IBM Commerce

IBM Enterprise Marketing Automation Roadmap

Empower your enterprise with a Marketing Automation Roadmap

The **IBM Enterprise Marketing Automation Roadmap Offering** provides you a 5 year adoption plan for implementing Omni-channel Marketing.

Client value delivered

- Outlines high level 5 year adoption plan for Marketing Automation driven activities
- Identifies your pain points
- Documents your long term goals
- Creates a maturity assessment
- Outlines foundational information for business case
- IBM will help guide you on proven strategies and procedures that have been employed at other successful EMM solutions

Workshop activities

- **Project Kickoff** - Review Statement of Work; Define Project Team; Define Project Plan
- **Assessment** - Review Marketing Automation Processes; Capture pain points; Define current maturity; Identify 1, 3, 5 year goals
- **Maturity Matrix Review** - Document current and future state maturity
- **Adoption Roadmap Options** - Define adoption roadmap that alleviates pain points and aligns with long term goals
- **Findings Report** - Present deliverables : Maturity Matrix Assessment & Adoption Roadmap Recommendations

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 chart a course for future adoption

Deliverables

- *Maturity Matrix Assessment* - Document current maturity and forecast future maturity of Marketing Automation processes and technology
- *Adoption Roadmap Recommendations* - Recommended path to achieving the Enterprise Marketing Automation maturity captured in the Maturity Assessment

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 help improve your ability to respond to marketing opportunities.

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

Enterprise Marketing Management
## Software Services

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Key Components of Marketing Automation

- Review 10 key components of Marketing Automation

- Share typical maturity procession for each component

- Discuss examples and best practices of each component

- Understand current maturity of each key component

Marketing Automation Processes
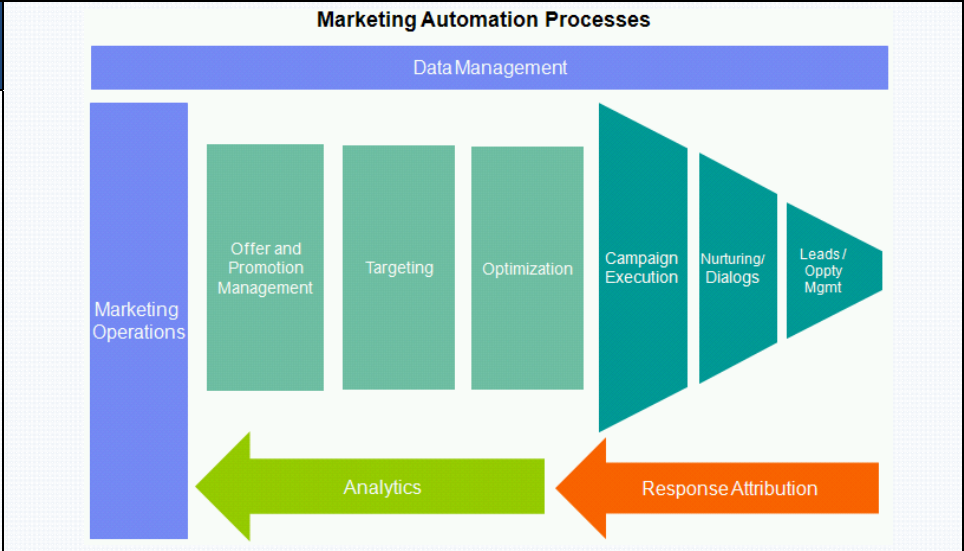
5 Year Assessment of Maturity Goals

- Based on objectives, pain points and current maturity

- Establish 5 years of maturity goals

- Organize goals based on IBM best practices and customer priorities

- Deliver a detailed 5 year maturity assessment
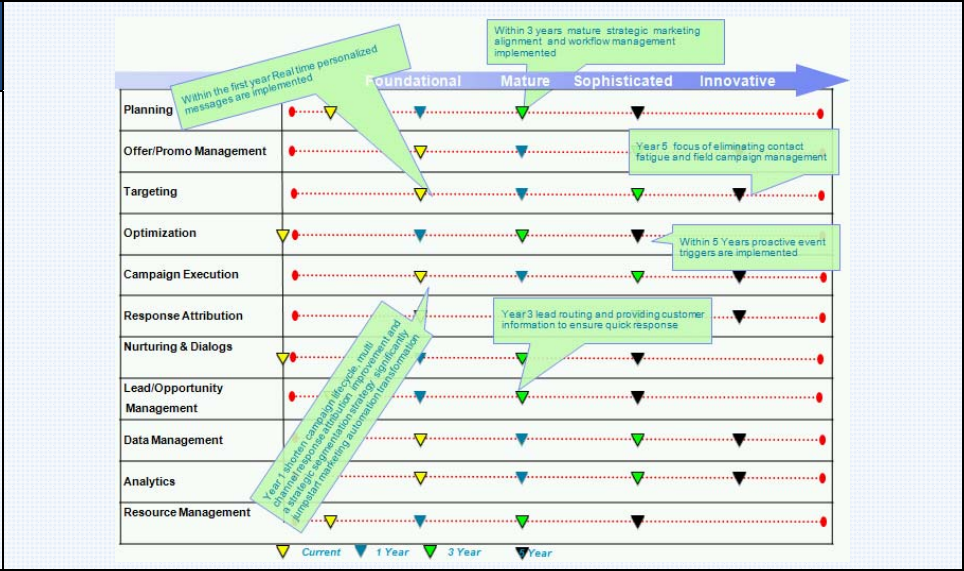
Marketing Automation Adoption Roadmap Recommendation

- Based on 5 year maturity assessment

- Priority year 3-5 phases over 5 years to implement marketing Automation Maturity

- Set priorities for each phase

- Create high level value propositions for each phase as well as high level project plan