



valtech_eCapacity

SAS Fans Meeting

Simplifying MarTech at Danske Bank with SAS360

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Agenda

- 1 MarTech situation at Danske Bank
- 2 Design principles for new Marketing Automation platform
- 3 Onboarding the business into new ways-of-working



Section 1

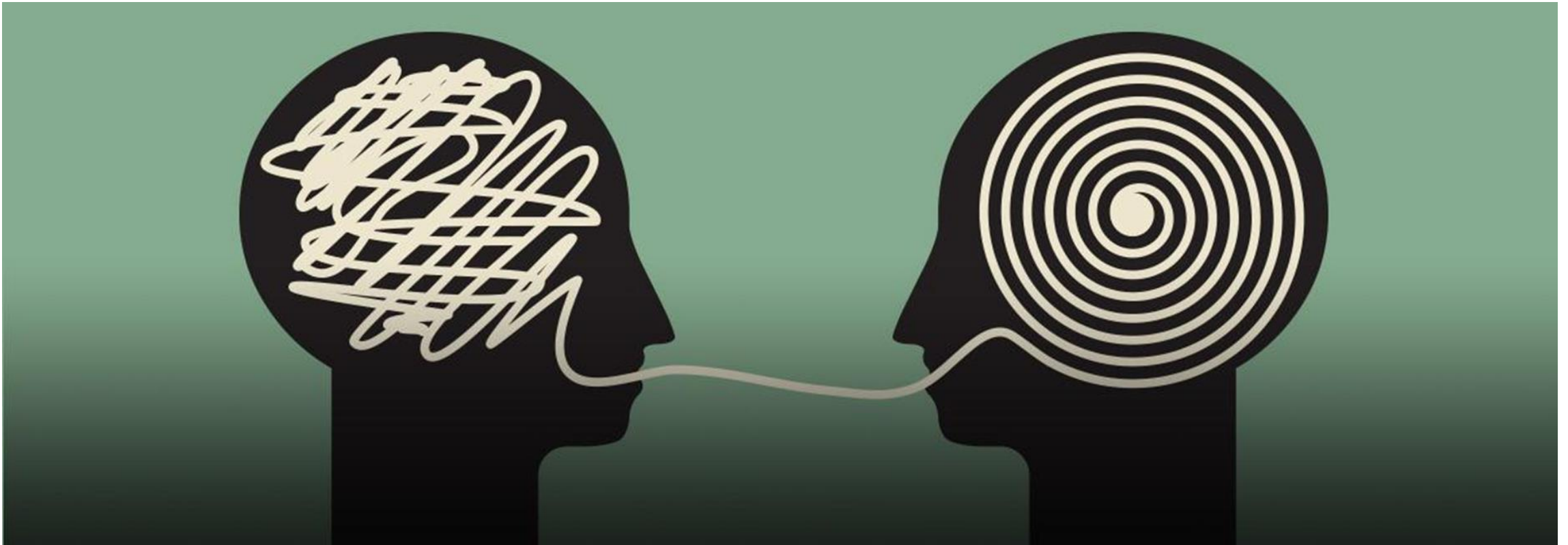
MarTech situation at Danske Bank



CTMX	0.45	▲	+0.45
FTR	-0.23	▼	-2.34%
CSCO	-1.01	▼	-1.89%
CHK	0.02	▲	+0.21
AAPL	+2.58	▲	+2.58
PRT0	-0.12	▼	-0.12
AMZN	0.15	▲	+0.15
TSLA	0.10	▲	+0.10
AVGO	0.67	▲	+0.67
SIRI	-0.65	▼	-0.65

