



# Introduction to TopRight Technology

September 12, 2012

Website: [www.toprightpartners.com](http://www.toprightpartners.com)  
[www.toprighttechnology.com](http://www.toprighttechnology.com)

Blog: [www.toprightblog.com](http://www.toprightblog.com)



# About TopRight

## History

TopRight is a strategic marketing and consulting services firm founded in 2006 by consultants from top firms (McKinsey, Booz & Company, CSC Index), former Chief Marketing Officers and senior practitioners in sales, marketing and applied technologies

## Locations

Headquartered in Atlanta



Washington, DC



Chicago, IL



## Services

- Marketing & Branding Strategy
- Enterprise Marketing Management
- Marketing Transformation
- Analytics, Modeling & Insight
- Marketing Spend Effectiveness
- Consumer Experience
- Marketing Automation
- Align Strategy, Operations & IT
- Social Media
- Direct Marketing
- Creative Services
- Sports Sponsorship

## Our Vision

TopRight Partners is the key catalyst for the growth of our client's businesses through the art and science of marketing – helping our clients attain the **TopRight** relative position in their industry – outperforming their competition and assuming a leadership position.



# TopRight Partners

## Strategic Consulting Centered on Marketing

*Combining creative strategy, innovative analytic techniques and enabling technologies to yield actionable insights and dramatic business results*

### ➤ We Help Our Clients by...

- Bringing a mix of creativity & rigorous, fact-based problem solving to develop pragmatic and implementable strategies
- Providing expert insight to create value by leveraging extensive industry and marketing / sales expertise
- Moving their business up and forward in their competitive frame – *to the TopRight*

### ➤ We Provide Our Clients with...

- A marriage of strategy and execution to drive business results
- A new philosophy of marketing with an expanded view across the enterprise to include all forms of interactions with customers

### ➤ We Unlock the Potential of Our Client's Businesses by...

- Building the capabilities to drive profitable growth by increasing *effectiveness* to grow the top line while increasing *efficiencies* to reduce costs
- Facilitating transformation to optimize process, organization, culture, measurement, and technology
- Leveraging applied technologies to integrate and enable critical business functions, cross-enterprise data and optimized sales and marketing processes







# TopRight Technology – Creating Technology Enabled Marketing to Drive Business Performance

*Technology is more than infrastructure – it is business capabilities*

- **TopRight Technology is focused on best-in-class technology solutions to seamlessly integrate and leverage key processes, business functions and data across the enterprise**
  - Today's global business environment is increasingly complex, distributed and digitally driven. Marketers are challenged to better integrate and manage data, best of breed solutions, creative resources, brand assets and go-to-market functions
  - Business effectiveness, efficiency and growth are driven by sustained marketing process improvement enabled by the effective use of tools, platforms, analytics and intelligence that improve market engagement, customer experiences, rich media content creation, relevancy, delivery, governance, workflow, partner collaboration, as well as campaign measurement, tracking and lead provisioning
  - Having the right technology in place can drive revenue, streamline business processes, and keep your customers engaged
  - TopRight brings world-class experience, a proven approach and the expert resources needed to deploy and manage solution details on your behalf, end-to-end.
- **Leveraging applied technologies to optimize sales and marketing processes**
  - Improve marketing performance and drive organic growth
  - Understand what the customer truly wants and values
  - Facilitate real-time adaptive marketing
  - Faster response to market needs, opportunities and threats
  - Facilitate consistent brand quality across all customer touch points
  - Provide the best consumer experiences that are relevant, timely and consistent
  - Target, Listen, Measure, Improve, Continuously
- **Facilitate the linkages between strategy, business operations and information technology to ensure optimal selection and effective implementation of best-in-class technology solutions**
  - Market factors and technology innovation are the two most powerful and rapidly converging forces affecting your business. Enterprises and marketing organizations need to adapt to drive business results. TopRight will help you navigate the complexities of market and technology factors, to help you align your business goals to the selection, application and deployment of industry leading enabling technologies
  - TopRight utilizes a proprietary QuickStart methodology and phased project approach to help you realize business benefits from applied technology rapidly, to get impactful early wins as a launching point for continued and expanded deployment. We help you define your foundation, map out a roadmap for launch phases, and implement, integrate and deploy your solutions. From definition to execution to post-implementation support, TopRight is your partner to provide the total solution.

