



# CMO Axis Sales & Marketing Outsourcing

An introduction



# About CMO Axis

- The first Marketing Process Outsourcing (MPO) Company
- Founded in April 2008, CMO Axis' endeavor is to provide organizations with measurable, high impact and cost efficient outsourcing solutions
- Name-brand category leaders as customers
- A vision to make marketing more predictable, scalable and process driven
- Delivery model led by processes, frameworks and templates ensuring first time right delivery
- Demonstrated expertise in B2B and B2C marketing
- An expert team with rich and diverse experience in marketing across varied domains
- Innovative engagement and delivery models
- Offices in Chennai, Bangalore, Delhi with 90+ people



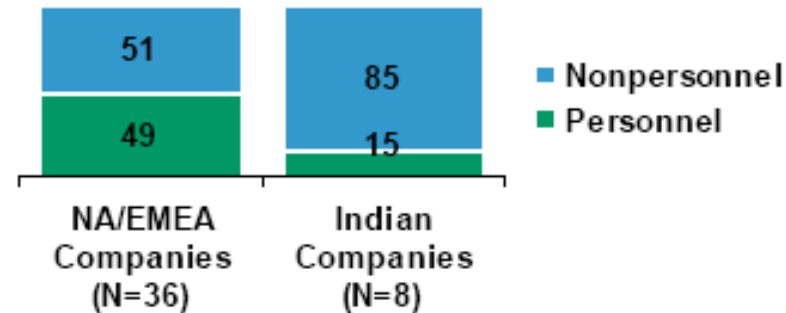
# Marketing outsourcing is more relevant today than ever before

- Increasing prominence of Indian services providers with lower personnel costs

What percentage of the services marketing budget was personnel costs (direct employees and benefits) vs. marketing program expenses?

2008 % of Marketing Budget

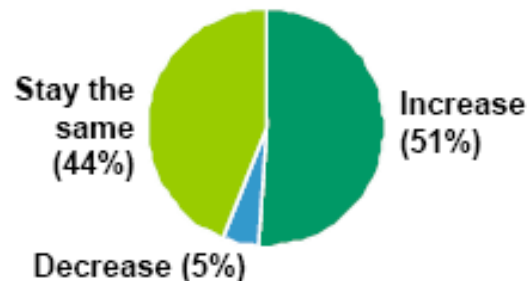
Note: Differences by geography are statistically significant.



- Growing penchant for outsourcing marketing

In FY2008, do you expect outsourcing of marketing initiatives and programs to increase, decrease, or stay the same when compared to FY2007?

% of Respondents (N=43)



Source: ITSMA, *Budget Allocations and Trends: Key Metrics Survey, 2008*

# CMO Axis – 4 key business units

## Marketing Shared Services

- Turnkey management of strategic marketing programs
- Dedicated or on-demand process desks
- Extended teams on-hire (onsite or offsite)

## Integrated Sales & Marketing

- New markets entry/ creation
- Go-to-market for new products/ services
- New/ alternate channels creation and management
- Idea commercialization – Turnkey strategic and operations support from ideas to market creation

## Outsourced CMO Office

- Virtual full-service marketing team
- Marketing strategy and planning
- Marketing infrastructure and operations support

## Virtual Marcom Engine

- Fully virtual delivery platform
- Marketing communications support on pay-per-use or subscription basis
- Benefit from best practices, world-class templates, real-time visibility and quick turn around times
- Managed and delivered by marketing experts

# Delivering to business and marketing needs

- B2B and B2C marketing
- Content and communication
- Social media & web 2.0
- Research and analytics
- Thought leadership programs
- PR and influencer engagement
- CRM, customer engagement and Key accounts marketing

Marketing Domain  
Expertise



- Product/ service portfolio creation/ optimization
- Market research, landscaping and customer profiling
- New market entry strategies
- Pricing strategies
- Channel building, new/ alternative channel creation
- Sales, sales support and promotions

