Marketing & Advertising

ClearCadence

Ensure that your Marketing Message is Clear & Accurate

When developing effective marketing material, it's critical that you receive input from the necessary departments within your organization. Sending out the wrong marketing piece or advertisement not only delivers the wrong message, but may also lead to more serious complaints that could lead to litigation and fines. Because of this, the effective management and dissemination of marketing content should not be taken lightly. Businesses today need to make sure they understand their market and target customers by knowing what works, and how.

ClearCadence understands that marketing content is central for driving sales and business growth, however if it doesn't contain the right information, it may fail to deliver the proper message and ultimately undercut business goals. That's why we developed **ClearNotice for Marketing & Advertising**, a configurable workflow solution that allows organizations to closely manage, track, vet and approve the marketing content before it is delivered to the public. By utilizing a dynamic approval cycle along with the appropriate parties involved with the proper permissions, your marketing message should never go out without delivering a clear and accurate message.

ClearNotice for Marketing Content

Managing Your Marketing Message Has Never Been Easier

Alfresco

We built ClearNotice on the **Alfresco Digital Business Platform** which includes content, process workflows and document retention. ClearNotice provides the following benefits to your organization:

Create & Edit
Prior to initiating the workflow, a user creates or updates a marketing piece within an **Alfresco Content Services** (ACS) repository. Once the piece is ready for review, the ClearNotice workflow begins in **Alfresco Process Services** (APS). Key information is captured such as:

- Is this a new or existing marketing piece?
- Who is the target demographic?
- Timeline for approvals

Vetting
When the content is new, a Vetting process takes place to determine who are the primary message givers (the departments the marketing piece is directly targeting). Each department can identify themselves as message givers or message stakeholders. All results are tabulated and presented so a final decision can be made. This information is collected and added as metadata to the content.

ClearNotice Digital Content Control

Marketing Type *
Choose one...

Timeline *
○ Normal Timeline (33 Days +/-)
○ Escalation Timeline (26 Days +/-)

Target Demographic *
Please enter the document description

Workflow Reason *
Please enter a description / reason for this document

Marketing ID *

ClearNotice - Vetting Decision

Q1 Campaign
Message Creator

New Fashions

Are you responsible for contributing to the marketing message? *
○ Yes
○ No

Do you feel you have a stake in the final marketing message? *
○ Yes
○ No

Display Dept Owner Reviews

Department	Message Giver	Stakeholder	Notes(if any)
Financials	Yes	Yes	
Art	No	Yes	
Human Resources	No	No	Not a part of my area

Approval

The approval process is a collaboration among the marketing creators, message givers, and stakeholders. Each person associated with the process reviews the updates to the marketing message, asks for any needed clarifications, makes comments, and ultimately approves or rejects the updates. The collaboration continues until either all message givers approve the marketing piece or until the process is terminated by the message creator.

Publish

A date is set for when the marketing content is released to be published which puts it out as a PDF into the ACS repository. This allows the marketing content to be picked up by the people in charge of putting it out for public consumption.

Communication

Once the marketing content is approved, a communications message is crafted via a separate approval process to establish formal awareness of the marketing campaign and to set the Publish and Go Live dates.

The Benefits of ClearNotice

- Notification setup, assignment, and **single point for all information** relating to the marketing content all in one custom workflow application

- Tracking of regulation lifecycle within the company providing **full accountability**

- Customizable to **fit your business needs**

- Built on a BPMS platform that can be used to **resolve other business challenges**

- ROI on initial costs can be obtained by comparing to just ClearNotice benefits or based on other solutions handled by BPMS.

Highlights

- Customized workflow rules – your business rules automated

- User roles and groups – make sure the right work is seen by the right people

- Customized forms with populated with your business data

- Workflow auditing – from knowing each step a work item went through to how much time it took at each step

Benefits

- Automated timers to ensure timely follow up on business critical work items

- Work-step automation for commonly used tasks

- Coordination of BPMS development between business and IT.

