TRANSFORM MARKETING

TO TAKE MORE SHARE

A Big Data Case Study

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Webcast Speakers

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What Is Your Top Reason For Considering Big Data?

A. Improve operational efficiency

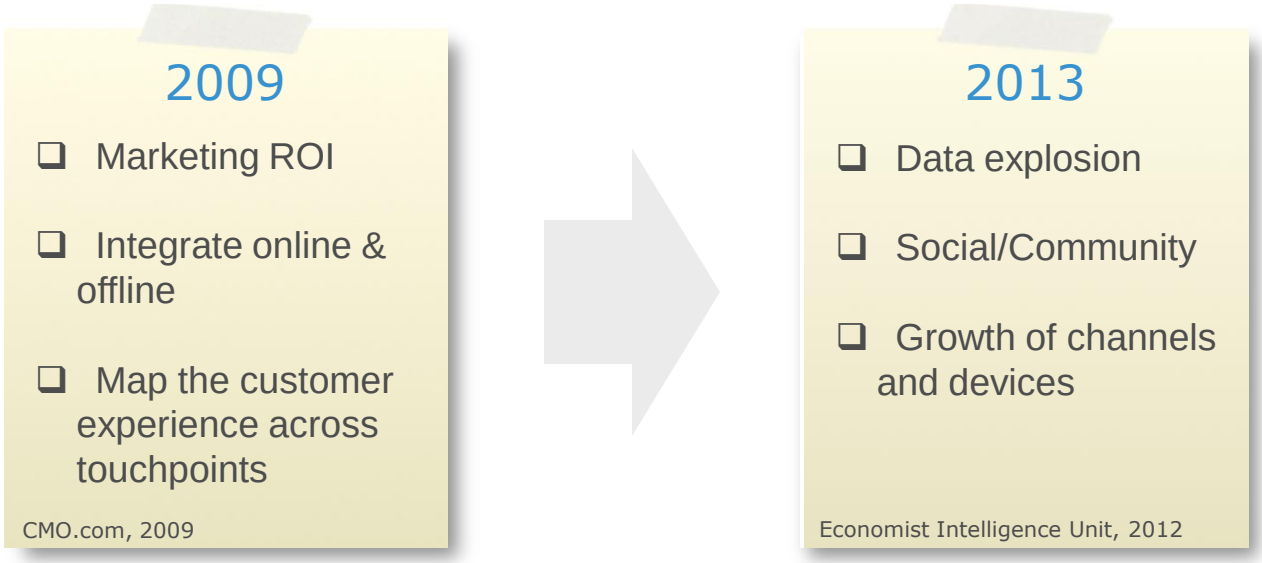
B. Innovate on business models, products, and services

C. Manage security and risk

D. Segment customers and deliver customized actions

The New CMO Agenda

Driven by massive media consumption changes



Tectonic Shift To A Mobile and Social World

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SOCIAL MEETS BIG DATA

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Our Customers Have Changed

1 in 3

In IT Decision Makers

Have Met Suppliers Thru Interactions
In Social Media

45 %

Of Our Prospects

Rate Peer-To-Peer Influence
Is NOW The Most Trusted Source
Of Technology Information

