

effect of their campaigns. “Without assessment, marketing is just another cost centre”.

A recurring theme in marketing is that the profession has failed to win the respect or a seat at the top table, which it needs and deserves. But this is the marketers' own fault for not being rigorous in driving out costs from their supply chains and for failing to tie their efforts to shareholder value. The key imperatives for marketers these days are transparency and accountability: They must demonstrate the value they bring to the corporation, show that they are creating growth in revenues and customer value, and prove that they are doing it efficiently. The key effect of MOM on the GA industry is that technology will help in these endeavours to support the several types of marketing effectively, it will reduce the costs of marketing significantly and it will make projects successful.

### The MOM Technology Infrastructure

So what does MOM really mean? And why is this so important for the GA industries? To give a clear answer, we first need to explain what the components of MOM are to be able to benefit out of it.

Components of the “marketing technology backbone” can include:

1. DAM (digital asset management).
2. Workflow and collaboration tools.
3. Project management, planning and budgeting tools.
4. Campaign management.
5. CRM (customer relationship management).
6. A “dashboard” of marketing key performance indicators (KPIs)
7. Business intelligence/analytics to support market segmentation and customer analysis.
8. Personalized and general print collateral, Web and email publishing tools.
9. Elements of ERP (enterprise resource planning).

### 3. The Future Becomes Clearer

Clearly, today not many GA vendors supply all of these elements. And a lot of vendors present themselves as a total solutions provider. On the end they are mainly hardware driven. The vision of Atlas Software is “These MOM elements become more and more important and need to be addressed by the GA Industry”. This looks like a quite complicated **all-over-all workflow**, but it is not more than a successful combination of the marketing technology backbone of the Enterprise Company and the GA companies with an intelligent infrastructure (it is all about connectivity). This means the GA industries have to understand what, and how the MOM Technology infrastructure works.

The vision of Atlas software is to address all these needs, both on the enterprise and on the GA industries side, with solutions with an open architecture and easy to implement. We foresee the trend of building “LEGO” blocks to make quick and fast connections, between current and new customers, as well as the different parts of the MOM Technology Infrastructure. That is why Atlas Software wants to address workflow and collaboration tools, as well marketing-automation as an integrated solution.

In fact, we believe there is an opportunity to integrate a solid Digital Asset Management system into each of the leading marketing automation platforms. “A marketing automation system without a DAM is like a bank without a vault.” The DAM in this case is a digital library where all the marketing documents, like brochures, fact-sheets, manuals etc. are kept. Given the fact that the DAM value propositions of brand consistency, speed to market and self-service access to assets complement the efficiency and effectiveness arguments of the marketing automation products, which is a good argument. *Without the support of the GA Industry the output of the DAM Value is less effective or useless.*

The Vision of Atlas Software might be at a typical early market stage; Visionaries and early adopters come to get validation from one another that they are indeed ahead of the mainstream. They describe the fellow-believers in the GA Industry what benefits they have brought to their businesses.

### The Challenge for the GA Industry

As the mission of Atlas Software is to bring the GA Industry another step ahead with open and quick implemented solutions, we believe to serve the GA industries with the right connections to the MOM infrastructure; which is a key value for GA companies to develop their business and to make their customers business much more successful.

We believe it is important to educate the GA market, on the other hand we think we should take the responsibility to address the needs to develop open and integrated solutions “LEGO” (still easy to implement) to help the GA Industry to implement the MOM Technology Infrastructure successfully. We need to be able to support their customers and increase business. During this presentation we will try to explain what might be the roadmap we have to follow.

### Where is MOM Going?

As many major consulting companies are already dealing with parts of MOM, we believe that MOM is on the move. These major consultancies and others already mentioned the need for marketing transformation and the change management processes that must accompany it.

This presentation provided considerable anecdotal evidence that process improvement thinking is finally coming to the marketing function. This is being driven by the realizations that the need to be creative does not preclude the ability to follow a process. Marketing needs to do a better job of explicitly linking its investments to financial outcomes. Efficiency gains are here for the taking, and technology can facilitate these improvements. For the GA Market this means a different approach of their market, especially when you talk about Campaigns, projects and measurable 1:1 communication. If the GA Industry wants to benefit of the new way marketing has been set up, they need to step in early. (Perhaps it is better to be an early adapter, instead being a too late follower)

For software vendors, like Atlas Software BV, as well the Printer Manufacturers this represents a business opportunity, as well as a pressing need for integration.

## 4. Case Study: PII Progressive Impressions International

PII, a graphic arts company in Europe and the USA. They serve the enterprise companies with both offset and digital printing. How come they can invest in digital printing equipment for more than \$10.000.000?

In this case study we will show you how they use a number of building blocks out of the MOM technology infrastructure to achieve their goal and mission.

### A. The Challenge

*“Create and accelerate an accountable communication approach, from mass media to more specific and targeted (on line) media seeking. An interactive and direct relationship with the customer...”* Quote Philips

### B. Current/Traditional Method for Design and Distribution of the Marketing Content:

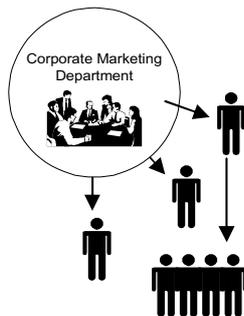
- Design made by the Corporate Marketing department.
- Distribution to the local sales organizations
- Local adaptations/customisations
- Content distributed to customers

#### Remarks:

- Will branding guidelines maintained?
- Will the original marcom message be maintained?
- Is the content legally correct?
- Is the right version in use?

