

## Corporate Benefits at a Glance

Entegrate communications collaborative MRM system and approach enables enhanced **brand equity and brand awareness**, and differentiation in increasingly competitive target markets. Some of the benefits are

- ✓ An easy to use, sophisticated & secure Marketing Resource Management (MRM) solution enables 'real-time' collaboration between management, business units and external suppliers, irrespective of geography and time zones.
- ✓ Typical savings of 5% of total Media spend.
- ✓ Typical saving of 30% on associated administration costs.
- ✓ Integrates with legacy software,
- ✓ Email and SMS reminders for business critical projects
- ✓ Irrespective of the number of different marketing campaigns being launched simultaneously, our MRM solution enables you to have control & access to critical management information over individual jobs and also the big picture, 24/7, anywhere, anytime.
- ✓ Identifies, and delivers a transparent, auditable marketing and procurement operation to all stakeholders.
- ✓ Streamlines processes, increasing efficiencies
- ✓ Digital Asset management capabilities
- ✓ Management reports are generated ensuring you have real control over time frames and costs.

## Why You Should Use Us

Entegrate communications provide a full consultancy for the delivery and implementation of our MRM system.

We project manage, support and enable Clients and their Advertising/ Marketing Agencies to work in the most effective and efficient way developing and delivering their marketing communications primarily through the use of our MRM technology. Entegrate communications saves time, reduces costs, and improves results.

We help Corporates

- **Grow Revenues and Profits**  
Use our solutions to effectively identify the most profitable activities, accelerate time-to-market, enhance brand value, and increase top-line revenue.
- **Manage Strategically**  
Use Entegrate communications to enable you to organize, track and measure all activities, from initial planning and scheduling through execution. The improved visibility and control you get from Entegrate communications helps you use resources more effectively and strategically.
- **Improve Communications**  
Document and communicate about projects using a variety of tools, including automatic notification, and powerful project management functions.
- **Improve Accountability**  
Entegrate communications enables you to meet the accountability demands of your company.
- **Maintain Your Organisation's Marketing and Operational Approach**  
Entegrate communications MRM system can easily be customized to meet your needs, without programming.
- **Leverage Your Technology Investments**  
Entegrate communications MRM system can be easily integrated with your existing office, mail order catalogue, CRM, order entry, Sales Force Automation and personal productivity applications.
- **Reduce Time-to-Market**  
Entegrate communications saves time by streamlining the complex, lengthy processes associated with project planning, purchasing, approvals, and execution.
- **Spend Effectively**  
Use the Entegrate communications system to purchase materials and services faster, more accurately and with fewer resources, and at reduced cost. Manage vendors and suppliers more effectively and compare costs.

## Execute Efficiently

With Entegrate communications MRM system, the process is built-in. Jobs and campaigns follow a consistent step-by-step approach, tailored to your needs. Entegrate communications provides immediate insight into and control over progress, milestone achievements, dependencies, spending, and variances. Entegrate communications ensures coordinated planning and effective collaboration across the organization and with partners, sub-contractors and suppliers - whether they're across the office or the world.

- **Achieve Fast Results**  
Our MRM system is simple to install and customize. You'll get an immediate impact on productivity, expenses and response.
- **Improve "Accuracy"**  
Develop better list media and advertising plans.
- **Our MRM system** provides built-in tools to help you get the most out of your direct marketing campaigns.
- **Measure Results**  
Use Entegrate communications to monitor and compare the performance of all marketing campaigns, regardless of medium.
- **Safeguard Important Information**  
Your extremely sensitive information is secure. You have control over who gets access to your valuable data.
- **Entegrate communications MRM system** enables you to track the significant contributions and efforts that you are making towards achieving the organization's objectives.
- **Justify Marketing Expenditures**  
Entegrate communications enables you to demonstrate the results and ROMI (return on marketing investment).
- **Financial Transparency**  
Entegrate communications enables you to improve control and visibility into spending and marketing finances

## Contact Us

For more information please contact us on:



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