



XTRAC<sup>®</sup> for  
**Marketing & Communications**



A Fidelity Investments company

# CMOs ARE UNDER PRESSURE.



OF CMOs FEEL PRESSURE  
FROM THEIR CEO  
OR BOARD

TO PROVE THE VALUE OF MARKETING.

63% of CMOs stated that pressure is increasing.

Source: The CMO Survey (February 2014), Topic 8: Marketing Leadership.

## WHAT'S HOLDING MARKETING BACK?

Many marketing departments continue to rely on inefficient operational processes, which prevents them from maximizing their overall effectiveness.

### ISSUES

- Operational systems don't connect colleagues and/or business partners
- Difficult to track deadlines and approvals needed by other departments
- Inability to effectively measure campaign ROI
- Lack of end-to-end workflow tracking and monitoring

### IMPACT

- Resources are strained; difficult to meet the growing needs of the business
- More time is spent managing tactics than on higher-value strategic activities
- Difficult to prove marketing's direct contribution to sales goals and revenue
- Inability to easily retrieve documents and maintain compliance audit trail



**EXTRA PRESSURE FOR HIGHLY REGULATED INDUSTRIES:** Need to meet changing compliance requirements and readily respond to regulators' and auditors' requests.

# IMPROVE MARKETING'S EFFICIENCY. PROVE ITS VALUE.

The XTRAC® Workflow Suite provides a simple solution for streamlining and standardizing how work is processed while connecting marketing to other departments and systems. With XTRAC, you can greatly improve the efficiency of your department and better demonstrate its value.

- Processes are flexible and allow for quick identification of activities requiring attention.
- Associates are empowered with complete visibility into activities and progress.
- Business rules provide standards and controls with audit trails at your fingertips.

## A TOOL THAT WORKS FOR YOU, NOT THE OTHER WAY AROUND.

Automate and gain greater control over how work gets done.

Dashboard, Reporting & Validation



## EFFECTIVE FOR INTEGRATED CAMPAIGN DEVELOPMENT:

- Advertising
- Email Campaigns
- Website Updates
- Press Releases
- Collateral Development
- Videos
- Client Correspondence
- Social Media
- Sales Presentations

## LEARN HOW YOUR MARKETING & COMMUNICATIONS DEPARTMENT CAN HAVE:

- Greater focus on things that matter
- Metrics to demonstrate value
- Improved insight and control of marketing outcomes
- Greater productivity
- Higher quality for client retention and customer satisfaction

CONTACT US AT [SALES@XTRACOLUTIONS.COM](mailto:SALES@XTRACOLUTIONS.COM) OR 855-WRK-FLOW.



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## Proven Processes. Simply Delivered.

### About XTRAC Solutions

XTRAC Solutions, an independently operated Fidelity Investments company, provides workflow automation and document management. With its solutions used extensively across Fidelity and by many other companies, XTRAC has over 20 years of industry experience managing complex, mission-critical processes that support thousands of users and millions of work items annually. XTRAC delivers excellence in business results and customer satisfaction for all its global clients.

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