THE SHIFT IS ON

170,000,000

SOCIAL EMC INTERACTIONS

+52,000

Virtual Product Launch Attendees

With important moderated dialog

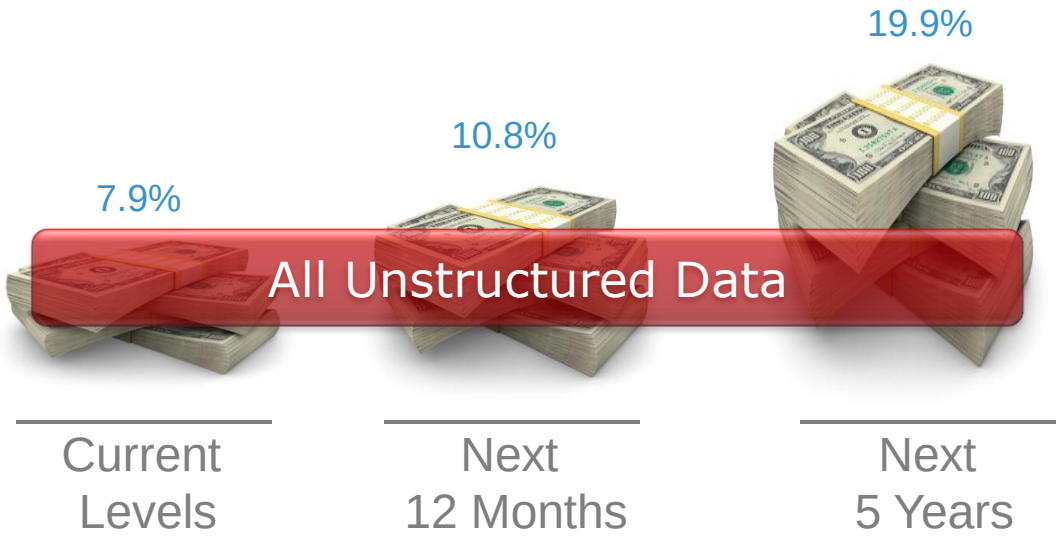
A Shift In Media Consumption

Results in a dramatic shift in budget to social/communities

* Sirius Decision, 2012, percent of total marketing budgets allocated toward social and communities

