



DIGITAL MARKETING TODAY IS FULL OF MANY MOVING PARTS AND PIECES THAT ALL NEED TO BE ORCHESTRATED TO DELIVER A BUSINESS OBJECTIVE .  
LEAD AGENCY MODEL

## THE RUNDOWN

Autodesk, Inc., is a leader in 3D design, engineering and entertainment software. Customers across the manufacturing, architecture, building, construction, and media and entertainment industries—including the last 19 Academy Award winners for Best Visual Effects—use Autodesk software to design, visualize, and simulate their ideas before they're ever built or created. From blockbuster visual effects and buildings that create their own energy to electric cars and the batteries that power them, the work of our 3D software customers is everywhere you look.

## THE GOALS

- Within several weeks, our dedicated team had thousands of complex web pages completely redesigned, optimized and published for the European market in a new Content Management System.
- Teamsize: 41
- Method: Agile, PMI
- System: Adobe CQ5, OpenText, Salesforce, APRIMO, Adobe Sitecatalyst

## THE APPROACH

- Lead Agency Model
- Offshore Nearshore Solutions
- Digital Transformation
- KPI based global Campaign Management

## THE RESULTS

- More than 73.630 new published content records
- More than 70 new launched campaigns
- Leadmanagement Tasks:
- 2.500 Segmentations, 3.000 Email Shots,
- Customized PHP Applications: 52
- Online Event Management



«REAL STRATEGY ALIGNMENT IS ACHIEVED WHEN YOUR MARKETING STRATEGY IS DESIGNED BASED ON MEASURABLE BUSINESS RESULTS.»

## OUR TASKS



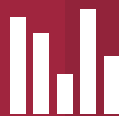
STRATEGY

- Goal analysis - use of existing technical and operational options
- Change Management
- Digital Transformation



MARKETING OPERATIONS

- Stakeholdermanagement
- Projectmanagement (PMI and Scrum)
- Lead Management
- Campaign Management
- Development



ANALYSIS & OPTIMIZATION

- Project Controlling and Optimization
- Risk Analasys and Minimization

## THE WORKFLOW

Lead Agency

**onemedia**  
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