

Marketing operating model for digital marketing organizations

Scaling digital marketing engagements



Digital marketing implementations and operations need scalability

As organizations are moving toward a centralized marketing approach across the globe, there is a need to scale digital marketing implementations and operations across geographies, brands, cultures, and languages. Such digital journeys need a transformative approach, which can scale as the platforms expand into newer business units and countries.

At HCL, we have the advantage of having created unique industry-aligned digital execution frameworks like FENIX 2.0, which have proven their mettle in structuring and scaling digital journeys. Leveraging the knowledge of such framework and combining it with our learnings from scaled digital marketing implementation for our clients, HCL is now equipped with the needed expertise to offer marketing operating model to businesses seeking a centralized marketing approach.

Business case



Enable a business-aligned structure with feature teams to align with business/marketing/regional needs



Accelerate time-to-market through reusability across markets



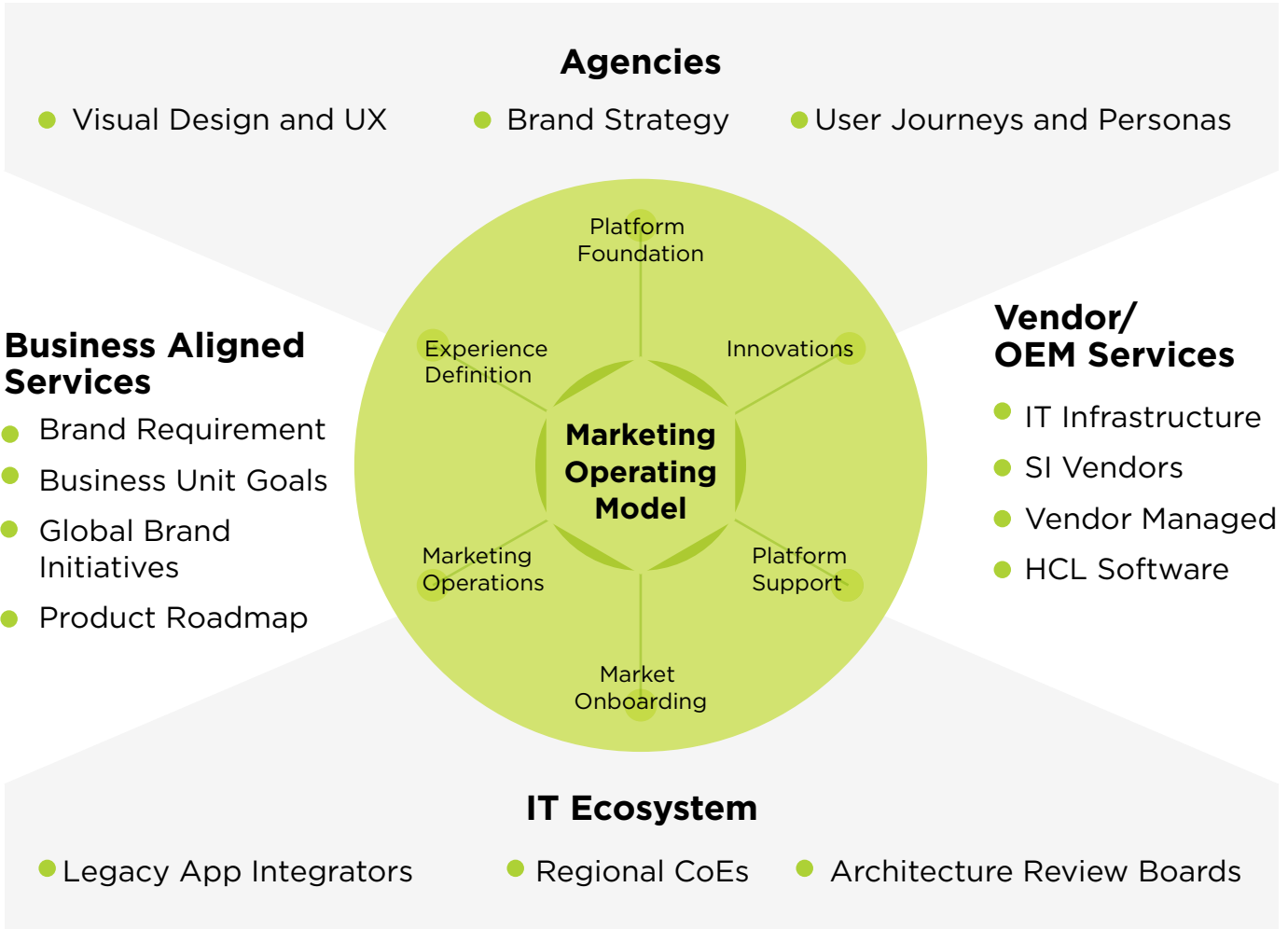
Keep up with technical innovations from product vendors and roll them out across the scale of implementation



Scale the digital operating model to new business units/culture/ languages while working with regional stakeholders like local creative agencies



Key construct



Marketing operating model key construct



The key characteristics of this model are as below



Governance

A governance model helps to collaborate with countries, brands, and regions to manage demand and change. It also provides a continuous view of platform status through dashboards and reporting.



Feature teams

Pi-skilled teams service all functions of a digital marketing platform, from experience definition to platform build, feature development, and other digital marketing operations of the platform.



CMO and IT collaboration

Works with content management organization and IT to ensure marketing needs are catered to. It also leverages cutting-edge IT tools for market and technology leadership.



Creative and OEM handshake

This model gives the ability to interact with external teams like multiple creative agencies and technology product vendors through a well-defined handshake process.



Business benefits

Better knowledge sharing across business and feature teams

Faster time-to-market for new channels and markets

Faster innovation and adoption of cutting-edge features by product vendors

Quick ramp-up of resources to cater to demand fluctuations



HCL Technologies (HCL) empowers global enterprises with technology for the next decade today. HCL's Mode 1-2-3 strategy, through its deep-domain industry expertise, customer-centricity and entrepreneurial culture of ideapreneurship™ enables businesses to transform into next-gen enterprises.

HCL offers its services and products through three lines of business - IT and Business Services (ITBS), Engineering and R&D Services (ERS), and Products & Platforms (P&P). ITBS enables global enterprises to transform their businesses through offerings in areas of Applications, Infrastructure, Digital Process Operations, and next generation digital transformation solutions. ERS offers engineering services and solutions in all aspects of product development and platform engineering while under P&P. HCL provides modernized software products to global clients for their technology and industry specific requirements. Through its cutting-edge co-innovation labs, global delivery capabilities, and broad global network, HCL delivers holistic services in various industry verticals, categorized under Financial Services, Manufacturing, Technology & Services, Telecom & Media, Retail & CPG, Life Sciences, and Healthcare and Public Services.

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