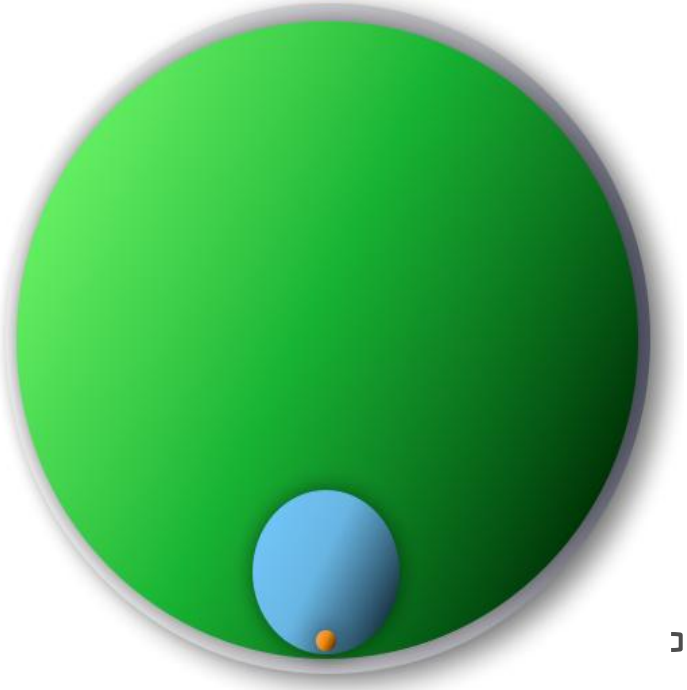
Yields Significant Volume Of Data

Community Conversation and crowd sourced documents



EMC Marketing's Data Explosion

Continual journey to understand behavior and improve targeting



150TB Social / Community Conversations

35TB Enterprise View Across Touchpoints

1-2TB Traditional Marketing Channel Interactions

DATA

THE NEW CURRENCY OF MARKETING

CUSTOMER INTERACTIONS ACROSS ENTERPRISE IS THE FORCE MULTIPLIER

COLLABORATIVE ANALYTICS THAT ALIGNS MARKETING ACROSS ROUTES TO MARKET

ANALYTICS THAT SCALE OUT FOR OUR EMERGING MEDIUMS

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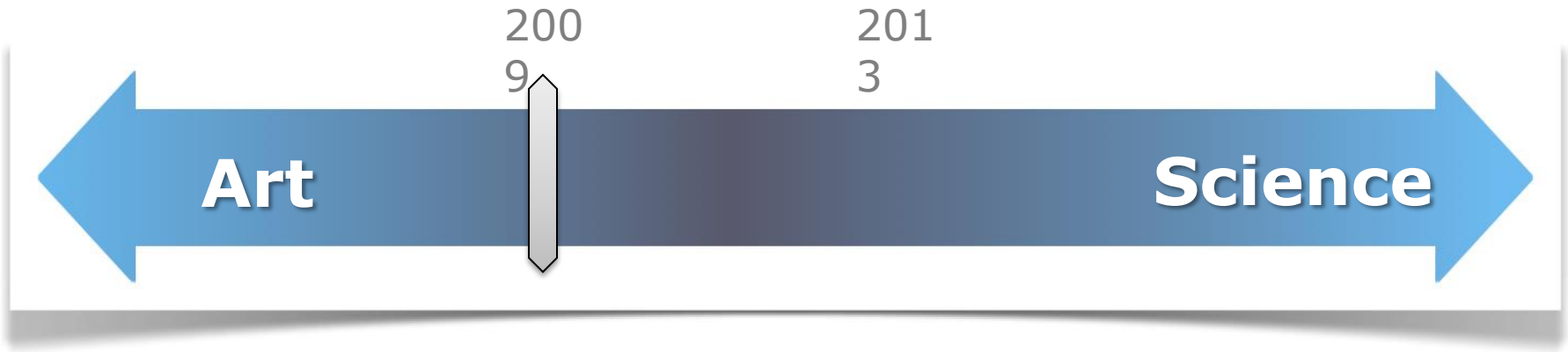
Requires Careful Balancing Act

CMO's Must Get Closer To The CIO



Big Data
Digital Infrastructure
For Personalization & Conversion

MARKETING SCIENCE

"MIKE"
TEAM LEAD

"LING"
MATHEMAGICIAN

"POOJA"
PROGRAMMER/ MODELER

"MARK"
DATA QUALITY

TEAM SKILLS

STATISTICS

MODELERS
(SAS / OPEN SOURCE)

PROGRAMMERS
(SAS/SQL)

DOMAIN EXPERTISE
(MARKETNG ANALYTICS)

BIG DATA MANIPULATION

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Do You Have Data Scientists In Your Team?

A. Yes

B. No

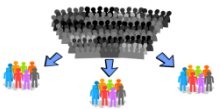
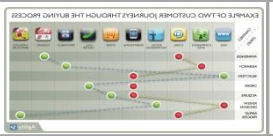
C. Don’t know

