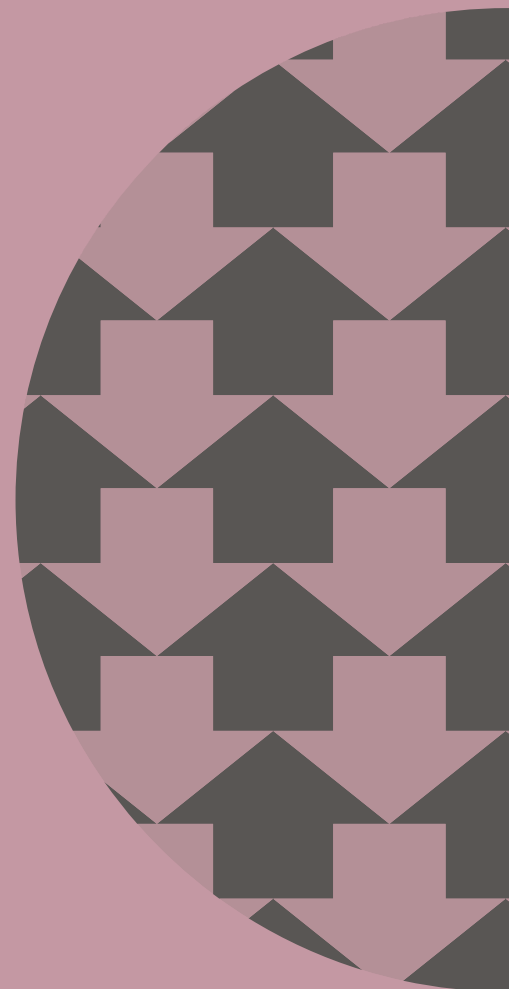# DELIVER.
Point of View Paper

More with less;

How to get more from your existing tools
before considering new technology

AUTHOR: Wyatt Bales, Chief Customer Officer

Bluprintx

Across all industries, marketing teams are seeing reductions in budget and headcount[1] but still facing pressure to show year-on-year EBITDA growth.

With new technologies being released every day, the market norm is typically 'buy new tech to solve old problems'.

However, times are changing. It's harder to get procurement approval on new technology. Even harder to increase headcount. The result?

Some of the latest innovations are not coming from a new platform or process but instead an innovative way to use existing technology.

STRATEGIC LANDSCAPE.

Asking for headcount and additional budget doesn't get you recognized nearly as much as delivering on targets whilst reducing spend.

By consolidating unused tech down to your core platforms, you reduce license cost. You also reduce the cost of your team maintaining 'duct tape' solutions that randomly keep your BAU running.

Inaccessibility to data is also a risk. It could be caused by a missing skillset. Or it might be an unknown process inhibiting leaders to quickly pivot based on market feedback. Whatever the cause, executives are often unsure if they're experiencing the beginning of a new trend or just seeing unreliable data.

For example, one of our customers saw newly designed gated landing pages and LinkedIn retargeting were their two worst performing channels. Siloed teams meant that performance marketing team didn't have visibility of the CRM/MAP. The consequence? The core marketing team was distracted with what they thought was a gap in technology and troubleshooting technical problems when in reality, it was just two channels not performing.

For senior executives, having your most talented people focused on core business problems and looking at your core business platforms will mitigate team distraction. Not to mention the licensing and renewal noise which creates a distraction at another level within the organization.

SOLUTION.

When was the last time your team did an exhaustive platform ecosystem audit? Not a superficial features comparison audit, but an actual "how many people have used this in the past 30 days and what business value is it delivering?" audit.

According to Chiefmartec[2], the average enterprise marketing department uses 120 different cloud services on average (the highest of polled enterprise departments). The amount of time spent on managing renewals, spend, and functionality overlap is an unnecessary sunk cost. Instead, going back to the fundamentals of how the core platforms could be used, in combination with a simple internal skills matrix, can make a significant dent in your P&L.

Here's how to approach it:

STEP 1: Set up a joint task force between finance/procurement, IT, and your team to evaluate your applications. Could each member of your team clearly articulate the value each technology provides to the business? If not, probably a good indicator it's ripe for plucking from your stack.

STEP 2: Of those identified technologies, can your CRM and MAP platform owners confirm or deny the functionality could be accommodated without additional modules and in-house resources? More specifically, with a bit of admin or developer help, can your Sales Cloud CRM or Marketo platform accomplish what you're paying $3500/yr Gadget.io for?

STEP 3: Scope and prioritize the level of effort to migrate the soon-to-be redundant functionality onto your core platforms. If you can internally accommodate the functionality or externally source whilst still reducing cost, you've got a strong story to tell.

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DELIVER GROWTH WITH BLUPRINTX.

At Bluprintx, we understand achieving growth is not just about achieving YoY goals. It's also about constantly revisiting the status quo and ensuring we're running as efficient and lean as possible.

Our services take a grounded approach. Fed by the latest innovations and based in the reality of what's feasible for your business. We understand you already have a long backlog of projects and internal initiatives on your plate. An external agency shouldn't add to the pile. We understand your business, expressions, and acronyms so well that we become part of the furniture.

Upon understanding your business more, we shadow your team asking questions such as these along the way:

➡ *How much time is your team focused on new initiatives vs maintenance of old processes, campaigns, or tools?*

➡ *How are your company/department objectives reflected in your team's individual workloads?*

➡ *If your team had unlimited time and budget, what would be the first thing they fixed? Why? How does that fix align to your bottom line?*

➡ *What are the biggest inhibitors in your daily work routine which prevent you from being more effective?*

Our projects serve your bottom line but still create career paths for your people. People who will grow with you through an everchanging marketplace.

SERVICE DELIVERABLES.

We have decades of history reviewing customers' technologies, processes, and org structures which is incorporated into our industry-tailored project plans.

Some of our plans include:

➡ *Optimal org structure and ways of working*

➡ *Platform ecosystem audit*

➡ *Technology usage & performance audit*

➡ *Talent gaps & career planning*

➡ *Market volatility preparedness analysis*

These services give you detailed specifics of how to change your team, what processes to deprecate/initiate, and which less meaningful tools to retire

info@bluprintx.com | bluprintx.com   Dallas | Sydney | London | Liverpool | Amsterdam | St Louis

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