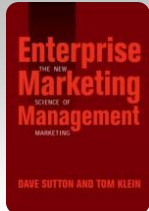


# TopRight Has Proven Approaches To Help Clients Capture Opportunities and Meet Strategic Objectives

TopRight Expertise...	TopRight's Solution...	TopRight Creates Value By...
 <b>Analytics &amp; Insights</b>	TopRight's <b>Strategic Playbook</b> is a major intervention to shift the fundamental competitiveness of your business	<ul style="list-style-type: none"> <li>➤ Driving opportunities to “reinvent” governance to increase focus and discipline for generating results - an initiative that will allow the organization to meet the strategic goals articulated by the CEO and/or CMO.</li> <li>➤ Identifying growth areas and successfully expand a powerful brand into new channels, geographies, and businesses to optimize a business portfolio</li> </ul>
 <b>Marketing &amp; Branding Strategy</b>	The Consumer <b>BuyWay™</b> because Brands are activated today through multiple channels and touch points	<ul style="list-style-type: none"> <li>➤ Deeply understanding customer insights, prioritizing audience segments and purchase processes, to define and optimize the consumer experience</li> <li>➤ Building a winning brand position by tailoring the message ,across multiple channels and testing its effectiveness to drive customer acquisition and retention, and increase profitability</li> </ul>
 <b>Measure &amp; Optimize</b>	TopRight's <b>Marketing Spend Effectiveness (MSE)</b> has been designed to optimize your marketing spend	<ul style="list-style-type: none"> <li>➤ Evaluating performance of marketing spend categories through insightful measurement and analysis</li> <li>➤ Improving marketing spend effectiveness to drive increased revenue while reducing marketing expense by facilitating shifts in spend allocations to higher ROI marketing plan components</li> </ul>
 <b>Go-To-Market Transformation</b>	TopRight's <b>Enterprise Marketing Management (EMM)</b> methodology will transform your marketing to a high performance part of your business	<ul style="list-style-type: none"> <li>➤ Facilitating transformation and integration of process, organization, culture, measurement, and technology enablers</li> <li>➤ Building the capabilities your business needs to drive profitable growth by increasing effectiveness to grow the top line while increasing business efficiencies to reduce costs</li> <li>➤ Aligning across the organization to deliver consistent, integrated and timely consumer experience</li> </ul>
 <b>Enabling Marketing Technologies</b>	TopRight <b>Technology</b> is focused on best-in-class technology solutions to seamlessly integrate and leverage key processes, business functions and data across the enterprise	<ul style="list-style-type: none"> <li>➤ Applying technology to leverage optimized business processes across sales, marketing and customer experiences, and enabling Marketing Automation, CRM, ERP, SCM and eCommerce to maximize their potential</li> <li>➤ Facilitating the linkages between strategy, business operations and information technology to ensure optimal selection and effective deployment of best-in-class technology solutions</li> </ul>



# Enterprise Marketing Management (EMM) Drives Business Growth



*“Marketing, which represents all the work between developing a new product and getting it sold, has been searching for a structured set of processes that could fill the gap. Sutton and Klein deserve the credit for filling this gap with their concept of Enterprise Marketing Management (EMM) that now can stand with ERP, CRM, and SCP as the four platforms for running an efficient, effective and profitable business.”*

- Dr. Philip Kotler, S. C. Johnson Distinguished Professor of International Marketing  
Kellogg School of Management, Northwestern University



## TopRight's EMM Process Is Designed Specifically To Address Challenges By:

- Identifying changes that will have the biggest impact on your business
- Rolling out changes in manageable pieces, logically sequenced to ensure the most critical transformation items happen successfully
- Integrating change management into the overall transformation plan

### Classic Approach

- Large funding outlays
- Teams know what they want
- No changes will be introduced during the development process
- MRM solutions should be constructed complete & correct
- Benefits will be captured longer term

### TopRight Approach

- Small funding outlays
- Significant changes will be introduced throughout the development process as the operating model is fine-tuned
- MRM solutions need to be delivered in a series of quick “releases” of value while staying on target to long-term solution
- Tangible benefits should be delivered quickly



# TopRight's Service Offerings

## Focused on Enabling Marketing Technologies

Strategic Marketing

Project Management & Client Advocacy

Consulting

Deployment

Enablement  
& Support

TopRight Technology  
Services

- Strategy & Planning
- Best Practices
- Business Expertise
- Process & Workflows
- Gap Analysis
- Technology Playbook
- Evaluation and Selection
- Plan & Facilitate Discovery
- Business Case for Action (ROI, Justification)

- Requirements
- Design
- Prototyping
- QuickStart
- Agile Phasing
- Validation & Testing
- Enterprise Rollout
- Proven Methodologies

