



Selective *outsourcing*

Think Global; act local.

Selective *outsourcing*

Market Trends

- Increasing need for flexibility and speed in reacting to market dynamics.
- Focus in-house skills on core competencies and outsource non-core marketing tasks.
- Optimize people/program ratio.
- Measure marketing by service level agreements based on business results.
- Reduce overall marketing cost as a % of revenue.
- Shortening of product life cycles requires faster time to market in order to optimize ROI.

Matchcode's approach is to analyze our client's business needs and structure the appropriate resourcing model. Matchcode employees are all marketing professionals with broad knowledge in strategic and operational marketing, industry expertise and project management. With Matchcode's global setup we are able to provide our clients resources on a local and a global level.



Think Global; act local.

Selective *outsourcing*

Selective Marketing Outsourcing

To effectively react to changing markets, a successful enterprise needs the ability to quickly adapt its business generation capabilities. Matchcode is a leading global b2b marketing service provider enabling our clients to execute marketing tasks on a global level. We either provide critical resources for selective marketing tasks or we can provide the full marketing responsibilities on behalf of our client, including their processes, employees and budget management.

Utilizing the b2b expertise and resources of Matchcode, our clients are better able to:

- respond to expanding and contracting market conditions.
- support and test new business segments.
- provide global marketing coverage with local implementation capabilities.

Our professional marketing consultants integrate seamlessly into our clients processes such as:

- Planning and business alignment on a global and local level
- CRM and Marketing Tools for lead management
- Alignment with sales and marketing organizations
- Alignment with channel partners



In more than 10 countries we provide the following outsourcing services:

- Development and Implementation of Global Company and Product Roadshows
- Planning, Implementation and Management of Channel Marketing Programs
- Localization and Implementation of Global and Regional Campaigns
- End-to-End Country Event Management
- Provide and Manage Marketing Organizations for Small Companies

We are not just providing outsourcing capabilities
we are providing flexibility, innovation and cost effectiveness!

Think Global; act local.

Selective *outsourcing*

Our Clients

We work with both well-known and lesser known brands across the IT and non-IT industries in Europe, US and Latin America. Our customers include 7 of the top 10 technology brands and 9 of the top 100 global brands as noted by Millward Brown Optimor. Our outsourcing clients include: Business Objects, Dell, Intel, Microsoft and SAP.

Matchcode is focused on providing our clients industry leading marketing services on a selective outsourcing model. This means we take full responsibility of the services aligned to our clients' business targets. We interact with our clients through detailed service level agreements. Selective outsourcing is one of the key methods in supporting our clients' business generation needs.

Matchcode is uniquely positioned in the industry given its broad regional coverage of marketing experts and industry knowledge in the b2b segment. Matchcode offers its clients ONE SINGLE BRAND IN MORE THAN 10 MARKETS.



Our clients approach us typically when they need to

- optimize marketing budgets.
- supplement the skills available in their marketing organization.
- improve people/program ratio.
- immediately execute business generation activities.
- manage expanding or contracting business environments.
- expand regional coverage.
- enter new markets.

We are not providing people...
we are providing ideas and results!



Think Global; act local.

Selective *outsourcing*

Process

The first step is to analyze our client's business needs and jointly agree on objectives and targets for Matchcode's marketing services. This process typically involves interfaces with the senior business, sales or marketing managers.

Matchcode will then propose ideas and initiatives that support these business objectives. We look here at filling the gaps and augmenting your own marketing organization. This plan includes the Matchcode resourcing model (globally and locally), interfacing with our client's organization and processes, the budget, the metrics and a project execution plan.

The final step is to agree on a governance model and the measurement process to ensure permanent monitoring of results and ongoing improvement cycles.

Matchcode experience and global presence ensure the seamless integration into our client's structure. You set the goal and objectives, we execute and deliver.



Think Global; act local.

Selective *outsourcing*

Focus Areas for Selective Outsourcing

Businesses have traditionally outsourced only their advertising and PR activities to outside experts. Matchcode is expanding this notion in providing outsourced services for business generation and partner/channel management.

1. BUSINESS GENERATION OUTSOURCING

- Global campaign development and local campaign execution
- Direct Marketing activities (email campaigns, telemarketing)
- Internet Marketing (Search Engine Optimization, digital marketing)
- Product Introductions
- Community Management

2. PARTNER AND CHANNEL MANAGEMENT

- Development of partner programs
- Management of partner relationship (recruiting, enablement, measurement)
- Partner marketing support services

Examples of Projects

- OEM channel marketing across Europe for a major enterprise infrastructure software company.
- End-to-end country marketing functions in Latin America for business application software company.
- Experiential marketing function in Austria for software company.
- Experiential marketing function in Latin America for a PC software company.
- Experiential marketing in Mexico for major hardware manufacturing company.
- Channel Marketing services to indirect channel for business applications company in Europe.



Think Global; act local.

Selective *outsourcing*

Benefits of Outsourcing Model

1. COST EFFECTIVE MODEL FOR DRIVING BUSINESS EXPANSION

- no hiring, training, development of staff
- no management overhead
- services delivered based on Service Level Agreements

2. FLEXIBLE MARKETING FORCE

- redirection of focus
- adapt to expanding and contracting markets
- immediate alignment with new business strategy
- focus entirely on results and execution

3. KNOW-HOW

- years of work in field marketing organisations
- engagements with many different customers
- experience obtained at regional and country level field marketing organisations
- familiarity with sales management expectations

4. MARKETING IS A BUSINESS

- service level agreements
- end-to-end measurement
- budgets aligned to results



Think Global; act local.

Selective *outsourcing*

About Matchcode

Matchcode offers creative and business oriented marketing solutions to meet the needs of our local, regional and global customers. We provide integrated marketing services to the world's leading brands. Our passion is to align marketing with sales and speed up business. We believe in best practices, one voice and syndication to maximize our customers' marketing investments. Today, we execute creative end-to-end marketing services in more than 10 countries on 3 continents.

OUR VALUE TO THE CUSTOMER

- INCREASE PROFITABILITY WITH RIGHT MARKETING INVESTMENT

We maximize marketing spend and make it measurable

- CONSISTENT GLOBAL OFFERING

Designed centrally, but with local adoption and execution for e2e approach

- INCREASE SALES OPPORTUNITIES

We align marketing investment with sales goals



Think Global; act local.