Sales & Marketing  
Alignment



- Corporate and product/ service branding
- Segmentation, targeting and positioning
- Messaging and communication plans
- Executive branding
- Strategic marketing planning, budgeting and measurement
- Ecosystem/ stakeholder mapping and engagement

Business  
Alignment

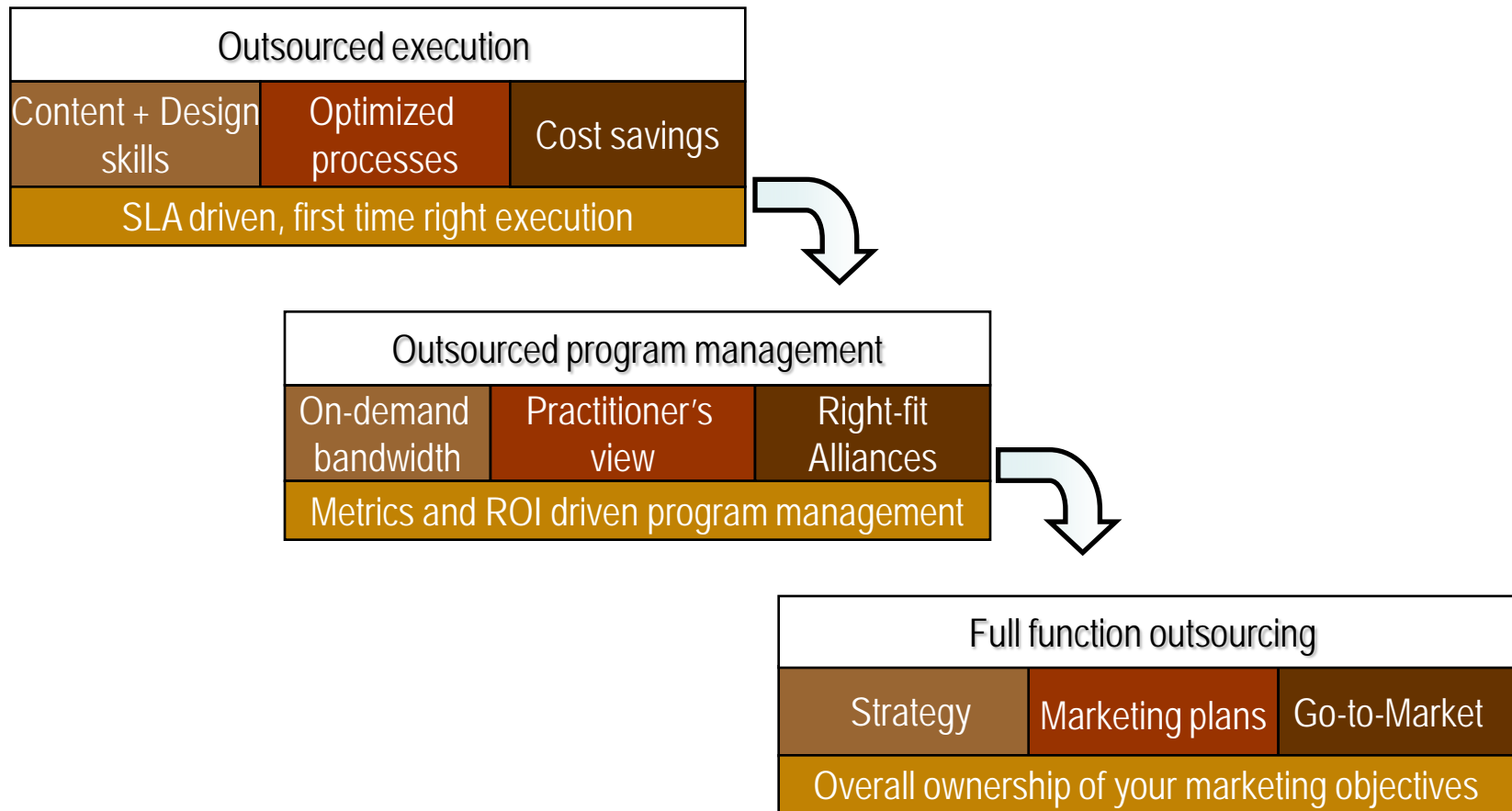


- Flexible delivery models – onsite, offsite, virtual, shared or dedicated
- Full service or project/ process specific engagements
- Best practices, templates and process maps to reduce cost and time
- Online project tracking and management
- Success/ outcome based pricing

Delivery  
Engine



# Execution to full function outsourcing



# Special focus on the under-served SMB space

**Outsourced CMO office:** An on-demand marketing team available to SMBs on a shared services model with experts in marketing strategy, online marketing, content, design, PR, and more!

