



# Dell

**A smarter approach  
to marketing**

As one of the most successful technology corporations in the world, Dell Inc. has developed a strong reputation as a global industry leader among both consumers and businesses.



## Challenge

During a recent restructuring, Dell determined it needed to create a consolidated view of marketing activities, spend, and resources. Under its previous corporate structure and marketing strategy, Dell was challenged with:

- Reporting on global marketing spend
- Comparing and consolidating records to gain financial insights
- Getting quick, agile answers to global spend questions
- Gaining a holistic customer view
- Breaking down internal silos to allow for cross-discipline collaboration
- Measuring ROI

// We had incredible difficulty with global spend management. We didn't know what was going on company wide, where we were investing, or even if we were gaining a positive return. //

**Harish Medisetty**

Business Systems Analyst Consultant

We had a financial administrator who used to manage the ELT relationship manually. With a company as big as Dell, changes happened all the time.

It was hard and time consuming for him to handle. Aprimo changed everything by integrating the solution and automating the entire process.

**Harish Medisetty**, Business Systems Analyst Consultant

## Solution

To orchestrate and optimize marketing budgets and resources, Dell turned to Aprimo. Together, the two companies developed an activation and change management plan that was rolled out in the following four phases:

**Global Spend Management.** To begin, Dell defined corporate processes, launched a marketing taxonomy for all regions, and configured Aprimo to allow all users to access financial data and reports.

**Customer Relationship Management, Procurement and Financial Integration.** Next, Dell integrated its existing CRM, procurement, and financial systems with Aprimo to enable a single point of entry for all marketing activities and campaigns.

**Plan & Spend**



### Events Management and Data Relationship Management Integration.

In the third phase, Dell integrated Aprimo with its proprietary events management system to leverage existing customer data and past event marketing results.

**Hub-and-Spoke Architecture.** Finally, Dell built a hub-and-spoke model that enabled smaller systems to push data into the already-integrated financial system. This allowed global visibility into purchase orders, check requests, and MSPs. During this final phase, Dell also began using Aprimo to automate review processes and shorten review cycles.



// Most profoundly, what's changed is that we're able to optimize our budgets by democratizing information across the organization. //

Martin Gunther, Director for Global Marketing

## Results

Dell launched an advanced, multi-integration Aprimo solution to a global team of 1,500 users on time and within budget.

The results speak for themselves:

- Alignment of \$1 billion in marketing spend to a global marketing taxonomy.
- 98% reduction in the time required to generate financial reports, taking completion time from a few days to a few hours.
- Centralized view of global marketing activities, enabling users to accurately answer key marketing questions within minutes.
- Consolidated view of marketing activities, spend, and resources freeing employees to focus on corporate goal of delivering cutting edge technology and services to customers.
- Increased operational efficiency and productivity enhancements.
- Insight into the benefits of cross-disciplinary collaboration.

"Our marketing dashboard was set up in real-time which enabled us to answer questions immediately," said Elaine Atkins, Marketing Operations Consultant. "Now when we're presented with an opportunity to spend our marketing dollars doing something we didn't anticipate—like promoting an event or taking part in a PR activity—we can quickly see how much money we're currently spending, where we've allocated funds, and where we have room to expand."

Martin Gunther, Director for Global Marketing explains, "It's incredible to see how much we've gained in terms of actual business value. We can now realign our budget and see things we've never seen before in terms of patterns and comparative analysis. Our operational teams can really review their spend and compare results with other teams. It benefits both the operations and the executive level."

That's smarter marketing.



// I think the 'Aha!' moment came when we were able to click a button and generate a global spend report. We were finally aligned at a global scale. //

Harish Medisetty  
Business Systems Analyst Consultant



Success story



## About Aprimo

Aprimo is a category-leading marketing operations platform that frees marketers to focus on smart marketing by managing the five essentials: planning, spending, creation, distribution, and performance. Aprimo's comprehensive suite improves time-to-market and maximizes a company's marketing investment to drive revenue. Aprimo is headquartered in Chicago, with global R&D and customer support in Indianapolis, and international operations based in London. For more information visit [www.aprimo.com](http://www.aprimo.com).

[aprimo.com](http://aprimo.com)



Aprimo and the Aprimo logo are registered trademarks of Aprimo LLC and/or its affiliates in the U.S. and worldwide. Aprimo continually improves products as new technologies and components become available. Aprimo, therefore, reserves the right to change specifications without prior notice. All features, functions, and operations described herein may not be marketed in all parts of the world. Consult your Aprimo representative or [Aprimo.com](http://Aprimo.com) for more information.