

PURPLE

SQUARE

THE 10 BENEFITS OF **APPLICATION MANAGEMENT**



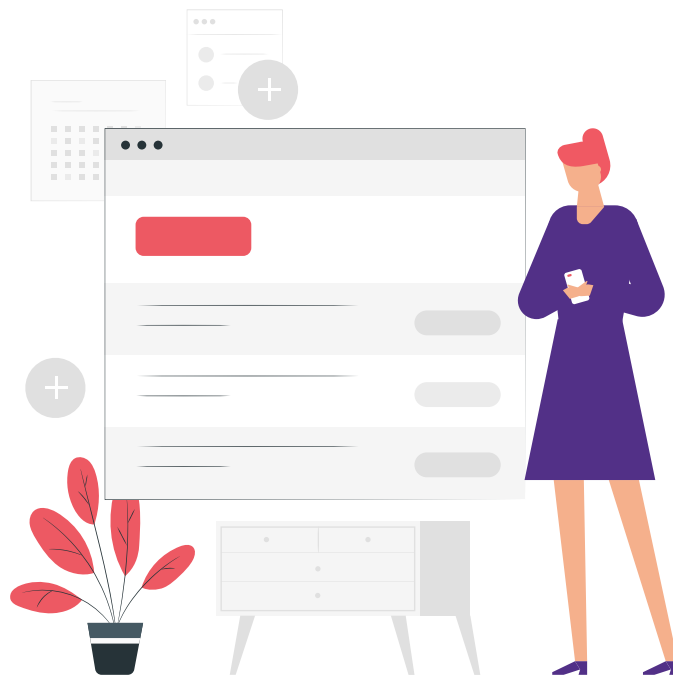
THE BENEFITS OF APPLICATION MANAGEMENT

Application Management is a proactive and reactive maintenance and monitoring service for marketing automation systems. It is designed for organisations who see their marketing communications as business critical – when the messages don't go out for any reason, it costs you time, money & reputation.

Application Management is an enabler, helping you get the most out of your solution and see a higher return on your marketing investment. Here's ten benefits you can expect to get out of this service from Purple Square CX.

01

IMPROVED USER EXPERIENCE



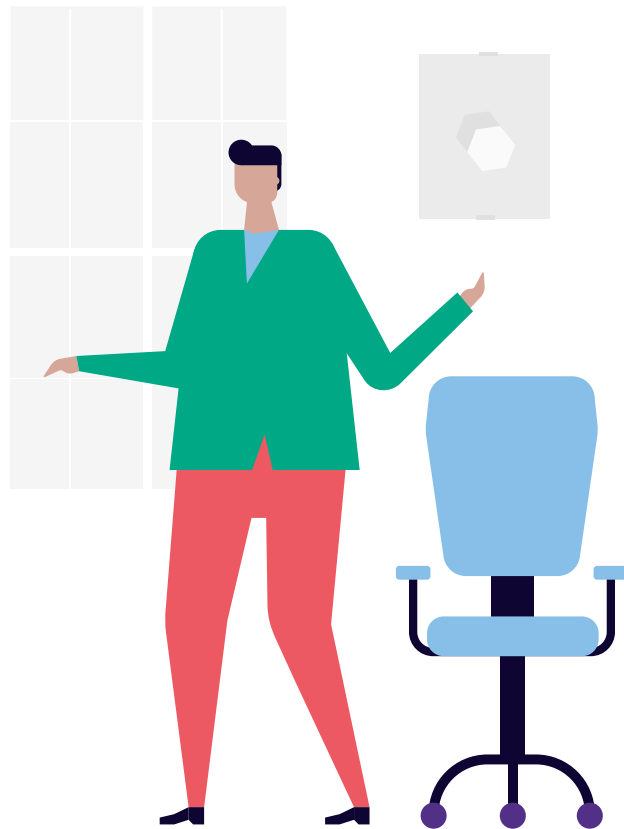
WHY?

Reduced system down-time: because your system is constantly being proactively monitored, issues that interrupt user access or stop messages from going out are less likely to occur, and when they do, they are resolved more efficiently, resulting in less down time for users.

Improved business processes: we always say, technology is the enabler, not a magic bullet. With this in mind we strive to support you not only in the configuration and maintenance of your platform but in using it in accordance with both industry best practice and in the context of your business structure and goals. This approach dramatically improves the user experience because the use of the technology is much more aligned with your business context and strategic requirements.

