

# Minacs Marketing Solutions: Achieving High-Performance, High-Efficiency Automotive Marketing with SAP® Solutions



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**Company**

Minacs Marketing Solutions

**Industry**

Professional services – marketing

**Products and Services**

Marketing programs and campaigns that help OEMs and dealer ecosystems across the automotive industry

**Web Sites**[www.minacs.adityabirla.com/home.aspx](http://www.minacs.adityabirla.com/home.aspx)[www.minacsmarketing.com](http://www.minacsmarketing.com)**SAP® Solutions**

SAP® IQ software, SAP Data Services software, and SAP PowerDesigner® software



Until recently, Minacs Marketing Solutions, one of the largest direct marketing agencies in North America, provided its customers with monthly reports on campaign performance. Customers, however, wanted more current information. To provide them with daily campaign updates, Minacs, with the help of SAP® Consulting and a professional services team, **retooled its data management and reporting systems**, employing data management, modeling, and analytics technology from SAP.

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# Offering clients global reach with personalized service

Minacs Marketing Solutions, the marketing services outsourcing business of Aditya Birla Minacs, is one of the largest direct marketing agencies in North America. Minacs Marketing Solutions offers its clients global reach with personalized service and targeted products that deliver superior ROI for their marketing dollar by transforming the way they communicate with their customers and channels.

Minacs services companies in a broad range of industries including automotive, healthcare, financial services, insurance, retail, high tech, and telecommunications.

For the automotive industry, Minacs Marketing Solutions develops and executes a variety of marketing programs for some of North America's largest OEMs and their dealer networks. These programs include multichannel direct mail, e-mail, Web, mobile, and retail marketing. These focus on sales generation and lead management, loyalty programs, parts marketing, service reminders, and more to enable the OEMs and their dealers to increase customer share, market share, and overall profitability.



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# Delivering timely, measurable results

One of the challenges Minacs faces in its relationships with its clients is demonstrating that its programs are delivering meaningful, measurable results. To do that, Minacs must gather, process, and analyze program- and campaign-related data from its clients and their dealers. It then provides timely reports to clients so they can review their return on marketing investment, spot trends, and make adjustments to programs to increase their effectiveness.

“Our clients want easily accessible reports that contain frequently refreshed data showing response rates

to campaigns that support better business decisions based on current data – such as changing the parameters or other aspects of campaigns – while the campaigns are still in progress. This enables them to optimize the ROI on each campaign,” explains Arvind Sood, global chief technology officer at Minacs.

In the past, this process took about a month. That meant Minacs’ clients were always looking at past results, which were not timely enough to enable them to review and optimize their efforts to achieve the greatest possible results.



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# Making data available in near-real time

“Our clients came to us and asked us to collapse the roughly month-long time lag for campaign performance information,” explains Sood. “They wanted daily feedback that they could view on dynamic dashboards. And they wanted that capability quickly – within months.” To provide this capability, Minacs turned to data modeling, management, and analytics technology from SAP, along with help from SAP Consulting and a professional services team.

The solution Minacs had in place was an Oracle-based system that employed an Oracle database

cluster to collect customer data feeds. Those feeds were processed and loaded into an Oracle data warehouse using Oracle Structured Query Language scripts. The loading process alone took three days, which was one of the main reasons Minacs was providing its customers with only monthly reports.

The objective going forward was to create a system that would deliver near-real-time data to the dealers for one of the leading Japanese OEMs, as well as its regional offices and headquarters-based managers by 10:00 a.m. each day.



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# Maximizing business intelligence

The solution to enable this substantial improvement in performance lay in the implementation of data modeling, management, and analytics technology from SAP.

Minacs retained its Oracle transactional database, which continued to receive daily data feeds from about 1,000 dealerships. With substantial help from SAP Consulting and the professional services team,

it then implemented SAP Data Services to provide the extract, transform, and load functionality required to move the various campaign-specific data into SAP IQ, the database software designed specifically for advanced analytics, data warehousing, and business intelligence environments. SAP PowerDesigner® software was used to develop the data models implemented in the SAP IQ deployment.



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## Achieving speed and reliability

“The revamping of our systems; incorporating SAP Data Services, SAP PowerDesigner, and SAP IQ; and working very closely with an exceptionally talented and dedicated SAP Consulting and professional services team has made an extraordinary improvement in our system’s performance and our ability to meet customer expectations,” says Sood. “Where loading data into our previous Oracle database used to take three days, it now takes just three hours. Data services were very easy to connect to Oracle, and the data modeling done with SAP PowerDesigner provides great flexibility, allowing us to create and deliver newer reporting structures,” SAP IQ is also set up with redundancy to help ensure 100% uptime.

Minacs was able to meet its project objectives of providing the automotive client with daily marketing campaign data updates, doing it rapidly (the project took about four months), and achieving 24x7 reporting uptime. In addition, the new Minacs system is reusable and will be implemented by Minacs for its other automotive OEM clients.



# 3 hours

Loading time for data that once took 3 days

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# Seeing extraordinary performance improvements

Dealerships, regional offices, and managers at headquarters now receive daily marketing campaign updates, enabling them to make adjustments in the campaigns to achieve optimal results.

“This is a clear success story for us,” says Sood. “Our clients expressed their need to receive more immediate and actionable information to be more competitive, and we responded with a solution that has met their requirements and expectations. They are no longer in the position of having to rely on quarterly trailing data to make marketing campaign decisions. They now quickly and easily access daily updates to see how various marketing programs are performing and, if necessary, make midcourse corrections to optimize their marketing investments.

“Thanks to SAP technology and the comprehensive consulting services,” Sood adds, “we’ve been able to increase the speed of our data loads and provide our clients with the timely information they need to be successful.”



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