



Keep Everything in Perfect Alignment



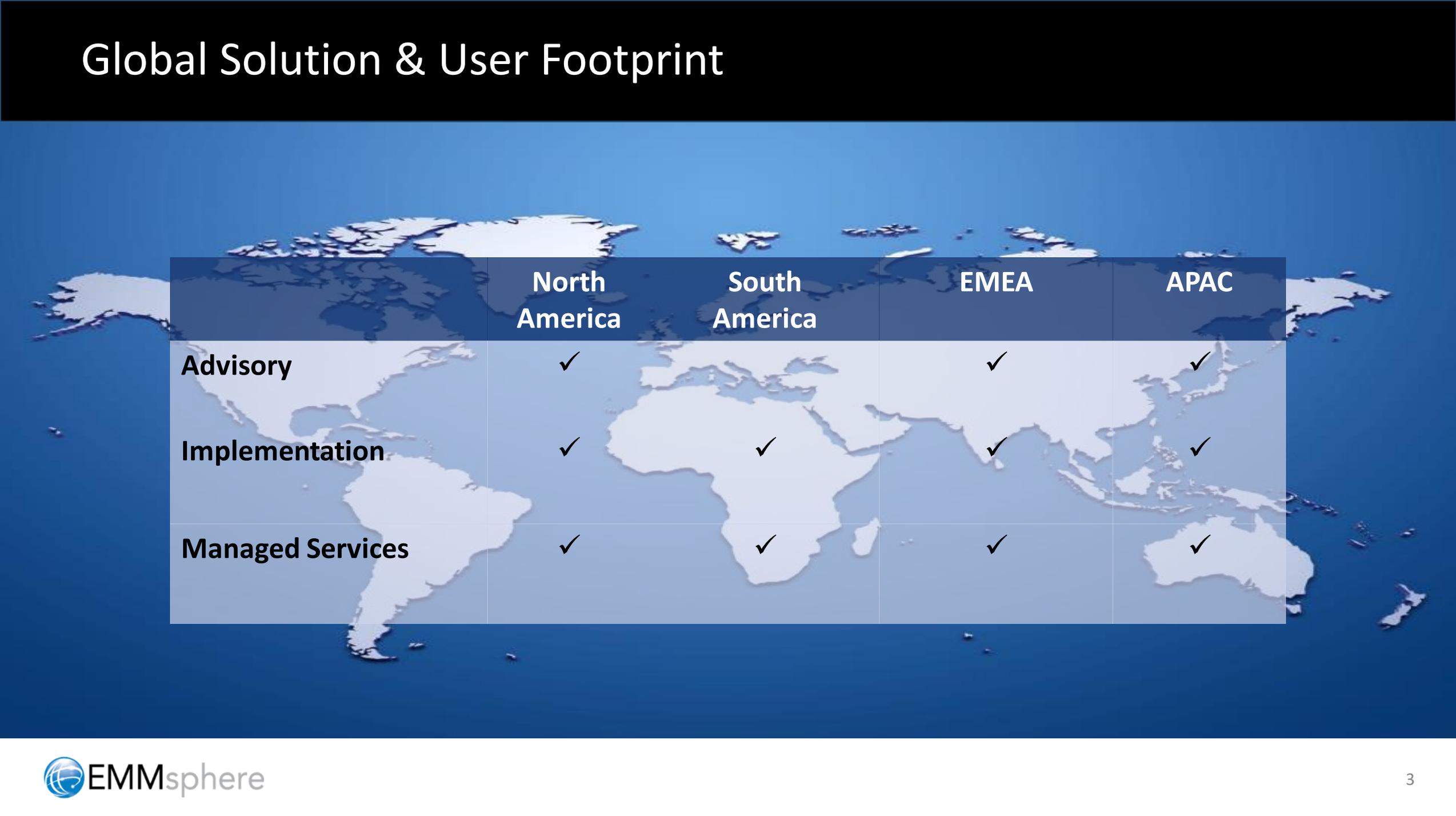
# EMMsphere Snapshot

- Founded 2002
- Marketing Technology Consulting & Managed Services Provider

Services	Expertise
<ul style="list-style-type: none"><li>• Advisory</li><li>• Implementation</li><li>• Managed Services<ul style="list-style-type: none"><li>✓ Ongoing Enhancements</li><li>✓ Training</li><li>✓ End User Support</li><li>✓ Solution Support</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Marketing Resource Management</li><li>• Marketing Financial Management</li><li>• Digital Asset Management</li></ul>



