

EMC PERSPECTIVE



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Introduction

Google, YouTube, Facebook, Blogger, and others have reshaped our thinking about the brand experience. A customer engagement model is emerging as the most effective model—we need to listen and learn, not shout at our customers. At the same time, the declining effectiveness of traditional advertising and mass media channels has us questioning what really works.

The Chief Marketing Officer (CMO) experience is best summarized by this statement: “The marketing landscape has changed more dramatically in the past three years than over the past 30 years.” And, the changes are not only driven by new customer experiences, but also by marketing accountability, especially with new economic realities. The dual pressures of revenue generating experiences and marketing return on investment are keeping CMOs up at night.

The irony of marketing ROI and new customer experiences

With the focus on new customer experiences, you would expect that marketing budgets are growing and have the full support of the line of business. Part of the promise of the new Web 2.0 is doing more with less and tapping new resources, such as user-generated content. There is also new pressure to determine what works and what doesn’t—for marketing accountability.

Artist meets scientist: The modern day da Vinci?

With the demands for more creativity and accountability, marketing organizations need to be part artist and part scientist. The challenge is that there are very few da Vincis in the world. So instead, marketing organizations need to produce structures to keep the creative...creative. This means fostering breakthrough brand experiences, and simultaneously establishing better marketing discipline through processes, controls, and metrics.

The dual pressures of marketing ROI and customer experiences

Marketing has big expectations that must align with cost extraction, revenue enhancement, and accountability business objectives. The results are these CMO goals: 1. Drive new revenue from new customer experiences, or 2. Better manage marketing spend with a higher return on marketing. To be clear, the top objectives are interrelated, where shifts in traditional marketing spend are raising questions about the marketing return, and how marketing needs to be very business relevant in tougher economic times. Conversely, growing market share and acquiring new customers are key goals of new customer experiences. These two trends affect customer experience and marketing return on investment (ROI):

New customer experiences trends—How do I create breakthrough marketing campaigns? How do I respond to new marketing channels, such as Web 2.0, creating differentiated and memorable campaigns? How do I rise above the marketing noise?

Without question, the marketing landscape has changed more dramatically in the past three years than over the past 30 years combined. New channels and interactive content are at the heart of how customers want to be engaged. Part of the dramatic change has been brought about by new technologies and new channels. Web 2.0 experiences have raised the expectations of online consumers. Customers want relevant information on their terms and bi-directional communication. Moreover, businesses realize that reaching their customers without simultaneously alienating them is becoming more difficult. Two-way communication gives them a chance to talk with—instead of at—their customers.

There are four key industry trends driving the new customer experiences:

- Increased customer interaction—New brand experiences engage and build loyalty. These new interactions including many-to-many social networks where brand ownership is shared with customers.
- Brand proliferation—Consistent brand experiences expand across multiple channels.
- Rich media experiences—Video, flash and multiple rich media experiences drive user delight.
- Pervasive communications—Individuals chose the communications channel. With growing mobility trends, communications are often experienced on mobile devices.

Higher return on marketing investment (ROMI) trends—How do I achieve a better return on my marketing spend? How do I streamline marketing processes?

With generally flat or decreasing marketing budgets, marketing professionals are under increasing pressure to show a return on marketing spending. The chief marketing officer needs to show relevance to the business, and do more with less, resulting in increased budget scrutiny and the challenge to deliver a measurable ROI. The difficulties of showing a marketing ROI dates back over a hundred years, when pioneering brand manager John Wanamaker coined this phrase: “Half the money I spend on advertising is wasted; the trouble is, I don’t know which half.”

There are four key industry trends driving the need for better return on marketing investment:

- CEO alignment—Becoming better aligned with business goals and show the impacts on business performance.
- Process optimization—Making marketing processes work, where tremendous process gains are achieved while having minimal impact on creativity.
- Campaign effectiveness—Driving success for higher response rates by being more personalized and targeted, reducing complexity, and executing well.
- Customer intelligence—Gaining an understanding of what works and why to drive continuous improvement, including notions of realtime decisioning or predictive modeling.

Introducing EMC Documentum Solutions for Interactive Marketing

EMC® Documentum® Solutions for Interactive Marketing provide an easy-to-use marketing platform to optimize operations and specific applications, including brand management, web experience management, customer communications management, and marketing process management. These easy-to-use solutions drive significant cost and revenue benefits by enabling you to maintain greater control over your assets, streamline processes, and publish content across multiple channels.

