

THE FUTURE VISION OF MARKETING OPERATIONS

**Why speed, agility and
seamless collaboration are
critical to marketing success**

OVERCOMING THE MARKETING SILO

To navigate our 'new normal' world of work, we need to refocus and reimagine how work should be done.

Now more than ever, delivering impactful, relevant, personalised content every time sits at the heart of it all. But talented teams, dedication, and great ideas are no longer enough to guarantee success: to deliver quality and distinguish your brand, you need to work smarter, not harder.

80% of brands claim to deliver a great experience, while only 8% of customers agree.¹

In the hyper-competitive digital economy, marketers must foster a culture of collaboration, alongside laser focus and standout creativity. How do you get ahead, when departments are trapped in silos, measurement is fragmented and priorities constantly shift?

The great majority of marketing organisations soldier into the future with the operating models of the past;

for example, only 14 percent of companies prioritise breaking down barriers between marketing, sales and service functions.²

By contrast, Accenture Interactive research finds that the pioneering CMOs recognise that a crucial means to unlocking growth is by breaking barriers: whether that's silos within their marketing organisations, dissonance between their marketing organisations and the rest of the company, or unrealised opportunities among their agencies and ecosystem partners.³

However, breaking down such barriers can be easier said than done, and rarely do marketing teams have access to unified solutions that support collaborative ways of working from inception to delivery. More often than not, teams rely on manual workarounds, fractured processes and standalone systems. This not only can result in a lack of visibility across teams, but it weakens campaign audit trails, while also significantly impacting speed to market.

¹ <https://www.accenture.com/au-en/interactive-index%E2%80%A8%20>

² Rethink the Role of the CMO, Forrester Consulting Research, October 2018 commissioned by Accenture

³ https://www.accenture.com/_acnmedia/pdf-97/accenture-cmo-long-report.pdf



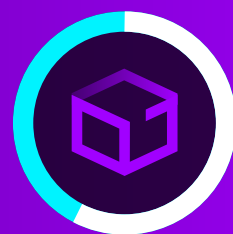
40%

of marketers say they receive inadequate support from other teams



28%

say their top workplace challenge is siloed systems and data



60%

of creatives report being forced to abandon great ideas during the past year because they didn't have time to pursue them

REVOLUTIONISING END-TO-END MARKETING OPERATIONS

In order to compete and thrive in this fast-paced economy, organisations need to revolutionise their end-to-end marketing processes and enable their departments to operationalise in a way that they can collectively deliver consistent, personalised experiences across channels.

The ability to produce marketing assets and campaigns with speed and agility is key. Organisations may have an intentional strategy to respond to changes in the market, or potentially they may on occasions just need to act quickly to meet customer demands, but if they are not set up internally in the right way to manage this, it can result in teams feeling like things are more chaotic than they are agile.

Marketing organisations often struggle to meet internal deadlines, with crunch points frequently coming from the sign-off process leading to last minute change requests. In this instance the manual processes and

fragmented systems only serve to further compound increasing difficulties getting campaigns out the door. But it is important for organisations to overcome this, as every delay impacts the campaign's bottom line. Taking it a step further still, this also makes it very challenging to accurately track and measure campaign ROI as resource and agency time is often recorded on different systems - creating further operational and administrative silos.

Organisations need to rewire themselves with a new, more connected operating model—one that heightens collaboration among both internal groups and external partners in ways that align the right skills and behaviours to drive successful and sustained growth. They need to redefine ways of working and leverage leading tools throughout the campaign lifecycle in order to concentrate on what really matters: delivering best in class customer experiences.



WORKING WITH SPEED AGILITY AND SEAMLESS COLLABORATION

The first step in helping achieve this, is to have the right solutions in place which integrate seamlessly together. In fact, research from Econsultancy and Adobe¹ shows that those organisations who prioritise the Customer Experience (CX) are more likely to outperform their competitors, and are doing so, in part, by investing in integrated cloud-based Customer Experience Management (CXM) technology.

A great example of this type of integration is between Marketing Resource Management (MRM) platforms and digital marketing platforms, such as Adobe Experience Cloud and Adobe Creative Cloud. Workfront is a scalable MRM platform that allows marketing professionals to focus on their creative skills and greatly enhance their productivity. Adobe Experience Cloud is a collection of solutions used across marketing, analytics, advertising and commerce; integrated into a single cloud platform along with service, support and an open ecosystem. Adobe Creative Cloud delivers leading creative apps and services to brands and their agencies.