**Marketing in a box solutions:** A set of highly affordable process-led offerings in areas like online marketing, tele marketing, email marketing, direct to customer initiatives etc starting at Rs.35,000 per month + revenue linked upsides

**Virtual Marketing Engine:** A completely online delivery of marketing services on a 'pay per use' basis for SMBs who require high quality marketing interventions on an 'one off' basis.

# CMO Axis' SMB offering

- Identify key services to invest in and evolve a distinct go-to-market plan for each service
- Identify target segments for each service – Wishlist based on Ideal customer profiling
- Articulation of differentiators, competitive advantage and value proposition

Discovery  
Phase

Market  
readiness  
phase

- Creation / review of collateral consistent with new positioning (website, case studies, brochures, PPTs)
- Identify events calendar, influencer eco-system

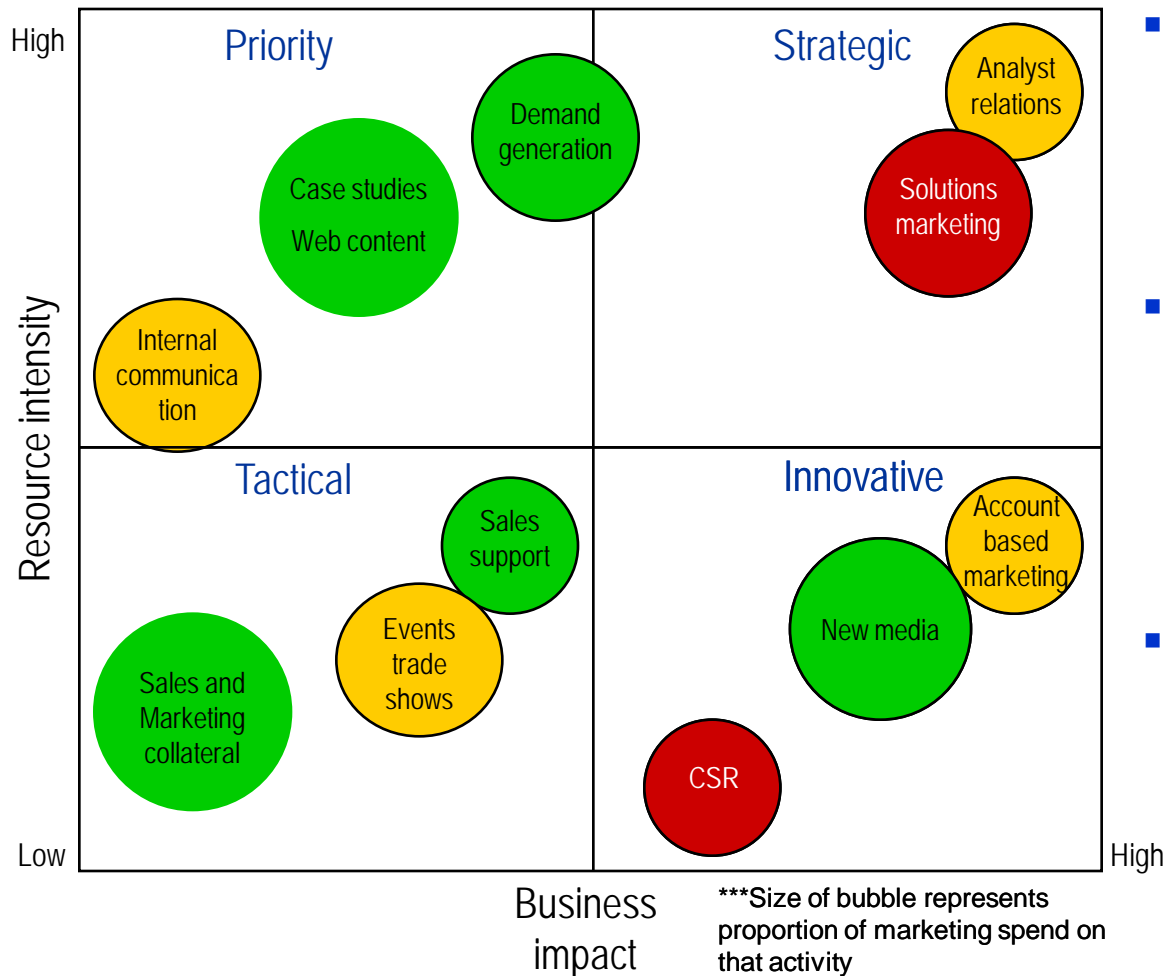
Evolution  
Phase

Outreach  
phase

- Thought leadership initiatives (white papers, speaking opps, etc)
- Constant contact
- Customer forums/ councils
- Account based-marketing
- New segment identification

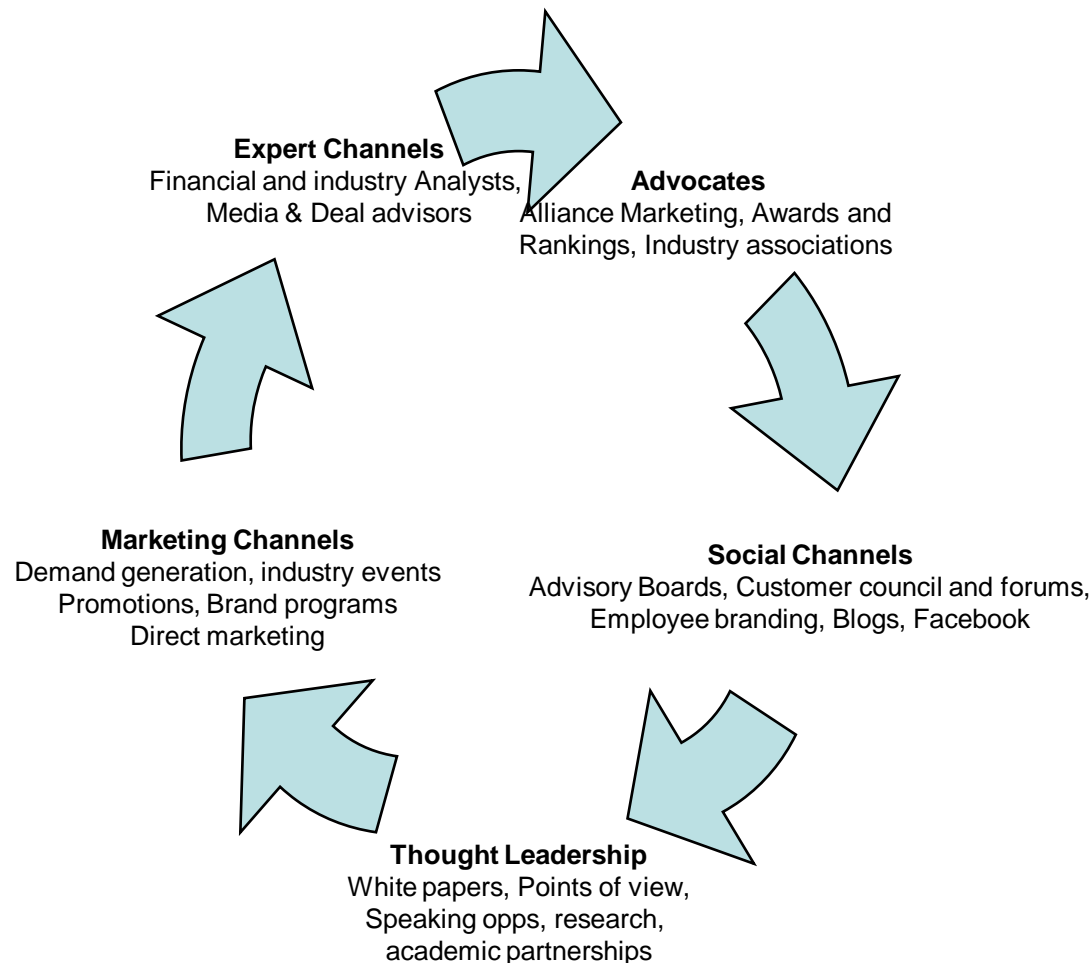
- Structured 4-level campaign to TA
- Social media marketing
- Influencer/ PR outreach
- Partner programs
- Webinars/ trade shows