Supporting the marketing organization

When looking holistically at technology solutions for marketing, customers are looking at both an underlying marketing infrastructure and the capabilities found in five key marketing applications.

The marketing platform: The marketing repository

At the heart of the marketing platform is the marketing repository, which combines the following four key capabilities: rich media management, process management, multi-channel publishing, and analytic and reporting capabilities. What makes the marketing repository unique is how these building blocks are configured and optimized for the marketing applications. Examples of the requirements include the extensive support of rich media transformations, intellectual property (IP) rights, and publishing configurations, such as Web cabinets that manage the publishing of content as unique URLs. By providing a marketing platform, EMC can help

customers break away from siloed marketing applications, where similar technologies such as repositories and workflows are trapped in one particular application. The marketing platform will help ensure system objectives are met for ease of extensibility and customization (shared services and common development tools, including standard Web services); system inter-operability (system testing and platform certifications, including third party integrations), and industry best practices, through purpose-built user interfaces.

The marketing platform and the four key capabilities are defined as:

- Rich media management, which manages all of the content the marketing organization creates, including the management of access rights, versions, renditions, seamless integration to creative suites, and automated transformation to various formats—TIFF files to JPEG or AVI video to MOV.



- Process management facilities that enable the marketing department to automate and optimize its processes, as well as combine collaboration capabilities to support both ad hoc and more structured workflows.
- Multi-channel publishing capabilities, such as Web publishing and XML management, that enable marketing departments to manage online or print channels to customers, partners, suppliers, investors, and other stakeholders.
- Analytics and reporting capabilities to understand the success of campaigns, including the end-customer experience, as well as the content and process of the campaign.

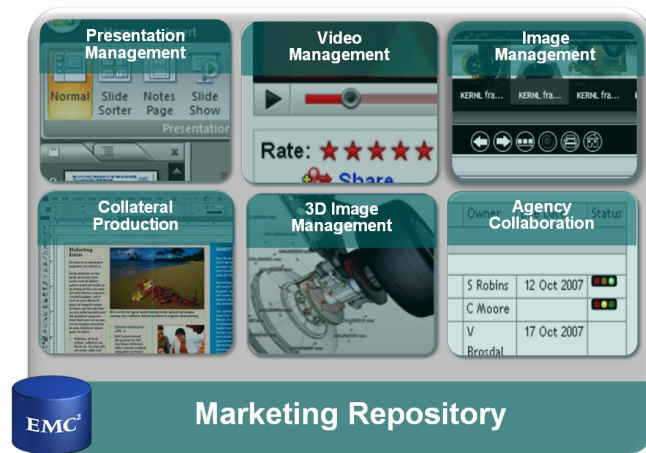
Specific marketing applications—Five point solutions

Looking holistically at the key functions of a marketing organization, five key business operations emerge: brand management, web experience, customer communications, marketing process, and customer intelligence (also known as the marketing database). All five business operations can benefit greatly from a shared set of technologies—the marketing platform. However, with the fragmentation of marketing organizations and procurement practices, the five key business operations often make independent decisions and select point solutions. By offering Documentum solutions that align to the business operations of marketing, EMC can offer point solutions that appeal directly to line-of-business decision makers and help customers achieve rapid ROI. Also, Documentum can connect the five operations through a common platform, enabling customers to achieve longer term strategic benefits.

The five key marketing applications are:

1. **Brand management**—Today, marketing organizations are under pressure to show greater ROI while providing breakthrough interactive customer experiences. In a tougher economic environment, marketing organizations are looking for solutions to minimize time-to-market for product launches, reduce agency costs by taking control of their assets, and improve the quality of their brand deliverables. Not only are they looking to do more with less, they are also looking to become revenue engines for their companies with customer experiences that help achieve customer acquisition and market share objectives.

Documentum Solution for Brand Management: Helps companies improve time-to-market for new products and services, ensure brand consistency and compliance, and maximize the value in digital asset investments. The solution offers a unified digital brand center, collateral production automation, presentation management (PPT), video management, 3D image management, and customer communications support.



Key features include a set of tools to store, search, access, modify, and repurpose rich media assets—including photographs, design graphics, video, and flash animations. A central repository, intelligent content handling, and workflows help ensure the right assets are used with the right campaign.

