

# Bringing standardization, scalability and efficiency with **Marketing-as-a-Service**

HCLTech and Adobe unite to reduce time-to-market,  
optimize cost and reduce marketing activation effort



# Marketing as a Service

The pandemic has brought irreversible changes and unprecedented challenges at a breakneck speed, thus causing marketing teams globally to reshape their priorities & adopt newer strategies. In this swiftly evolving landscape, it's challenging to make the right marketing decisions, and find coherent messaging whilst foreseeing how customers' needs, wants, expectations and purchasing behaviour have evolved.

Marketing Activation Services is the solution to take these challenges head-on.

The current marketing ecosystem warrants interoperability across the entire customer journey. Multiple vendor scenarios necessitate cross agency functional teams. Additionally, Marketing Ops constitute more than half of the enterprise marketing budget and requires immediate optimization. This has further created the need of having a cost optimized marketing-as-a-service model that assures standardization, scalability, efficiency and enhanced business outcomes.



## Changing Marketing Operations Landscape

Marketing technologies are complex and there are multiple technologies to address different channels and devices such as marketing automation.

AI – powered analytics tools provide better insights for campaign management, budget planning & ROI analysis.

Proliferation of customer devices has helped create and capture vast amounts of customer data. It is important to leverage data for driving personalized customer experiences.

Marketing technologies are complex and data-driven. Any marketing organization cannot and shouldn't attempt to thrive without engineering roles.



**Marketing Technology**



**Artificial Intelligence**



**Data Driven**



**Talent**

# The HCLTech Proposition

Marketing as a service is a best-of-breed marketing operations framework. Conforming to all marketing operations requirements, MAAS is a robust and scalable framework that leverages its underlying tools and services to setup processes and governance thereby bringing efficiency in marketing operations. Some of the key features of the framework are:



## Remote Marketing Ready

Scaled agile teams capable of working in co-located, remote and distributed models



## Works with Your Platforms

Processes, workflows and methods to work with your existing technology platforms



## Marketing Accelerator Packages

Ops utilities that will accelerate marketing operations with a focus on quality and consistency



## SLA Driven

Brings together the best suite of technology solutions tailored to the customers' ecosystem



## Catalogue Model

Service catalogues defined as per different business needs



## Productivity Assured

Seasoned digital ops practices with assured productivity



## Backed by Expertise

Knowledge gained by working with businesses from different verticals



## Agility Assured

Future ready processes that drive collaboration & assured outcomes

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# Our Service Catalogue

HCLTech's ready-to-deploy Marketing Activation Services is a suite of services powered by advanced analytics and AI/ML. It encompasses content operations, marketing automation, personalization, analytics and insights, customer data.

These services enable the marketing teams to ramp up digital delivery, ensure omni-channel digital marketing, convey compelling content, create powerful personalized, online connections, and boost customer engagement while optimizing the marketing budget.



## Personalization

Enabling the data driven framework for providing a personalized experience across channels and devices



## Marketing Automation

Defining and managing customer journeys and orchestration for web, mobile, text and SMS



## Content Operations

Providing content and asset management and publishing capabilities for multi-channel ecosystem



## Analytics & Insight

Providing services to capture the insights across channels and devices



## Customer Data

Enabling a customer data platform to provide the right segmentation and targeting services for different channels

# Benefits of MAAS Framework

## Proven Experience with Industry Best

HCLTech has been providing the marketing activation services to leading global brands

## Solutions/Accelerators Driven

HCLTech has significantly invested in building solutions and accelerators under the Advantage Experience framework to streamline the marketing

## Single Ownership to drive efficiencies

The HCLTech marketing operation model has well defined processes and governance that enable scale marketing in distributed models providing cost efficiencies

## Tiered Based Pricing Model

Tiered based pricing model across the marketing functions that enables organizations to adopt services based on existing maturity

## Value Based Marketing

A marketing service model aligned to changing the experience and engagement landscape. We enable organizations to mature to hyper personalized marketing

## Marketing SLA Compliant

HCLTech has an aligned model to Marketing SLA's driven by campaign and marketing velocity



Time to market improvement by

**25% - 40%**

Cost Optimization by

**20% - 30%**

Reduction in marketing 20% - 30 activation effort

**20% - 30%**

**Business Benefits Assured**

# HCLTech | Supercharging Progress™

HCLTech is a global technology company, home to 211,000+ people across 52 countries, delivering industry-leading capabilities centered around Digital, Engineering and Cloud powered by a broad portfolio of technology services and software. The company generated consolidated revenues of \$11.79 billion over the 12 months ended June 30, 2022. To learn how we can supercharge progress for you, visit [hcltech.com](https://hcltech.com).

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