# Tools & IPs - 'Maxis' : Marketing Priorities Matrix for enterprise cos



- Helps you evaluate where your marketing efforts and investments currently are and where they should be
- CMO Axis will deliver a half-day workshop to help you best leverage your existing marketing bandwidth
- Decide what to
  - in-source ●
  - co-source ●
  - outsource ●

# Tools & IPs - 'Praxis' - The Ecosystem Approach



- Identifying your unique ecosystem helps you maximize touch points, improve effectiveness and reduce cost of outreach
- CMO Axis will help you identify and optimally leverage your ecosystem
- Leverage existing partnerships, relationships and best practices

# Building a marketing ecosystem (indicative)

- Identify the markets, size of companies/ domains we want to go after
- Create differentiated positioning and messaging for each market

Positioning/  
Targeting

Infrastructure  
creation

- > Web sites, brochures, case studies, PPTs, Thought papers, etc

- Competition and industry landscaping
- Identification of point solutions/ services and pricing models

Solution /  
services  
definition

Email  
web 2.0/  
Tele  
marketing

- Identifying stakeholders, creating a database and running scheduled email marketing programs
- Follow up tele calling to prospects
- Reaching out to buyers on Blogs/ Social Networks/ Communities/ Web 2.0

- PR events, story placements/ paper distribution, article placements
- Smart, low cost programs to increase visibility with user groups

PR/  
Below the  
line promos

Partner/  
Thought  
Leadership  
marketing

- Industry Association/ influencer programs
- Demo through free membership to influential clubs/ communities
- Demand generation Webinars
- Speaking opportunity programs

CRM/ ABM

Targeted  
events

- Identification and participation in Industry events
- Custom meetings and briefings in select cities

- Cross-sell/ up-sell campaigns with existing clients
- Account based marketing to increase share of mind and wallet in key accounts



# Engagements Snapshot

# Market entry and go-to-market for a global financial services player

- Proposition – India operations for a Leading Forex player globally
- Who we are engaged with: CEO
- Business case: Forex is a relatively new concept in India and online trading with a global player is virtually non-existent. The challenge involved creating awareness about forex, building credibility for the company, engaging customers, account management and realizing stretch targets. The whole process need to be accomplished through telesales lead approach
- Deliverables
  - Setting up operations including technology and infrastructure required
  - Structuring and hiring two distinct teams – one that focuses and lead generation and the other focusing on customer education and closures
  - Creating awareness and acquiring leads through multi-channel promotions
  - Providing account management and focus on repeat revenues from customers
  - Using social media and online marketing as a key lever for demand generation
  - Identifying partners including online affiliates and investment brokers

# Sales and marketing for specialty Pharma house

- Proposition – Management of the company's three 'critical care' product lines
- Who we are engaged with: CEO
- Business case: This company, a leader in Pharma recently launched a critical care product range. They realized that their existing team of medical reps may not be best suited to sell this high-end product. CMO Axis is handling the complete GTM including identifying TG, staffing 'nutritional advisors' and managing end sales for these products
- Deliverables
  - Research of landscape, TG identification, messaging
  - Fixing sales targets in line with business plans
  - Staffing and running a team that will sell this in key markets (initially NCR)
  - Setting up specialty distribution channels (exclusively for hospitals)
  - Providing all back-end collateral and sales aids for this team