# Global Solution & User Footprint



	North America	South America	EMEA	APAC
Advisory	✓		✓	✓
Implementation	✓	✓	✓	✓
Managed Services	✓	✓	✓	✓

# Everything We Do Is About User Adoption



Adoption cannot be mandated or pushed onto users



Adoption happens when users demand the solution and can't imagine doing their job without it



Adoption happens when users willingly embrace, utilize & evangelize the solution

# Key Pillars to Driving User Adoption...

**Engagement**

Participation & Contribution during Project Mobilization, Requirements Definition, Design Reviews & Prototype Demonstrations

Awareness

Understanding

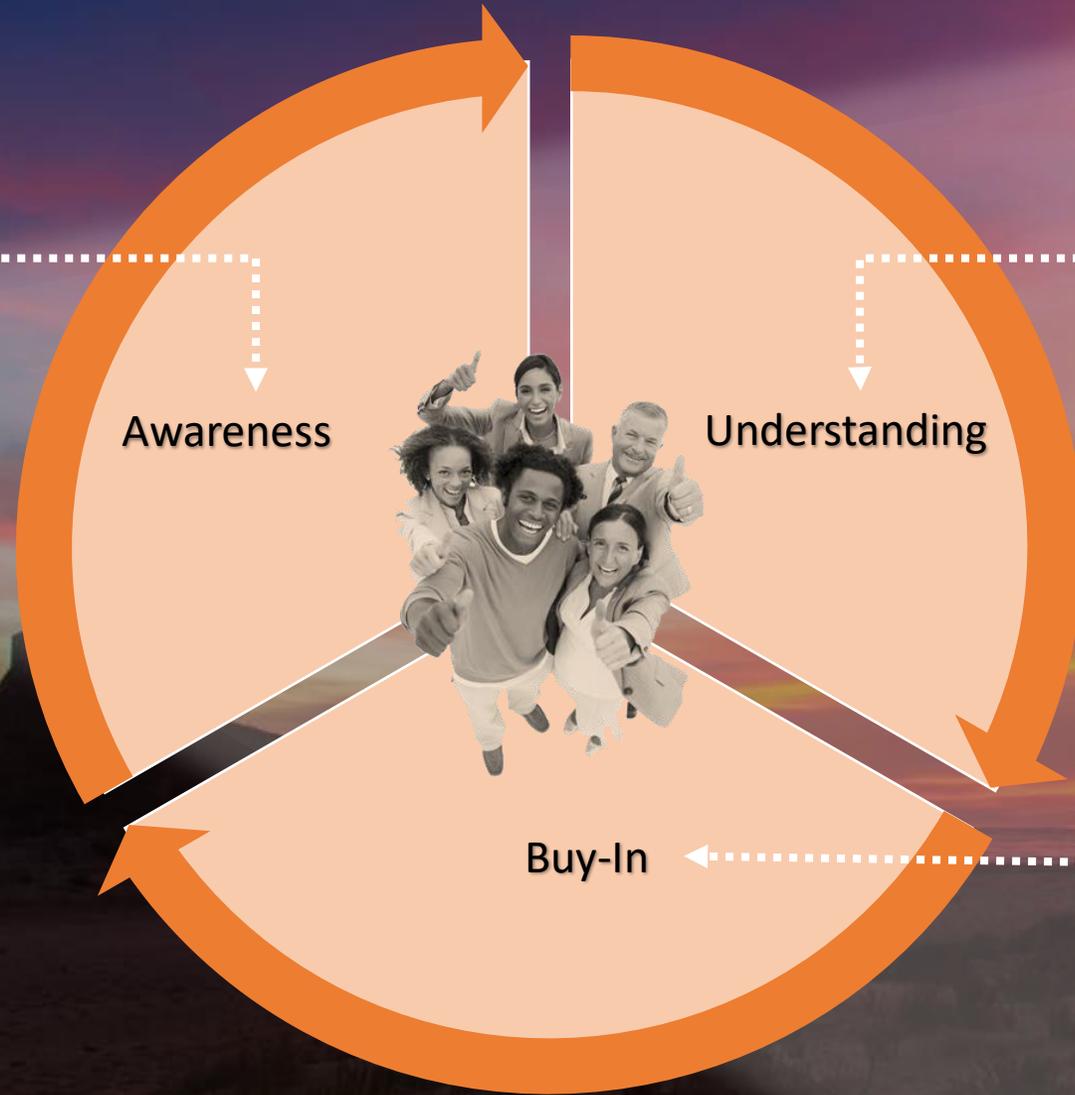
Buy-In

**Enablement**

- Change Management & Communications
- Rollout, Booster & New User Onboarding Training

