

Information

Information **OPTIMIZED** Level Description

Strategy, planning and budgeting information includes data related to business goals, objectives, strategies, strategic choices, brands, products, markets, communications, and financials. Information readiness may be measured based on foundational data concerns relate to the richness, accuracy, accessibility, and usefulness of this information.

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?

- ✓

External market factors, macro influences and competitor insights are continuously evaluated and reconciled to strategies using searchable digital portal technologies.
- ✓

Findings are pro-actively shared with SPB participants and evaluated against pre-defined and automatically monitored SPB change signals.
- ✓

Goal results are automatically and continually calculated and compared to plan.
- ✓

Unique and complex SPB data is captured, enriched, managed and versioned.
- ✓

Comprehensive, conformed, high-quality SPB information is centrally accessible based on a tightly controlled access policy.
- ✓

SPB information includes direct inputs from Sales, Product, Marketing, other business units and third-party agencies.

Ad Hoc

Basic

Managed

Optimized

50% of surveyed marketing leaders indicated that their most urgent 2020-21 problem is an inability to measure and monitor marketing effectiveness.  
– Gartner, January 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.