

# HP Marketing Agility Assessment service

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The HP Marketing Agility Assessment service is an interactive exploration of your current marketing communications environment and your desired state. This workshop results in a high-level definition of your ideal, streamlined marketing communication system and a roadmap for moving forward.

## Key benefits

- Analyze the effectiveness of your current marketing communication systems.
- Explore ways to improve and automate your current processes.
- Learn how to enhance your communications through personalization.
- Understand the business impact and benefits of a new marketing communication system.

## Service overview

Discover a more effective way to communicate.

This live workshop is used to discuss issues, set priorities and obtain buy-in from members across your organization. It helps your extended team gain a clearer view of where you are today and where you will be tomorrow with your new system in place.

You will gain an in-depth understanding of the effectiveness of your communications and the efficiency of your current processes as we explore key questions about your marketing communications environment. We will specifically address how you create marcom material today, what is good and bad about the communications you produce, how your communications would change using versioning and personalization, how a new system might improve your marcom production, and what business impact a new system would have.

During the workshop, you will literally see—through the use of dynamic wall charts—the conversation progress into a business process map, a list of key requirements and metrics, and next steps.

The result is a high-level definition of your new, streamlined marketing communication system and a roadmap for moving forward. The documentation that HP provides serves as a business tool you can use to educate others in your company about your needs and opportunities.

## Service offerings

HP Marketing Agility Assessments are offered at two levels: Basic and Custom.

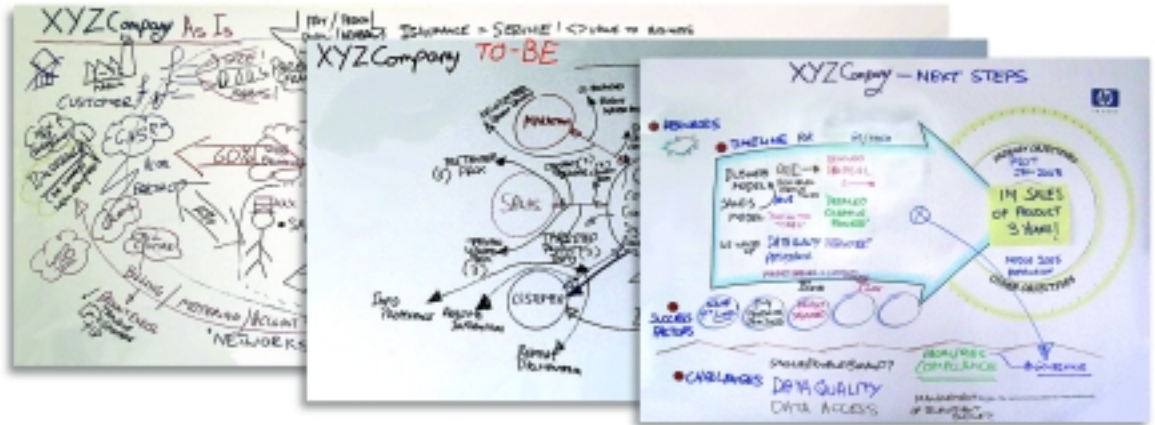
The Basic service is well suited for a single line of business that is looking to improve its processes and communications. The Basic workshop follows a set format that HP has used successfully with other clients.

Solutions for the adaptive enterprise.



## Wall charts

The HP Marketing Agility Assessment service makes use of wall charts to map current processes, desired state and next steps.



The Custom service is tailored to the needs and issues of companies with projects that include multiple lines of business and many stakeholders.

Both levels of service require an interactive, day-long meeting. This forum brings together representatives from your lines of business, key stakeholders in your organization, an HP account manager and a facilitator.

## Deliverable

The deliverable is a Marketing Agility Assessment report that includes:

- Photographs of the workshop wall charts and diagrams derived from the wall charts
- Descriptions of your current and desired marketing communication processes
- Recommendations from HP consultants and observations captured during the session
- A plan that matches your needs—this plan could include next-steps; lists of short-term, medium-term and long-term actions; or milestones

## Talk with an HP consultant

HP services are centered on helping you create an Adaptive Enterprise that can capitalize on change in the market. With its expertise in integrating your IT environment with your marketing function, HP helps bring processes, organizations and people into closer, more productive synchronization.

HP has the proven experience and track record to transform the way your company communicates. Partnering with HP gives you access to the most robust marketing communication automation solutions available. It also means you will receive business consultation and technical expertise to help ensure hassle-free implementation and accelerated return on your marketing communications investment.

To discuss your marketing communication needs and goals, contact your HP consultant today.

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