D. Plan to develop and train

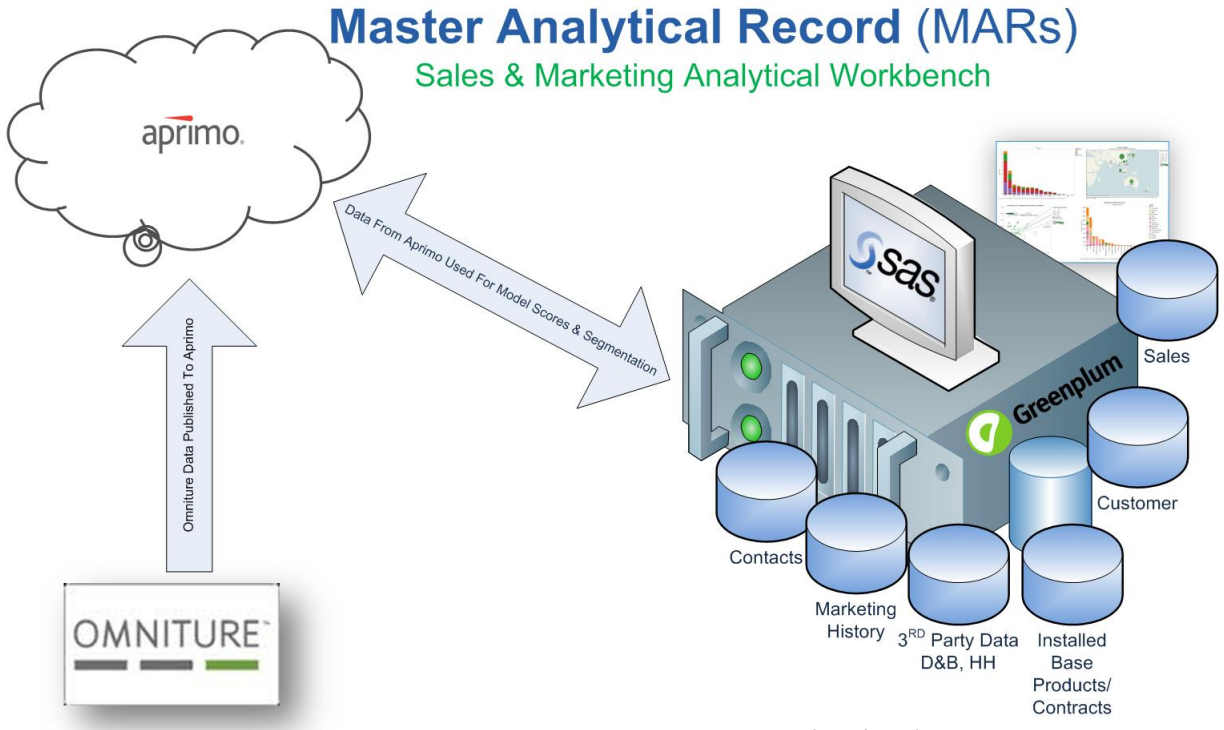
Marketing Science Capabilities

TOP METHODOLOGIES			
Cluster Analysis	NLP Association Rules	Machine Learning	Decision Tree