2. **Web experience management**—Web teams and marketing organizations are looking for greater ownership and participation by marketers and lines of business for the web experience. Content owners, who are closest to the message, want to drive the experience and online programs. In addition to increased ownership, marketing is also responding to customers who are demanding more engaging websites—next-generation web strategies need to address the challenge of delivering a dynamic and personalized web experience to customers that promotes loyalty and enhances the brand.

Documentum Solution for Web Experience Management: Provides a holistic and inclusive view of web publishing. The solution offers easy-to-use tools for business users to drive the web experience, and IT to streamline the complexity of multiple sites, in multiple languages, with highly personalized and dynamic information being delivered.



3. **Customer communications management**—For many marketing professionals, reaching customers with the right offer, at the right time is a tough goal to achieve. Even more difficult is incorporating new customer demands for a rich media experience, including the ability to interact with the offer and provide community feedback. As companies compete for new customers and share of wallet, they are looking for technology solutions to execute multi-channel marketing campaigns. Fragmented systems, manual processes, the lack of intelligence about customer behavior, and the inability to easily personalize or have non-technical users work directly with communications have lead to poor customer experiences, lost revenue opportunities, and frustrated customers.

Documentum Solution for Customer Communications Management: Enables marketing organizations to automate the creation and delivery of well-designed, highly personalized communications to multiple channels. Documentum digital asset and web content management technologies are combined with EMC Document Sciences® xPression® 3 to help ensure creative processes are supported and targeted communications are delivered to multiple channels, including print, e-mail, web, and SMS/MMS. This industry-leading pairing uniquely manages rich media and supports new customer experiences.



Key features include integration of xPression 3 with the marketing repository (digital asset management). Key xPression features include an open service-oriented architecture (SOA) using industry standards such as XML, Java EE, Microsoft .NET, and SOAP Web Services, to produce a wide variety of structured, on-demand, and interactive documents.

4. **Marketing process management**—Define campaign plans, calendars, and budgets, including integration into marketing resource management applications such as Aprimo, SAS, or Unica. Reporting and dashboard functions help ensure campaigns are executed on time within budget. The relationship marketing capabilities leverage relationship management for contact management databases, customer segmentation, or lead tracking to help execute segmented campaigns and turn leads into sales.

5. **Customer intelligence**—Integrate with best-in-breed marketing intelligence systems including what is commonly known as the marketing database. By combining content creation, management, and delivery with marketing intelligence systems, customers can gain an end-to-end solution for managing campaigns. Marketing organizations can overcome the frustration of fragmented systems, lack of intelligence about current and past customer behavior, bad data, or difficulties in matching creative layout, personalization rules, and data—sources of inefficiency, lost revenue opportunities, and upset customers. Now organizations can go beyond the goal of the right offer, to the right person, at the right time, moving to the next-generation engagement model of providing the right brand experience, to the right person and community, at the right point in the customer lifecycle.

Customers include:

- **Brown Forman**—Brand management: Brown Forman manages more than 60,000 assets for 32 brands, across 135 countries and 40+ agencies. Brown Forman saves millions of dollars on asset rework and agency fees.
- **Intel**—Web experience management: Intel.com has consolidated 400,000 pages, 23 languages, and 1000+ publishers. Intel's social media and multi-channel publishing includes Intel.com, mobile, RSS, videos, and blogs.
- **Cisco**—Brand management and web experience management: Cisco consolidated the majority of websites, and created a single marketing asset repository—including presentation management for the CEO.

Solution ROI—What returns can a customer expect?

When looking at the business impact of the Documentum Solutions for Interactive Marketing, we target the marketing and sales spend of companies, often directly managed by the CMO. Marketing organizations typically spend between 2 percent to 15 percent of revenue on marketing. As a comparison, the typical IT expenditure is 3 percent to 4 percent of revenue. Documentum solutions can provide significant cost and revenue benefits in the following key areas:

- **Marketing cost extraction:** Cut costs for marketing collateral production (approximately 70 percent of marketing budgets are spend on collateral, including web, print, and advertisement production), sales tool production, and agency work.
- **Revenue enhancement:** Improve customer acquisition, increase share of wallet, and improve sales ramp and close rates.
- **Strategic benefits (intangibles):** Protect brand reputation and equity, marketing compliance (consumer protection), and intellectual property (IP) security.

EMC also provides an ROI Calculator for ROI analysis, case studies, and ROI examples.



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