

IBM Commerce

IBM Marketing Operations Foundation Implementation



Gain more control over your marketing budgets and processes with the fastest implementation of IBM Marketing Operations with experts helping you design and implement a Live Use Case.

Empower your team with a core configuration to more efficiently and effectively manage workflow and foster broader user adoption. Start with automating one marketing operations process with data, workflow, approvals to improve team collaboration,

Client value

- Establishes a solid marketing operations foundation to maintain all current and future marketing processes
- Provides an efficient and accelerated implementation in order to rapidly begin taking advantage of the benefits of utilizing Marketing Operations
- Provides knowledge transfer in order for the customer to be self-reliant on Marketing Operations

Workshop activities

- **Discovery** – Conduct Discovery Workshop; Develop project plan and communication plan
- **Design** – Install Platform, Marketing Operations, and Marketing Operations Reports in two environments; Conduct Design Workshop to create design approach; Create Test Plan Approach
- **Build** – Configure and unit test Application; Configure out-of-the-box Cognos reports; Create rollout plan
- **Test** – Provide testing support while your end-users perform testing
- **Deploy** – Ready for production; Provide one week of Go Live assistance; Transition to IBM Support

Benefits

- Software Services is devoted to reducing project time, mitigating project risk, and helping you realize rapid returns from your investment in the IBM Suite.
- Leverage IBM's deep experience and best practices to maximize business value faster and increase ROI

Outcomes

- A Production ready application with marketing processes equipped for end user usage
- Trained Marketing Administration users who can incorporate additional processes into the application and maintain the application going forward
- Application ready to include other Cross-channel Marketing products i.e. IBM Campaign

Evolve with your needs

IBM consultants are focused on helping you progress to the next level of marketing skill and expertise. Our professionals work alongside you to

IBM Services

IBM uses a global, blended delivery approach to minimize risk and manage timeline, responsibilities and costs.

For more information

Contact an IBM sales representative at swsvcs@us.ibm.com