02

REDUCED FREQUENCY OF COMMON ISSUES



WHY?

Unleash the power of “Whole Team Thinking:” when an issue or improvement is identified for one team member, the resolution is made available across the full team, improving consistency and efficiency of use for everyone.

03

INCREASED ADOPTION OF SOLUTION BY USERS

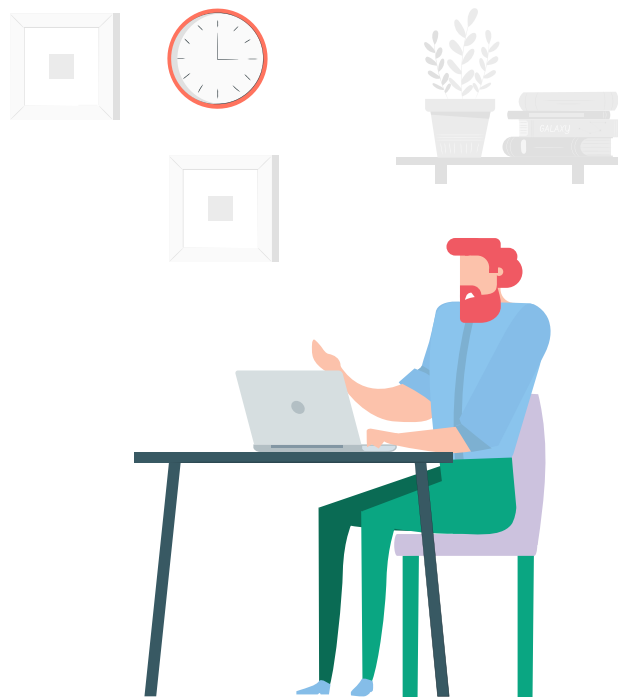


WHY?

Ease of adoption: the success of user adoption can often be measured by how easy it is for someone to adapt their daily tasks and requirements to align with the technology setup and the anticipated support they will receive for doing so. When processes come with easy-to-follow instructions, when solutions are implemented with ease and when support is readily available to all users, the value of the system for the whole team is realised. User adoption is largely about removing the physical and mental barriers that cause a solution to fail to thrive in an organisation.

04

SMOOTHER, MORE EFFECTIVE ISSUE PROGRESSION



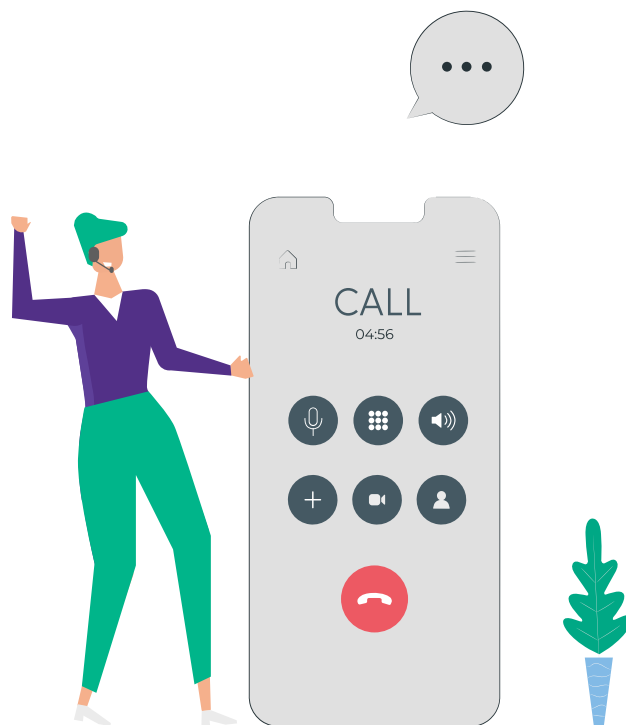
WHY?

A dedicated team: at the end of the phone or email is someone that knows your team, knows your business and knows your solution. When an issue crops up, as they inevitably do, the very best people to respond to it are those that can be considered an extension of your own team.

Imagine the experience of seeing a new doctor every few months and having to explain your symptoms and medical history each time verses regular appointments with the same doctor who knows the ins and outs of your history and can pick up right where you left off last time. Streamlined, effective support will come from familiarity with your systems, your campaigns, your team and your goals.