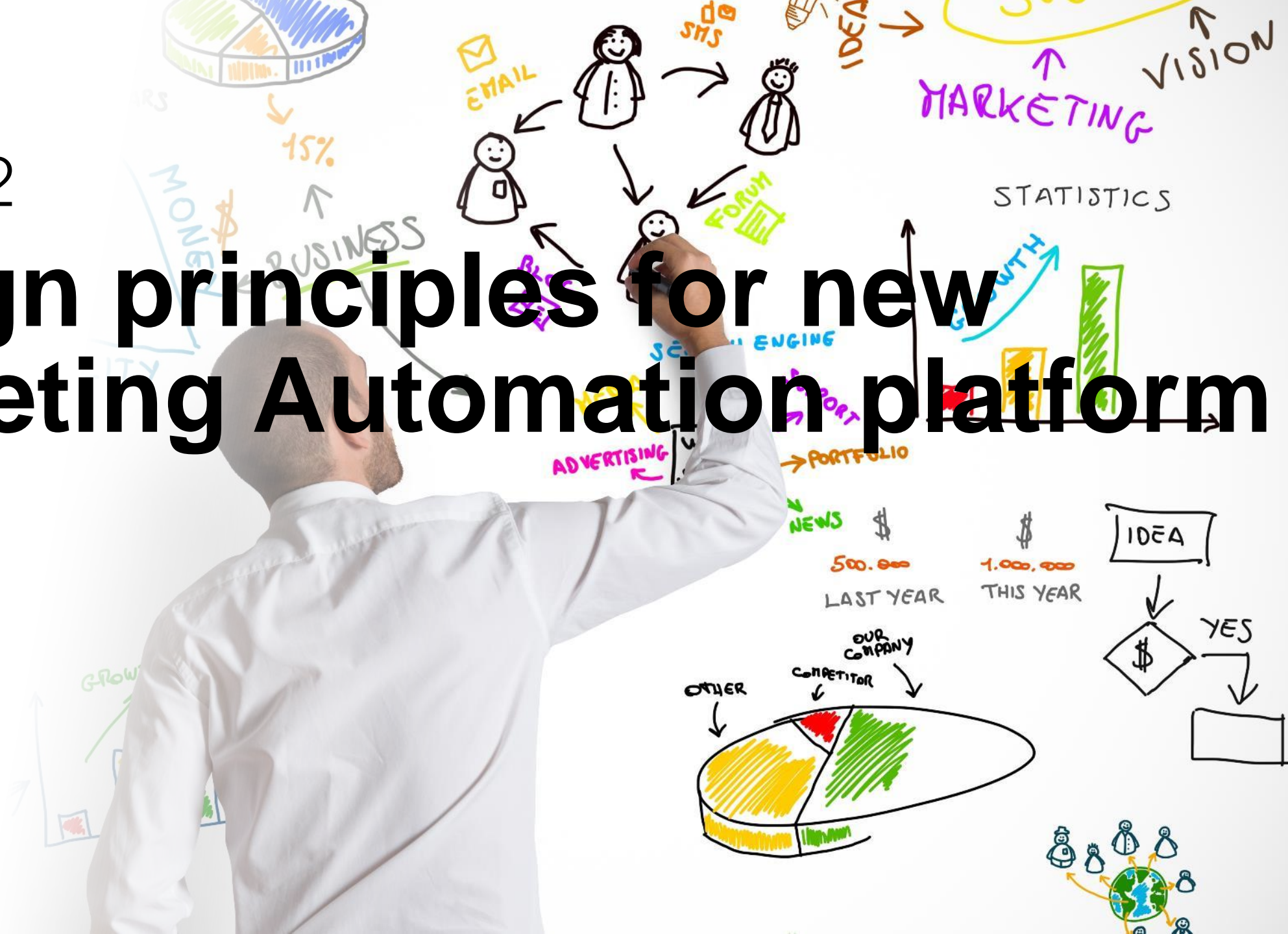


To build new data driven marketing & customer experience capabilities there is a great need to reduce complexity

