

Marketing as a Service



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The current 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 take the right marketing decisions, and find coherent messaging whilst foreseeing how customer's 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 Inter Operability across the entire customer journey. Multiple vendor scenarios necessitate cross agency functional teams. Additionally, Marketing Ops constitutes more than half of the enterprise marketing budget and warrants immediate optimization. This has further created the need of having a cost optimized marketing-as-a-service model that assures standardization, scalability, efficiency and business outcomes.

Changing Marketing Operations Landscape

Marketing technologies are complex and there are multiple technologies to address different channels and device

Marketing Technology

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

Artificial Intelligence

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

Data Driven

Marketing technologies are complex and data-driven. Marketing organization can't thrive without engineering roles.

Talent



The HCL Proposition

Marketing as a service is a best of breed Marketing Operations framework. Conforming to all Marketing requirements, MAAS is a robust and scalable framework that leverages its underlying tools and services to setup processes and governance to bring 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 focus on quality and consistency



SLA Driven

Bring together the best suite of technology solutions tailored to customer's ecosystem



Catalogue Model

Service Catalogues defined as per different business needs



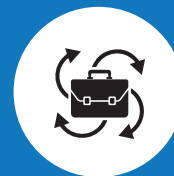
Productivity Assured

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

Our Service Catalogue

HCL'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 can enable the marketing teams to ramp up digital delivery, ensue Omni-channel digital marketing, convey compelling content, create powerful personalized online connections, boost customer while optimizing the marketing budget.



Personalization

Enabling the data driven framework for providing 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 customer data platform to provide right segmentation and targeting services for different channels



Benefits of MAAS Framework

Proven Experience with Industry Best

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

Solutions/Accelerators Driven

HCL has significantly invested in building solutions and accelerators under Advantage Experience framework to streamline the marketing processes and report on KPI's and dashboards

Single Ownership to drive efficiencies

HCL marketing operation model has well defined processes and governance the enable scale marketing in distributed model providing cost efficiencies

Tiered Based Pricing Model

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

Value Based Marketing

Marketing service model aligned to changing experience and engagement landscape. We enable organization to mature to Data driven hyper personalized marketing

Marketing SLA Compliant

HCL has aligned model to Marketing SLA's driven by Campaign and marketing velocity

**Time to market
improvement by**

25% - 40%

**Cost
Optimization by**

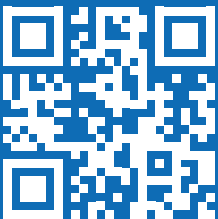
20% - 30%

**Reduction in
marketing
activation effort**

20% - 30%



**Business
Benefits
Assured**

The HCL logo is displayed in a bold, italicized, sans-serif font.

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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.

As a leading global technology company, HCL takes pride in its diversity, social responsibility, sustainability, and education initiatives. As of 12 months ending on March 31, 2020, HCL has a consolidated revenue of US\$ 9.94 billion and its 150,000+ ideapreneurs operate out of 46 countries. For more information, visit www.hcltech.com