

## Infosys BPO Sourcing and Procurement Practice – Marketing Spend Management Solutions

Delivering Superior Savings with a Holistic Approach to Processes, Relationships, and Technologies

In a challenging economy, optimizing operations and financial performance in each organizational function is imperative to realize greater bottom-line savings. However, doing so in the marketing function has historically been a challenge because of the nature of the business relationship between marketers and suppliers.

Marketing involves both procuring commoditized and non-commoditized services, with the most common refrain being, 'While you can put a price on collateral, how can you put a price on an idea?' That's why you need an experienced marketing procurement team that understands both the tangibles and intangibles of marketing procurement – from financials to performance parameters to relationships. The Infosys BPO Marketing Spend Management Solutions will help you do just that.



### Our View Point

We believe that succeeding at marketing procurement requires a strategy that goes beyond purely commercial parameters. The right strategy is one that can help marketing organizations realize highly efficient operations and cost savings, while still maintaining effective customer-facing communication and not adversely affecting underlying relationships among marketers, suppliers, and procurement professionals. Arriving at this strategy for your unique needs underpins all our offerings, which are built on experience and best practices from procuring marketing requirements in an outsourced model for leading enterprises across industries.

### How We Deliver Value

Our category management consultants have worked in large marketing organizations and possess comprehensive knowledge of marketing operations. In addition, they also possess expertise in effective procurement strategies and technologies. When you partner with us, our professionals will invest in collaborating with your diverse stakeholders and understanding your supplier marketplace.

- **20 years** – Average marketing / procurement experience of our senior practitioners
- **US\$1 billion** – Marketing spend currently overseen by our practice
- **5 – 15%** – Typical savings realized by partnering with us

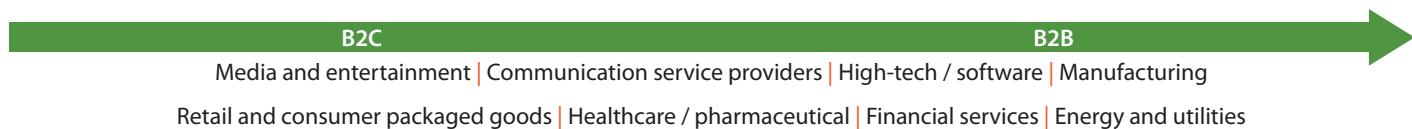
### Success Story

Print management for a large Australian bank

The client was undergoing a business transformation with a multi-brand strategy that would define its customer-facing communication. Print suppliers were firmly entrenched in the client's marketing departments, and there was resistance to change. We utilized our proven sourcing methodology to quickly and seamlessly implement a structured approach to a complex RFP exercise. Through effective decision-making and careful stakeholder management, we developed a detailed and sustainable commercial model that has delivered 10 – 15% savings while addressing the printing needs of all the brands.

## Industries We Serve

Whether your marketing focus is business-to-consumer (B2C) or business-to-business (B2B), we can tailor a procurement outsourcing solution that addresses the specific needs of your business. Our expertise spans the industries listed below.



## Our Differentiators

Infosys BPO is geared to support your procurement needs in four areas that span the marketing value chain.

	Challenge	Opportunity	How we can help you	Offerings
Marketing support	More mature and commodities-oriented, with inherently more competition within the marketplace	Savings can be realized by applying proper commodity management techniques	Diligent use of strategic category management and innovative procurement technologies such as reverse auctions, e-bidding, aggregators / consolidators, and e-catalogs	Fulfillment, printing, promotional items, CRM, reports / data analysis
Marketing production	While outsourcing is a viable option in this area, realizing contracting efficiencies is a big challenge	Production of marketing material can be effectively outsourced, but it requires rigorous commitment from marketing teams	We assess vendors on key metrics across three parameters – cost, quality and time, and manage the outsourcing process with effective change management techniques	Collateral material (print, and digital) meetings / conferences display, pass-through costs, decoupling
Marketing services	The emotional ties between suppliers / agencies and marketers runs deep, and navigating these relationships becomes paramount for marketing professionals	Marketing procurement can deliver significant savings with sophisticated cost models and well-defined procurement policies, which can be implemented at any stage of the supplier's relationship with the organization; however, this is best performed at the beginning of the relationship	We interact closely with all stakeholders to ensure suppliers cover their fixed costs and marketers get services at the 'right cost' and the 'right model', with complete transparency into parameters such as compensation, reviews, ratings, and performance	Advertising agencies, media agencies, public affairs agencies, direct marketing agencies, market research services, meetings / conferences, miscellaneous marketing services
Marketing communications	The pricing for these offerings is complex and commonly not able to be subjected to traditional cost modeling techniques	This is one of the core strategic functions of marketing, and requires sustained relationships with the client to be able to manage these services for them	We help achieve significant savings by working closely with marketing communications agencies to arrive at the right pricing models across different media	Broadcast media, print media, digital / Internet, direct marketing, radio, out-of-home (OOH), newspaper, social media

## About Infosys BPO

Infosys BPO, the business process outsourcing subsidiary of Infosys (NYSE: INFY) focuses on integrated end-to-end outsourcing and delivers transformational benefits to its clients through reduced costs, ongoing productivity improvements, and process reengineering. Infosys BPO's strong focus on industry solutions, technology and a consulting based approach helps clients in building tomorrow's enterprise.



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