

Aprimo Marketing Productivity – Resource Planning

Decrease Time-To-Market with Resource Capacity Management

Reduce burnout
and frustrations
with balanced
workloads

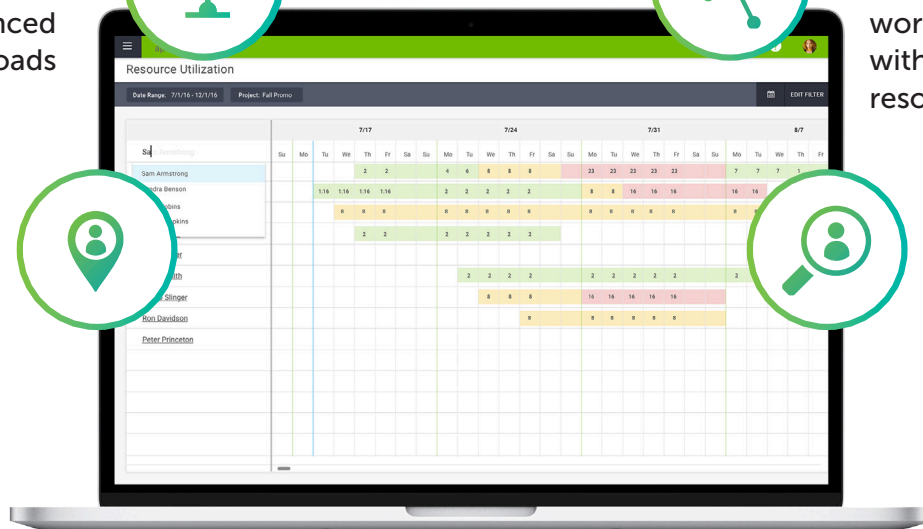
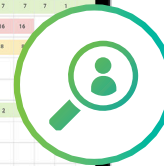


Combine the world's
leading marketing
workflow capabilities
with intelligent
resources

Route tasks to
the right person



View every team
member's capacity



**DRIVE MORE
PRODUCTION WITHOUT
INCREASING RESOURCES**

Marketers today are responsible for more than ever. They no longer just produce campaigns. Instead, marketers are responsible for delivering highly engaging, personalized experiences across every customer touchpoint. Despite this increase in responsibility, marketers' budgets and resources remain stagnant.

Aprimo's resource planning capabilities allow marketing leaders to gain more value from current resources, while still moving quickly and remaining flexible. With resource planning, marketing leaders can easily view all tasks assigned to team members and see estimated distribution of work over the estimated project duration. Using this data, marketing leaders can easily see which team members have the capacity to take on more work, ensuring faster time to market. Marketing Productivity's resource planning capabilities also ensure that there are no longer workload imbalances, reducing frustration and burnout.



Get the advantage



INTELLIGENT RESOURCE PLANNING

Aprimo's Marketing Productivity platform, with the new resource planning capabilities, is the only solution in the market that supports intelligent workflow and resource planning. This takes the manual effort out of resource management, so marketing teams can ensure that tasks are routed to the right person, who has the right skill sets and the time to take on projects.

APRIMO RESOURCE PLANNING FEATURES

Single View of Resources

Easily view in-flight projects in a single interface

Manage leave and vacation schedules

Easily view team capacity from a single interface

Estimate spread of work across the project duration

Anticipate Bottlenecks

Easily view workload bottlenecks

Proactively manage and anticipate bottlenecks

Allow tasks to have multiple assignees to solve bottleneck issues

Route Work Based on Resource Capacity

View and recommend resources based on capacity and roles

Route tasks based on resource skill sets and capacity

Manage agency resources from one, single place

Gain insight into the estimated time it takes to complete tasks

Built on The Leading Aprimo SaaS Platform

Aprimo's Marketing Productivity platform enables marketers to take ideas from concept to planning, budgeting, resource allocation, and creation

Integrate with Aprimo's leading digital asset management and marketing spend management solutions

Proven global scale, backed by expert services and support

Aprimo's Resource Planning capabilities enable intelligent marketing work management, leading to more productive marketing teams.

To learn more, visit aprimo.com.

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