BrandMaker
Marketing Efficiency Solutions

MORE MARKETING EFFICIENCY – IN AN INSTANT

Software as a Service from BrandMaker is highly flexible and meets the highest security standards.

The SaaS solutions from BrandMaker are cost-efficient, secure, flexible and future-proof. BrandMaker's role, attested to by key analysts as a leader and pioneer in the area of marketing technology, and experts in Product Management, Development, Consulting, Support and Operations ensure that the needs and objectives of customers are met and exceeded on a sustainable basis. BrandMaker marketing technology based on the SaaS module can be introduced quickly and simply without the need for a customer-based IT department.

Software like power from a socket

Software as a Service (SaaS) refers to the concept of purchasing or licensing and using software or infrastructure as a service instead of creating and operating it yourself – it is as simple as using power from a socket. Typically, an SaaS solution is hosted on a remote server and accessed via a web browser, immediately accessible at all times from anywhere in the world. Cloud computing, often just referred to as "the cloud", maximizes access to SaaS because it relies on sharing of resources over the Internet to achieve congruity and economies of scale, similar to the way electricity is offered over a network grid. Due to numerous and multifaceted benefits, the SaaS model has become an important one. A prominent example of its success is the CRM system from salesforce.com.

BrandMaker offers its Marketing Efficiency Cloud as Software as a Service, with analysts highlighting it as a leading Marketing Resource Management (MRM) solution. It allows marketing departments to take advantage of the benefits of the SaaS model. Instead of a large one-off investment in licenses and infrastructure, clients pay a regular fee based on the functions and number of users that they require.This subscription method guarantees the client a high level of flexibility for its Marketing Efficiency Cloud. The benefits are both financial (the client pays only for what they actually need) and operational (maintenance and installation are carried out by specialists).

Immediate Availability Instead of a Procurement Project

At the push of a button, SaaS clients have access to, not only their own system, but also to an IT infrastructure tailored to meet the highest requirements of a modern MRM solution. The components that would be required for MRM procurement are usually unfamiliar to a company's central IT service and would first have to be purchased at great expense, provided with an operating concept, and then installed and maintained. Software as a Service scores positively in this regard: All of the components required for a high-quality MRM system are delivered and integrated ready for use, including, for instance, graphics and rendering software such as the Adobe InDesign Server or clusters for computing-intensive video transcoding.

While planning, conception, and the other related stages in non-SaaS projects can often last for many months, an SaaS project can go live within a much shorter period of time. Users access the web-based Marketing Efficiency Cloud using a standard web browser – from anywhere in the world, at any time, and without the need for installation on local computers or complex IT rollouts.

Rapid Extensibility and Flexibility

The modular structure of the Marketing Efficiency Cloud allows BrandMaker to supply an MRM system equipped for any marketing application scenario – "all-in-one" and "end-to-end." For instance, customers can take the initial step by using the BrandMaker Media Pool, the module for dedicated Digital Asset Management. The customer can subsequently continue to add additional modules or functions as required. Existing assets and data can then be used seamlessly across the modules without having to upload them again or keep them available in another redundant system.

Growth and Agility

Whether the number of users grows or additional branches want to work with the modules that are already in use, an SaaS solution offers the maximum level of flexibility. The Marketing Efficiency Cloud grows with the customer's requirements and can be scaled according to current needs. The benefit: customers start off with their selected modules and functions and can implement their overall vision step-by-step.

Security and Integration

Even if confidentiality and data protection are not as relevant for classic marketing documents such as ads, media plans or calling cards in comparison to electronic payment flows or personal custom data, secure storage and processing remain of major importance. In this regard, BrandMaker's location in Germany provides significant benefits, from a legal perspective alone. A large number of banks and insurance companies are counted among the BrandMaker customers that use their system through an SaaS model.

Professional Data Center

SaaS solutions from BrandMaker meet companies' privacy requirements by operating in a data center in Germany that is certified according to the international standard for information security (ISO 27001). This fulfills extensive and complex security obligations. In concrete terms: custom data is secured in compliance with very strict German data privacy laws.

Naturally, the data center is equipped with state-of-the-art technology. The redundant high-speed Internet connection to a range of different backbones ensures maximum performance. Automatic fire protection systems, emergency source generators and backups in various fire protection areas provide additional security. Finally, a thorough and complete access control system ensures that all custom data and information remains confidential.

