



Now a process like registering a new domain for a digital marketing campaign can be completed in a matter of minutes, instead of days.

## PMG Digital Marketing Infrastructure Management

### A Single Solution to Manage Your Digital Marketing Infrastructure

At PMG, we believe that it should not be hard to do your job efficiently. Even jobs as complicated as managing all the various components associated with digital marketing campaigns. Leveraging the power and flexibility of the PMG Digital Business Platform, we deliver a one-stop-shop solution for managing the IT infrastructure that supports your digital marketing efforts. The result? Streamlined processes, increased collaboration, and improved governance.

#### WHO NEEDS TO MANAGE INFRASTRUCTURE FOR DIGITAL MARKETING CAMPAIGNS?

If your company owns a large portfolio of brands, then your marketing department's probably already familiar with the inherent challenges that come with that – like managing the hundreds, if not thousands, of digital entities and associated components needed to support and market those brands in today's digital world.

In order to run an effective digital program, your marketing team needs to coordinate with a variety of people, both internally and externally. This includes IT support resources like hosting providers, the security team, the web analytics team, as well as internal and external content agencies. This means frequently working in different systems, with limited or siloed visibility, resulting in a process that's inefficient and error-prone.

PMG's solution delivers a centralized destination for launching and maintaining all the relevant digital marketing infrastructure components, connecting these different teams through a single, consistent portal experience. This facilitates communication, ensures consistency, automates processes, increases productivity, and provides greater visibility into your entire digital marketing infrastructure management.

#### CONSOLIDATED INFORMATION IN AN INTUITIVE USER EXPERIENCE

Through PMG's configurable portal interface, your team members get a console-based view to a comprehensive repository of all the digital properties and data behind your digital marketing campaigns. You can even tie into multiple data sources for an aggregated view of all the relevant information about your digital marketing entities in a single location, including things such as:

- Web site URLs
- Security and analytics
- Domains
- Mobile apps
- Hosting applications

#### ABOUT PMG

The Global 2000 rely on PMG to deploy software solutions that streamline operations, reduce costs and improve efficiency. Our solutions give business and IT professionals a smarter way to automate business processes and improve collaboration. Ranging from IT financial management to identity management, employee onboarding and cloud provisioning, PMG's technology is quickly deployed and easily supports constantly evolving business needs. For more information, visit [pmg.net](http://pmg.net).

PMG's platform provides role-based access to a searchable library of these existing entities, along with information regarding their corresponding owners and current status. Clicking to drill down into these individual properties, you can review current details, collaborate with affiliated team members, or even request updates. PMG's portal delivers all this in an intuitive, branded user experience. And, built with responsive design, portal pages dynamically size to nicely display on your desktop, laptop, tablet or smart phone. This gives team members the flexibility to work from nearly any device.

PMG Digital Marketing Infrastructure Management Dashboard

## COLLABORATION AND WORKFLOW ORCHESTRATION

PMG takes the management of your marketing assets beyond simply searching and reviewing current digital entities. Your internal marketing team, IT teams, and external agency partners actually collaborate in real-time on activities required to launch and maintain these properties. For example, authorized users kick off processes to:

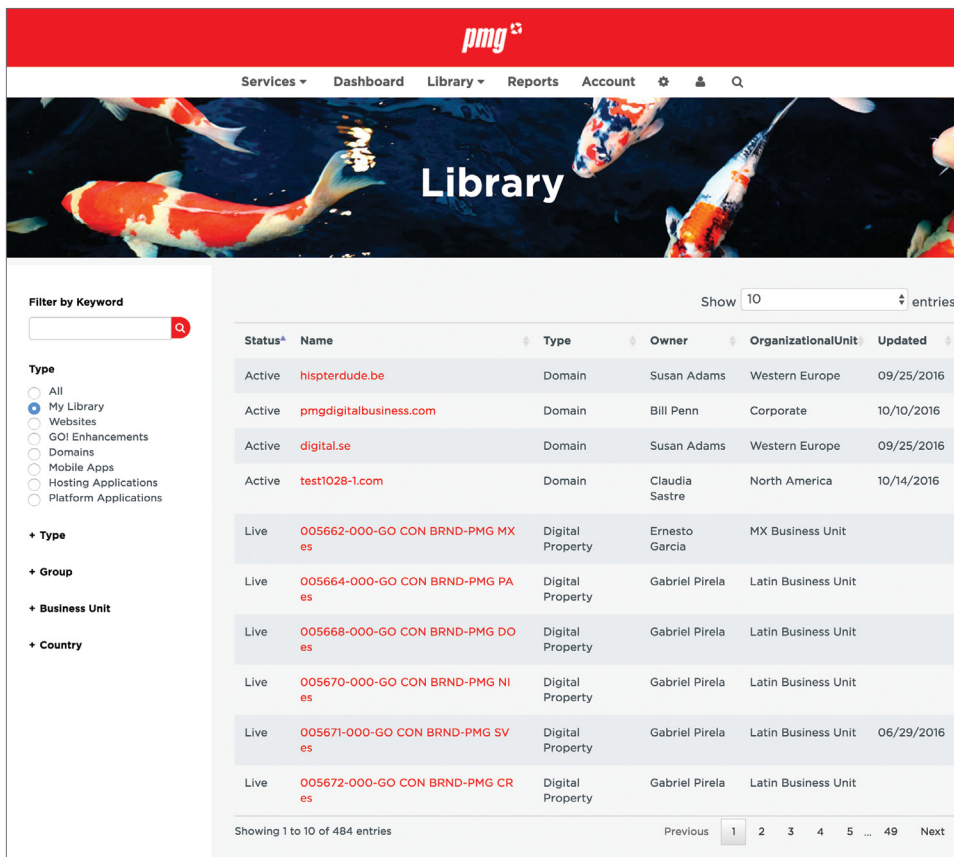
- Create a new web site
- Run analytics on a web site
- Renew an existing domain
- Launch a new mobile app
- Configure DNS