#### Issues:

- Centrally produced and distributed
- Inconsistent use of the **Philips** brand
- Time to market
- Outdated marketing materials
- Large volumes of offset printed marketing materials



### C. The Solution

PII builds customer specific website regarding ordering and fulfillment of marketing material: It is called POMOFS, Philips Online Marcom Order & Fulfillment System) www.pomofs.com

This website is key in the connection of the enterprise and the GA company PII.

#### Advantages for Philips:

- Keep control over branding management
- Conform the corporate guidelines
- Short processing times
- Legal correct
- Option to check and trace the use and responses
- No stock of Brochures and other marketing materials.

#### Advantages for the GA Industries PII:

- Consistency in Print orders
- Possibility to predict production volume
- Consistency in document
- Specific volumes for digital printing
- Personalization pushes digital printing and excludes offset

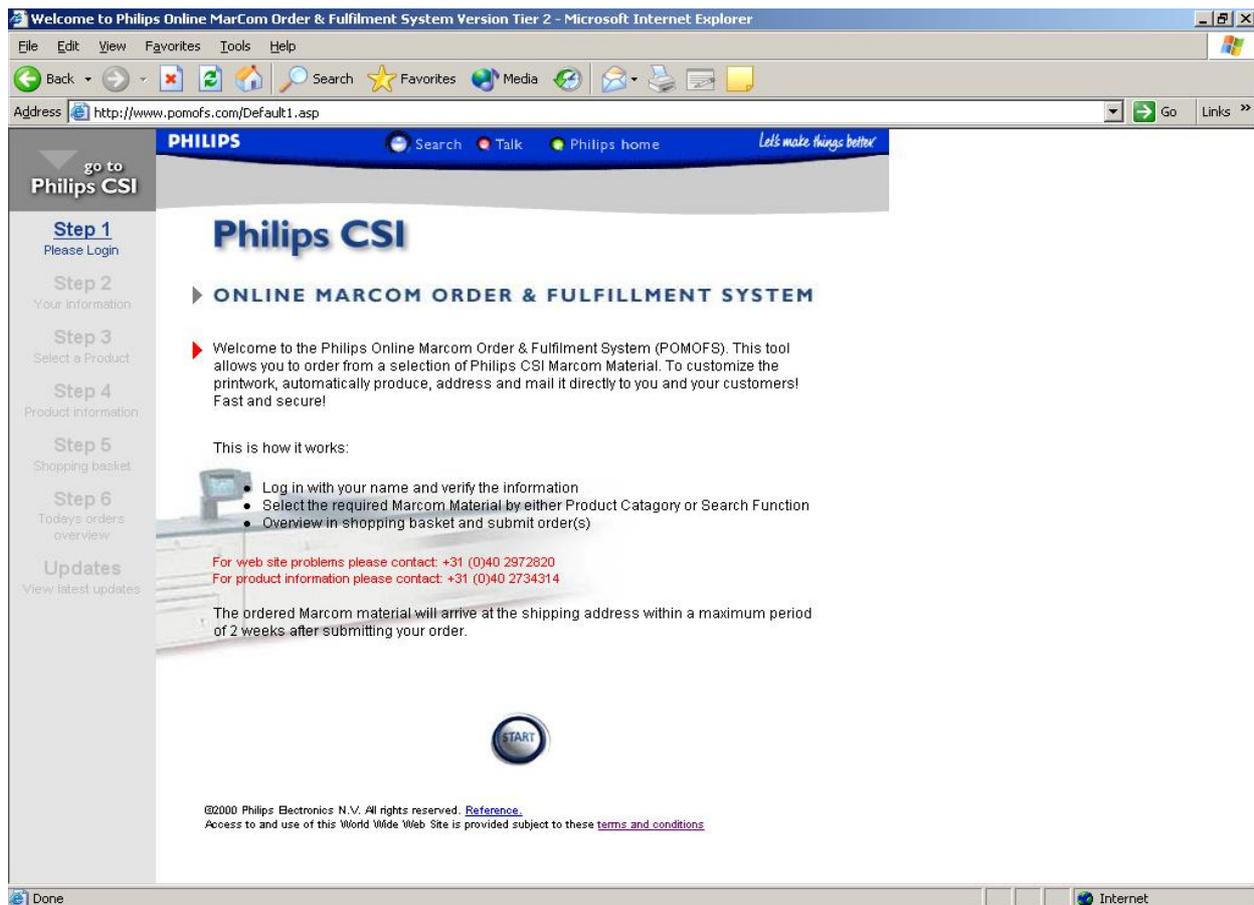
### d. Result

The website as the connection with the components of the “Marketing backbone of Philips” are overwhelming, and have all the expectations exceed.

- The concept is un use World wide
- Generates since the introduction of mid2004 more than 1500 orders
- Generates a long-lasting relationship with the enterprise.
- The integrated website with the MOM Technology infrastructure gives **Philips** the option to control the use and navigation on the website to be able to conclude how the website is in use during new campaigns.
- **Philips** is able to reduce the marketing- budget with 40%

#### Future Advantages:

- Pii searches for worldwide GA partners, with digital equipment. (to be able to offer a service to the top 500 enterprises, with the support of a huge number of “certified” GA partners to achieve a kind of franchise formal to offer a certified local service to the enterprise.



The question is: are you prepared to participate and make the connection. MOM technology infrastructure gives you the answers.

## Biography

**Jan-Pieter Breugem**, studies Business administrations in the Netherlands. After his study he had 10 years Marketing experience in several international Retail positions. Since 4 years he is responsible for the Sales and Marketing of Atlas Software BV, in The EMEA Region. Since he started his position his focus is to bring the GA industry another step ahead.