**Execution**

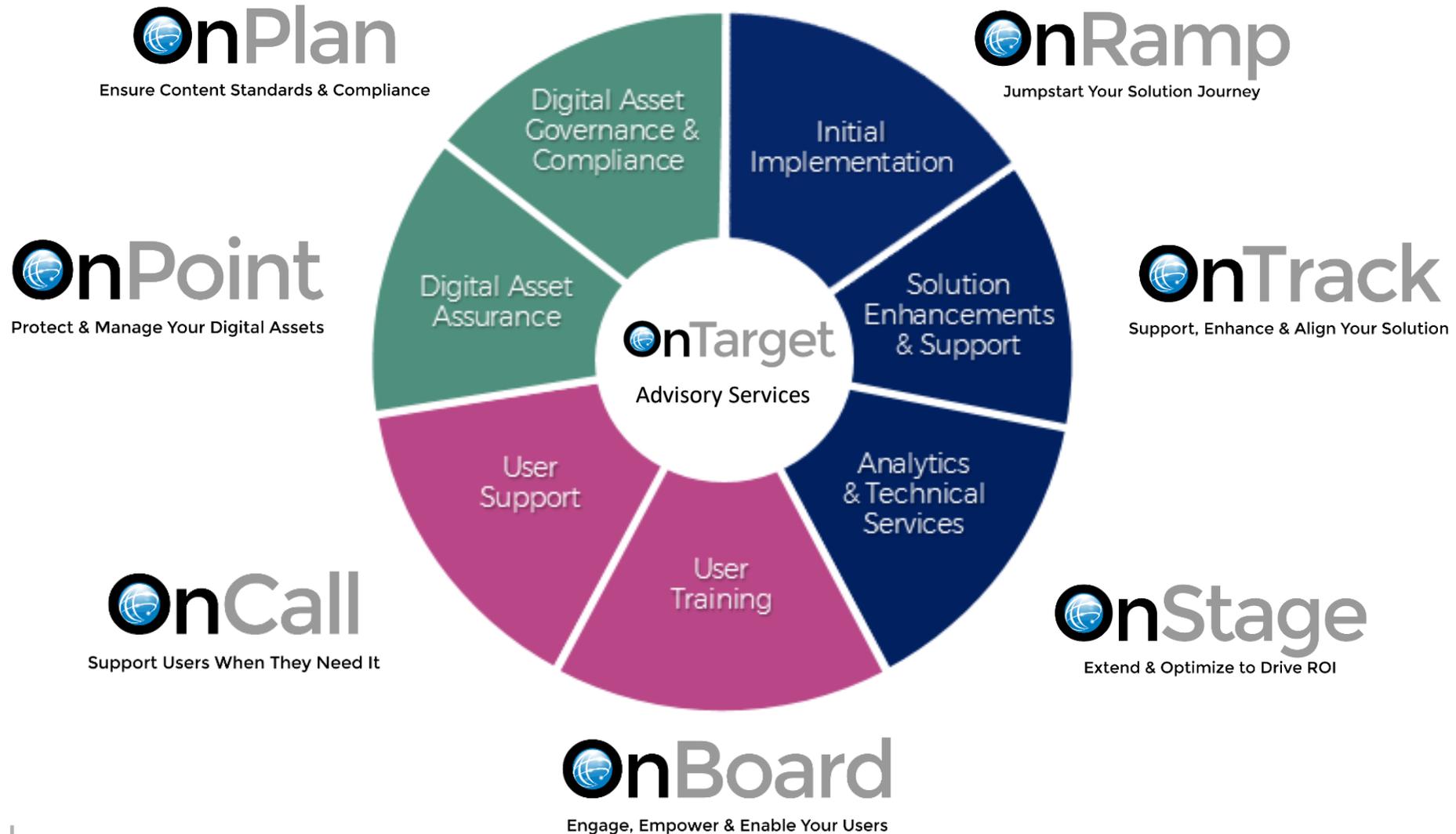
- Initial Implementation Project
- Post Implementation Solution Change Management
- User & Solution Support