- Change Management
- User Enablement
- Transition
- Utilization & Adoption
- Plans for Execution
- Execute Marketing Initiatives, Tactics, Campaigns, Programs

- Drive Value From The Technology Investment
  - Client Satisfaction
  - Business Results



# TopRight Partnership Advantages

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- Complimentary services to our partner's solution offerings
- Extend reach and resources to provide a broader business solution that leverages TopRight's expertise and our partner's brand, sales coverage and solutions
- Engage the client at a strategic level to expand visibility, dialogue and impact up and outside traditional IT to C-level and LOB executives and facilitate client sponsor and stakeholder buy-in
- Serving as both a client and partner advocate linking business/marketing strategy, goals and current business conditions to justify and position downstream solutions
- Generate business justification by providing high-level benefit estimates for business case for action and positioning how our partner's solution can be leveraged to create unique value
- our partner and TopRight aligned together become a proven trusted partner for the client to proceed with technology initiatives





# Proposed Go-To-Market Offering

## Objectives

- Create near-term joint entry opportunities at high levels within target clients
- Rapidly convert prospects to customers for our partner and create incremental consulting work for TopRight

## Offering

- **Strategic Opportunity Assessment Report (SOAR)** - A short-term, low-cost consulting engagement led by TopRight that generates a compelling *case for action*, crystallizes the value proposition and accelerates the decision making process

## Client Value

- Strategic context
- Role of marketing
- Current business factors
- Desired goals & state
- Targeted “pain points”
- Client voice
- TopRight insights & benchmarking
- Identifies precisely where EMM can help
- Data integrity and comprehensiveness
- Prioritized strategic opportunities
- Solution addressing pain points and linked to strategy
- Estimated benefits

## Phases



## Outcomes

- Brand situation assessment
- Alignment with strategy and destination statement
- Marketing performance findings
- Improvement opportunities
- Marketing process findings & recommendations
- Data gaps & sources
- Recommendations for applied technologies
- Case for our partner's solution with supporting evidence
- Summary of 3 phases
- Planning and implementation framework



# TopRight Managing Partners

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**Dave Sutton** is a leading authority on how to plug 21st-century strategic marketing techniques and enabling technology into businesses to drive performance. Dave delivers a truly unique package of credentials and expertise: blending the art of a marketer with the science of an engineer and the business acumen of a former public company CEO.

Dave co-authored *Enterprise Marketing Management: The New Science of Marketing*. This ground-breaking book puts ROI at the center of everything Marketing does by enabling companies to create sustained, profitable, organic growth.

Global 2000 organizations seek out Dave to help them develop compelling marketing and sales strategies to grow their businesses. His clients have included organizations such as: Alstom Power, American Red Cross, Boeing, Coca-Cola, Delta Airlines, Eli Lilly, Georgia-Pacific, Kimberly-Clark, Microsoft and Miller Brewing.

As a strategic marketing thought leader, Dave is a widely quoted authority on growth and marketing strategy, operating strategy, marketing execution and marketing technologies. Dave appears regularly as a marketing expert on *Fox Business News*, *Fox and Friends* and *Neil Cavuto – Your World*. Industry analysts such as Forrester Research, Gartner Group, AMR Research, and mainstream publications such as *Fortune*, *Forbes*, *Business 2.0*, *CEO*, and *The Advertiser* regularly look to Dave for strategic marketing insight



**Guy Nielsen** is a former Fortune 200 Chief Marketing Officer who brings high impact and practical marketing solutions to help his clients drive business performance. He has a track record of transforming and revitalizing marketing and communications for some of the world's best known companies.

With significant international experience including long-term assignments in Europe and Latin America, Guy has the know-how to successfully develop and deploy global marketing and communications strategies and rally large, diverse teams around a common cause.

Guy is also forerunner when it comes to measuring marketing value, having implemented award winning dashboards and scorecards to demonstrate marketing's impact on business results, brand, and employee engagement.



**Mark Landi** is an insightful management consultant, sales and marketing executive and proven business leader. He has more than 20 years of executive and leadership experience, serving in executive and senior-level roles with Fortune 100 and other prestigious companies such as Booz-Allen & Hamilton, IBM, IBM Consulting Group, Oracle, and several entrepreneurial and startup companies.

Mark has deep expertise in developing, leading and implementing business growth and efficiency strategies, through marketing and sales strategies, go-to-market planning, and the effective application of enabling technologies for sales, marketing and CRM initiatives. He delivers a unique package of experience and expertise, with the business acumen of a senior executive in a public company, practical experience in building and executing sales and marketing initiatives, and knowledge of the technology sector as a computer scientist..



# Contact Us

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