

DEFINING THE TOOLS FOR CHANGE

As one of the leading manufacturing companies in the world, Intel is known for its well-defined manufacturing processes and disciplined approach to product design and development.

Marketing at Intel has historically been highly creative. Processes and workflows were developed by different groups depending on their business needs. As a result, the marketing organization had various definitions of marketing spending categories across the organization. Even though the results were highly effective in the marketplace, Intel's marketing leadership knew the process inside the company was inefficient, as evidenced by the variety of tools and applications that had been designed to provide visibility and consistency across the organization.

TURNING "HOME-GROWN" INTO MRM

In 2005, MTS helped lead a major marketing transformation effort at Intel. It focused on campaign life-cycle management, budget planning and allocation, marketing resource management and marketing decision support.

Based on Intel's business and financial requirements, MTS made a strategic recommendation to implement MRM as the system of record for Intel's marketing function. For an organization with multiple "home-grown" systems and tools, this was a significant departure. In order to facilitate adoption and acceptance, the project team was a matrix of representatives for IT, Marketing Operations and Finance with focused areas of responsibility ranging from change management and IT infrastructure to common language and financial planning processes.

Company:
Intel Corporation

Industry:
Semiconductor
Manufacturing

Headquarters:
Santa Clara, CA

Number of Employees:
99,000

Target Customers:

- Consumers
- Small-Medium Businesses
- Enterprise
- Public Sector

“I've seen the impact of their work across many companies ... improving marketing efficiencies and measurement.”

*- Nancy Bhagat,
VP Marketing, Intel*