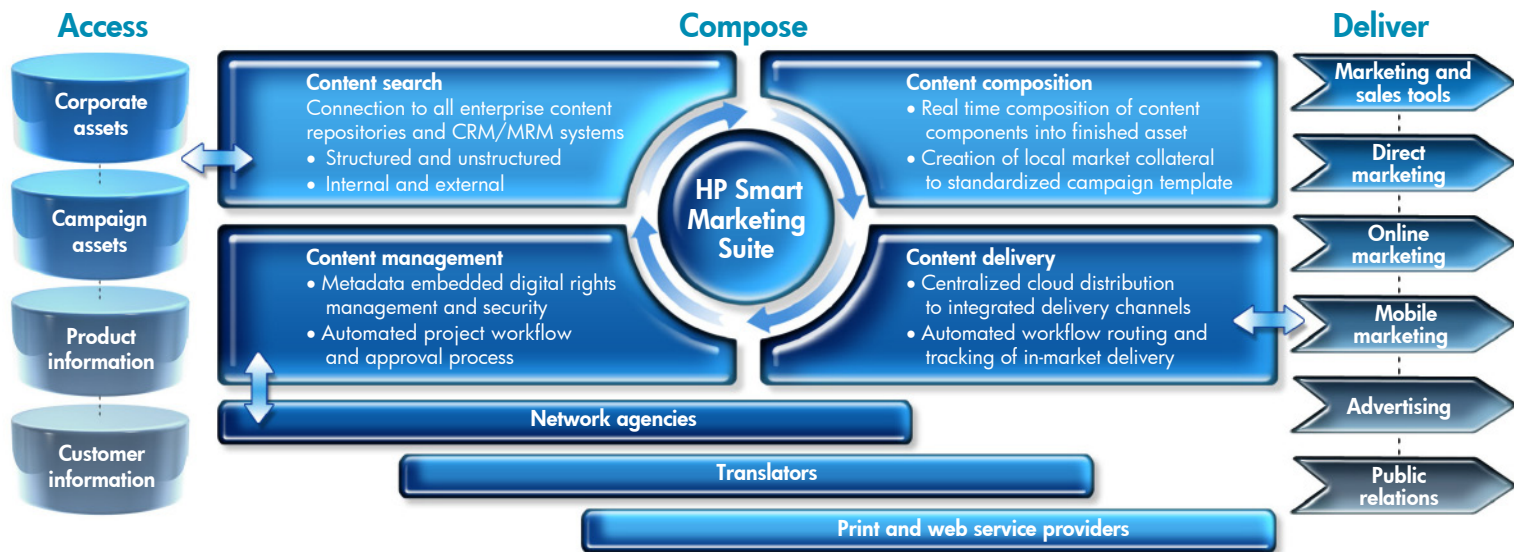
Marketers strive to create and manage an end-to-end customer experience, mapping and measuring interactions across all lifecycle stages. Significant investments have been made in customer relationship management (CRM), marketing relationship management (MRM) and business intelligence systems. To deliver an integrated marketing management platform, it is key to connect these planning, campaign management and analytics processes with an automated marketing communications fulfillment engine.

### Global brand governance

The ability to quickly scale marketing activities and to meet local needs in new, fast growth markets requires implementation of standardized processes and tools to enable local adaption but with global brand control.

<sup>1</sup> Forrester Research Inc.: Marketing budgets rise cautiously, December 21 2010.

<sup>2</sup> HP Smart Marketing Suite Consulting Services benchmark data.



## Delivering more for less

HP Smart Marketing Suite's transformational software architecture creates a 'live feed' to content repositories across the enterprise. Content components are pulled in real time, allowing multiple marketing asset types and media formats to be instantly composed. This unique capability enables marketing organizations to:

### Reduce non-program costs up to 20%<sup>3</sup>

- Increase re-use of existing content by enabling relevant content to be quickly found
- Right-size number of partners and suppliers and gain economies of scale
- Decrease non-program people costs and review cycle resources by automating workflows

### Accelerate time to market up to 40%<sup>3</sup>

- Get real time access to finished marketing assets and individual content elements
- Streamline processes by automating creation, management, and distribution workflows
- Save time by allowing marketers to adapt assets to local need in real time

### Govern your brand

- Apply standardized brand and campaign templates across the global organization
- Manage content compliance and obsolescence with embedded rights management and tagging
- Drive campaign consistency across all media channels with an integrated fulfillment platform

### Increase demand generation effectiveness

- Enable highly personalized communications using CRM data to manage the customer lifecycle, and send the right communications at the right time
- Optimize customer reach by delivering to the customer's preferred output channel.
- Integrate cross-sell and up-sell opportunities by connecting to business intelligence systems.
- Accelerate customer decision-making processes by delivering more relevant communications.

### Why HP?

HP has developed and implemented customer communications solutions in hundreds of Fortune 500 enterprises around the world.

HP has the best-in-class technology and end-to-end delivery capabilities through HP Enterprise Services and HP Software and Cloud Services.

### Learn more

Contact us today to learn how you can transform your marketing processes with HP Smart Marketing Suite.

Please contact us at [smsconsulting@hp.com](mailto:smsconsulting@hp.com)

Driving **efficiency** in marketing communications processes **enables** increased **effectiveness** across your whole organization.

<sup>3</sup> HP Smart Marketing Suite Diagnostic Services benchmark data.