- General and specialized searches including Full Text

- Support for desktops, web, and mobile user interfaces

- Out of the box integration to third party applications like SQL, Oracle, SAP, Exchange, and more

We Know BPM

ClearCadence can provide BPM assistance from learning, defining, developing, and maintaining your Business Process Management Strategy and provide expert-level skills from analysis to implementation. Our services allow you to have the right path for success in executing your BPM strategy at the department and/or enterprise level. Our expertise in the BPM field is provided by certified professions with real-world, practical experience.
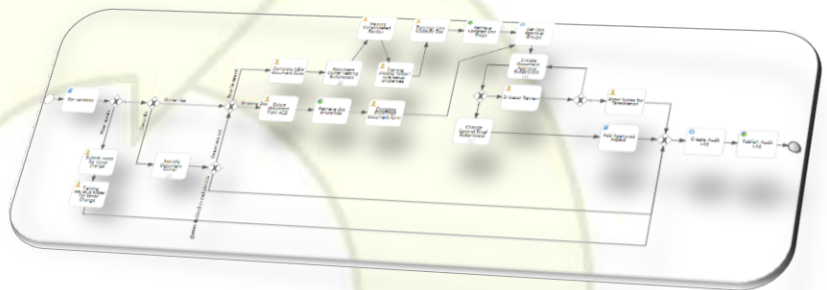
Proven Delivery Methodology

The ClearCadence Delivery Methodology is a complete and adaptable approach to rapidly deploying your Business Process Improvement initiatives. Developed and continuously enhanced by the industry experts of the ClearCadence Professional Services team, the best practice delivery methodologies help you increase speed to value and establish a solid foundation for on-going process and system improvements by fully leveraging the depth of capabilities and flexibility offered in BPM software solutions.

With a strong customer focus and emphasis on collaboration, the ClearCadence Delivery Methodology helps ensure your implementation is easily understood and embraced.

Throughout the entire engagement, you maintain full project visibility and participation, allowing checkpoints and milestones to be easily tracked and measured by everyone involved. The ClearCadence approach to implementation enables the transfer of knowledge and skills to your team, and helps you achieve a rapid and successful solution roll-out that delivers immediate results.

Why ClearCadence?

ClearCadence provides consulting and delivery of solutions that specialize in automating and improving manual processes, digitizing your key assets, and integrating with mission critical systems.

Our key areas of focus:
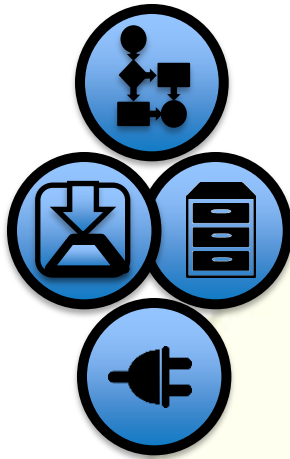
Automate – Data capture and end-to-end business process workflows;

Digitize – Paper, electronic documents, source feeds, and data from back-end applications become content managed under an enterprise system;

Integrate – Provide seamless connections to mission critical systems such as ERP, CRM, and Procure-to-Pay solutions.

ClearCadence has the experience and resources necessary for successful planning, architecture, design, development, customization, project management, technical support and education to help you get the most out of your BPMS investment. We offer the right combination of the industry's top people and solutions to help you meet your business objectives. ClearCadence Professional Services deliver:

✓ **Expert consultants who understand BPM, integration, and business process challenges in your industry**
✓ **Trainers experienced in knowledge transfer**
✓ **Superior customer service for immediate response and results with 100% client satisfaction**

ClearCadence is committed to your success and to building a long-lasting relationship that helps you realize a strong return from your investment – both now and into the future. Let our Professional Services team help you take full advantage of BPM disciplines and technology by analyzing your business and system processes, identifying issues, and transforming them into efficient solutions.