

CASE STUDY

*Marketing Services Group
Accelerates Output by 40%*

MarketingCentral® On-Demand MRM Solution Keeps CSC Financial Services at the Head of the Pack

OBJECTIVES

- *Ensure that deliverables pass efficiently through a Six Sigma phased approach to include quality checks, and a specific approval process*
- *Expedite the distribution of status reports between Marketing Shared Services Group members, their clients and executives*
- *Reduce “rush charge” costs associated with constant flirtation with deadlines*
- *Extend system access to contract workers during peak production times*

RESULTS

- *40% increase in the number of marketing deliverables produced annually*
- *Improved group responsiveness and production times*
- *Shorter learning curves with a concurrent decrease in production errors*
- *24-hour, seven-days-per week user access to internal communications*

BACKGROUND

CSC Financial Services is a division of Computer Science Corporation (CSC), a \$14 billion global company. CSC is known for offering innovative, results-driven solutions to both government and commercial clients and for its sponsorship of Cycling Team CSC, one of the best managed and most successful sports franchises in the world. CSC Financial's Marketing Shared Services Group is responsible for everything at CSC from full-scale marketing campaigns to individual print ads, brochures, data sheets, and event-related materials. The 22-person creative and production team is distributed among multiple locations throughout the United States.

THE CHALLENGES

A half-decade ago, the Marketing Shared Services Group was overburdened and understaffed – or so it appeared. Producing accurate, timely project status reports was difficult because the group relied exclusively on Microsoft Excel spreadsheets and e-mail to communicate with internal clients. Regardless of how much work was actually in process at any time, the group seemed to perpetually operate in crisis mode. It often took expensive rush charges to complete materials on time. Everyone understood the problem, but pinpointing specifically why these issues persisted was difficult and frustrating. Clearly, something had to change.

In June 2004, the group launched Six Sigma, a project aimed at improving organizational efficiency. Under its guidelines, every deliverable would be required to follow three definitive steps:

- A phased approach
- Quality checks
- Specific approvals

The question: How could the organization turn its goal of maximizing its efficiency into a measurable, achievable structure? “We were excited about testing our new processes,” recalls Sue Turner, CSC Financial Services' senior manager of communications. “But we knew that we needed to automate our methodology in order to be successful.”

The group formed a task force to evaluate internal and external tools that would meet CSC Financial Services' marketing requirements. A rigorous review process revealed a consistent theme: Many solutions looked good on paper, but CSC needed to be certain that each of its tools would support the specific operational challenges of the Marketing Shared Services Group and its internal clients.

THE SOLUTION

The answer came in the form of an on-demand Marketing Resource Management (MRM) system from MarketingCentral. “MarketingCentral worked closely with us to design a system specific to our needs, says Turner. “Due to collaborative efforts from the onset, the tool would prove to do exactly what we required.” A few months later, the MarketingCentral solution was implemented.

USAGE

Today the system is used by the 22-member Marketing Shared Services Group, which includes project managers, writers, and designers. “Our project managers are the power users,” explains Turner. “They are on the system every day. It drives everything that they do.” Equally important is that the group's internal clients in CSC Financial's Banking, Licensing & Annuities, and Property & Casualty departments can also access the MarketingCentral solution, bringing the current user count to over 50.

"The MarketingCentral solution only takes 30 minutes to learn and its online documentation is amazing. That made our implementation and training smooth as silk," Turner notes." For a new person, our internal business processes are more difficult to master than the technology tool!" She also describes the system as 100% reliable, with zero downtime since its implementation. "MarketingCentral's support team is highly responsive," she adds. "There's never been a time when anyone on my team has had to wait more than 24 hours for a concern to be addressed." Indeed, as a result of the system's ease of use, short learning curve, and dependability, the Marketing Shared Services Group has been able to extend system access to contract workers during peak times, ensuring a seamless experience for everyone.

THE RESULTS

Since implementing the MarketingCentral solution, CSC Financial Services' Marketing Shared Services Group has generated a 40% increase in the number of marketing deliverables produced each year, without increasing staff. In addition to increasing output, the MarketingCentral system has also helped Turner's group improve responsiveness, save time, and reduce production errors. "Users can go online 24/7 to post comments on a marketing piece – those comments are in one spot and able to be viewed by everyone involved in the project," Turner says. "I cannot imagine operating this department without MarketingCentral."

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