Joint development between Workfront and Adobe has resulted in powerful native integrations and accelerators that combine Workfront functionality with Adobe Experience Cloud, and Creative Cloud applications. This empowers users to communicate, collaborate, and manage projects by simply selecting the Workfront plugin

from within an Adobe Creative Cloud application, such as Photoshop, or leveraging the powerful integrations with Adobe Experience Manager, Marketo, and Adobe Campaign.

Combining these capabilities gives us the power to completely transform marketing organisations and equip businesses with the tools, perspectives and practices they need to succeed in tomorrow's world.

For example, a tech giant in social media, implementing marketing resource management (MRM) led to greater visibility across teams into marketing campaigns. The new MRM solution supports three distinct global marketing teams with 1,000 users, accelerating the end-to-end marketing process. In another case, Accenture Interactive helped a global media powerhouse implement MRM and integrate it with its digital asset management solution. This improved efficiency, accelerated marketing processes and greatly enhanced the organisation's ability to measure and optimise operational marketing performance.² In both examples the organisations benefitted greatly from having the right tools in place that enabled their teams to work more collaboratively, and with greater visibility of the end-to-end campaign lifecycle which ultimately helped overcome organisational silos.

¹ <https://www.adobe.com/uk/offer/digital-trends-2020.html>

² Work Smarter Not Harder_Accenture_Workfront Whitepaper, <https://www.accenture.com/nl-en/blogs/insights/supercharge-your-marketing-with-smarter-work-management>



UNLOCK VALUE IN YOUR ORGANISATION TODAY

The power of an integrated solution can reap significant rewards for its users. In particular, Workfront for Adobe Experience Manager Assets combines the robust, asset storage and retrieval of Adobe Experience Manager Assets with an operational system of record for all of the end-to-end work involved with producing the assets. This saves marketing departments and agencies valuable time in the asset creation and production process, and enables them to more easily keep assets and experiences relevant across the customer journey.¹

50%

Accenture Interactive's experience has shown that end-to-end marketing optimisation can achieve significant returns, boosting efficiency by up to 50 percent and increasing compliance with corporate processes and guidelines by a factor of five.²

In addition, it facilitates better governance standards and improved brand management, helping minimise risks to your company's reputation.³

To succeed into today's fast-paced world, organisations need to streamline their end-to-end campaign processes and operations. Relying on dozens of different standalone marketing systems will invariably lead to wasted time and effort. Marketing teams need to be empowered with the right tools to work more seamlessly together and help them focus on creativity and delivering best-in-class customer experiences.

Pivot to the future and unlock value in your organisation today by removing silos, driving collaboration and streamlining your end-to-end marketing operations.

1 Workfront_for_Adobe_Experience_Manager_Assets.pdf, <https://www.workfront.com/resources/workfront-for-adobe-experience-manager-assets-3>

2 Work Smarter Not Harder_Accenture_Workfront Whitepaper, <https://www.accenture.com/nl-en/blogs/insights/supercharge-your-marketing-with-smarter-work-management>

3 Work Smarter Not Harder_Accenture_Workfront Whitepaper, <https://www.accenture.com/nl-en/blogs/insights/supercharge-your-marketing-with-smarter-work-management>



LET US TELL YOU A LITTLE BIT ABOUT OURSELVES

workfront®

Workfront is the work management application platform for the enterprise. Workfront is built for people, effortlessly connecting teams and easily integrating into existing applications and systems. The ability to see, measure, and analyze critical factors such as resources, outcomes, and priorities keeps everyone on the same page, with a clear understanding of why their work matters. Workfront has helped thousands of companies, including BT, Cisco Systems, Comcast, Fender Musical Instruments Corporation, Fossil Group, TSB, and Trek, successfully transform their businesses into modern enterprises that increase revenue, improve employee and customer experiences, and reduce cost.

Adobe

Adobe enables digital marketing transformations and innovations to create meaningful experiences and tangible business outcomes for leading brands and businesses across industries. It is a market leader in its solutions across both the Creative Cloud and Experience Cloud stacks.

Accenture Interactive

Accenture Interactive is reimagining business through experience. We drive sustainable growth by creating meaningful experiences that live at the intersection of purpose and innovation. By connecting deep human and business insights with the possibilities of technology, we design, build, communicate and run experiences that make lives easier, more productive and rewarding. Accenture Interactive is ranked the world's largest digital agency by Ad Age and has been named a Most Innovative Company by Fast Company.

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