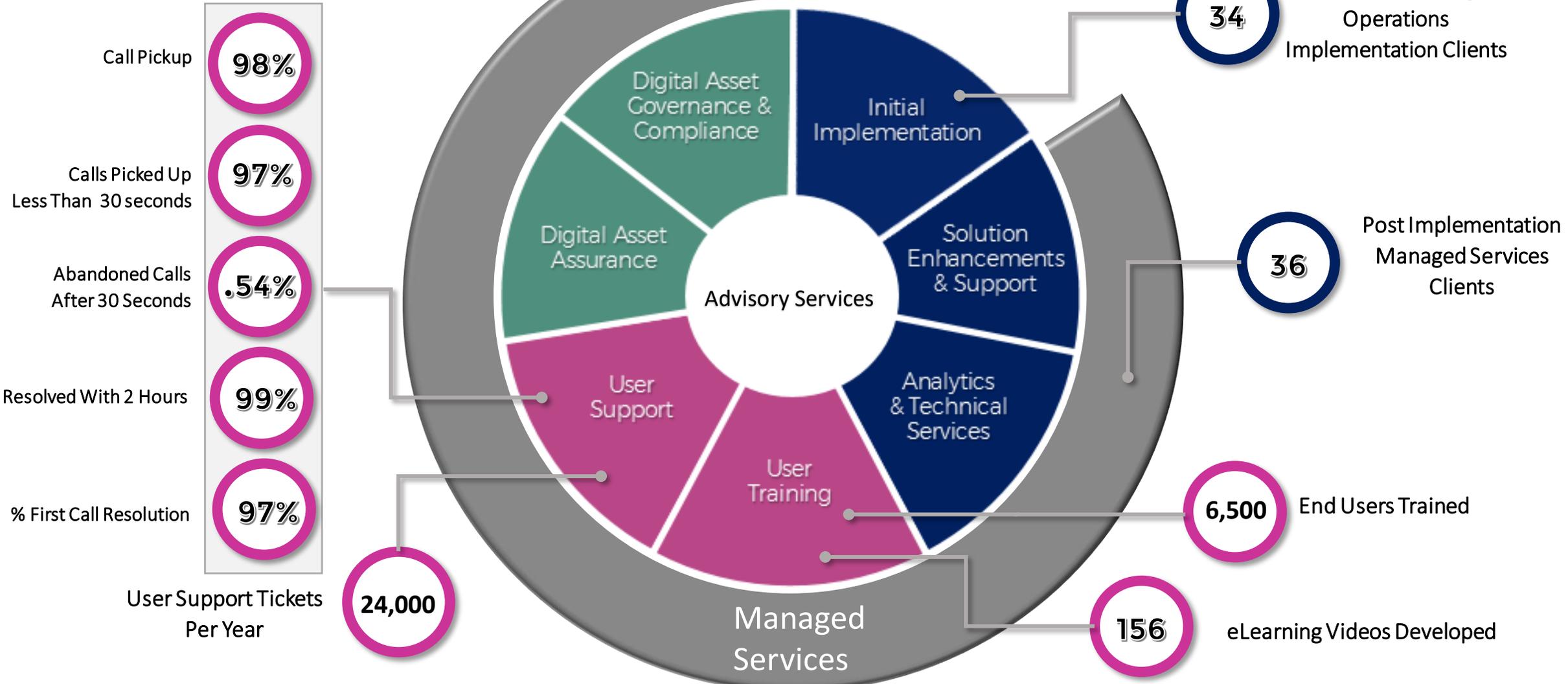
# EMMsphere Services



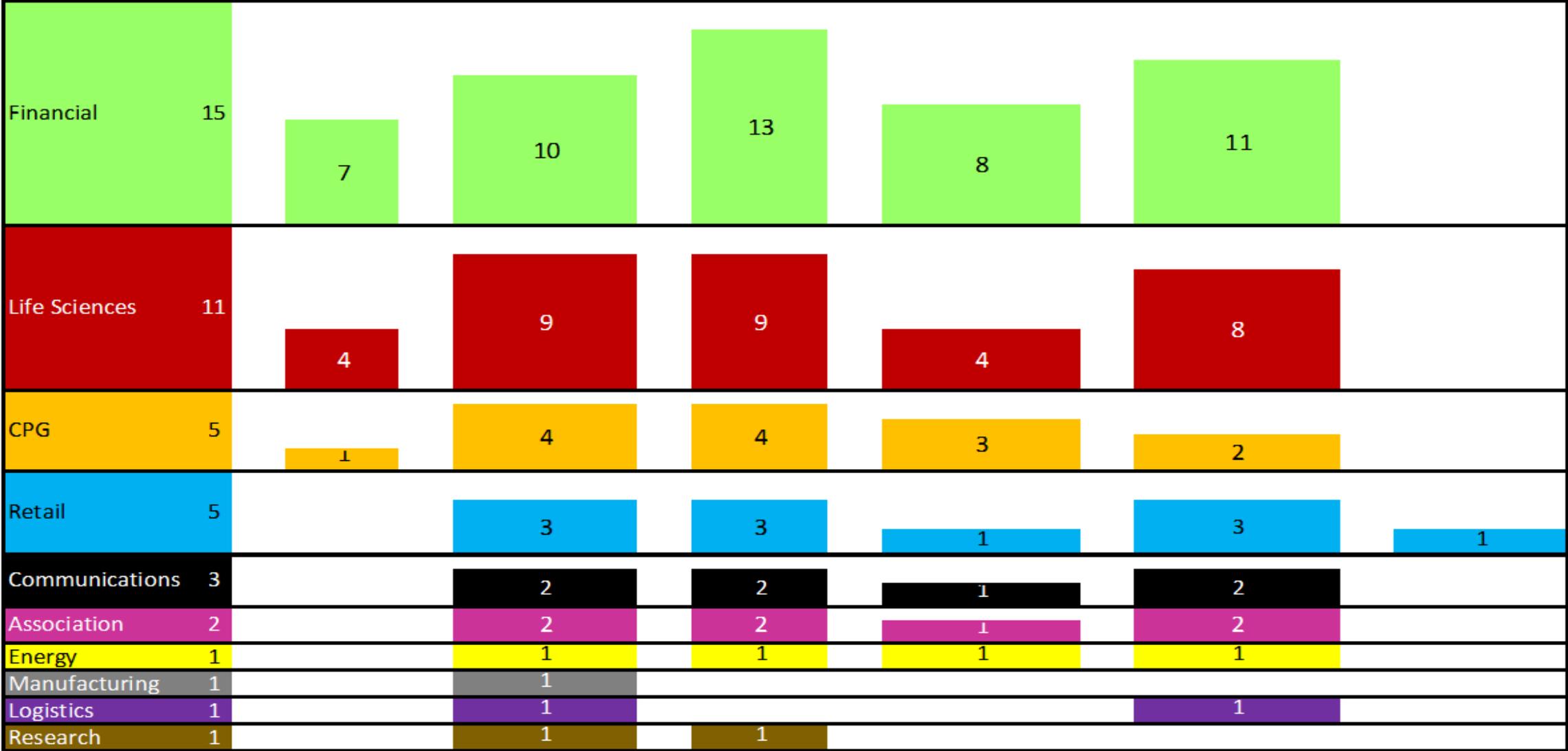
# End-to-End Solution, User and Digital Asset Services



# 2019 User Support SLA Performance



Number of Clients By Industry & Practice



# Implementation



## **Vision & Destination Alignment**

- Project Definition Workshop
- Project Plan Development
- Project Team Consensus & Kick-off

## **Initial Requirements Intake**

- Requirements Readiness Orientation
- Requirements Definition Workshops
- Gather What's Needed to Start Prototyping

## **Prototyping & Requirements Refinement**

- Initial Prototype Design & Solution Storyboard
- Prototype Demonstrations & Refinements
- Final Design Specification

## **Quality Assurance & Testing**

- System Testing
- User Acceptance Testing Support & Issue Resolution
- Production Environment Deployment

# Post Implementation, Change Happens...

## Keep Everything in Perfect Alignment

- Marketing Tactics Change
- Organizations Change
- Processes Change
- Software Platform Changes
- Users Change

# Solution Management



Support, Enhance & Align Your Solution

## Solution Change Control

- Change Control Program Management
- Policy, SOP & Governance Model Definition
- Release Planning

## Solution Optimization

- Functional Configuration
  - Customizations
  - Integrations
- } ✓ Enhance  
✓ Expand  
✓ Maintain

