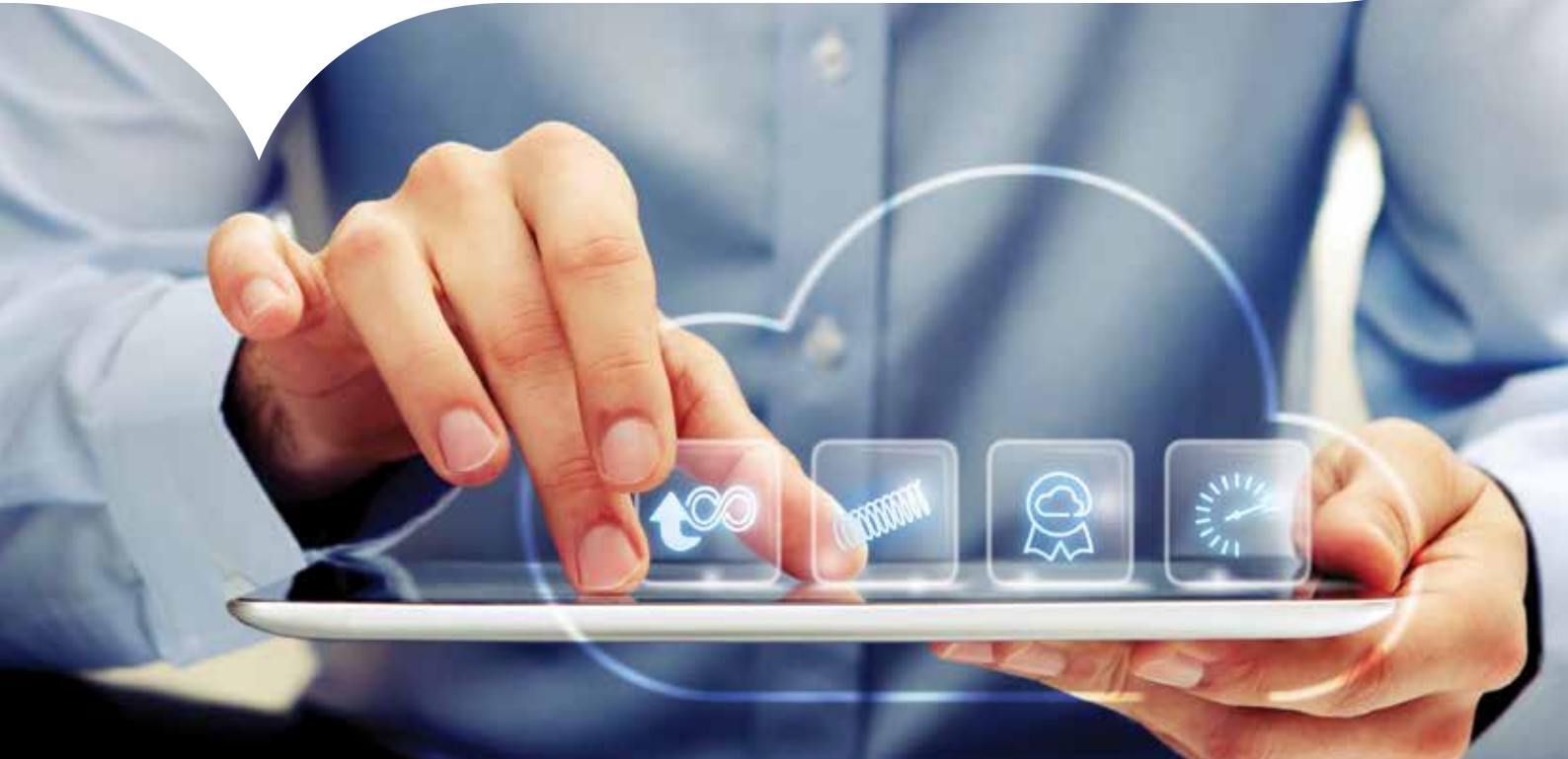


# Capgemini IMM: Integrated Marketing Management in the Cloud



**Drive Marketing Transformation by Optimizing Processes throughout the Marketing Lifecycle**

## **Capgemini IMM: New-Generation Integrated Marketing Management**

Capgemini IMM allows organizations to maximize marketing effectiveness and efficiency by optimizing processes around corporate marketing, product marketing and demand generation to manage omnichannel campaigns and optimize customer journeys. IMM supports the evolving needs of highly competitive markets like consumer products, retail, financial services, technology and life sciences.. By integrating the entire marketing lifecycle, Capgemini IMM helps organizations reduce time-to-market, improve campaign response rates and customer retention, while reducing costs and cycle-time for collateral, advertising and project management with more confidence in measuring marketing performance.

**People matter, results count.**

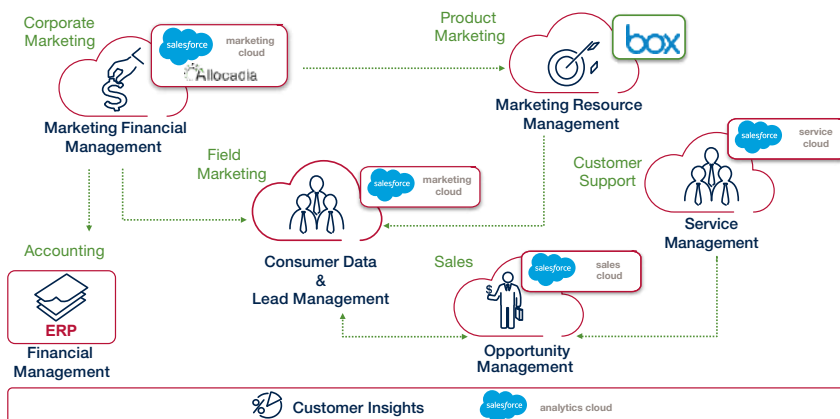


By supporting the full range of marketing operations, Capgemini IMM works to measure, analyze, and ultimately optimize marketing performance

## What are the Benefits of IMM in the Cloud from Capgemini?

- Increase in multichannel, campaign response rates and customer retention
- Improve marketing ROI and better visibility into customer interactions and experience
- Reduced time to market for new products and Workflow cycle time
- Simplified platform to allocate, budget and measure marketing spend across teams and business units
- Single source partner for digital transformation, cloud management vision, Salesforce CoE and IMM Solution Center
- Proven Business Process Templates for rapid standardized transformation
- Actionable decision making powered by prebuilt analytics dashboards

### Capgemini Integrated Marketing Management in the Cloud




### About Capgemini

With more than 145,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2014 global revenues of EUR 10.573 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

Learn more about us at [www.capgemini.com](http://www.capgemini.com)