



Envision what your future Marketing Maturity looks like

Our experts are here to help you solve key challenges such as:

- Marketing and Sales Alignment
- Aligning marketing technology to core processes
- Automating aspects of the customer experience
- Driving customer acquisition, retention, and upselling with marketing automation

Your customers. Your people. Your data.

Marketing technologies are evolving rapidly to keep pace with changing customer expectations. There is an ongoing proliferation of possible marketing channels amidst an overwhelming amount of data and customer signals. It can be difficult for marketing teams to keep up with this rapid pace of change while focusing on the right strategic efforts to drive their organization's desired business outcomes. How do you envision the future state of your organization? Build your transformation strategy with Microsoft Catalyst, a proven and powerful approach to innovation.

Let's ideate together

As part of Catalyst, meet with our experts and run an envisioning workshop, where we can ideate together using design led thinking concepts and jointly define how to enable the digital transformation of your organization.

This two to three week workshop takes a deep dive into energizing your marketing automation strategies covering six key foundations to marketing maturity to ultimately help you uncover the customer journey, counter-dependencies and opportunities for process optimization.

How Hitachi Solutions can help

We've been building and implementing solutions for organizations looking to improve all facets of their operations for 30 years. Our industry experts help automate marketing processes, align marketing and sales teams, and leverage marketing technology across channels and departments.

Slide 1

HS4 Thanks for your help [@Matt Wittemann]. I think all edits have been incorporated as of now. [@Michael Strand], please take a look and let us know if we need to make any further changes. Also, If I need to export as a PDF to post anywhere, please let me know.

Hannah Story, 1/11/2021

MS2 [@Hannah Story] looks good

Michael Strand, 1/11/2021

What is Microsoft Catalyst?

Build, plan, and execute business transformation strategies with a proven, innovative approach from Microsoft Catalyst—an envisioning and planning program that employs Microsoft Dynamics 365, the Microsoft Power Platform, and the Microsoft Cloud. Your business transformation starts with an I.D.E.A.

Start by finding the transformation strategy that's right for you. Define and prioritize your strategy using development activities, then foster ideation and drive decision making with an envisioning workshop.



Inspire

Imagine a future state solution for your business

Design

Discover what's possible by aligning technology investments to business goals

Empower

Empower others in your organization to see the value

Achieve

Achieve business outcomes and improved customer experiences

➤ Envisioning Workshop

➤ Business Value & Solution Assessment

➤ Solution Demonstration

➤ Transformation Plan

For more information visit: <https://dynamics.microsoft.com/en-us/microsoft-catalyst/>

Hitachi Solutions Marketing Maturity Workshop

If you are looking to take a deep dive and energize your marketing automation strategy, this Marketing Maturity Workshop is for you. This workshop encourages participants to dive into the organization's current level of marketing maturity and develop a plan to automate aspects of the customer experience. This workshop covers key foundations of marketing maturity including the role of marketing, thought leadership & content, alignment with sales, marketing technology, data, analytics, and insights; and the impact on organizational culture. You'll leave the workshop with a greater understanding of the customer journey, counter-dependencies, and process optimization. You'll also receive a marketing maturity assessment, a roadmap and deployment sequence, key performance indicators, recommendation analysis, a business value assessment, and more.

Get Started

Request an envisioning workshop today!
[Contact us](#) to digitally transform your business.



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