

October 28, 2013
Hakuhodo Incorporated
Hakuhodo DY Media Partners

***New MARSYS™ CONSTRUCTION service helps
build marketing information systems***

An expert taskforce of marketing and IT specialists offering comprehensive support, from identifying market issues and systems design to ongoing PDCA management operations

Today marks the launch of the new MARSYS™ CONSTRUCTION service designed to help companies build effective marketing information systems. The service is the result of a joint effort between Hakuhodo Incorporated (Hakuhodo) and Hakuhodo DY Media Partners (HDYMP), which are both headquartered in the Minato ward of Tokyo. Hakuhodo is headed by Hirokazu Toda, while HDYMP operates under president and CEO Hisao Omori.

MARSYS™

MARSYS™ CONSTRUCTION (MARSYS is an abbreviation of “marketing system”)

MARSYS™ CONSTRUCTION is a consulting service designed to help businesses maximize marketing value through the construction of a marketing system that integrates their corporate marketing operations (CMO) and IT/information systems operations (CIO).

The amount of information used in corporate marketing operations has increased exponentially in recent years, with “big data” collections being the most notable example. Close collaboration between marketing and information systems operations is becoming essential if businesses are to effectively process these massive amounts of data. However, because the two areas each have their own distinctive terminology, culture, and missions, they tend to relate in a hierarchical way—and fully integrating their functions requires both massive coordination costs and a significant time investment.

The MARSYS™ CONSTRUCTION service is driven by a Project Management Office (PMO) task force made up of specialist personnel with expert knowledge in both marketing and IT, giving them the ability to work with clients across multiple departments. This makes it possible for them to seamlessly establish a consensus-driven marketing system that defines marketing solution categories as well as priority actions.

If companies are to design systems with effective marketing functionality (marketing systems), it is no longer enough to simply start with the traditional process of defining system requirements. The only way to build a consensus-driven system that spans multiple departments is to visually represent corporate activities from a holistic perspective using a strategically designed Request for Protocol (RFP). This RFP must include marketing requirement definitions that begin with corporate, management, and customer strategy.



MARSYS™ CONSTRUCTION: Key benefits

■ **Create a shared mission with our task force of marketing-IT specialists**

We minimize the communication gap between corporate marketing and information operations by coming up with an information system (CIO) rooted in marketing issues (CMO), resulting in a system architecture that can directly target the challenges businesses face. We identify areas for improvement based on mid-range corporate plans, interviews with management, marketing schedules, and other resources to come up with a shared mission that informs our system requirement definitions.

■ **Develop and install the system without additional vendors or tools**

Optimized solutions are constantly changing, making it risky for companies to invest in any inflexible system or tool. Our marketing systems are designed as a neutral platform, giving businesses the flexibility to continually reevaluate which systems and tools best meet their unique challenges.

■ **Overall cost reductions and an integrated PDCA cycle**

As their projects become increasingly large and complex, businesses attempting to integrate tasks, share information, and communicate across multiple departments are realizing that coordination time equals money. Our MARSYS™ CONSTRUCTION service sets up a Project Management Office (PMO) to serve as a central operations hub that drives down total costs. The PMO's role goes beyond system maintenance and operations, making it possible for companies to take lessons learned from applying the PDCA cycle to their overall marketing activities and incorporate them back into the system.

◆ **Japan's largest cloud computing event, presented by Salesforce.com**
Visit our Customer Company Tour booth on October 30!

Hakuhodo and Hakuhodo DY Media Partners will be hosting a booth at the Customer Company Tour on Wednesday, October 30. Come see our array of powerful solutions at the largest cloud computing event in the country, hosted by Salesforce.com.

Event information: <http://eventjp.salesforce.com/>

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