



anantara

the power of the continuum



EBusiness Suite for Marketing Management @ MarketingOne

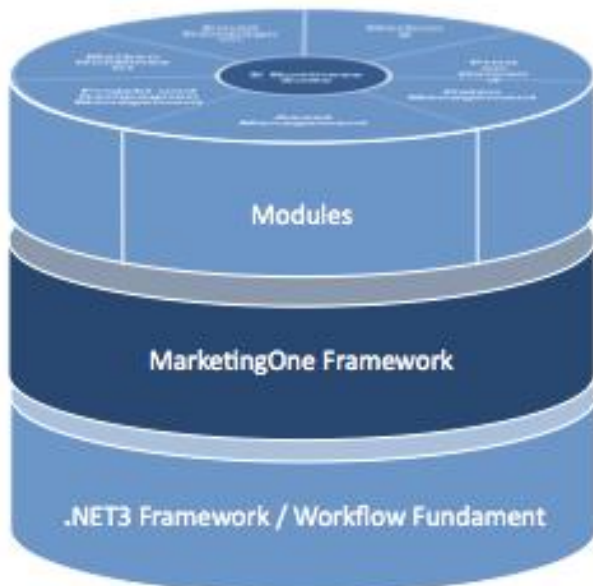
Safe brand designing & flexible marketing

Key Issues/Challenges

- No central repository for the digital assets including Brand and Marketing collaterals
- Inability to produce collaboratively on demand 'best tools' within brand guidelines but still giving flexibility for localization
- No single application for planning, budgeting , execution, update and tracking collaboratively across enterprise for all marketing events
- No self service capability to support decentralized operation and centralized visibility

Key Highlights

- Framework based solution with industry specific best practices
- Digital Asset Management
- Brand Management
- Web-2-Print & Print-on-Demand
- Flexibility for addressing local Marketing Requirement
- Marketing Resource Management



Service Offering

Anantara, through exclusive partnership with a leading product in this domain, MarketingOne, offers a modular, web based platform, which through configuration can deliver better coordination, visibility, collaboration between all stakeholders - employees, clients, subsidiaries, agencies and suppliers - for specific marketing processes of an enterprise.

Key highlights of the solution are

- only internet access is required to run MarketingOne
- framework based solution with industry specific best practices
- supports multilingual capabilities & flexible
- supports customization and integration with other applications (open architecture)
- Web-2-Print & Print-on-Demand
- low operation costs
- no tailor made development necessary, only configuration
- unlimited users
- proven system, robust and stable
- modern architecture, 64bit asp.NET/AJAX

Timeline

- 8-12 weeks for a pilot implementation which can be scaled up as an enterprise solution

About Anantara

Anantara Solutions (www.anantsol.com) is a new generation consulting and services firm, with capabilities across business consulting, process improvement, technology, and change management, with a relentless focus on business results. We are the pioneers of Second Generation Outsourcing (SGO), the widely-acclaimed and innovative approach to consulting and services, that focuses on creation of measurable business value.

Anantara's Centre of Excellence

SAP

PEGA

Mobility

Managed
Testing

Consulting



helping you compete better!

For more information contact contact@anantsol.com

Modules

- Digital Asset Management (DAM)
- Guidelines
- Advertising & Media
- Document Editor
- Template Designer
- Shop & Stock control
- Budgeting
- Planning
- Direct Marketing (DM)
- Email Marketing
- Workflow & Approval
- Reporting & Dashboards

Implementation Approach

- Identify scope for a pilot implementation and deliver the same for a fixed timeline

Some Clients

- Managing the complete marketing requirement for all dealers across geography for UK/US based automobile manufacturer

(speak to us to know more...)