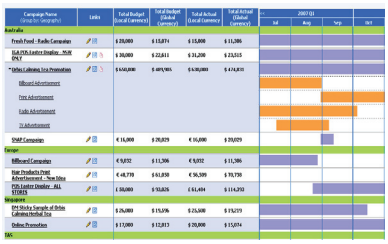
Case Study
Oil and Gas

KEY FACTS

- Orbis Marketing™ system manages 350 staff across 40+ countries.
- ROI - Productivity savings of thousands of hours per month.
- Real-time and reliable source of all marketing activity across the globe.
- Best practice approach ensures global alignment of brand activities and spend.

Fig 1. Marketing Calendar View



BACKGROUND

This global oil and gas company is one of the 10 largest companies in the world with one of the most trusted and recognised brands to match. It is the largest retailer in the world by presence, with over 40,000 outlets and 20 million customers worldwide.

BUSINESS CHALLENGE

Up until mid-2006, this company managed its global marketing planning and budgeting processes via dozens of spreadsheets and thousands of hand-crafted emails each month.

With nearly 350 staff across 40+ countries, collectively the methods had become insufficient in terms of providing reliable visibility on activity on a timely basis. The manual information collection process was impacting productivity of marketers at a local level and the ability to align plans across the global organisation. Changes to planned activities were extremely difficult to track and oversight.

Reconciling a global expenditure report across multiple currencies was a tremendously difficult task. A request for the "latest" plans across the world could not be fulfilled in the timeframes needed by marketing leaders operating in a hugely competitive market.

SOLUTION

This company deployed the web-based Orbis Marketing™ solution in 2006, covering Planning and Budgeting through the use of powerful Calendar views with Foundation Services supporting detailed reporting, business rules management, user security and permission controls across complex business hierarchies. The in-built business rules and approvals management functions protect the integrity of the data from any unilateral changes at country level. Baseline calendar views provide variances across 'planned versus actual' activities enabling up-to-the minute and dollar-accurate information about execution activities across the globe.

BENEFITS

This company now has a standardised, real-time, and reliable source of all marketing activity across the globe. This enables the local marketing teams to be more efficient, focusing their energies on campaign implementation activities, whilst supporting global leadership responsiveness to the marketplace via a structured best practice approach.

Through this simplified approach to a complex process, thousands of hours per month are saved and decision-making is informed and timely.

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