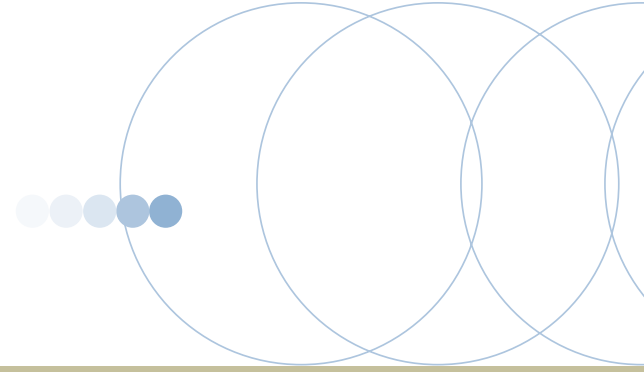


CASE STUDY



On-demand MRM solution replaces spreadsheet mayhem for seamless, centralized marketing communication

University of Pennsylvania Health System (UPHS) Cures Marketing Ailments with Unica's MarketingCentral® Solution

OBJECTIVES

- Automate marketing processes to track and manage marketing project flow
- Improve internal communications between individual marketing staff and project teams
- Collaborate with outside marketing partners, including freelance writers and designers
- Accurately measure marketing output
- Determine marketing requirements and allocate resources accordingly

RESULTS

- Seamless communication among project teams
- Simplified project flow tracking
- The ability to deliver more effective marketing support – on time and within budget
- Highly efficient, responsive marketing processes with dramatically improved results

BACKGROUND

The University of Pennsylvania Health System (UPHS) offers complete health care services, ranging from family doctors to specialists for complex health needs. UPHS has earned its reputation as a world-leading institution in three interrelated missions: patient care, education, and research. The success of these missions comes from a collaborative effort between the School of Medicine and Health Services and the University of Pennsylvania.

THE CHALLENGES

UPHS embarked on an expanded marketing program in 2003 to communicate its growth and achievements more effectively. UPHS's marketing department was overwhelmed by the need to create a growing variety of marketing materials. Writers, designers, and project managers would form ad-hoc teams for every project with multiple projects in process at any given time. The tool being used to track these projects, was Microsoft Excel, a basic spreadsheet software that offered no visibility to project origination, ongoing priority levels, project flow, revisions, or feedback.

As a result, communication between departments and department members was poorly documented, making it virtually impossible for staff workers to know what anyone else was doing. Design and writing efforts were often duplicated. Every project felt rushed. Internal clients had no way to know project status. More importantly, as UPHS manager of marketing and communications Rebecca Stewart explains, "This archaic approach to marketing collaboration did not offer triggers for action on projects in progress or in the queue – and it was causing us to miss

marketing deadlines." It became clear that the organization needed a better way to manage their marketing efforts.

THE SOLUTION

In 2004, UPHS conducted a careful review of marketing management systems. It chose MarketingCentral, the on-demand MRM solution from Unica Corporation, over several other systems. The Unica solution offered an efficient, intuitive, and easy-to-implement program that could be accessed securely by the UPHS staff from any computer at any time. UPHS was also impressed by MarketingCentral's ability to work either with an agency's requirements or with the specific needs of an internal marketing department. "We considered other products, but they were based on agency requirements like time-tracking and client billing, which was not what we needed," noted Stewart.

According to Stewart, implementing Unica's MarketingCentral system "was a breeze." Stewart and two co-workers determined which internal processes would need to be tracked, including schedule templates for project timelines, and fields for project managers, designers, and freelancers. Training followed a similar simple path with the UPHS' marketing staff utilizing a simple web conference to learn exactly how the system would handle project reviews, creative briefs, and project discussions and scheduling.

Since the system was set up to match UPHS's existing processes and personnel, training of the entire team (including 15 freelancers) was simple. A sample project was created for everyone's reference. The team provided feedback. Suggestions for improvements were implemented and the system went live only one month after the introductory web conference.

“With Unica’s MarketingCentral solution, we can now provide our senior leadership with proof of the number of jobs that come through the department. This information enables us to negotiate/justify the need to hire additional staff members, which has resulted in a much more evenly distributed workload.”

Rebecca Stewart

*Manager of Marketing and Communications
University of Pennsylvania Health System*

USAGE

Today, more than 46 UPHS team members use MarketingCentral. More importantly, three issues – which used to be the marketing department’s biggest challenges – are now its biggest strengths:

- Project flow is easy to track, making the exact status of each project instantly available to project team members and internal clients.
- Communication is nearly seamless, thanks to project-oriented markup areas, discussion boards, and timelines. “The entire team can easily see our marked up section changes and timelines,” says Stewart. “And team members can post the latest versions of Adobe Acrobat PDF files for review, as well as invoices for external services.” UPHS can even document communication within its project management system using MarketingCentral’s mark-up capabilities, review areas, and discussion areas.
- Timelines and schedules are easy to set up and maintain, making it simple to track current and completed projects by company, project manager, designer, or virtually any other relevant field.

THE RESULTS

With the help of Unica’s MarketingCentral solution, UPHS turned its previously unwieldy procedures into highly efficient, responsive marketing processes – with dramatically improved results.

As a direct result, Stewart affirms, “With Unica’s MarketingCentral solution, we can now provide our senior leadership with proof of the number of jobs that come through the department. This information enables us to negotiate/justify the need to hire additional staff members, which has resulted in a much more evenly distributed workload.”

In addition, accurate timelines save the company money on rush charges. Project managers and designers find everything they need to know within MarketingCentral, instead of searching through multiple versions of multiple files on multiple computers. Most importantly, Stewart and her team are able to deliver more effective marketing support, on time, within budget. “It’s a beautiful thing,” Stewart concludes.

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