

SERVICE OFFERING:

Marketing Technology Roadmap

Munvo enables top-tier financial and B2C institutions to revolutionize their marketing ecosystems through **real-time communications** and **strategic technology integration**. Our methodology transforms legacy environments into agile, automated engines that significantly increase customer retention and reduce time-to-market.

Engagement Objectives

We help you modernize your digital ecosystem by focusing on four key pillars:



Integrate & Optimize

Seamlessly implement and refine your marketing technology stack.



Legacy Migration

Transition from outdated systems without disrupting operations.



Capability Transformation

Enhance marketing reach by evolving your digital infrastructure








Data Visualization

Improve market understanding through advanced data insights.

The “Crawl, Walk, Run” Methodology

Our 5-phase approach ensures a realistic and scalable transition to a leading-edge target state:

- PHASE 1  **Scope & Requirement**
Define project ownership, priority use cases, and the roadmap framework.
- PHASE 2  **Current State Assessment**
Conduct workshops to capture operational processes and technology dependencies.
- PHASE 3  **Target State Analysis**
Define realistic goals based on leading organizational practices.
- PHASE 4  **Design & Development**
Build the roadmap framework to introduce and standardize focal technologies.
- PHASE 5  **Ownership & Enablement**
Mobilize resources for implementation and confirm final phases with stakeholders.

Proven Business Outcomes

In a recent engagement with a major North American financial institution, our roadmap delivered:

70% increase
in customer experience value



30% decrease
in campaign execution costs



50% increase
in customer retention



50 to 90% reduction
in campaign development time



Key Deliverables



Gap Analysis

Detailed mapping of organizational and operational gaps between current and target states



Phased Roadmap View

A strategic breakdown of focus areas and milestones



Implementation Plan

Actionable deliverables, required skill sets, and a detailed timeline.



Ready to transform your marketing capabilities? The typical engagement spans **three months** to deliver a fully validated roadmap and implementation plan.



Getting in Touch

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