

Technology

Technology **OPTIMIZED** Level Description

Optimizing your martech stack allows for a streamlined and personalized process based on roles and preferences. It allows you to integrate data across SPB systems, track historical data values and changes, and easily distribute financial information across systems while generating role-specific information and dashboards.

Based on your answers, we determined that your organization is in the Optimized maturity level and have recommendations to help you supercharge your digital strategy.

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.

AdHoc

Basic

Managed

Optimized

Marketers report using only 58% of their MarTech stack's full capabilities.
– Gartner 2019

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



Supercharge your marketing digital transformation. Schedule time with a CapabilitySource SPB Specialist to improve your readiness.