

# JOINT MARKETING PLANNING MODULE



## COORDINATE, MEASURE & ACCELERATE MARKETING

The joint planning and marketing process is an intricate dance performed by multiple people, in multiple departments, in multiple companies. If you don't have the tools to coordinate and measure it, it's very hard to spot the weak points and inefficiencies, let alone fix them. CCI's Joint Marketing Planning (JMP) Module is an overlay to our core MDF Module that automates the joint marketing planning process, dramatically increasing the efficiency and visibility of your partner investment process.

The JMP Module provides a complete picture of projected program expenditures and business outcomes early in the process so you can influence and monitor execution. Similarly, advance notice of marketing activities provides a forum to track results against forecast throughout the plan's lifecycle. Used with CCI's MDF Module, the JMP Module enables measurement of key strategic initiatives by desired performance goals and actual results—including both cost and business outcome.

CCI's Joint Marketing Planning Module can easily conform to your program structure because it's compatible with both accrual-based and discretionary promotional allowance programs. Once plans are submitted, reviewers can approve the plan as a whole, or approve individual activities at the exclusion of others.

- Create and approve comprehensive marketing plans comprised of multiple activities to offer transparency in activity, spend, and goals.
- Compare estimated costs to expenses as they happen enabling adjustments to plan and spend as needed.
- Evaluate forecasted vs. actual activity and results that, when combined with program costs, present channel marketers with a comprehensive view of campaign success.

Predicting and measuring program performance provides a common vision of success criteria for channel marketers and partners alike. Sophisticated reporting across a number of key attributes delivers the information needed to allocate your dollars more wisely early in the process and presents a robust analysis at the conclusion of each campaign.

CCI's Joint Marketing Planning Module is part of a comprehensive channel management suite, configured to optimize your strategy throughout the demand chain. Whether supporting one or multiple programs, CCI's software and services are designed to address the unique communication and financial controls required for each, while maximizing ROI and efficiencies.

FULL SERVICE SOLUTIONS FROM CCI PROVIDE EVERYTHING YOU NEED TO MANAGE, MEASURE, AND OPTIMIZE YOUR CHANNEL PROGRAMS

### ON DEMAND SOFTWARE

CCI applications are SOX, GAAP, and FASB compliant and provide multi-tier data security, real-time reporting, branded interface, and multi-lingual/multi-currency capabilities. Applications exchange data in real time to provide you with complete information on marketing spend, claims, payments, and partners.

### EXPERT GUIDANCE

The CCI team partners with you throughout the life of your programs, collaborating with you on design, configuration, launch, and ongoing analysis.

### PROGRAM MANAGEMENT

CCI provides program management services to support you and your partners, including prior approval management, compliance auditing, payment and fulfillment services, and call center support.