



CASE STUDY: Powering Up a Marketing Department



Background

ABC, a commercial broadcasting television network, is part of the Disney–ABC Television Group. The ABC Entertainment Marketing department devises the marketing strategy and produces the promotional materials for all of the ABC television products for delivery to a variety of distribution channels.

Challenges

- There were significant limitations in the availability to management of consolidated information on strategies, current and forecasted workload, performance measures and metrics
- ABC needed assistance in launching a new “Production and Operations Management System” to manage department workflows and enable analytic rigor within a highly creative culture

Approach

- Validate business requirements and workflows and map to the selected marketing automation software (Aprimo)
- Create an illustrative Aprimo workflow – a hands-on lab to engage users in design and configuration decisions
- Implement the integrated suite of applications to manage information, production materials and workflow from product concept to delivery
- Provide change management support and help drive a major culture change as users adapt to an automated, business rule-driven workflow
- Generate user adoption through delivery of e-learning modules, hands-on training and proactive desk side support



Result

- Streamlined production processes – topping 13,000 elements per year with over 7000 of those being produced in-house
- Enhanced visibility between campaign management and the production workflows that result from those campaigns allowing management to react more quickly to the dynamics of the business