



Advertising

Automating and standardizing critical review activity



INTRODUCTION

Prior to launch, enterprise advertising campaigns are subject to perpetually evolving marketing, legal, accounting, and finance review requirements. Sedona Technologies Knowledge Management delivered a solution for routing and enforcing process on the many permutations of these activities for the marketing division of a Fortune 100 company.

CHALLENGE

This was primarily a workflow challenge. The client expectations for marketing review, legal review, accounting review and finance review were different in the case of each campaign, subject to the specific composition of that campaign: e.g. the blend of media involved, the national/trans-national reach, affected budgets, and so on. The rules for review are necessarily set by the relevant corporate oversight departments, are always subject to change, and are not necessarily transparent to the users in marketing trying to launch an advertising program.

What's more, the existing process was entirely paper-bound. Content was dispersed and often hard for reviewers to find, communications depended upon emails with inconsistent formats, and no notification of status was available to users or reviewers.

SOLUTION

To accommodate the review process, the Sedona Technologies Knowledge Management delivery operation designed and implemented a set of forms feeding into a workflow with conditional routing. Forms dynamically populate so users know exactly what the review conditions will be based on their inputs, and alerts are automatically distributed to begin the correct set of review activities. Conditional routing eliminates the need for manual intervention in advancing through successive review steps, and comprehensive views enable immediate transparency into the status of all ongoing campaign launch activities.

In accordance with Sedona's Enterprise Knowledge Management Solution Delivery Method, the solution was built entirely on already-extant SharePoint platform, and Sedona KM Analysts required no coding activity to complete the project.

RESULTS

The client's marketing, legal, accounting and finance oversight groups now have, for the first time, the ability to ensure compliance to advertising review processes corporate-wide on a real-time basis. Users launching advertising campaigns have dramatically reduced the amount of time necessary to organize materials and route them to the right department. Changes to review processes no longer depend on laborious distribution or training efforts. This end-state represents a significant amelioration of institutional risk, and an immediate productivity gain.

LEVEL OF EFFORT

50 Project Hours

Launching an advertising campaign

- One Knowledge Management tool to ensure review compliance for Marketing, Legal, Accounting and Finance
- Smart forms and smart workflows route activity through thousands of process permutations
- Directly impact Knowledge Worker efficiency and Knowledge Management integrity across four major divisions
- Accelerate with confidence every advertising campaign launch



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