# Alternate sales channel management, community building for white goods company

- Proposition – Management of alternate sales channels for the company's white-goods product lines
- Who we are engaged with: Business Head
- Business case: This company, a new white goods brand from a leading business house wanted us to handle alternate sales channels for them. CMO Axis is helping them with building and promoting an e-commerce portal, building a community of home sales agents for direct selling and building a customer community for referrals,, up-sell, etc
- Deliverables
  - Setting up and promoting e-commerce portal
  - Setting up online community of home sales agents, training and equipping them to sell
  - Setting up a dealer community to train and engage with dealers and regular trade channels
  - Building an online community for customers/ prospects to network, get buying advise, user tips, referral rewards, merchandise store, etc

# Product management and delivery for one of the India's top media houses

- Proposition – Management of the company's Multimedia CD-ROM product line targeted at education and training for young managers that is retailed across India
- Who we are engaged with: Business head, India
- Business case: This project involves new titles identification, content creation, multimedia design and delivering the finished title for onward replication and retail distribution. This activity was done using in-house product managers and used to take the company 6 weeks to deliver one title. CMO Axis now delivers 4 titles a month for them, giving them a significant competitive advantage and speed to market.
- Deliverables
  - Customer research and identification of new genres and titles
  - End to end publishing including content research and writing, and design integrating interactive learning tools
  - Managing all non-retail sales channels like cross-sell, online, institutional and 'home sales agent' selling

# Outsourced CMO office – Risk management product of \$120 Mn IT Co

- Proposition – Outsourced CMO office for an SBU of the company
- Who we are engaged with: Global head of sales
- Business case: The client is launching a new risk management product for the global market that competes with Oracle's Crystal Ball and @Risk. They wanted marketing help to create and execute a go-to-market strategy for this product.
- Deliverables
  - Competitive landscaping and positioning strategy for this product
  - Packaging, website and all sales and marketing collateral creation
  - Creation of demos, sales training material, etc
  - Channel partners identification and signup
  - Innovative channels like direct sales tie-up with CNBC
  - Customer segment identification and outreach
  - Influencer outreach (media, influencers, CPA associations, etc)
  - Flexible engagement model with part compensation tied to product revenues and performance

# Content and design desk for top global networking company/ India's Top 10 IT company

- Proposition – Global back office desk for graphic design and animation, PPT makeovers, case study writing, etc
- Who we are engaged with: CMO office, India
- Business case: The client was looking for a back-office service desk where global sales and delivery teams can get time critical design and content work done in a templated and cost efficient manner.
- Deliverables
  - Case-studies
  - Whitepapers
  - Presentation make-overs
  - Brochures & Flyers
  - Sales demos and walk throughs

# Outsourced CMO office – Engineering Configuration service of \$50 Mn IT Co

- Proposition – Outsourced CMO office for an SBU of the company
- Who we are engaged with: SVP and business head
- Business case: The client is launching a new engineering configuration service that helps heads of engineering cut lead times for product design and helps sales teams decrease reliance on engineering teams in the sales cycle
- Deliverables
  - Competitive landscaping and positioning strategy for this product
  - Website and all sales and marketing collateral creation
  - Creation of demos, sales training material, etc
  - Customer segment identification and outreach
  - Influencer outreach
  - Partner marketing programs with Solidworks, Autodesk, etc

# Outsourced CMO office - \$100 Mn IT Co

- Proposition – Outsourced CMO office with onsite staffing
- Who we are engaged with: Chairman and CEO
- Business case: The client was predominantly delivering staffing solutions and had made strategic acquisitions in the space of infrastructure management and EAI. They wanted marketing help to reposition their company and create a go-to-market plan that will help them engage better with existing customers and also acquire new clients
- Deliverables
  - Repositioning of company as an integrated 'IT and Business Optimization' service provider
  - Outreach of new positioning to existing clients and prospects
  - Influencer engagement program – industry analysts, media and shareholders
  - Initiation of account based marketing to mine existing accounts
  - Focused demand generation program to increase leads pipeline
  - Partner marketing programs with BMC, Microsoft, etc

