

Case Study



Enabling a Global Marketing Team

BrandMaker Increases Collaboration, Quality, and Efficiency

Customer

Vertiv

Industry sector

IT products and services

Employees

Over 18,000 worldwide

Solution

BrandMaker Marketing Planner

BrandMaker Digital Asset Manager

“I had a ‘eureka’ moment when I found BrandMaker. BrandMaker offers more than we can currently consume, but we have the appetite. We know we can achieve more.”

Vicki Frost, Strategic Content & Campaigns Director, Vertiv



Efficient marketing and media management system



Facts

More than

100,000

assets in the system

25-30

power users globally

Over

15,000

SKUs

Annual revenue of

\$4.3B



Challenges

- No central storage of or access to assets
- The need to localize content, including translation
- Every region had its own portal
- Inefficient budget allocation
- Different ways to measure the same thing



Outcomes

- Universal access to the most recent, accurate and brand-consistent digital assets
- Now a single portal with a single sign-in, worldwide, driving collaboration
- Implemented governance to ensure data integrity
- Single source of measurement / single source of the truth
- Same budget goes a great deal further – faster turnaround, greater capacity

About Vertiv

Vertiv designs, builds, and services critical infrastructure for vital applications of data centers, communication networks, and commercial and industrial facilities. This includes critical power systems, uninterruptible power supply (UPS) systems, power distribution units (PDUs), and more.

Moreover, it provides project management, maintenance, performance optimization, and training services. This includes power management, thermal management, data center infrastructure planning and management, branch and network infrastructure solutions, service, and site operations.

Per Vertiv:

“We believe there is a better way to meet the world’s accelerating demand for data — one driven by passion and innovation.”

“As industry experts and Architects of Continuity, we collaborate with our customers to envision and build future-ready infrastructures. We leverage our portfolio of hardware, software, analytics, and services, to ensure our customers’ vital applications run continuously, perform optimally, and scale with business needs.”

Executive Summary

Vertiv is a global manufacturer and services company that satisfies the essential power needs of data centers, commercial networks, and commercial and industrial facilities.

Rapid growth led to an immediate need for global digital asset management and in 2015 they began their search for such a tool. They discovered BrandMaker which had this tool as part of a suite of solutions. BrandMaker has become central to the increased efficiency and effectiveness of their marketing organization, greatly increasing productivity and efficiency.

Detail

Vertiv’s marketing department supports a worldwide sales network, providing marketing strategies, services, and content. With BrandMaker, they are able to increase productivity while ensuring that all output is brand-consistent, localized (including translation), and performs at the highest level.

Before BrandMaker, each region was isolated and marketed more or less independently. There was no central repository of images, content or templates. Budgets were allocated inefficiently. Time was lost in duplicative development, when assets already existed. “There were different ways to measure the same thing.”

Once BrandMaker was implemented and the regions were connected, “I love the problem solving, the new ways we can do things, the lively debates.” Now, localization, including translation, is within the system and thus within easy reach of all marketers.

BrandMaker also enabled Vertiv to conquer 2 challenges: governance and data. The single system opened the door for Vertiv to put the processes in place to ensure data integrity, to ensure one source of the truth. “Good, clean data is the most beautiful thing in the world, music to my ears.”

Additionally, BrandMaker has had a positive effect on Vertiv’s market and support staff:

“Before we didn’t have the time or budget to do things, we were so busy recreating assets and training agencies. Now there’s so much less pain. We are much more efficient. It’s so much easier to be consistent, to do a much better job of branding and messaging.”

Vicki Frost, Strategic Content & Campaigns Director, Vertiv

Today: BrandMaker supports Vertiv in three critical ways

Campaign Planning & Execution

This is the backbone of Vertiv's global marketing operation. It is used every day by all regions, planning and managing campaigns and events. The centralized project management allows Vertiv marketing to do more, more efficiently. Vertiv's centralized support organization has access to BrandMaker, which lets them know what's needed, why, and when.

"Really, before BrandMaker we had nothing, no real system, no centrality to the global marketing organization. Well, we had our memories – where's that logo stored, who did that great presentation, who are you using for translation..."

Vicki Frost, Strategic Content & Campaigns Director, Vertiv

Brand Management & Localization

Achieving global brand consistency is important to Vertiv because of the enormous importance of their products and services. Localization, which is driven by BrandMaker, contributes to the customer experience.

"Every marketing group around the world goes here for templates, and case studies. Translation of documents is on demand. We can all see what's been done at the local level."

"Now, we have a global, collaborative marketing team. BrandMaker has enabled us to do much more and use our resources much more efficiently. With BrandMaker we are a unified and collaborative global marketing department delivering brand-consistent content to assist sales locally around the world."

Vicki Frost, Strategic Content & Campaigns Director, Vertiv

Content Creation & Distribution

Vertiv is expanding their use of this feature, linking marketing, creative and design, product, branding, events, media, and communications. All content, product descriptions, white papers, images, photographs and graphics are digitally stored and instantly available.

Sales can access new product launches, training, information on product development, and more. Worldwide, sales is always in the loop.

BrandMaker also speeds Vertiv's content approval process by having all relevant departments "on the same page" for review and comment (all comments are seen by all participants).

"At the end of the day, we are able to speak with one voice, have one source of truth, and do much, much more with the budget we have."

Vicki Frost, Strategic Content & Campaigns Director, Vertiv

Outlook: Tomorrow, BrandMaker enables global continuous improvement

Performance Measurement & Optimization

This is the next horizon for Vertiv, and a capability that they feel will make a huge difference in their marketing – continuous improvement. BrandMaker will bring them abilities they have not had before: building baselines, tracking performance, identifying trends, and using the results to optimize future implementations. All jobs will be tracked from beginning to end.

BrandMaker is the leading software provider for effective Marketing Resource Management (MRM).

BrandMaker gives enterprise marketers the visibility and control to optimize their marketing operations. The enterprise-level MRM solution turns marketing into a business-building powerhouse by letting marketing leaders get on top of their budgets, people workflows, campaigns, and marketplace performance. BrandMaker is made to tame the complexity of multinational marketing. With our European roots, equipping companies to work across borders, cultures, and silos comes naturally to us. Accordingly, Forrester and Gartner recognize BrandMaker as a leader in MRM. More than 300 leading companies including Bayer, Daimler and Avantor trust in our solutions to increase their effectiveness in marketing planning and execution.

Unleash Your Marketing Superpowers!

Contacts us.

+1 678 735 7362 or
info@brandmaker.com

BrandMaker, Inc.
225 Peachtree Street NE Suite 1100
Atlanta, GA 30303, USA



www.brandmaker.com