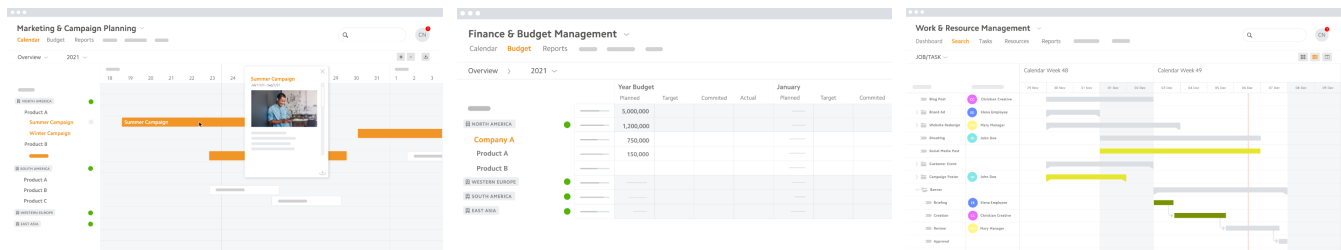


Marketing Operations

BrandMaker is the leading SaaS provider of effective and scalable marketing ops management solutions. The company delivers the visibility, control, and agility that enterprise marketers require to optimize their marketing operations. BrandMaker tames the complexity of multinational marketing campaigns, budgets, and team workflows, enabling companies to work across borders, cultures, and silos for efficiency and value. Independent research firms recognize BrandMaker as a leader in marketing ops. More than 300 leading enterprises, including Deutsche Bank, BestBuy, and Daimler, trust its solutions to increase collaboration, efficiency, and performance of their marketing planning and execution. For more information, please visit www.brandmaker.com.

First installation: 2008

Picture gallery



Reference customers

Zeiss, tesa, Thalia, Best Buy, Brita, Festo, Red Wing Shoes, Rodenstock, TMD Friction

Application

✓ Business-to-Business ✓ Business-to-Consumer ✗ Consumer-to-Consumer

Operator

✓ Media service providers ✓ Companies ✗ Publishers

Integrations

✗ Standard API ✗ Converter
✗ Connector, Plug-in ✗ Data Hub

Products

✓ Advertising material, office ✗ Books, teaching aids ✓ Mercandises, promotional items

| | | | | |
|---|---|-------------------------|---|-----------|
| equipment | ✓ | Catalogues, price lists | ✓ | Packaging |
| ✗ Large formats | ✓ | Technical documentation | | |
| ✓ Newspapers, magazines, press material | | | | |

Media channels (internal / external)

| | | |
|----------------------|------------------|-------------------------|
| ✓ ✓ Print | ✗ ✗ Apps | ✗ ✗ Messenger |
| ✓ ✓ Website, webshop | ✗ ✓ E-books | ✗ ✗ Office applications |
| ✓ ✓ Online, Mobile | ✓ ✗ Video/Audio | ✗ ✗ Search engines |
| ✓ ✗ Out-of-Home | ✓ ✓ E-mail | ✗ ✗ Online marketplaces |
| ✓ ✓ E-paper | ✓ ✓ Social media | |

Features

| | | |
|-------------------------------|--|--|
| ✓ Closed shop | ✓ Database publishing, programmatic printing | ✗ Editorial system |
| ✗ Open shop | ✓ Online data check | ✓ Translation management |
| ✓ E-shop in-house development | ✓ Correction workflow | ✓ Marketing management, marketing automation |
| ✓ E-shop standard system | ✗ Technical workflow | ✓ Media planning, media booking |
| ✓ Printed file upload | ✓ Commercial workflow | ✓ Customer relationship management |
| ✓ Print on demand | ✓ Media asset management | ✓ Cross-media management |
| ✓ Individualisation | ✓ Product information management | ✓ Content marketing management, newsroom |
| ✗ Personalisation | ✓ Web content management | ✗ Communication |
| ✓ Creation of publications | ✗ Text database | |

Modules

BrandMaker Marketing and Campaign Planning

BrandMaker Marketing & Campaign Planning provides full visibility and control over activity planning and performance across multiple stakeholders on a central platform. It empowers marketers to plan, manage, run, localize, and optimize campaigns.

Standalone applicable

BrandMaker Finance and Budget Management

BrandMaker Finance & Budget Management provides the ability to plan, iterate, control, and optimize budgets to empower CMOs, CFOs, CEOs, and their teams to optimize projects, saving time and money.

Standalone applicable

BrandMaker Work and Resource Management

BrandMaker Work & Resource Management is a central platform that efficiently manages, controls, and optimizes workflows across the entire workload of your team for improved responsiveness, performance, and strategic alignment.

Standalone applicable

BrandMaker Digital Asset Management

BrandMaker Digital Asset Management provides a central repository to manage content in any format, for any device, and for any purpose. Content is stored, distributed, launched, and monitored efficiently based on a transparent “single source of truth”.

Standalone applicable

BrandMaker Brand Management

BrandMaker Brand Management forms the central platform to access, adapt, and order timely, correct, and brand-compliant media for every touchpoint. Global marketers now have the confidence about how their brand assets are being applied.

Standalone applicable

BrandMaker Fusion

BrandMaker Fusion bridges the gaps between all marketing operations - regardless of where your data comes from - resulting in a seamless martech stack that reduces administrative overhead and streamlines workflows and collaboration.

System basis

| | |
|----------------------------|--|
| Frontend devices | Desktop-PC, Laptop, Notebook, Smartphone, Tablets etc. |
| Frontend operating systems | Windows, Mac, Linux etc. |

| | |
|--------------------------|---|
| Frontend web browsers | <ul style="list-style-type: none">• Microsoft Edge 83• Mozilla Firefox 78• Google Chrome 84• Apple Safari 13 |
| Frontend technology | Internet Browser (AJAX, DHTML, Flash) |
| Server operation systems | SaaS (Linux, Windows, Mac) |
| Server technology | Java (J2EE), Adobe InDesign Server |
| Webserver | Wildfly |
| PDF engine | Adobe InDesign Server |
| Database system | MS SQL, MySQL, Oracle |
| Operating | On provider server |

Interfaces

| | |
|------------------------|---|
| Pre-press and printing | Yes |
| Order systems | ERP: e. g. SAP S/4HANA, Oracle |
| Databases | Yes, MS SQL, mySQL, Oracle |
| Other | <ul style="list-style-type: none">- Connections to a variety of systems OOTB (CRM, Procurement, etc.)- Integration of external DAM systems- Central management of external performance data- BrandMaker desktop application plug-ins- Customized integrations for individual requirements |

Licence models

| | |
|------------------------|--|
| Costs for system setup | The setup is based on our smart launch method. The costs depend on the specific project scope. |
| Buying license | |
| Rental license | ✓ Software-as-a-Service price on request depending on product selection and number of users. |

Own services in the market overview

BrandMaker Services (Uptempo GmbH)

Uptempo GmbH

Systems and services

Marketing Operations
BrandMaker Services