



# Accelerating your business through smarter marketing

Introducing a new enterprise marketing operating model



Disconnected plans, disparate project management tools, and budgets locked up in multiple spreadsheets have hampered marketing’s visibility, accountability, collaboration, and agility.

Our collateral, our brand means we lead. **KPMG LLP (KPMG) and Uptempo** have joined forces to transform how marketing is managed by delivering **marketing business acceleration**, a new operating model for enterprise marketing teams. This innovative approach provides CMOs with a comprehensive plan and spend framework, common taxonomies and KPIs, as well as real-time data transparency, so they can:

- Gain clarity on marketing data and collective insights to inform marketing planning
- Focus on marketing investments best aligned to business goals that maximize value
- Accelerate with increased efficiency through proactive agile marketing execution

The marketing business acceleration operating model solves persistent enterprise marketing challenges, including:

Challenges	How We Help
Disconnect between marketing strategy, planning, and execution	Enable you to have all of your marketing teams working against the same plan, KPI’s and business goals
Lack of transparency on marketing spend and slow month-end reconciliation processes	Reconcile planned, committed, and actual spend across marketing to improve marketing’s ability to shift strategies quickly to meet changing market conditions
Disjointed workflow processes	Help you align, manage, automate, control, and optimize workflows – and more effectively manage your team’s workload capacity
Unreliable data – often outdated, disparate, or incomplete information	Deliver accurate data in real-time to help marketers make data-driven decisions
Lack of actionable insights	Improve systems and tools to better understand which campaigns and programs deliver the highest performance, help you pinpoint those that should be stopped, and pivot and re-allocate resources and budgets to drive higher ROI
Misalignment between marketing and corporate goals	Align your marketing budget to corporate objectives. Our operating model includes rich metadata that enables the tactics in your marketing plan to be aligned.
Agility hindered by disparate PowerPoints, spreadsheets, content repositories, DAMs, and approval workflows	Enable agility and revenue growth by providing CMOs with an efficient and centralized system for marketing workflows, assets, and campaigns

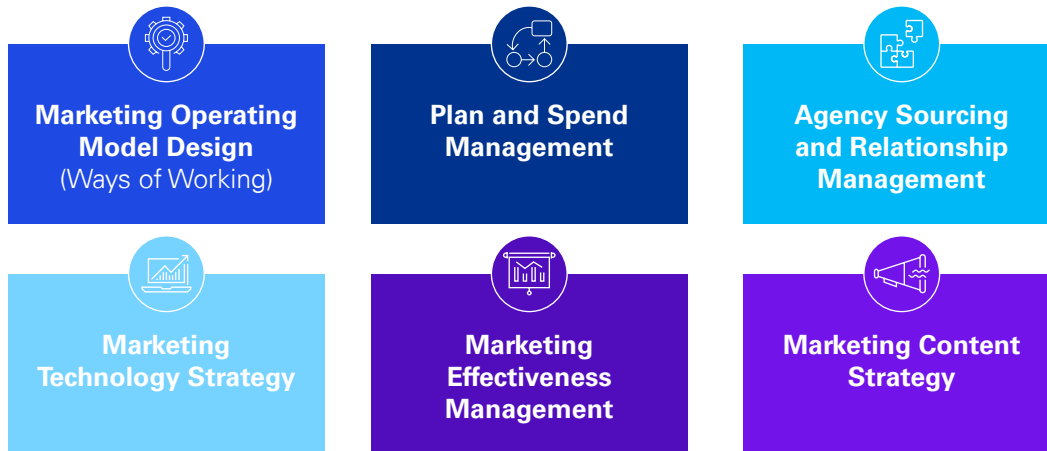
## KPMG and Uptempo deliver solutions to help accelerate marketing results

*Our alliance partnership helps transform how enterprises work within a marketing business acceleration operating system, with leading practice guidance on ways to be more effective and efficient.*

**KPMG** provides the strategy and change management required across marketing, sales, service, and commerce. KPMG marketing strategy and consulting services accelerate the impact of marketing investments and deliver sustained growth.

**Uptempo** provides software that easily manages the critical spend-to-performance connection required for marketing business acceleration. By fully integrating marketing planning, financial, performance, project management, and asset management in one solution, Uptempo improves visibility, efficiency, collaboration, which helps drive better outcomes.

**Uptempo** and **KPMG** deliver technology and consulting solutions that cover the entire spectrum of marketing business acceleration:



**Are you ready to accelerate your marketing?** As a leader in marketing operations, technology, and leading practices, we can help you achieve marketing business acceleration by integrating with your existing processes and tools without overhauling your entire system for a seamless experience.

## Contacts

**Jason Galloway**  
Principal, Customer Advisory Leader,  
Marketing Consulting Lead  
KPMG U.S.  
T: 636-614-4250  
E: [jasongalloway@kpmg.com](mailto:jasongalloway@kpmg.com)

**Ryan Doubet**  
Managing Director, Customer Advisory,  
Marketing Consulting  
KPMG U.S.  
T: 612-991-2954  
E: [rdoubet@kpmg.com](mailto:rdoubet@kpmg.com)

**Ryan Walser**  
Director, Customer Advisory,  
Marketing Consulting  
KPMG U.S.  
T: 302-897-1102  
E: [rwalser@kpmg.com](mailto:rwalser@kpmg.com)

**Brian Brownrigg**  
VP, Professional Services and  
Ecosystem Uptempo  
E: [brian.brownrigg@uptempo.io](mailto:brian.brownrigg@uptempo.io)

[kpmg.com/socialmedia](https://kpmg.com/socialmedia)



Some or all of the services described herein may not be permissible for KPMG audit clients and their affiliates or related entities.

© 2022 KPMG LLP, a Delaware limited liability partnership and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved. The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization. NDP368645