Backup and Availability

Customers can also rely on the SaaS solutions from BrandMaker for important "background issues." These include backing up and restoring data. The available disk space provided does not include just the volume for the live system and the corresponding usage data, but rather, sufficient capacity for a test system. The daily backups minimize the risk of data loss and ensure maximum system availability. They include:
- The backup of data and metadata
- Incremental daily backups
- Full monthly backups
- The virtualization server in the background with Failover

Issues such as Business Continuity, Recovery Point Objective (RPO) and Recovery Time Ob-jective (RTO) are thus in safe hands.
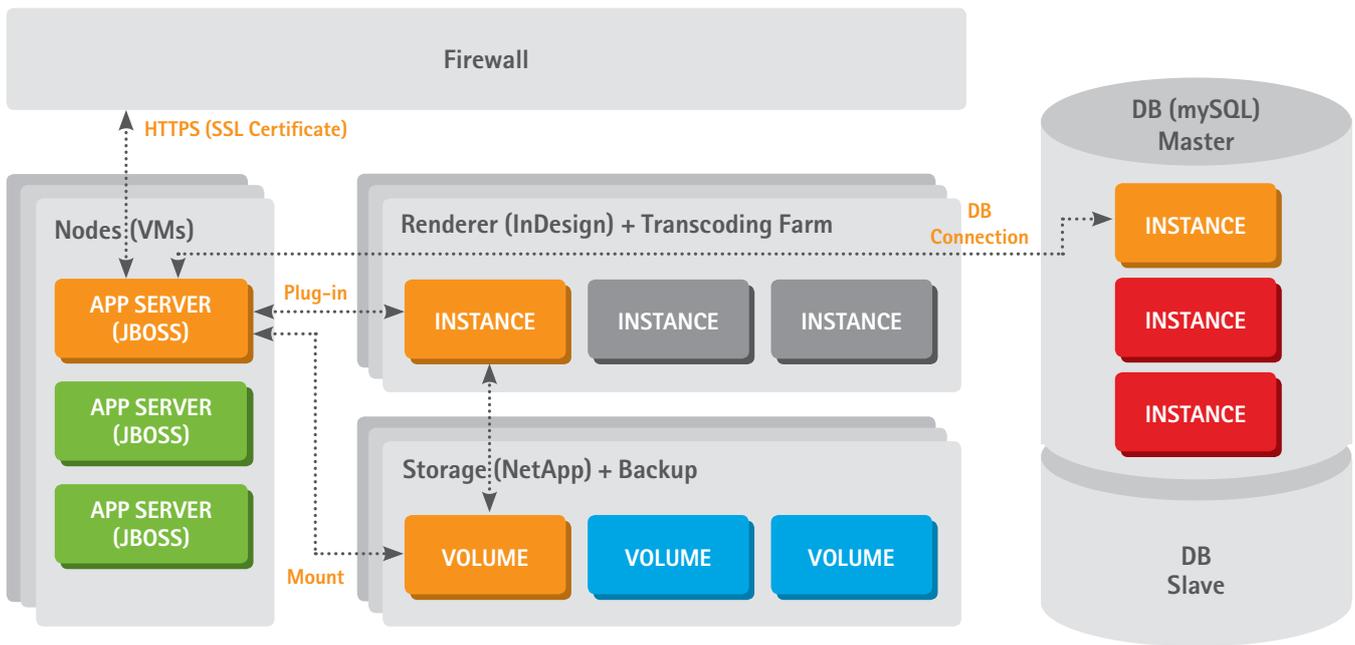
Optimized infrastructure for a modern MRM system (State Q1/2015)

Secure Architecture and Infrastructure

A number of measures are implemented to keep custom data and applications separate from each other, including: a separate virtual host for the application servers; separate databases for the metadata; one or more rendering instances depending on the size of the MRM solution; and separate storage space for file storage.

Secure Enterprise Solution

The most important criterion for the security of an enterprise solution is the system architecture of the application. The BrandMaker Marketing Efficiency Cloud is based on Java, which provides the ideal foundations for stable enterprise applications. Security checks are carried out at regular intervals using professional tools to ensure that the SaaS solutions provided by BrandMaker are always based on the latest technology. Assessments by various customers (inter alia external penetration tests) also confirm that all security requirements are met.