# C-level web 2.0 strategy for India's top 3 IT services company

- Proposition – Reaching out to and engaging with 100+ named C-level prospects in North America using blogs, social networks and online communities
- Who we are engaged with: CMO office, India
- Business case: The client was looking to build a sharply targeted outreach program to identify and engage with these key prospects using new media tools
- Deliverables
  - Creating and maintaining blogs
  - Identifying prospects on social networks and online communities
  - Inviting them to client's communities, events and blogs
  - Contributing to third party/ industry blogs and communities

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# Awards management program for one of the Top 3 IT services companies in India

- Proposition – Management of the company's annual global innovation awards program
- Who we are engaged with: CMO office, India
- Business case: This project involves management of the company's annual innovation awards program that involves identification and selection of top innovations both within the company and outside the company (globally)
- Deliverables
  - Design of awards process, forms, scoring sheets etc
  - Identification of jury and award partners
  - Screening of applications and shortlisting of finalists
  - Engaging with the jury to select winners
  - Dissemination of news and updates on the awards to participants and other stakeholders



# People Profiles

# People profiles: Vinod Harith

**Experience:** 17+ years in global marketing

**Organizations worked:** Wipro Technologies, iGATE, Hyundai, SSI

**Education:** PG in Management from IFMR/ OUBS, UK, PG in Journalism and Mass Comm from IGNOU, New Delhi

**Industries worked:** IT/ ITES, Education & Training, Automotive, Consumer Packaged Goods

**Key achievements:**

- Wipro's Applied Innovation campaign selected for an INSEAD case study and for Stevie Marketing Awards
- Best People Manager, Wipro
- Avaya CRM award for Wipro's CRM campaign
- Standard and Poor's best corporate governance award for SSI Annual report

# People profiles: Pramod Harith

**Experience:** 12+ years in global sales and marketing

**Organizations worked:** Times of India, Usha International, Cygnus Business Consulting, MeritTrac

**Education:** PG in Enterprise Management from C-PAMP, Diploma in Mgt, Madras University

**Industries worked:** Media and entertainment, IT/ ITES, Education & Training, White goods

## Key achievements:

- Helped grow the MeritTrac brand from a start-up to one of India's top assessment companies
- Help set up the retail channels and distribution for Times Multimedia in South India, making it the most profitable region in India
- Launched Usha's Brita water purifiers in South India and made it one of Usha's fastest growing products

# Some of our clients



# What people have to say...

- “Looks good... Size of your ambition is laudable at the same time, realistic”
  - Subroto Bagchi, COO – Mindtree
- “Certainly looks exciting”
  - Mark Mayo, President – TPI
- “I feel your venture will fill in a much felt need-gap”
  - Apurva Chamaria, Group Manager – Marketing, HCL
- “Very impressive – I think you have a sweet spot”
  - V.Anand Kumar, VP – People supply chain & Employee Branding, Wipro BPO

# CMO Axis in the news

- [New age outsourcing](#) – Economic Times
- [Is it time to outsource marketing?](#) – ManagementNext
- [The Latest BPO: Marketing](#) - BusinessWeek
- [Start me up: Setting up business in India](#) – CNN.com
- [Outsourcing Marketing May Prove Smart for Small Cos](#) - Economic Times
- [It is time for MPO](#) – Offshoring Times
- [India set to become worlds marketing back office?](#) – CIOL
- [CMO Axis to beef up its outsourcing business](#) – The Times of India

# Why CMO Axis?



- Not an agency, but an extended arm of your marketing organization
- An outsourced partner for strategic programs and projects that traditional agencies don't cater to
- Sales and marketing experience across top global brands in diverse industries - IT, FMCG, Auto, Media, HR and Consulting
- Experts in services marketing and global marketing
- Hands-on expert advisory board
- Top tier alliances – K@W, ITSMA, Memorable Meetings, Summit HR
- First time right execution and SLA driven approach
- 40 - 60% savings on your existing marketing spends

