

Technology

Technology **OPTIMIZED** Level Description

Although many modern marketing technologies exist, few technologies provide modern strategy development, planning and budgeting functionality. Those that do tend to be siloed and poorly integrated. Where technologies fall short, participants often augment with spreadsheets and PowerPoints. Fortunately, leading MarTech providers' recent advancements enable simplified user experiences, comprehensive goal setting, scenario planning and budget management without confusion or disconnect.

Based on your responses in the SPB Calculator, your organization has an Optimized level of readiness. This level may be described using the characteristics below.

Does this sound like you?

✓ SPB contribution activities are clearly defined and actively managed in cloud based digital work management technologies.

✓ Fully integrated specialty tools are used for goal setting, scenario planning and budgeting.

✓ SPB contributor interactions are personalized and adapted to the unique needs and preferences of each contributor, limiting the number of clicks, edits and tools needed to complete each task.

✓ SPB information is entered once and is then referenceable and useable across all SPB systems.

✓ Goals link seamlessly through to scenarios and scenarios link seamlessly through to projects and activities.

✓ Organization and team SPB workflow is standardized, templated and pre-defined in work management systems.

✓ Work activities link seamlessly through to specialty systems (e.g. budgeting).

✓ Approval activities are well defined and automated with rigid business rules and compliance to SPB policy is locked-in with automation.

Ad Hoc

Basic

Managed

Optimized

Approximately 43% of marketers surveyed still do not use any kind of modern MarTech to manage key marketing activities, hindering the marketing team's ability to meet objectives.
– Gartner, August 2020

Congratulations, your responses indicate that you have achieved an **OPTIMIZED** level of maturity for strategy, planning and budgeting.



Map your path to nimble, agile strategy.
Meet with a CapabilitySource SPB Specialist today.