

DATASHEET

MARKETING AUTOMATION READINESS ASSESSMENT



Are You Ready for Marketing Automation? Let Accelent Consulting share marketing automation, and marketing and sales process alignment best practices to ensure that your investment generates the highest ROI possible for your business.

Accelent can assess your business case against our 10-point Marketing Automation Readiness Checklist to help you optimize processes and get to revenue faster. Accelent's Marketing Automation Readiness package costs \$10,000 and takes 2-3 weeks to complete. This investment will save significant time and money as you assess the strategic, process, system, organization and resource issues that will impact the success of your initiative.

Many businesses are unsure what they will get from a marketing automation system. How will it drive additional sales? How long does it take to implement? What are the fully loaded costs? What resources are needed? How do we manage internal expectations? Which team should be leading this effort and can ensure success? Accelent Consulting can help to answer these questions and many more you should be asking.

Accelent Consulting provides advisory services for companies both considering and implementing Marketing Automation systems. Our team of consultants has many years of experience implementing and using marketing automation to drive sales and increase marketing effectiveness. We can help your team think through the critical issues and develop a business case and implementation plan, vital for a successful implementation and on-going reliance on marketing automation.

Accelent Consulting can help you set goals, priorities and key metrics to ensure a successful deployment:

- Align business strategy and processes
- Define short-term goals and success metrics
- Engage executives to support initiative
- Document the business case key drivers
- Establish scope, timeline and roadmap
- Outline organizational and resource needs
- Assess the state of Sales and Marketing alignment
- Define implementation resources and ongoing support needs
- Identify need for organizational or process change management
- Review system requirements and vendor evaluation

Accelent Consultants are senior operating-experienced professionals that deliver hands-on marketing, sales and business process expertise that enable effective design, planning and execution to optimize revenue creation.

Make sure your deployment will drive results. Before you implement your marketing automation system, call Accelent Consulting and run your plan through our 10-point Marketing Automation Readiness Checklist.

Accelent has helped hundreds of companies move from ideas to results – far faster than they could by leveraging internal resources alone. Companies like NetApp, Cisco, SFDC, Ariba, Ellie Mae, Dassault Systemes and Genentech have relied on Accelent consultants to help drive marketing and sales results.

CONTACT US

Accelent Consulting

40 Bayview Drive

San Rafael, CA 94901

Ph: 415-717-5093

Fax: 415-459-4528

sales@accelentconsulting.com

www.accelentconsulting.com