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**Business Case Builder – BrandHub Platform**

**Project Name:**

**Sponsor:**

**Decision Date:**

**Recommended Vendor: IntelligenceBank**

**Project Context**

The environment in which Marketing teams are operating is radically shifting. Driven by industry & digital transformation, and macro trends such as remote working, it is becoming increasingly important that modern Marketing teams have the tools and software in place to stay on top of the complexity, without having to rely on costly manual processes such as spreadsheets and emails.

Further:

* Digital content channels are compounding, along with the number of digitised assets that need to be controlled and distributed;
* Companies are being subjected to increased regulatory compliance, with fines and / or reputational damage some of the risks involved for publishing non-compliant content

**Project Overview**

The Marketing team needs to implement a new **Online Brand Portal.** We currently do not have a single, integrated platform to assist with the following tasks – which are critical to running an efficient Marketing team - in addition to ensuring stringent content governance procedures are in place:

1. Online, Interactive Brand Guidelines;
2. Digital Asset Management System to manage approved brand assets, logos and other creative elements;
3. Creative Approvals and Workflows;
4. Online Proofing to mark-up creative and ensure it adheres to brand and legal/compliance reviews;
5. Dashboard Reporting;
6. Marketing Requests and ability to triage them (outside of email).

We spend approximately **XX** per year on creative content, however we do not have a robust, integrated system to handle the above mentioned processes. As a result, we are increasing our risk of being non-compliant from both a regulatory and branded content perspective.

Specifically, we have teams who do not understand our brand, nor can access approved brand and other creative assets. And importantly, we do not have a robust system with permissions and an audit trail to protect our assets.

**Detailed Requirements**

After extensive internal and external vendor analysis, we have identified the requirement for a flexible platform which has the following features:

**Features to Drive Productivity & Efficiency (and minimise complexity)**

* The ability to manage marketing projects, whereby an end user can submit a creative brief online, or an end user can request information from the design team, and the Marketing team can keep track of, and report on, all requests.
* Interactive dashboard to view the status of any creative asset, approval or brief/task/project in the system.
* Online system to manage our logos, brand assets and thousands of digital assets including images, video and audio.
* Supports preview, image annotations, watermarking, automatic data extraction, version control, cropping and the download of digital files in different formats with ease.
* Online proofing and annotations integrated with workflows for a complete audit trail of comments and versions.
* Integrated workflow processes for requesting digital assets and tracking their usage and review dates (shareable with internal and external teams)
* Easy customisation of creative content , with a web-to-print feature for people in different locations.
* Downloading assets ‘on the fly’ with different formats, cropping and compression types
* Automatic alerts when new assets, versions or review dates are achieved.
* Workflow approvals for when new assets are added or for when an asset needs to be downloaded.
* Manage and run reports on talent usage rights and view this information as a custom dashboard report
* Granular permission levels for different stakeholders (including external partners).
* The ability to email links to extremely large files (i.e. video and high-res images) without clogging up email for internal users or unregistered external stakeholders.
* Self-registration for agency partners and media to access limited files (upon acceptance of our T&C’s).

**Digital Asset Management**

* Seamlessly embed files from the DAM into social media and third party websites with clear links and tracking.
* Provide advanced search capabilities to search by title, description, content, and photographer, including specific metadata with EXIF, IPTC, geography and custom keywords.
* Faceted search on file type, creation date and preview of image types.
* Embed metadata into files so that when images are downloaded, metadata can ‘travel’ with the file.
* Custom metadata taxonomies and structures to further categorise our digital assets.
* Structure all digital assets using universal metadata (dropdown-forced keywords) categorised by our specific business units, products and geographies.

**Brand Compliance & Governance**

* Brand ‘inbox’ so the brand team can approve creative before it is released outside of the organisation.
* Custom brand guidelines pages featuring our brand strategy, colors, fonts, logos, etc with links to the Digital Asset Management (DAM) system to directly download these assets.
* Detailed usage reporting and audit trails to accurately measure how and which assets are being used.
* In addition to the technical capabilities, our DAM system needs to be reflected in a contemporary design with our logo and brand colors

**Systems Integration**

* Seamless API (Application Programming Interface) integration with internal systems such as our CMS, CRM and other platforms.

**Security – Data/Hosting**

* Data hosted in securedata centers that are SOC 2 and ISO27001 compliant.

**Internal Systems Context**

* We currently do not have an internal system that integrates these capabilities, and as a result, Marketing content development and operations are inefficient.
* We also do not have a robust enough governance or compliance process over marketing outputs, increasing the risks associated with non compliance.
* Internal systems can ‘store’ electronic files, including our brand guidelines, but do not have the creative content and brand management-specific features listed above.
* We need a flexible workflow, designed for the creative process that includes internal and external users.
* The system we have identified can integrate with our Intranet (using Active Directory and/or SAML) for single sign on for staff, whilst accommodating external users.
* The **correct use** of existing brand guidelines, assets and creative is not adhered to throughout the organisation, and we need a **proven structure** to ensure this happens.

**Outcomes and Success Measures**

**Cost-Savings and Benefits**

* Our brand is valued at **$X** and this system will help to ensure brand erosion in minimised;
* Increased compliance will ensure we don’t receive fines on out of date talent, stock photography and from regulators. Last year, fines were **$X;**
* By creating a self-serve brand hub portal with automated alerts, our marketing team will save an estimated **$X** Hours Per month by not double/triple handling requests and reducing the feedback loop between creatives and brand;
* Reduce duplication of expenditure on stock photography and other creative assets by **$X;**
* We have invested **$X** in our branded content and advertising, and this platform will ensure we maximise the ROI of our content, and have a working process in place to manage our brand;
* The platform will deliver brand consistency, quality and provide education amongst internal and external stakeholders;
* We will not have any internal management, development or hosting costs.

**Measurement**

* The software integrates an advanced reporting tool that will allow us to measure exactly how the portal is being used, which assets are being accessed and by whom, thus providing us with a clear measure of the ROI.

**Key Deliverables**

* The implementation phase will consist of the following process:
* Detailed review of all information/resources to be contained within the platform;
* Structured workshop with Key Administrators to determine optimal categorisation and structure of information;
* Development of a project plan, key milestones, measures of success and a kick off meeting;
* Configuration of the platform (including full data migration) to suit operational needs;
* Bulk creation of Users, Groups and associated Permissions;
* Extensive training for Main Administrators;
* Testing of the configuration and setup on our Intranet;
* Launch of the portal within our Intranet;
* Ongoing monitoring of usage to ensure rapid and optimal adoption by all stakeholders;
* An email alert service for users on new and/or updated data.

**Key Risks If We Don’t Proceed**

The major risk of not implementing this platform is that our new brand work and processes will not be effectively implemented.

* Inefficient running of the Marketing department – lost productivity hours on ‘non value add’ tasks;
* Lack of oversight of external agencies – increasing chance of errors or non compliant material being published;
* Lack of governance oversight, audit trails and reporting;
* Inconsistency of branding and the diminishing of our brand value;
* Fines for non-compliant assets being used;
* Duplication of efforts and expenditure;
* Inefficient administration in the marketing department;
* Over-reliance on external agencies for original artwork.

**Dependencies, Constraints and Assumptions**

As this is an externally hosted platform, the only dependency is to enable the integration of Active Directory for Internal Users.

**Timing**

**Sign Off:**

**Implementation:**

**Training:**

**Launch Date:**

**Costs**

*Enter Costs Here*