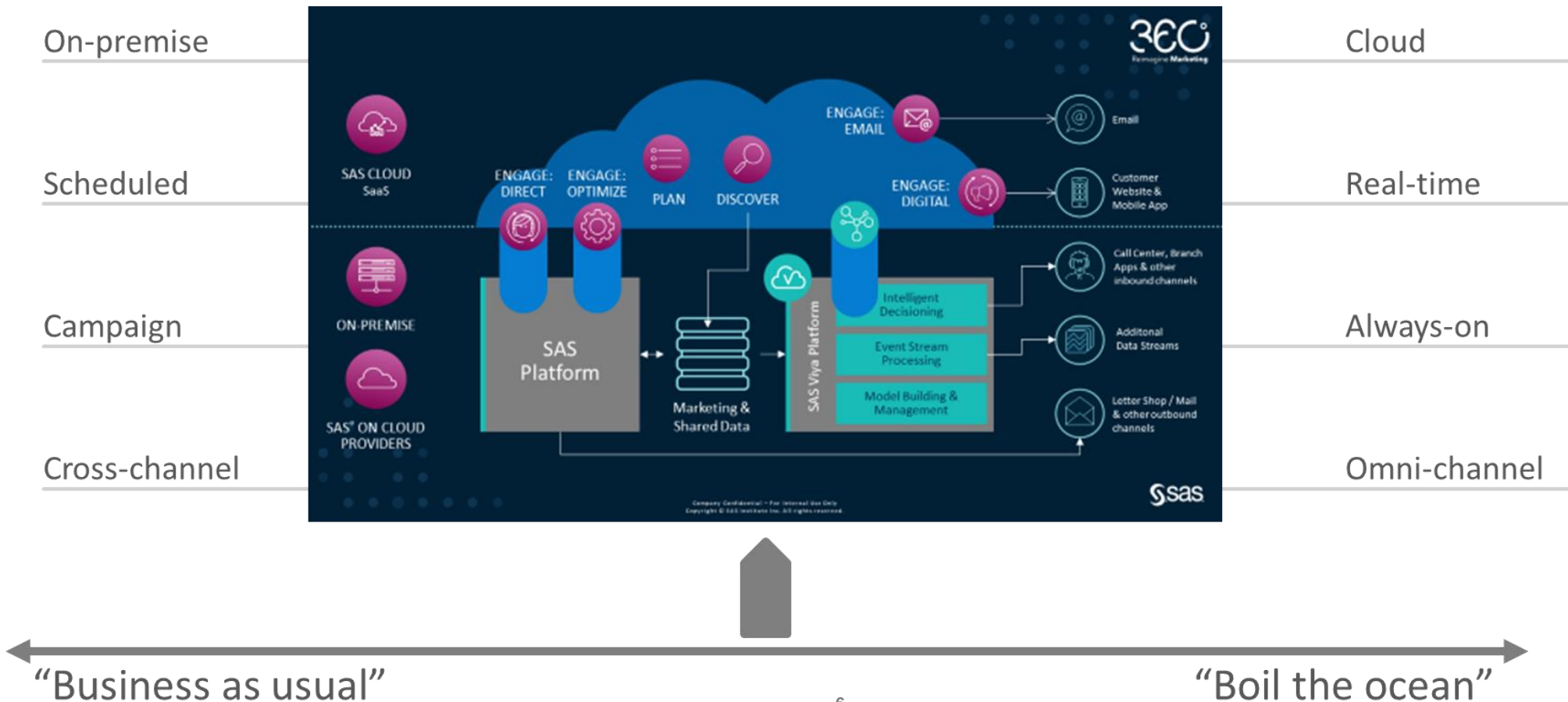


Section 2

Design principles for new Marketing Automation platform

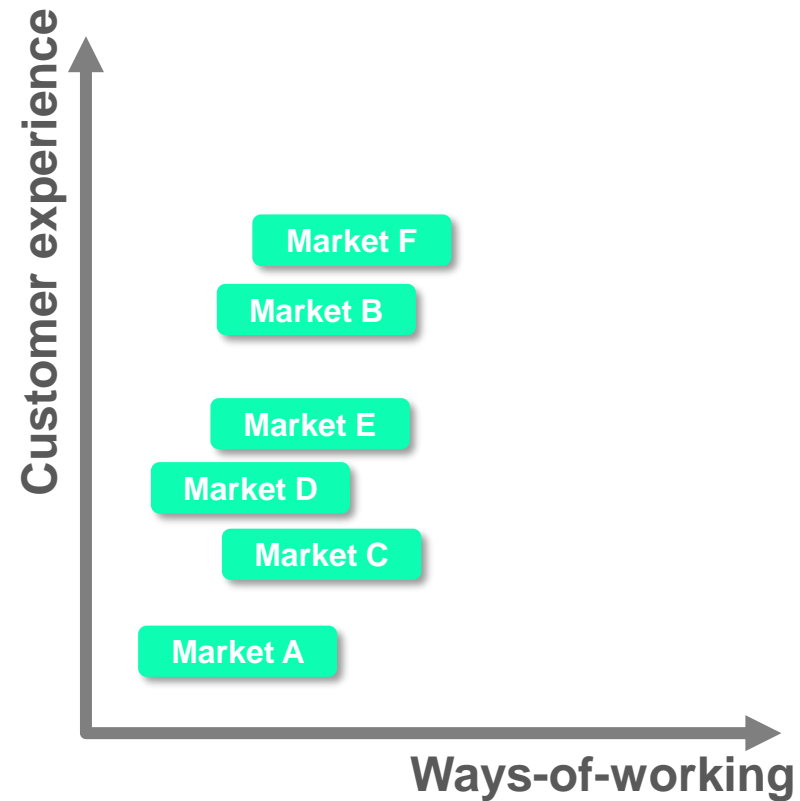


Setting the scope for a new marketing automation platform is a balance between daily operations and change

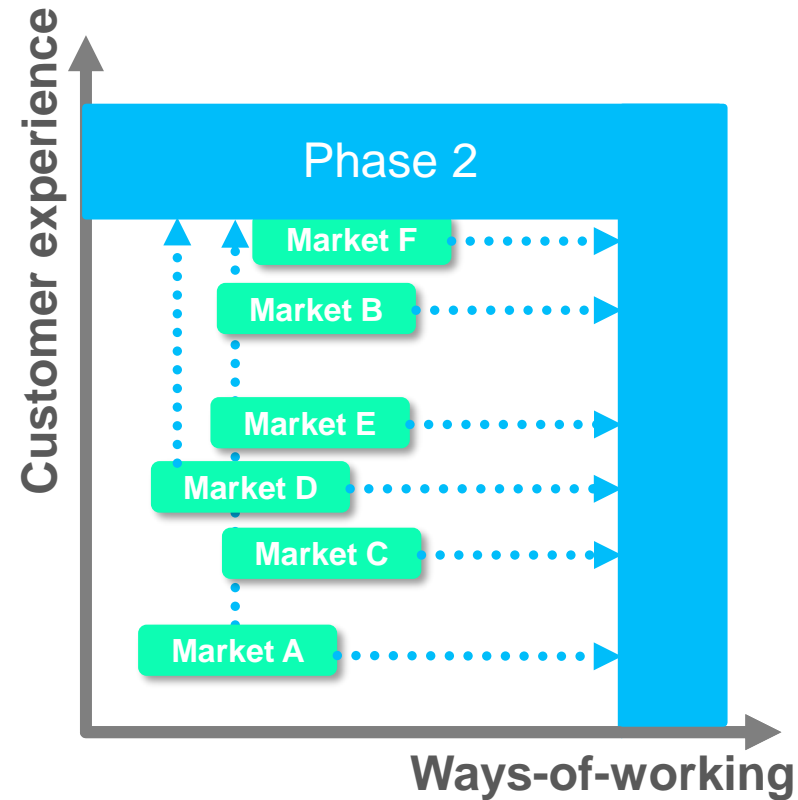


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The customer experience practice varies from beginner to advanced



Business potential sets clear guiding principles



Section 3

Onboarding the business into new ways-of-working

A woman with blonde hair and glasses, wearing a light blue button-down shirt, is seated at a wooden conference table. She is gesturing with her hands as if speaking. To her right, another woman with dark hair is looking towards her. On the table in front of them are a smartphone, a spiral notebook, and a coffee cup. The background is slightly blurred, showing a green plant and a window.

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The onboarding of the business users have a clear set of objectives and a process to support differences

Efficiency

- Reduce handshakes
- Reduce lead time
- Free up time

Commercial impact

- Transformation from campaigns to always-on customer journeys
- Increase degree of personalization and testing





Thank You

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