BIG DATA ANALYTICS

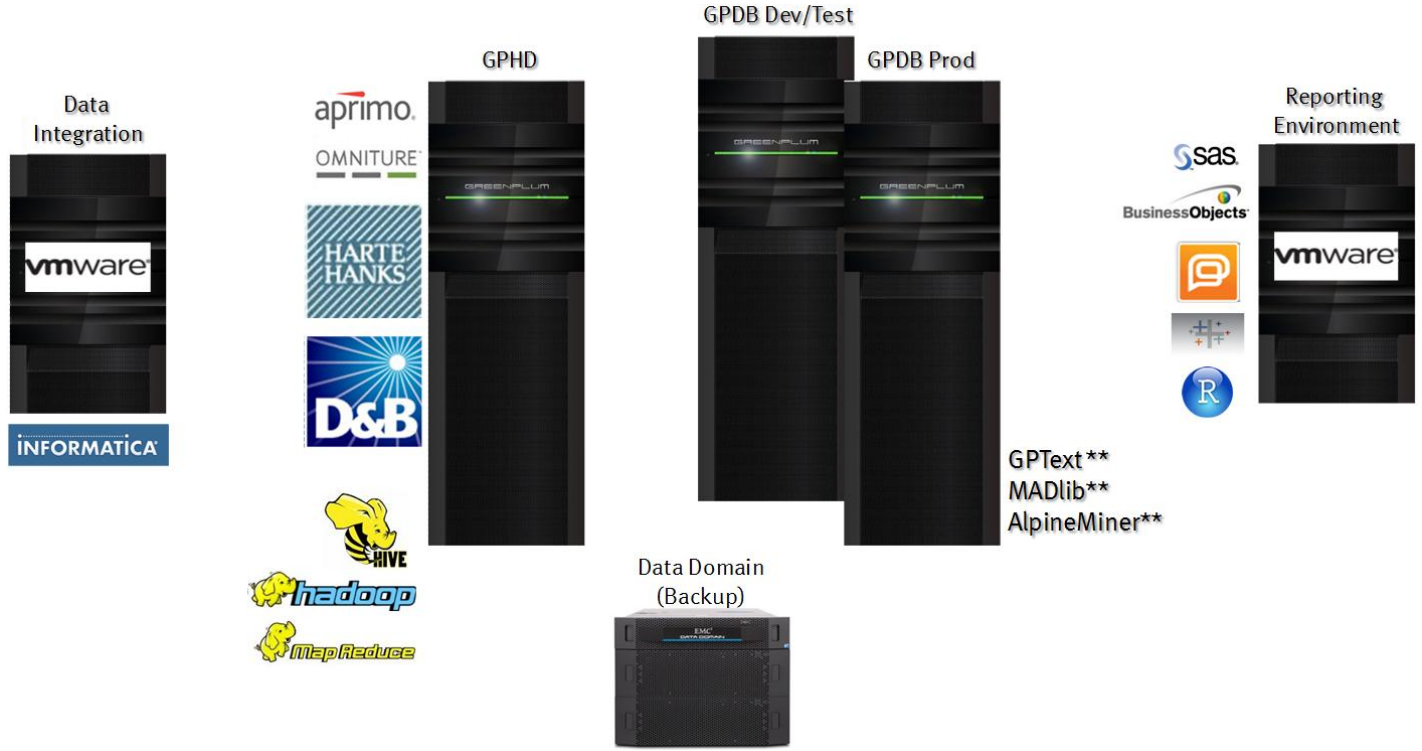
						
Response	Purchase Rules	Segmentation	Journeys	Full ROI	Marketing Mix	Lead Score

Marketing Science Data



EMC Tools and Hardware in Use

Marketing Science Infrastructure



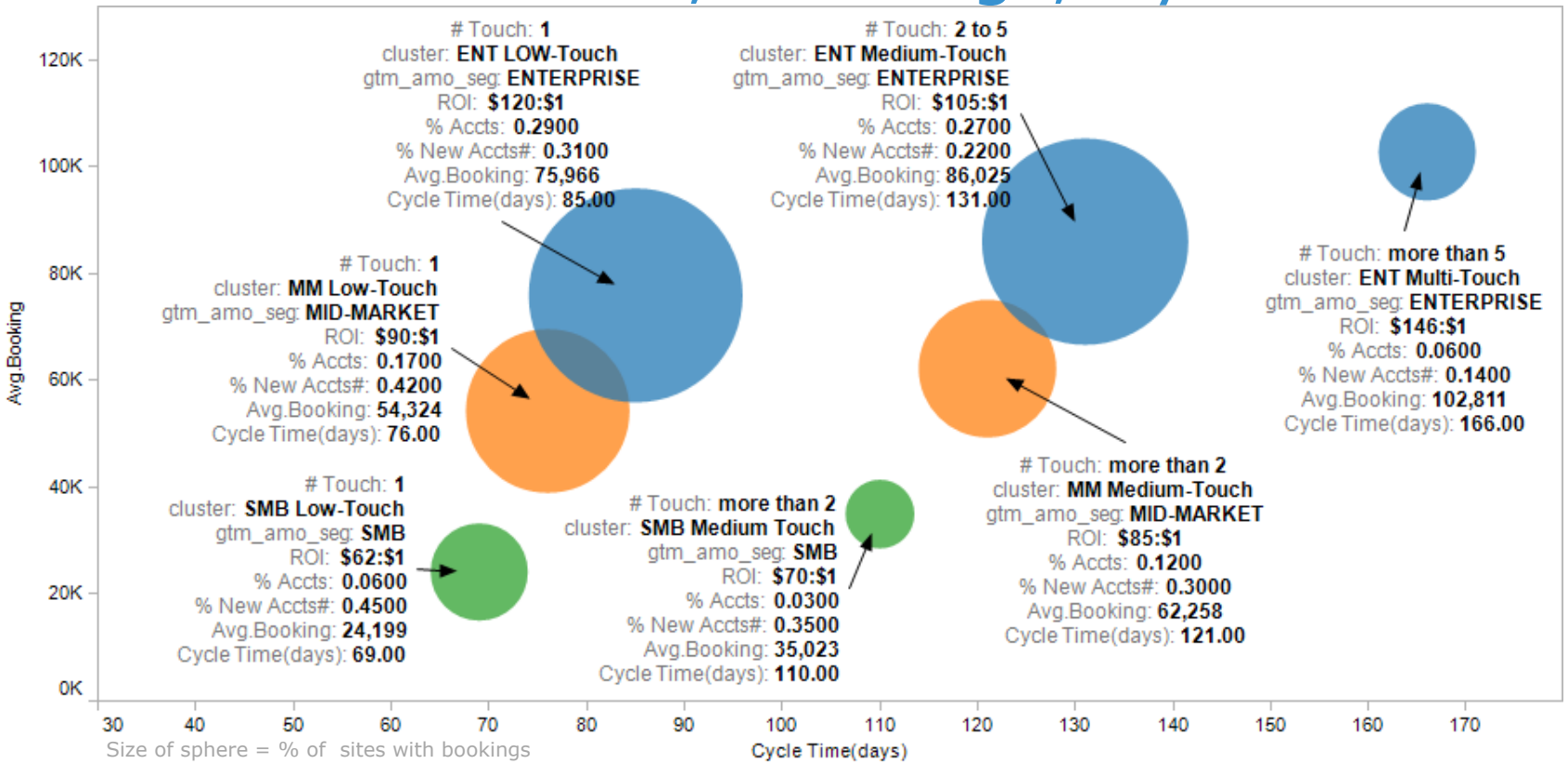
SEGMENTATION

Align Marketing To Value Creation

Segments Contain The Following

MKTG ROI	MIX	PERSONA	JOURNEY	ASSETS
○ Total marketing spend vs bookings (not last activity) ○ Comparative by segment for planning future investments	○ By persona ○ Sequence of activities to maximize value	○ Involved in the buying process	○ Interactions by segment leading up to a deal	○ Usage of campaign assets on EMC.com

Clusters: Touches, Bookings, Cycle Time



C5 Marketing Activity Sequence

COUNT	SUPPORT	RULE
22	9.32	Seminar/Roadshow ==> EMC Forum
18	7.62	Tradeshow ==> EMC Forum
15	6.35	Tradeshow ==> Seminar/Roadshow
12	5.08	Webcast - Live ==> Tradeshow
12	5.08	EMC Forum ==> Tradeshow
11	4.61	Advertising ==> Tradeshow
11	4.61	Seminar/Roadshow ==> Advertising
11	4.61	Seminar/Roadshow ==> Tradeshow
10	4.23	Advertising ==> EMC Forum
10	4.23	EMC Forum ==> Seminar/Roadshow
10	4.23	Tradeshow ==> Webcast - Live