## Migrations

- Program Management
- Migration Readiness Assessment & Planning
- Testing & Validation

## Solution Support

- Issue Management
- Troubleshooting & Diagnosis
- Solution Administration
- User Procedural Compliance Audit & Analytics

# Technical Services & Analytics



Extend & Optimize to Drive ROI

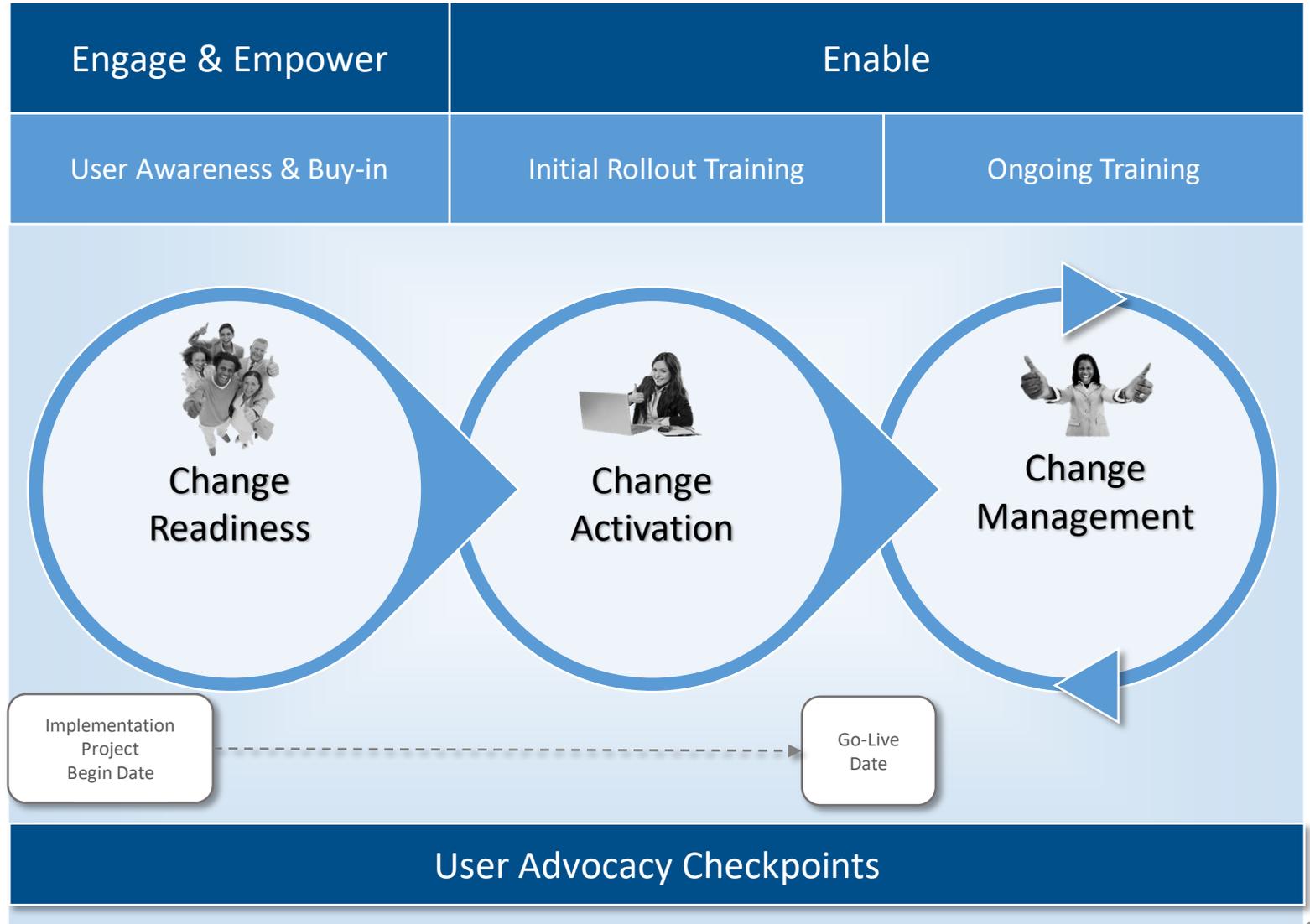
## Technical Services

- Customizations
- Integrations
- Platform Extensions
- Data & Content Migration

## Analytics

- Advanced Reporting
- Data Visualization

# User Services



# User Services



# User Services



## Centralized Issue Capture

- Call-In
- Email Submission

## Service Level Agreement with Reporting & Analytics

- % Call Pickup
- Call Pickup Speed
- Abandon Calls
- Issue Response & Resolution Time
- % First Call Resolution

