

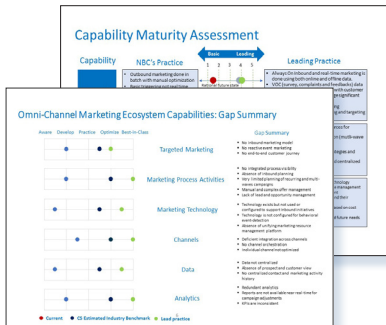
# MARKETING ECOSYSTEM ROADMAP SERVICES

Marketing ecosystem roadmaps are the strategic focus for enterprises moving toward a unified, customer-centric environment. Munvo can help you succeed by aligning and planning your business goals with a personalized, phase-driven marketing roadmap.

## Marketing Ecosystem Roadmap

A roadmap enables you to clearly define and understand the components, technologies, actions, and decisions required to build a marketing ecosystem for all current and future business needs. Your organization will quickly observe and benefit from this shift toward a more customer-oriented vision that is supported by specific processes, technologies, and resources.

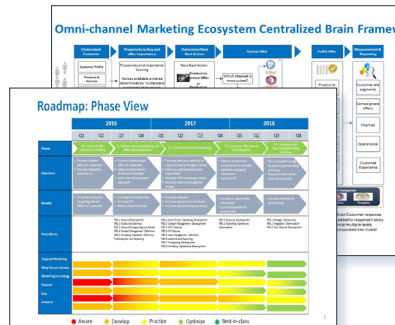
## Roadmap Phases



### Discovery Phase

Corporate Vision / GAP Analysis / Marketing Ecosystem Maturity Model Assessment

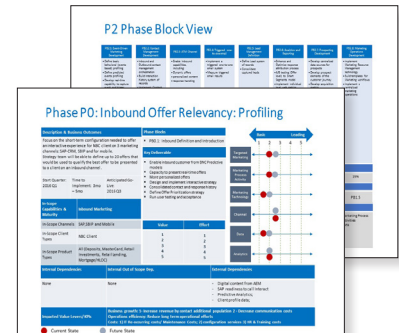
- Identify and detail the gaps between the current state and leading practice state of your marketing capabilities
- Assess marketing technology capabilities



### Design and Planning Phase

Custom Omnichannel Framework / Phase-driven Marketing Ecosystem Design

- Design and plan roadmap, including key business outcomes
- Define the roadmap building blocks for each phase of the marketing framework
- Measure the potential impact of the roadmap to improve marketing capabilities



### Deployment Phase

Customer-driven Marketing Ecosystem Growth

- Enable ecosystem growth by guiding your company through the phases of the roadmap including detailed information by phase on impacted channels, internal dependencies, impacted customer types, external dependencies, etc.

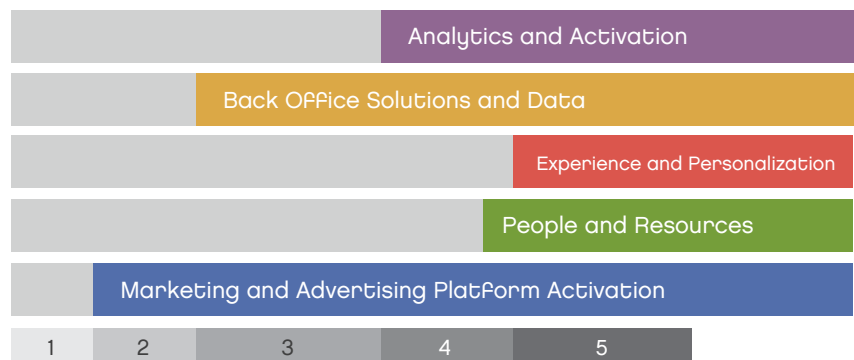
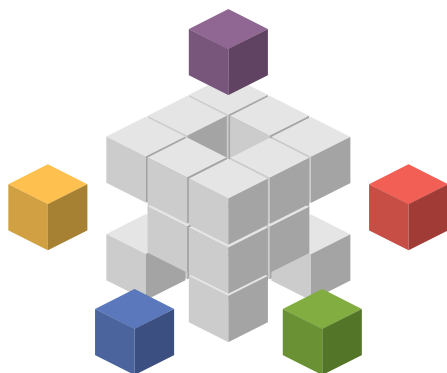
Analytics and Activation		BI and Visualization	Attribution	Predictive Modeling
			Web Analytics	
Back Office Solutions and Data		CMS	Audience Data Management	Enterprise Data Warehouse
		CRM	Back Office Stack	ETL
Experience and Personalization	Web and Mobile Web	Apps	A/B and MVT Testing	User Experience
	Ecommerce Engine	Web and App Analytics	Personalization	Tag Management
Marketing Platform Activation		Search	Programmatic Display	Social Platforms
		Email and Marketing Automation	Content Marketing	Programmatic TV

## The Maturity Model

The bird-eye view table depicts just a few of the key factors that can be incorporated into your marketing ecosystem. During project delivery, it is essential to assess the current state of the ecosystem and develop a customer-centric maturity model. The maturity model allows Munvo to gain a deeper understanding of your marketing capabilities and assess your organization's standing with respect to industry leaders and innovators.

Additionally, the maturity model framework allows Munvo to establish a benchmark for how far your organization is from achieving its marketing objectives and goals. This helps you identify areas of strength, opportunity, and limitations within your business's current marketing capabilities. The maturity model assessment become a cornerstone of the phase driven planning involved in a successful marketing technology ecosystem deployment plan.

## Defining Enterprise Specific Roadmap and Maturity Model



By delivering over 500 000 consulting hours for Enterprise Marketing projects led by Fortune 5000 companies, Munvo has developed a unique marketing ecosystem roadmap framework. This framework enables you to assess the current state of your organization's marketing ecosystem and plan for any technological deployment, while factoring in a company specific marketing technology maturity model.