



SNIPER

– AKA Kelly Kucera –



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Global Marketing Strategy

Supporting Sales for NEXT LEVEL Growth



Global Marketing Vision: Build growth engine with strong brand identity, using best practices deployed in all areas of the world.



Generate revenue
and leads, at Scale

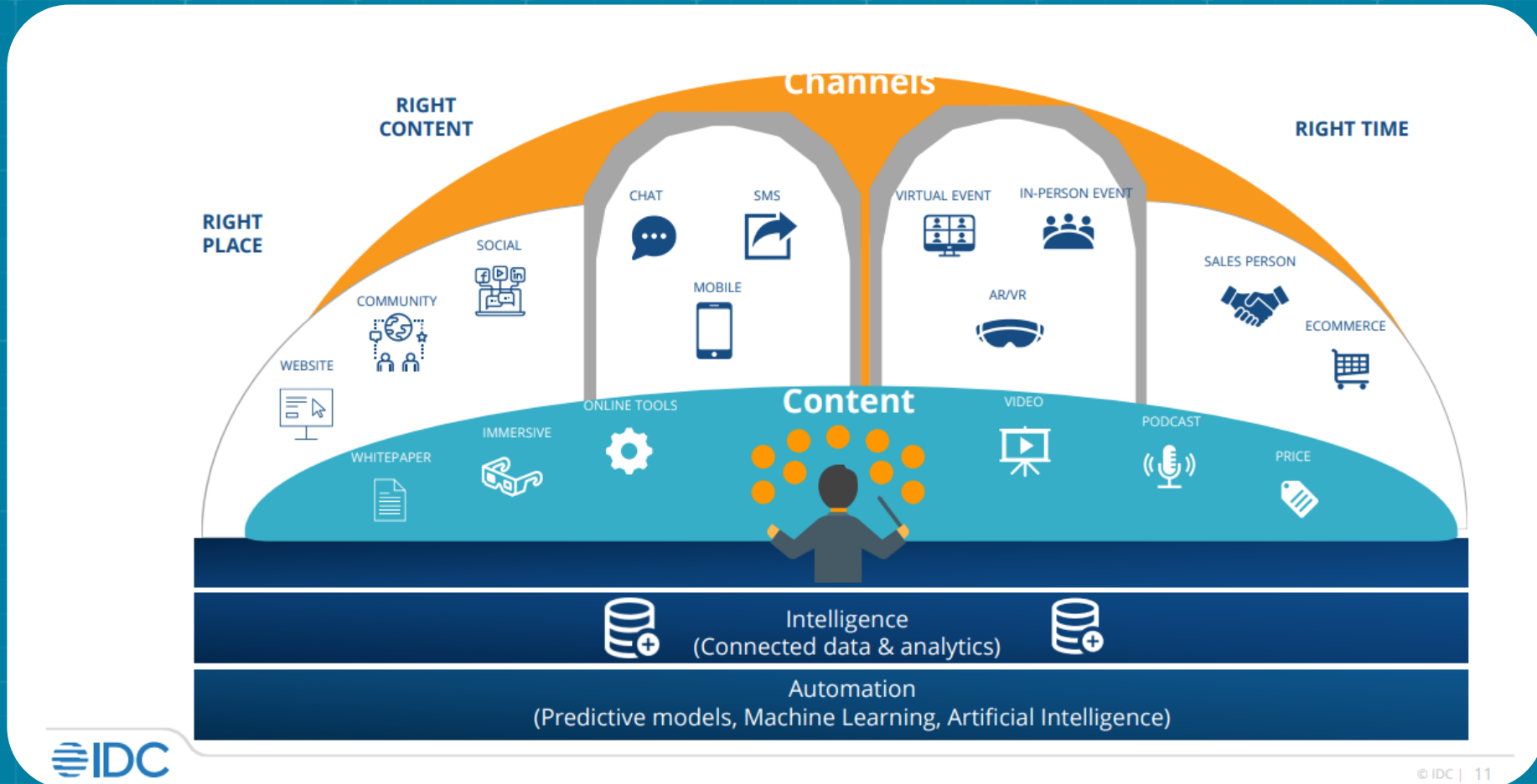


Deploy best practices
through Centers and
Excellence and renewed
Corporate Marketing
structure



Consistent brand
recognized as Global,
Trusted Leader in ERP

Marketing is the Conductor of Orchestrated Engagement Journey



Global Marketing Mission FY23

Strategic alignment to drive global brand, reporting, consistency and support regions

Remove silos, reduce rework, improve collaboration



Structure & Scale for NEXT LEVEL growth!

Global Marketing Strategy & KPIs

- Channel
- ISV
- Product & Industry
- Services
- Market Intelligence, Research
- HR/Employer Brand



Centers of Excellence



Brand Centre of Excellence

Erin Schlee (Lead) | Anelisa Salavu-Ncube | Fotini de Keizer

Cross-global team of experts brought together to define, develop and deploy consistent strategies/tactics to build revenue, brand awareness and efficiencies at-scale.



Digital Centre of Excellence

Global Marketing Strategic GROWTH Priorities



GROW BRAND

- PR/TL
- SOV
- Digital Footprint



DRIVE REVENUE

- MQLs & Pipeline growth
- Improved conversion Rates
- Increase ISV \$



GROW CHANNEL

- Acquire new channel partners
- Help channel sell more



DRIVE CUSTOMER RETENTION

- Increase ISV \$
- Communities



TRACK REPORT | ANALYZE ENABLE

- Lower CAC
- Systems/ processes to scale

FY23 Flight Plan for NEXT LEVEL GROWTH



Strategic Mission	Marketing Initiative	Q1	Q2	Q3	Q4
GROW BRAND	Global Campaign: Why SYSPRO ERP for Manufacturers				
	SAY YES TO NEXT brand messaging 2.0				
	Global Campaign: Industry 4.0				
	Global PR Strategy				
DRIVE REVENUE & CUSTOMER RETENTION	Upgrade Campaigns: 2022 & 2023 Product Releases	2022 Release		2023 Release	
	Solution Promotion	Embedded Analytics	Complex Mfg	QMS	Application Mgt Services
	Global ISV Launches	CADTalk & TIE Kinetix	SugarCRM and ETQ (APR) Spreadsheet Server	Dun & Bradstreet Draycir	Emydex Paperless Parts
GROW CHANNEL	Global Campaign: Channel Recruitment				
	PartnerUP Awards				
	PartnerUP Web Pages & Directory				
	SkillUP				

FY23 Flight Plan for NEXT LEVEL GROWTH

Digital
Deployment



Processes, Systems
& Reporting



Underpin Everything We Do

Strategic Mission	Marketing Initiative	Q1	Q2	Q3	Q4
<p>TRACK REPORT ANALYZE ENABLE</p>	Website updates & optimization	Page Refresh, Customer Stories, CI			
	HubSpot CRM Launch & Data Clean Up	HubSpot Templates	Regional Web Access		
	Global Marketing Calendar	USA	Data Strategy	Clean Up	
	Additional Processes, Systems & Reporting	Launch			
		SOPs, DAM, Power BI			



TAKE IT TO THE

NEXT LEVEL



 **SYSPRO™**