PMG's solution includes robust workflow capabilities to automate and orchestrate all the steps these processes require – approvals, notifications, etc. Plus, through workflow design and PMG's pre-built connectors, you can directly integrate with external systems to automate provisioning or other transactions, where needed.

All the pieces of the PMG solution are assembled through the platform's low-code configuration tools, without required custom development. So it's easy for you to make changes or enhancements to your solution as business requirements evolve over time.

## RESULTS? INCREASED EFFICIENCY AND VISIBILITY

With the PMG solution in place, your digital marketing team operates more efficiently. They have reliable access to a comprehensive library of relevant digital properties, and a destination where all related work activities are handled. They collaborate in real-time with internal and external teams and they report on all relevant data about work activity associated with managing these properties. In short, the PMG solution consolidates all the data and functionality your marketing team needs to manage critical digital marketing infrastructure from a single portal interface.



The screenshot displays the PMG Library interface. At the top, there's a navigation bar with links: Services, Dashboard, Library (selected), Reports, Account, and a search icon. Below the navigation bar is a header image with the word "Library" in large white text. On the left side, there's a sidebar with a "Filter by Keyword" search box and a list of filters: Type (All, My Library, Websites, GOI Enhancements, Domains, Mobile Apps, Hosting Applications, Platform Applications), + Type, + Group, + Business Unit, and + Country. The main content area shows a table of digital marketing infrastructure entities. The table has columns: Status, Name, Type, Owner, Organizational Unit, and Updated. The table lists 10 entries, with the first 4 being domains and the next 6 being digital properties. The bottom of the table shows "Showing 1 to 10 of 484 entries" and a pagination bar with "Previous", "1", "2", "3", "4", "5", "...", "49", and "Next".

| Status | Name                             | Type             | Owner          | Organizational Unit | Updated    |
|--------|----------------------------------|------------------|----------------|---------------------|------------|
| Active | hispterdude.be                   | Domain           | Susan Adams    | Western Europe      | 09/25/2016 |
| Active | pmgdigitalbusiness.com           | Domain           | Bill Penn      | Corporate           | 10/10/2016 |
| Active | digital.se                       | Domain           | Susan Adams    | Western Europe      | 09/25/2016 |
| Active | test1028-1.com                   | Domain           | Claudia Sastre | North America       | 10/14/2016 |
| Live   | 005662-000-GO CON BRND-PMG MX es | Digital Property | Ernesto Garcia | MX Business Unit    |            |
| Live   | 005664-000-GO CON BRND-PMG PA es | Digital Property | Gabriel Pirela | Latin Business Unit |            |
| Live   | 005668-000-GO CON BRND-PMG DO es | Digital Property | Gabriel Pirela | Latin Business Unit |            |
| Live   | 005670-000-GO CON BRND-PMG NI es | Digital Property | Gabriel Pirela | Latin Business Unit |            |
| Live   | 005671-000-GO CON BRND-PMG SV es | Digital Property | Gabriel Pirela | Latin Business Unit | 06/29/2016 |
| Live   | 005672-000-GO CON BRND-PMG CR es | Digital Property | Gabriel Pirela | Latin Business Unit |            |

Library of all digital marketing infrastructure entities