Your Next Steps

This Readiness Report is designed to assist marketers like you. As you review your organization's readiness and maturity results, you'll find recommendations to help you unlock the next level of your journey.

Strategy, Planning and Budgeting (SPB) Readiness Calculator

No matter where you are on your marketing digital transformation journey, these timely recommendations can be made quickly and at a reasonable cost. This ensures your organization is aligned with business and technology goals in order to adapt quickly in a changing marketplace.
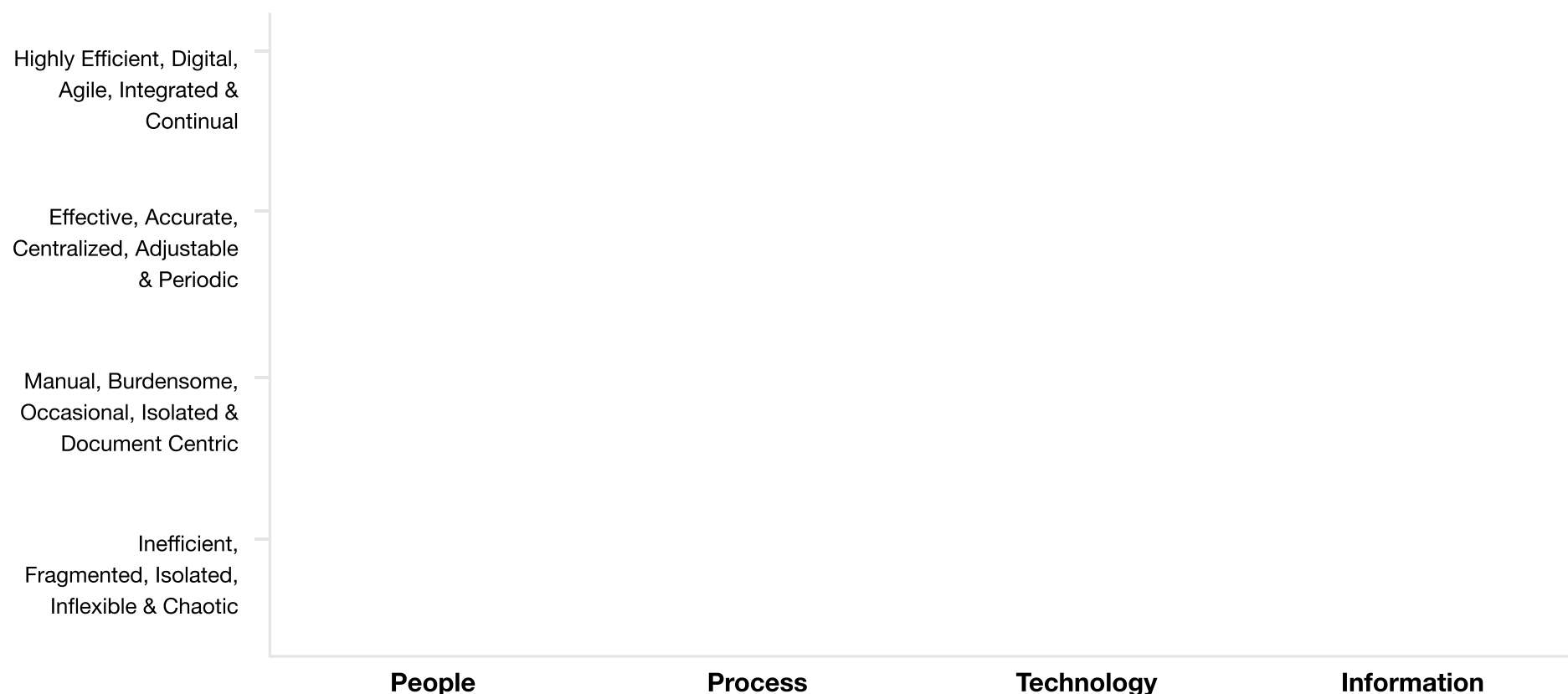
Key Takeaways

Assess Your Marketing Strategy and Technology...

Whether your team is AdHoc, Basic, Managed or Optimized, we have suggestions to move your company forward and streamline your strategy, planning and budgeting.

MarTech Stack Demands Automation...

Automation allows many manual tasks to become streamlined so you and your team can focus on results.

Your SPB Readiness Calculator Results

	People	Process	Technology	Information
Highly Efficient, Digital, Agile, Integrated & Continual				
Effective, Accurate, Centralized, Adjustable & Periodic				
Manual, Burdensome, Occasional, Isolated & Document Centric				
Inefficient, Fragmented, Isolated, Inflexible & Chaotic				

Primary SPB Concerns

While there are compelling SPB concerns, our assessment framework provides solutions in the form of knowledge, agility, simplicity and clear and actionable recommendations to align teams and create buy-in for a successful digital transformation. Are you ready to dive in?

SPB People Concerns

Knowledge of how SPB is performed
Awareness of one's roles and responsibilities during SPB
Trust that information can be shared without reprisal during SPB
Assurance that Creative and Innovative SPB ideas will be seriously considered
Clarity on when and how to Engage in the SPB process
Alignment of human motivation with SPB outcomes
Clear Ownership of SPB outcomes

SPB Process Concerns

SPB outputs are Agile and adjust to changing business needs
SPB captures and Aligns teams across the organization
SPB changes use an effective Change Control process
SPB activities are Traceable to desired corporate outcomes
SPB processes are Planned, Predictable and Compliant
SPB activities are Visible and Coordinated amongst participants
Strategy is Aligned with corporate objectives
Strategy Scenarios are Frequently evaluated

SPB Technology Concerns

SPB Tech Simplifies user experience
SPB Tech is Adaptable to handle unique and Complex business needs
SPB Techs are tightly Integrated with each other
SPB Tech is Specialized to the needs of specific markets
SPB Tech tightly Controls Access and Visibility
SPB Tech Tracks data and document changes and versions
SPB Tech Maps, Allocates and Reconciles data relationships

SPB Information Concerns

External and Competitor info Awareness
Internal and External SPB Insights
SPB Trending and Performance Results Accessibility
SPB Data Awareness and Understanding
SPB Data Richness, Unification and Extensibility
SPB Data Accuracy and Version Control