## Monitor, Update & Status Issues

- Track and Respond to the Ongoing Communications with the Issue Submitter
- Update Ticket with Progress Details

## Issue Resolution

- Training Related Questions & Guidance
- User Service Requests

# User Services

## OnCall Service Desk - Scope



# Digital Asset Governance



Ensure Content Standards & Compliance

## Governance Procedure Design

- Consolidation of cross-functional content guidelines
- Streamline & validation of procedures
- Governance procedure definition & validation
- Marketing operational process design & enhancement
- Governance material preparation

## Compliance Inventory & Assessment

- Digital asset inventory & reporting consolidation
- Digital asset taxonomy & taxonomy assessment
- Digital asset metadata cleansing
- Digital asset audit planning & execution
- Compliance exception assessment & reporting

## Ongoing Conformance & Monitoring

- Governance change management
- Compliance procedure training and end-user certification
- Compliance checkpoint management & monitoring
- Compliance performance metrics & scorecards (over time)
- Asset management & compliance reporting

# Digital Asset Assurance



Protect & Manage Your Digital Assets

## DAM Advisory Services

- Technology Platform Assessment & Selection
- Implementation & Migration Readiness Planning
- Organization & Operations Diagnostics & Recalibration

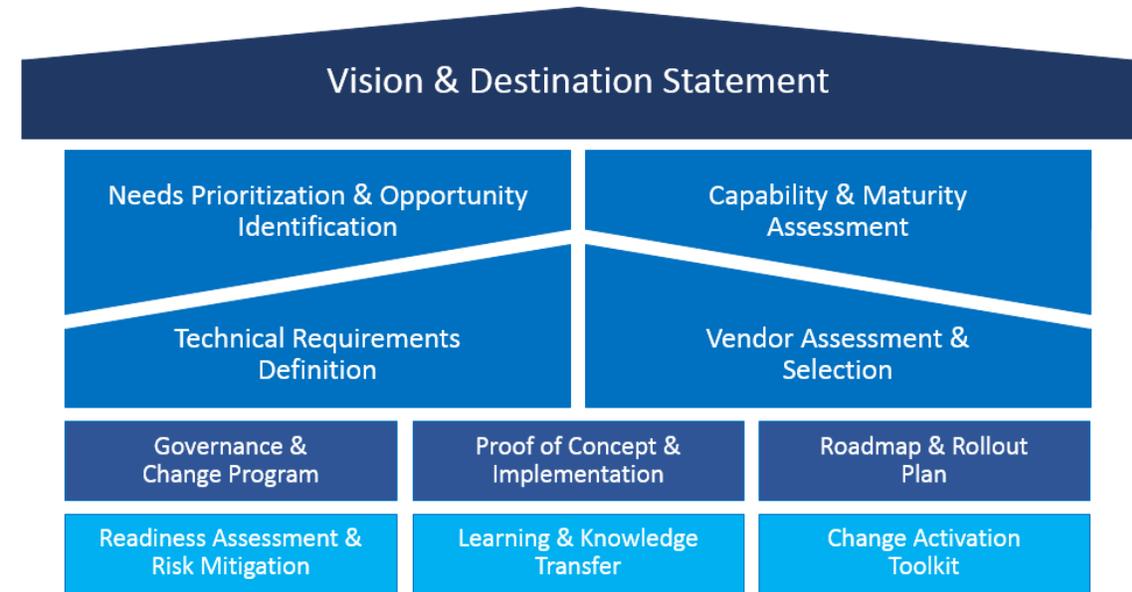
## DAM Information Framework Design

- Taxonomy
- Metadata
- Workflow
- Search

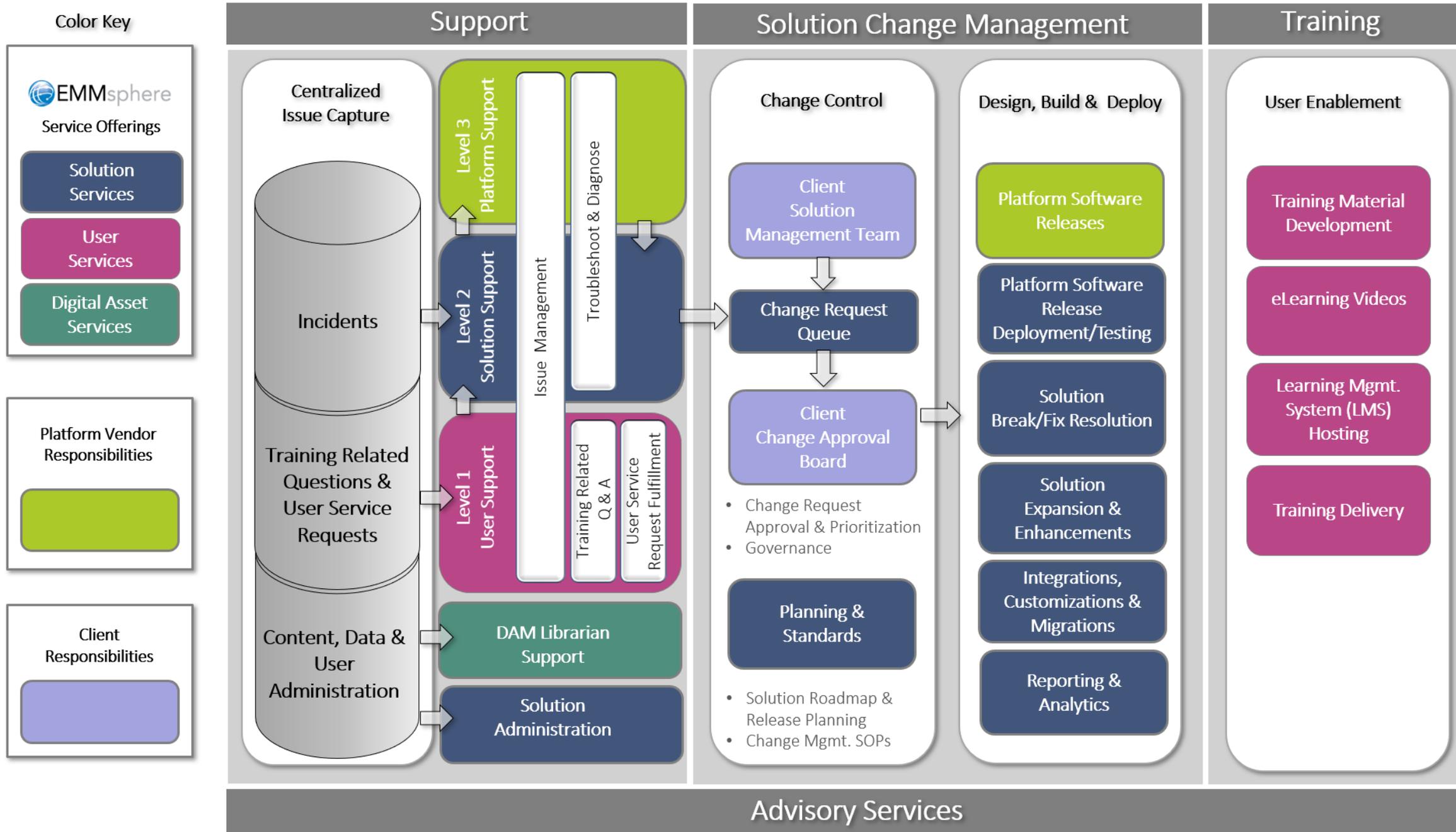
## Librarian Support

- Ad Hoc & Planned Service Requests
  - ✓ Digital Asset Prep & Validation
  - ✓ Digital Asset Ingest & Cataloging
  - ✓ Digital Asset Packaging & Distribution
  - ✓ Digital Asset Administration, Maintenance & Enrichment
- Client DAM Administrator/Power User Support
  - ✓ Advanced Search Techniques & Policy Specific Guidance
- Auditing
  - ✓ Audit Plan Development
  - ✓ Audit Execution
  - ✓ Issue Assessment & Reporting

# Advisory Services Framework



# Post Implementation Solution Management



# Why EMMsphere?

We can help you set your target destination and get you there with all users onboard!

- EMMsphere has been providing Marketing Technology Advisory, Implementation, Training & Support services since 2002
- We understand life after implementation and how to keep everything in perfect alignment when change happens
- We deliver, ask our clients