NEXT LIKELY **PURCHASE**

Next Likely Purchase: Key Drivers

Driver	Importance
Past Product Purchases	Used to predict the future likely purchase.
Segment	Company's size and sales make a difference relative to next likely buy.
Vertical	Show variation in products and solutions.
Time Since Last Purchase	Eliminate products that have no 2012 sales due to EOL, etc. Study the product purchase cycle.
Company Bookings	Shows the magnitude/quantity of product purchasing.

Assigned A Likelihood Score

Probability of buying product on a scale of .0 to 1.0, with 1.0 being the highest score.

Probability Range	
High	.99
	.7
Neutral	.69
	.5
Low	<.5

Next Likely Purchase Matrix For SMB Segment

Products & Combinations	SYMMETRIX	UNIFIED	VNX	CONNECTRIX	PS-UNIFIED
CLARiiON	P=.60; Sites=27				
UNIFIED	P=.85; Sites=17		P=.70; Sites=14		
VNX	P=.93; Sites=14	P=.93; Sites=14		P=.60; Sites=9	P=.54; Sites=8
CONNECTRIX BROCADE	P=.87; Sites=14	P=.55; Sites=8	P=.56; Sites=9		
PS-CLARiiON	P=.98; Sites=11			P=.55; Sites=6	

Operationalizing Marketing Science

Store in Greenplum
For Iterative Analysis

Master File in Greenplum
Input Variables:
- Company
- Vertical
- Product Sub-Family

