

EMM Foundation

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EMM Foundation is a unique offering that combines business process redesign with a customizable workflow tool to improve enterprise marketing management (EMM).

It is ideal for organizations currently using spreadsheets & manual processes to manage marketing operations and are now looking to take the next step towards greater automation.

EMM Foundation utilizes a cost effective & iterative approach to deliver rapid results. It starts with an assessment of your current marketing operations. Marketing processes are then documented to identify opportunities for improvement. These redesigned processes are then automated in a web based workflow solution where the workflow can be customized to meet your organization's needs. Ongoing process redesign and workflow customization can then be undertaken as needed.



Components >>

Maturity Model

- Diagnostic Survey
- Performance Scorecard

Process Redesign

- Process Evaluation
- Process Vision

Workflow Automation

- Project Initiation
- Task Assignment & Updates
- Notifications & Reporting

Marketing Operations Maturity Model

EMM Foundation begins with an assessment of current capability. A diagnostic survey will be undertaken to provide data for the assessment and follow up discussions can be scheduled as needed.

The resultant Performance Scorecard provides an insight into current capability and can be mapped against our Marketing Operations Maturity Model to identify key opportunities for change.

Process Redesign

Process improvement is critical to improving productivity.

The Evaluation phase of our process redesign methodology involves the mapping of current state processes. Value added activities are highlighted while deficient & duplicate activities are identified for correction or removal.

The Vision phase then outlines the future state. Visioning workshops & discussions will determine the structure of a desired operating model and drive the documentation of future state processes.

Benefits Overview

Improve the management of marketing initiatives.

Increase productivity through process redesign & workflow automation.

Enhance collaboration & control with automatic notifications & reminders.

Provide the foundation for continuous process improvement.

EMM Foundation Homepages can be easily customized based on individual needs.

Campaign	Concept Type	Status	Planned Start Date	Planned End Date	Planned Budget	Actuals to Date	Future Spend	(Over) / Under
Bright and White	Advertising	Approved	05-05-2012	09-05-2012	\$550,000	\$50,000.00	\$500,000.00	\$0
Go Green!	Annual Program	In progress	11-05-2011	04-06-2012	\$50,000	\$45,000.00	\$25,000.00	-\$20,000
Power For All	Annual Program	Approved	07-04-2012	01-04-2013	\$200,000	\$20,000.00	\$180,000.00	\$0
Wake Up!	Brainstorm	Budget	05-24-2012	03-28-2013	\$175,000	\$0.00	\$175,000.00	\$0

← A Chief Marketing Officer might like to focus on status & budget data . . .

. . . whereas a Brand Manager may wish to use a Campaign Calendar as a homepage.

Project Title	Q2 2012			Q3 2012			Q4 2012		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Beautiful Face									
BF Concept									
Because I'm Beautiful									
Facial Products Market Analysis									
Launch print/digital									
Bright and White									
Ad Concept									
Launch Print and Digital									
Crest - Multimedia									
Transform Assets									
Conduct post-mortem									
Celebration									
Collateral Development									
Go Green!									
Develop Promotions									
Collateral Design									

Workflow Automation

Redesigned business processes come to life when combined with workflow automation.

Our EMM Foundation workflow tool is built for ease-of-use & rapid deployment and provides a flexible platform on which to trial & setup various automation options.

The web-based tool provides a central location to manage many marketing processes such as; developing briefs, initiating projects, managing campaigns, allocating resources & assessing utilization, managing internal workflow, collaborating with vendors & agencies, and much more.

Individuals can be assigned tasks and then enter status updates to maintain transparency. Automatic notifications & reminders can then be sent out as needed.

Management can be kept informed with both pre-populated & custom generated reports and the homepages for each user can be easily customized based on individual needs. Security can also be setup to restrict certain information from some users while others have the ability to drill down into details as needed.

Rapid Benefit Realization



EMM Foundation is incredibly cost effective and some processes can be redesigned & automated in as little as two weeks.

About Intellilink >>

Intellilink is a management consulting firm that improves the productivity of knowledge worker organizations. The firm helps organizations improve operational efficiency & workforce effectiveness through process redesign, organizational change & technology implementation.

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