Global Networks and Interfaces

Another vital aspect of marketing technology is that it cannot be operated as an isolated solution if you want to release its full potential. In larger companies, there is often a multitude of inventory systems that are the source or destination of data that is relevant to the MRM sys-
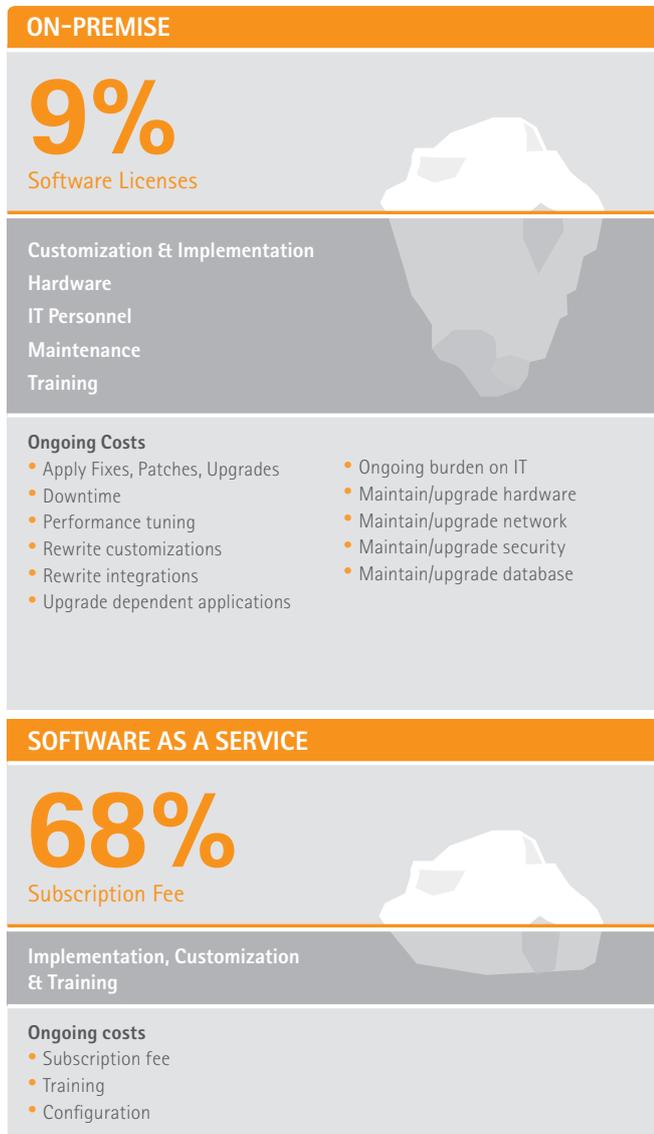
tem. To integrate these inventory systems, every module in the Marketing Efficiency Cloud has standardized and modern web interfaces such as SOAP and REST that allow data to be exchanged and research to be carried out seamlessly. Thus, for instance, images from the Media Pool can be made available centrally, invoices from an ERP system can be imported to the Marketing Planner, and workflows from the Job Manager can be linked to another external system. By using cryptographically secured transfer methods such as HTTPS connections, a high-performance and secure connection to internal company systems is simple to establish.

Single Sign-On for Maximum Uptake by Users

To ensure maximum uptake by users, the Marketing Efficiency Cloud supports logins using single sign-on. Users can use their existing login data (for an intranet, for instance) for the Marketing Efficiency Cloud. Rights and authorizations can be copied from the intranet automatically. To do so, BrandMaker uses the SAML standard, e.g. for MS Active Directory linkage.

REDUCING COSTS AND AVOIDING INVESTMENT RISKS

From both commercial and economical perspectives, the SaaS solution from BrandMaker provides persuasive benefits.

ON-PREMISE

9%
Software Licenses

Customization & Implementation
Hardware
IT Personnel
Maintenance
Training

Ongoing Costs
- Apply Fixes, Patches, Upgrades
- Downtime
- Performance tuning
- Rewrite customizations
- Rewrite integrations
- Upgrade dependent applications
- Ongoing burden on IT
- Maintain/upgrade hardware
- Maintain/upgrade network
- Maintain/upgrade security
- Maintain/upgrade database

SOFTWARE AS A SERVICE

68%
Subscription Fee

Implementation, Customization & Training

Ongoing costs
- Subscription fee
- Training
- Configuration

Cost comparison between On-Premise and Software as a Service

Cost Efficiency and Minimized Risks

Since with the SaaS model customers only pay for the modules and amount of users they need, functions are not purchased in advance but based on actual demand. That makes the Marketing Efficiency Cloud a tailored, flexible and, above all, efficient solution. Since the IT infrastructure is also supplied, there are no costs involved in its purchase and operation. The appropriation of hardware for transcoding videos, for instance, is often a primary cost driver. If the costs of purchasing software such as an InDesign server are also eliminated, the potential for savings becomes enormous.
An additional important factor related to the continuing lack of IT specialists is that an SaaS solution saves you from using expensive and hard-to-find in-house experts for specific systems.

In summary, expensive one-off costs for the necessary infrastructure can be spared with an MRM system based on the SaaS model. The only technical costs involved arise from the technical introduction and specific configuration of the system. Studies from various analysts prove that the Total Cost of Ownership (TCO) of SaaS solutions are significantly lower (typically from 3 to 5 times less expensive) than a solution operated by the company itself.

Transparency and Scalability

The running costs of the Marketing Efficiency Cloud are based on the number of modules used and the number of users, among other things. The users are split into various categories (Power User, Normal User and Casual User). The range of hardware resources, such as memory space, are tailored to the individual customer's requirements. These services and requirements are generally clearly defined and easy to calculate. And when the requirements placed on hardware resources become greater, for instance, due to the inclusion of additional organizational units, the integration of external agencies or greater amounts of data, they can be addressed upon short notice and, usually, without disrupting operations.

Security of Investment and Modernity

BrandMaker is constantly improving and upgrading its Marketing Efficiency Cloud based on a number of factors including its own market analysis, product visions and specific customer wishes. As a result, the BrandMaker marketing technology is always up to date and, most importantly, of practical benefit. Thanks to its standardized software concept, all customers benefit from features that may originally have been developed as an individual customer request, but are subsequently incorporated into the standard product. With the help of the Marketing Efficiency Cloud, marketers can concentrate on their core business while the marketing technologies are constantly improving and providing suggestions and inspirations based on current marketing trends.

Contact

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