



# Product Management Expertise enables successful product suite roll-out for the Global Marketing Platform of a large software corporation

Our client's Global Marketing Platform (GMP) offers a suite of marketing tools to millions of customers that leverage these to perform daily marketing roles—from market research, trend tracking, targeting, lead generation, to eventual business relationships. The GMP capabilities encompass four stages of the client's Marketing Campaign Management Framework.



While the wide-spread GMP afforded numerous capabilities, it resulted in the client creating and maintaining a complex data infrastructure across numerous subsidiaries, products, and market segments; which over time have become highly diversified. With the client's product offerings continuing to grow, it is becoming increasingly important to manage sales opportunities generated from marketing more effectively across all business units.

In subsequent research to identify the future requirements of the GMP, we discovered the absence of a global Lead Response Management creating a major gap to provide an end-to-end automated marketing experience, directly reducing the ROI of our campaigns. Further, Revel perceived a distinct disconnect between the product development team and the business team in aligning vision and scope to develop a relevant product roll-out. Working with both the teams, Revel clearly identified the gaps in the process, the required products and customization, and built out a plan to roll out the lead response management suite.

Once the Global Marketing Office agreed to the timeline and costs, Revel prioritized the skills and capabilities required to manage the roll-out, created measurable milestones, and aligned strategic importance of business revenue to the process implementation. From deeper analysis of user-based scenarios, we distilled capabilities into requirements, and created the right timeline to customize the product to fulfill them. Revel became a conduit between the IT engineering team and the Global Business Community to facilitate the collaboration and execution of decisions, activities, and project best practices.



**Further, Revel also areas contributed to enhancements in the following areas:**

- Authoring the business requirement documents (BRDs) based on user feedback and obtaining signoff by members of the stakeholder team
- Coordinating site visits between IT and the business groups, where this was non-existent in the past, further creating a team-bonding
- Managed and coordinated User Acceptance Testing and Go/No-go meetings
- Facilitated Design and Demo sessions with business stakeholders early in the project to provide buy in and ownership in the product life cycle for adoption and team bonding
- Ensured that agreed upon development process milestones are achieved

In the course of the engagement, Revel has successfully rolled out the right Lead Response Management suite that now serves the marketing and sales across the client's corporate and subsidiaries seamlessly.

Revel Consulting commenced this engagement by understanding the GMP and its prolific products in deeper detail. In our landscape assessment phase, we discovered that over the years, subsidiaries across the client offices have developed disparate lead response management methods that result in a variety of limitations affecting its global business operations:

- The existing processes lack transparency and the manual analysis/control involved in the process increases operational costs.
- Each disparate system has to be individually altered every time to meet any global mandate, limiting organizational agility.
- Existing systems vary in their ability to efficiently move the leads through the pipeline. As a result, many subsidiaries cannot benefit from capabilities developed in other subs.
- Duplicate systems add complexity and cost to our operations while limiting our ability to drive efficiencies.
- Disconnected systems result in the routine loss of cross subsidiary leads.