

# Oracle Marketing Cloud Transformation Guidance



Recent research shows CMOs feel their marketing transformation programs are failing to deliver on promised results. This is due to organizational inefficiencies brought on by the speed of change in the marketing technology landscape and customer expectations.<sup>1</sup>

Our marketing transformation services address the strategic gaps and help customers adjust their processes, systems, and organizational structures to be successful in the era of integrated marketing.

## KEY BUSINESS BENEFITS

- Receive an assessment to determine how achievable your objectives and goals are against your organization's capabilities and readiness to adopt.
- Receive a plan with recommendations to execute your path forward through each stage of your transformation.
- Leverage industry and customer best practices, use cases, supplemental tools, and resources to help you develop a transformation roadmap.

## CUSTOMER SUPPORT & PROFESSIONAL SERVICES

Oracle Marketing Cloud Transformation Services are closely aligned with Customer Support and Professional Services to ensure you have access to all the services necessary to meet your business objectives.

## Oracle Marketing Cloud Transformation Services

Oracle Marketing Cloud Transformation Services are designed for those customers who are struggling with internal organizational or infrastructure barriers to success. These services help to bring to the forefront, discussions around alignment, processes, and other elements needed to address larger barriers to adoption and provide a plan of action to move forward.

As a starting point, a Transformation Advisor works with you to assess your current marketing situation using information gathered from your Oracle Marketing Cloud Modern Marketing Assessment. The Transformation Advisor will then conduct interviews, collect use cases, review journey maps, and also assess the people, process and technology aspects of your marketing efforts. Collectively, this information helps to determine where you are in your transformation journey.

## Journey Mapping

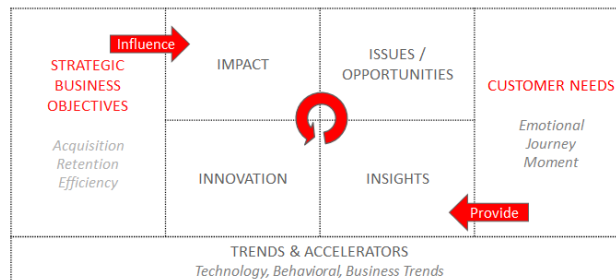


Figure 1. Transformation Services assist customers in planning their transformation roadmap.

<sup>1</sup> Why You Need To Be A Modern Marketer: The Business Impact Of Marketing Maturity In The Age Of The Customer, Forrester Consulting (October, 2014).



## Guiding Your Transformation Journey

Based on our research and experience with customers, we have broken out the transformation journey into four distinct phases. We offer advisory services that are targeted and customized for each particular phase. These phases include:

- **Discovery** – you are just starting out, focused on uncovering potential gaps and barriers you have, based on the digital customer revolution
- **Alignment** – you have assessed your current state of digital marketing, defined the future state based on your key objectives, and are preparing for the paradigm shift that will occur within your organization
- **Integration** – you have aligned your organization, agreed upon standards for tools and data, updated or established new marketing processes, and defined the necessary organization competencies and structures to deliver and execute
- **Sustainability** – you are building long-term relationships with your customers and creating advocates for your organization

Once your Transformation Advisor has taken you through the assessment process and has determined which phase you are in, you will be guided to the relevant resources and services. You will receive a plan with recommendations and action items that guide your focus, investment and activities for the next 6-18 months.

## Getting Started

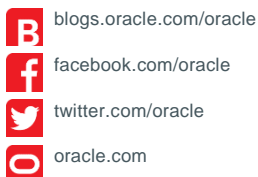
For Oracle Marketing Cloud customers, it is recommended that you speak with your Customer Success Manager about your marketing transformation goals and objectives, and the role marketing plays within your organization.

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### Integrated Cloud Applications & Platform Services

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