How MOM
(Marketing Operations Management) Motivates the Graphic Art Industry to Make the Connection to New Business

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The Goal of this Presentation

To show which efforts the GA Industry needs to make in order to be able to make the connection to the new type of businesses and how to benefit out of it.

We use the MOM technology infrastructure to show what will be the ideal approach for the GA industries in order to make their connections to enterprise companies, and to benefit, business wise, out of it.

MOM shows the different types of marketing, and necessary tools in a very practical way. So that the GA Industry can make the connection to the MOM needs.

General

Atlas Software is active in the Graphic arts industry for 16 years now, we are a leading developer of software for the digital print Business and 1:1 marketing. More and more we experience that software is improving its strong position in the GA Industry. The next steps are how to optimally benefit out of it, to make sure the GA Industry will continue to improve business with High Tech solutions.

1. History

Since Atlas Software started developing efficient open solutions for the GA industries, we experienced, over the last 16 years, that the early adaptors in 1:1 solutions became very successful graphic arts (GA) media companies. As well traditional GA companies who are struggling in keeping their business as it is. Since the last Grafivak (Dutch tradeshow in Amsterdam) we received more and more feedback like: we have to do something with digital printing and 1:1 solutions; it is the only way we can make money. Regarding a number of interviews we understand that most of GA companies are now looking for new opportunities in the GA business to survive.

Out of our own market survey conducted under 15.000 global customers, we concluded the following:

Our first conclusion was that the market just woke up, it is now time to market digital solutions. All our customers so far were successful early adapters.

The second conclusion was that we experienced more competition, which is helping us to develop the market.

The third conclusion was that over the last 2 years solution selling is picking up rapidly (on an average we grow 30% per year in business).

The fourth conclusion: 70% of the investigated GA companies are looking for new digital opportunities between 2004 and 2008, for both print and workflow.

2. YTD Status

Today we experience more and more market wide interest regarding solutions, as well as the search for the ideal approach in offering printing art in the most efficient and intelligent way. More and more GA companies market their products through the web. It seems to be the right choice, although you have to organise your infrastructure on an intelligent way. Main reasons for these choices are the requirements from enterprise companies/customers who want to be able to connect their marketing activities through the web with certified GA companies WHO are able to cooperate with them. In the described case study we will explain how a Global enterprise company uses the web and uses certified GA partners to organise their Marketing Operations Management.

What is MOM

Marketing Operations Management (MOM) is anther word for EMM (enterprise marketing management), MRM (marketing resource management), BRM (brand resource management), MIS (marketing information systems), and marketing automation.

We can state that growth is what matters for major corporations. The job of marketing is to deliver growth, and tying marketing initiatives to financial outcomes, which requires a process with metrics. Capturing the marketing process in software facilitates this, and it leads to improvements in productivity, speed to market and more effective marketing spending.

Marketing is broken in part, because consumers are sick of being bombarded by unwanted messages and partially because these messages have in any case been diluted by fragmentation of the media. Also, marketers have not been rigorous in executing and measuring the