APPROPRIATE ESCALATION OF PRODUCT ISSUES TO TECHNOLOGY VENDORS



WHY?

Long-term vendor partnerships: at Purple Square CX, we partner with the world's leading Marketing technology (MarTech) vendors. This means we have a depth of relationships with these vendors that extends far beyond raising escalation tickets on your behalf. When there is a need to escalate to a vendor, you can be assured that the Purple Square team are representing your agenda, needs and expectations in a proactive and collaborative way, via our long-term strategic relationships.

06

INTEGRITY AND EFFICIENCY OF DEPLOYED SOLUTIONS



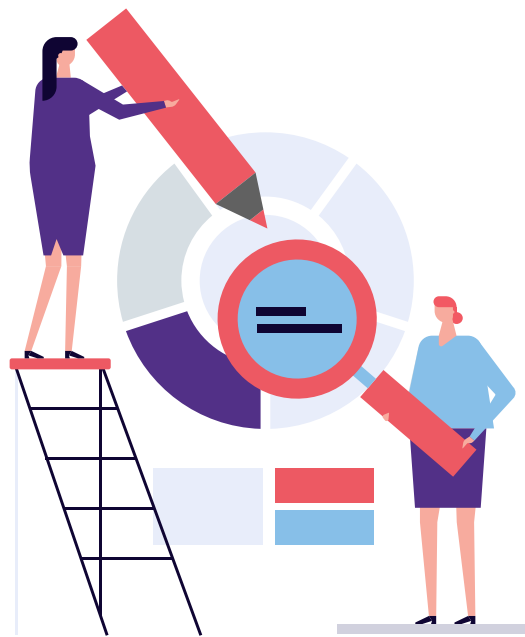
WHY?

Over 300-person-years of combined experience: if there's one thing our team has bucket loads of, it's experience. Our Application Management team is made up of analysts that are all experts in the technologies they support. This team is further backed up by our expert team of consultants, specialists, and architects.

We evolve with you: Over time, your business and platform naturally evolve. What you need from your marketing automation solution now is not what you needed two years ago. New processes and initiatives are constantly being implemented organically, often without consideration for the long term impacts they might bring – partnering with someone who understands your business and your solution, means you can reach out at any point for help, just like you would with your own team.



BETTER UNDERSTANDING OF THE SOLUTION



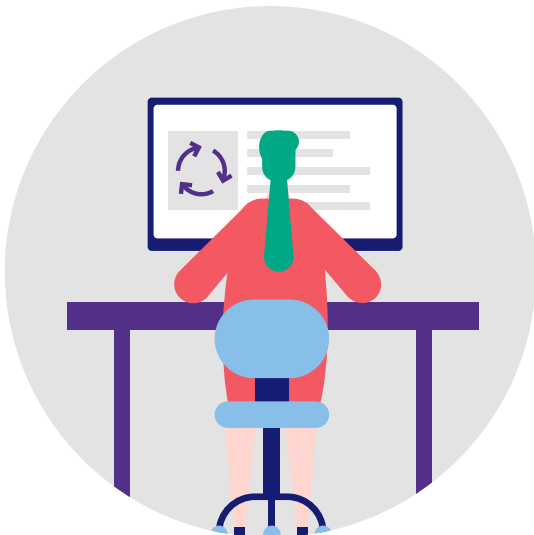
WHY?

Proactive monitoring: when your marketing automation system is being proactively monitored, this allows for the identification of missed opportunities in the solution and opens conversations around the solution setup, leading to fine-tuning the system to closely support the business processes. Not only that but while you rest after a hectic day, our Application Management team ensures your critical nightly processes complete successfully, fix any issues and keep the system available before you begin your day, avoiding any nasty surprises and saving you precious time.

Go live is just the beginning: all marketing automation technologies exist in the context of constant change as they evolve to meet new demands both from their customer base and the industry at large. Whether it's access and configuration of new features, adapting to changes in underlying processes or simply being aware of the latest release developments and the opportunities within them, Application Management works with you to ensure you're getting the very best from your MarTech investment.

08

CONTEXTUAL TECHNICAL COMMUNICATIONS



WHY?

