

# Explore the benefits of marketing resource management



# Think global Act local

## High level overview

Resolut MRM is a marketing resource management platform that facilitates information sharing, activity planning, storage, access and management of media and campaign material.

The solution provides capabilities for localised and customised marketing and customer engagement.

Get started quickly and use only the modules you need with the confidence that you can expand and add functionality within the same easy to use, collaborative platform.

## Solution Benefits

- Easy to use and quick to implement
- Powerful and complete platform delivered in a flexible and modular Software as a Service solution
- Proven, well established product and company with 100 strong brands as customers, 80,000 users and available in over 60 languages
- Microsoft certified Independent Service Provider (ISP)
- Plugins for CRM integration, such as Microsoft Dynamics 2013
- Easy to get started



# A powerful platform that delivers marketing excellence

## Resolut MRM

The solution helps control and where desired reduce marketing production costs, increase marketing efficiency and improve revenue and profitability all while strengthening the brand and enabling collaboration between central departments, brand owners, local branches and external marketing or advertising agencies.

- 🕒 Plan and budget for marketing activities and programs
- 🕒 Create and develop marketing programs and content
- 🕒 Collect and manage content and knowledge
- 🕒 Fulfil and distribute marketing assets, content and collateral
- 🕒 Measure, analyse and optimise marketing performance

## Customer Benefits

- 🕒 Strengthen and increase control over the brand
- 🕒 Reduce waste and improve efficiency
- 🕒 Streamline marketing processes
- 🕒 Achieve faster Time To Market
- 🕒 Reduce the cost of marketing at every stage
- 🕒 Track, review & manage marketing activities in one easy to operate, collaborative platform
- 🕒 Facilitate local marketing with control and quality
- 🕒 Ensure focused, targeted, relevant marketing of your products and services





# Feature-rich tool that is simple and easy to use

-  **MRM Portal** the foundation module of Resolut MRM, is an easy to navigate portal providing access to the rest of the solution. It can be customised to suit your own brand identity. Clients can use the Resolut wizard to design their own portal, or use Resolut's service team to manage the set up.
-  **Media Bank** stores and provides access to up-to-date campaign material, posters, press ads, images, videos, audio files and other assets - all in a single location.
-  **Ad & Print Generator** makes it easy for local marketing executives to create professional ads and printed material. Users build their own local collateral such as ads, folders and posters using central templates which can be easily customised and reused.
-  **Banner** enables local marketing executives to adapt professional banners from a template in a few seconds for use with your own websites, locally purchased web media or for digital display in-store. Supports Jpg, Flash and HTML5.
-  **Brand Manual** consolidates all Brand Guidelines in a single location ensuring one version of the truth that is accessible by all.
-  **Planner** provides an overview of planned activities, with direct links to associated collateral for central and local campaigns. You can plan, follow up and evaluate marketing activities. Local offices and branches can be given the option of adding their own campaigns and managing their budgets.

# Advanced functionality for increased efficiency

-  **Marketing shop** facilitates cost effective central procurement by providing a single portal for ordering marketing collateral i.e. brochures, promotional items or other marketing material. The ordering process is simple and straightforward and allows users to order items from one supplier or a range of suppliers all in a single consolidated order.
-  **Resolut Postcards & DM** Local offices or branches can easily create postcards and letters and other direct mail to communicate effectively with your customers.
-  **eNewsletter Local** enables e-mail marketing and facilitates customer engagement. You can create newsletters and special offers to e-mail to customers and prospects. It is easy to customise and personalise outbound communication with customer and prospects all while staying within the brand guidelines.
-  **Event module** is used to create invitations and reply forms. The automated mailing capabilities allow you to seamlessly administer your event. You decide on the structure and schedule, and the tool does the rest.
-  **Survey module** allows you to collect and analyse customer data. It is easy to create and customise a variety of survey formats and delivery methods.

# Online collaboration with bespoke workflows and reporting

-  **Collaborate** Allows you to simplify and streamline the process of ordering and managing creative work from agencies. The predefined order processes for creative work and collateral supports collaboration with multiple parties in a project and reporting capabilities allow you to easily track work in progress.
-  **Approval** manages the creative review and approvals process. It provides easy to use review and editing facilities and supports review and proofing of both traditional and digital media such as print ads, web pages, banner ads, mobile pages, audio, video and more.
-  **Performance Analytics** provides real-time sales data, compares it with sales targets and links it to marketing campaign activity to drive improved sales & marketing performance and collaboration.
-  **Follow-up & Statistics** provides flexible dashboard based activity overviews and campaign metrics in easy to interpret and meaningful graphics with drill down capabilities to support detailed analysis.

# Who we are

## virtualROI

As a UK based digital marketing agency, our award-winning team has been providing expert advice and guidance on best practice digital marketing to businesses such as Level 3 and Red Hat since 2008.

We help our clients reach domestic and international channel and end-user markets with the provision of self-service and fully managed marketing services and solutions ranging from all-encompassing programmes to ad-hoc campaigns.

Our clients simply view us as a seamless extension of to their business and by working in partnership with our customers across the UK and internationally we build and maintain a transparent trusted advisor relationship at both a strategic and tactical level.

## Resolut

**"Our vision is for all companies to be able to streamline their marketing efforts and virtualROI is the perfect partner to achieve this goal in the UK."** - Jonas Wärn, CEO, Resolut

Resolut delivers powerful tools for strong brands that wish to streamline their marketing efforts. From the headquarters in Stockholm, Sweden they have since 2000 developed products and services for strong brands and their marketing departments.

As passionate improvers of marketing, the company is constantly working to improve their products. Through continuous dialogue with clients, the team get to know customer needs and desires and develop the products accordingly.

# Thank you for your time

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