Overview

Objective

→ Clarify and define goals for both the agency and specific clients supporting the implementation of a marketing managment platform.

→ Examine the client & agency requirements served by a marketing management platform.

→ Understand the fundamental differences between an Integrated Solution vs a SAAS & partner model.

Outcomes

The two specific solutions that are being considered take polar opposite approachs to addressing client needs.

→ iBrams offers a completely integrated agency solution, empowering the agency to administer, customize and provide client solutions using agency resources, on agency timelines.

→ BrandMuscle offers a SAAS solution and provides client services such as customization, feature development and traditional production and analytics.

Next Steps

→ Examine and anlyze the benefit/cost of an integrated agency solution versus a hosted partner solution.

→ Based on an understanding of the goals and the results of the analysis—select the vendor who best meets all needs.

Studies of Requirements to Features: iBrams vs BrandMuscle

USAA CLIENT SERVICES & PROCESS REQUIREMENTS	iBrams	BrandMuscle
Client Dashboard	customizable skins	single skin per rollout
-fulfillment of self service marketing needs	--	--
-creative review, input, selection, commenting & appovals	--	--
Componetized templating	YES	YES
-easy to add approved and interchangeable campaign materials	--	charge per template
-easy to add approved graphics & copy to library	--	charge per item
-manage regionalization by market segment, product or vehicle	--	if requested
Lifecycle analysis and reporting	YES	if requested
Useage analysis and reporting	YES	if requested

at&t CLIENT SERVICES & PROCESS REQUIREMENTS	iBrams	BrandMuscle
Regionalization Management	YES	if requested
Matrix to Print Data Solution	custom functionality	if requested
Routing & Workflow Management	YES	YES
Client Dashboard	--	single skin per rollout
-customizable lifecycle analysis reporting	--	if requested
-creative review, input, selection, commenting & appovals	--	YES
Paperless Dockets	YES/custom function	if requested
-customizable process analysis reporting	YES	if requested
-real time production analysis	YES	if requested
Start new camapaigns, adapt templates, add to library	at will	charge per need

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getmembers.com	BUSINESS REQUIREMENTS	iBrams	BrandMuscle
getmemebers Client Dashboards		YES	NO
Franchise Brand, Templating & Permissions		--	--
Landing Page Builder		--	--
Routing & Workflow Management		YES	if requested
Customizable Process Analysis Reporting		--	f requested
Real Time Production Analysis		--	if requested
Automated Client Notifications System		YES/custom function	if requested
Fullfillment: Vendor Delivery, Localization, Personalization & Mail		YES	if requested
salesforce/sugar CRM Integration		YES	if requested
Multi-stream Media Creation: print, XHTML, email		YES	per need/template
Lorem Ipsum:			

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Improved visibilty into production process		YES	Unknown
Centralized communications regarding creative and production processes		YES	if requested
Routing & Workflow Management		YES	YES
Client Dashboard		--	single skin per rollout
-customizable lifecycle analysis reporting		--	if requested
-creative review, input, selection, commenting & appovals		--	YES
Paperless Dockets		YES/custom function	if requested
-customizable process analysis reporting		YES	if requested
-real time production analysis		YES	if requested
Automated multi-stream media delivery (printers, blast-house, hosting...)		YES	per need/template

Conclusions

iBrams

iBrams empowers the client to better leverage innate personality, processes and resources more efficiently. The feature set reaches into all media types and methods of delivery, and offers a complete set of management and analysis tools.

BrandMuscle

BrandMuscle applies a SAAS philosophy, leveraging their own processes and services to meet client needs. Focused primarily on Print and Web, there are also some offerings for mobile, video & audio. Development, maintenance and creative rollout are managed by BrandMuscle's internal services personnel.

Overall

From the functional standpoint either solution meets baseline requirements serving a majority of the stated needs. The difference is in the philosophy of implementation. iBrams builds an application to better improve the client's internal function, and BrandMuscle offers a menu of services that BrandMuscle implements and supports.

Recommendations

Strategic

iBrams is the best strategic choice for SolutionSet as a whole; permitting the agency to further digitize workflow, tie together disparate portions of process and expand the spectrum of customer interaction offerings.

Tactical

BrandMuscle is a reasonable tactical solution offering a cookie cutter product that would have the least impact on SolutonSet resouces. This solution must be designed to fit a well specified need for implementation with a single client.

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features side by side	iBrams	BrandMuscle
Modules		
Brand Portal	✓	✗
Self Service Platform:	✓	✗
Shop System, Co-op Payment System, Dealer-System		
Advertising	✓	✗
Mailing	✓	✗
Outdoor Advertising	✓	✗
Audio	✓	✗
Catalog	✓	✗
Video	✓	✗
Core Functions		
Dynamic Layout	✓	if requested
Template Catalog	✓	on request/$ per template
Media Catalog	✓	possible charges
Media Asset Center (> 60 different file types)	✓	unclear, may be limited
Automatic Media Import	✓	
Media Download	✓	✗
InDesign Snippet Extension (template within a template)	✓	
Field Rule API	✓	
Rule Management	✓	
Translations	✓	✗
Data Catalog	✓	if requested
Meta Data Administration	✓	
Price Groups and Calculation	✓	if requested
System Administration	✓	
User and Group Administration	✓	
User Profiles	✓	
Project Management	✓	
Project Planner	✓	
Production Overview	✓	
Workflow Administration	✓	
Campaign Administration	✓	
Shop Extension (shopping cart, interface for processing)	✓	if requested
Order and Productions Forms (JDF Support)	✓	
Print Shop Interface	✓	
Brand Portal Integration (Single Sign On)	✓	
Skin Administration (multiple skins support)	✓	
Extensive Webservice Support (SOAP API)	✓	
Chart Server (generates charts based on excel files)	✓	if requested
SDK for further development of interfaces	✓	
Xinet Interface optional optional optional	✓	
Connector to databases like MS-SQL, Oracle, DB2	✓	
Business Logic, Style and Assets Rules		
Layout Rules and Styles	✓	$ per client
Formattable Text Rules and Styles	✓	$ per client
image insertion Rules and Styles	✓	$ per client
GREP based Search and Replace	✓	n/a
Barcode Generator	✓	$ per client
Database Content Choice	✓	n/a
Paginated Brochures (incl.automatic pagination)	✓	$ per client
Global Database Connector	✓	n/a
Scriptable Field Rules	✓	n/a
Adobe Indesign Server Multi Instance Support	✓	n/a
Enterprise Edition: Fully integrated Agency	✓	
Production Edition: Integrated Templates and Rendering	✓	
Hosted Solution: Customizable SAAS solution	✓	✗

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