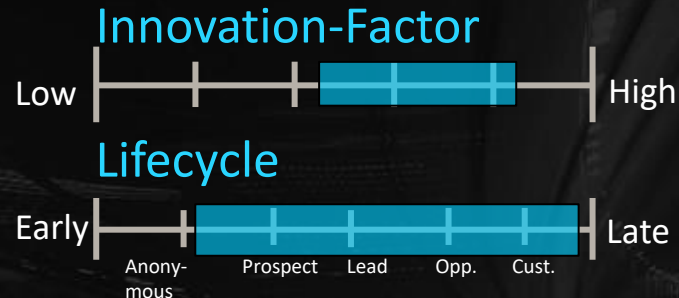


Marketing & Sales Excellence

Client Business Challenge

- The sales experience makes the difference! New offerings and partnerships must be developed for competitiveness and attractiveness.
- The challenges lie in improving lead quality and reducing lead costs, while sales processes must keep pace with faster consumer information and decision making.
- Big picture marketing requires coordinated and diversified X-channel communications with new touchpoints.

BearingPoint Contribution



- Marketing and Sales optimizations include process optimization, digitization of output management, visual analytics, consent management, ecosystem management and marketing automation solutions.
- Quick, easy and adaptable implementation is possible with a template-based approach and pre-defined solutions.

Client Business Outcomes

- Ecosystems can provide an environment where a great customer experience can be paired with up-to-date technical solutions
- Automated and data-based processes provide real time information and enable marketing & sales personnel
- Cost reductions are combined with a more personal contact with the customers