+

Create Heatmaps
For Prioritization

+

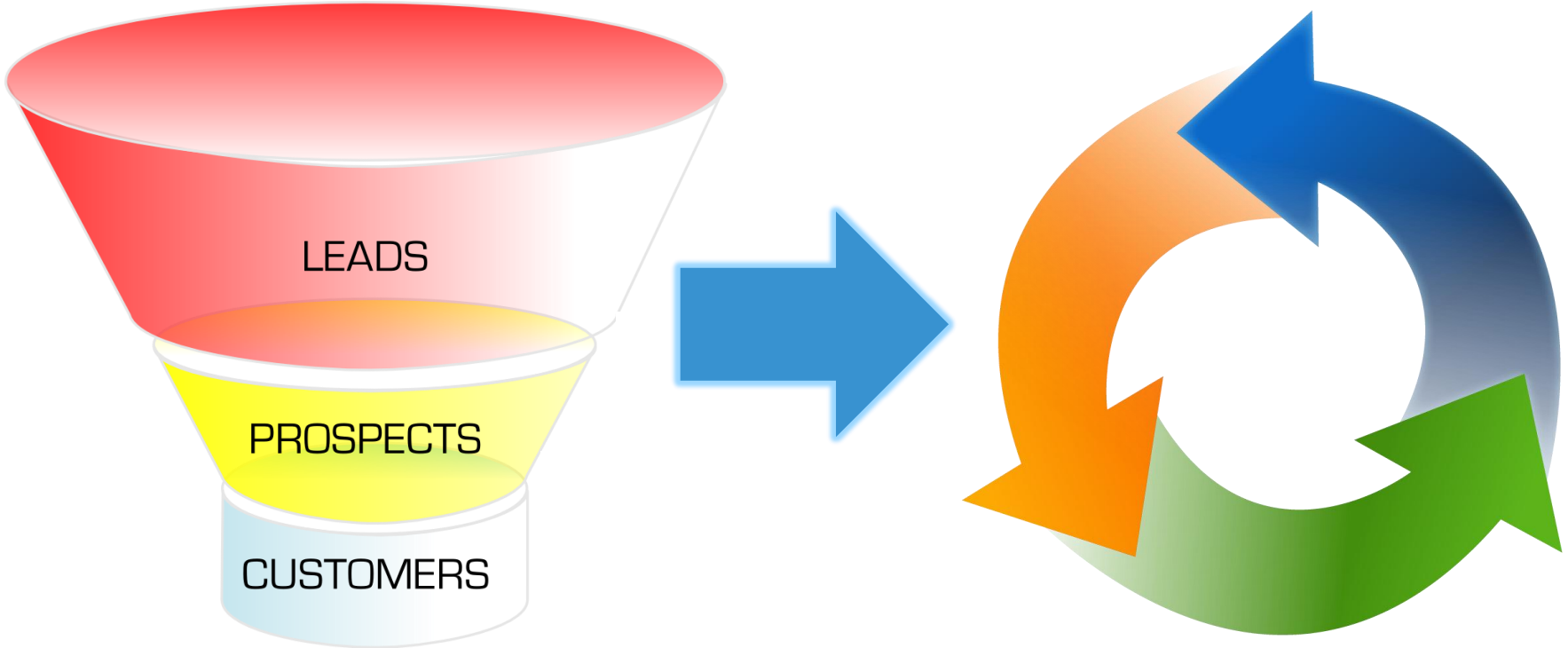
Load In Aprimo
For Execution & Further

aprimo®

MARKETING SCIENCE

Generating $M In Revenues

Is The Funnel Dead?



Marketing Science Success Factors

- Executive sponsorship
- Strong collaboration with IT
- Technology availability

Questions and Answers

To type a question via WebEx, click on the Q&A tab
Please select "Ask: All Panelists"
to ensure your questions reach us. Thank you!

Next Steps: Check Out These Resources

- EMC's solution for Big Data
  - www.emc.com/bigdata
- EMC's Big Data Blog
  - www.bigdatablog.emc.com
- EMC Education Courses: http://education.emc.com
  - 90 Minute Module: Introducing Data Science and Big Data Analytics for Business Transformation
  - 1 Day: Data Science and Big Data Analytics for Business Transformation
  - 5 Days: Data Science and Big Data Analytics

THANK YOU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