Applicability to your business and solution: when a vendor issues a technical communication that may or may not require action from your business, Application Management acts as the bridge to understand whether and how that communication applies to your particular context. This detail is then communicated in an easy-to-understand format and where action is required, the solution is likely to be handled by our team directly.

09

IMPROVED SYSTEM STABILITY



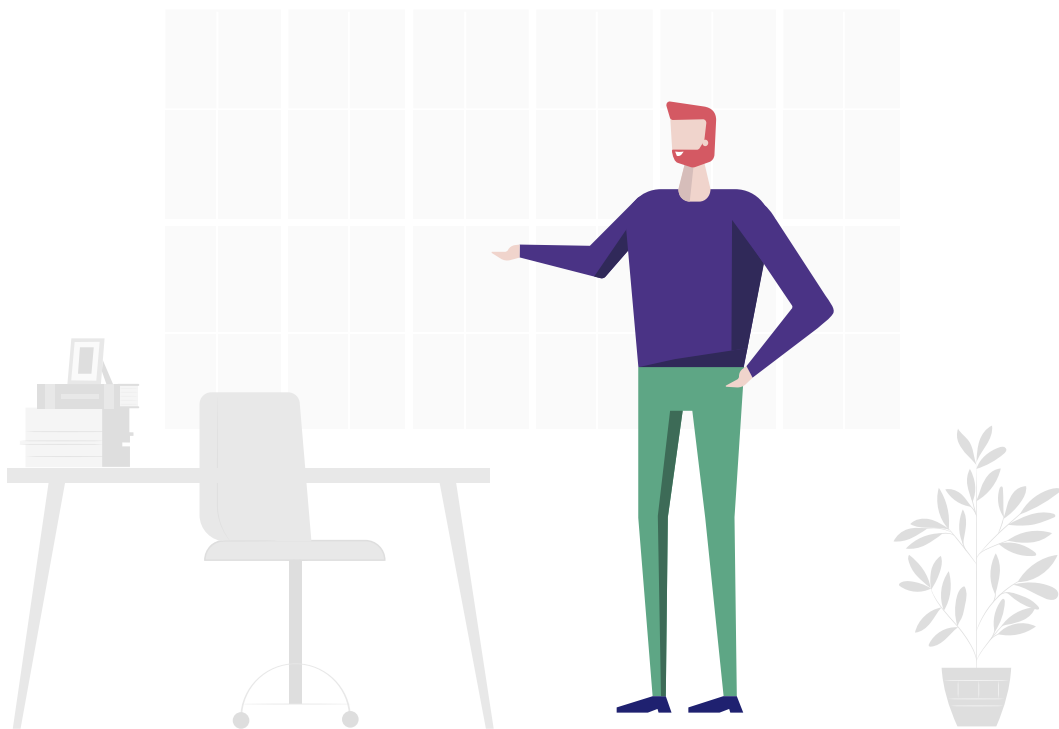
WHY?

Proactive monitoring means catching issues before they happen: Detecting that a system is overloaded and about to crash, or identifying that conflicting messages are about to go out to the same audience, are examples of where proactive monitoring is essential for companies executing customer communications at scale. A quick phone call advising your team to save their work and log off in a critical moment such as this, could mean the difference between losing tens of hours of work. Knowing that there is a team keeping an eye on your system, monitoring usage and looking for potential issues means that your system is able to retain a state of stability.

Keeping the software running smoothly, whether it's an on-premise setup or SaaS Cloud configuration, is only the start of the journey. Maintaining the required skills in-house to support marketing automation is a costly overhead, especially when those resources, inevitably move on, taking all their great skills with them. Purple Square provides an attrition proof service, so you don't ever have to worry about whether your system is being taken care of.

10

IDENTIFICATION AND RESOLUTION OF UNDERLYING CAUSES



WHY?

Holistic support: Application Management goes beyond simply addressing symptoms – we look to address the root causes of issues, particularly those that may be recurring. Dealing with the heart of an issue not only saves valuable time for your team but also sets you up to deliver exceptional customer experiences time and again.

Application Management frees you to focus on strategy without having to worry about the fix and upkeep of your system. Not everything can be controlled, but proactive and reactive monitoring means you are giving yourself the best possible chance of success.

**Want to find out more about
Application Management?**



Let's Talk!

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