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Head of Marketing
Content Operations

From content chaos to clarity: BMC's transformational CMP journey

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Who is BMC software?
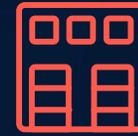
Who is Jay?

Who is BMC software?

~6,000
employees in nearly 40 countries around the world

560+
patents granted or pending

650+
partners servicing mid-sized companies to Fortune 500 enterprises

40+
years of enterprise IT leadership

86%
of the Forbes Global 50 run and reinvent with BMC

$2B+
in revenue

~$10B
investment in innovation since inception

A sample of BMC customers

Who's Jay?

- 15 years of experience leading content marketing and content operations in enterprise and startup settings

- 15 years working in various tech sectors—from AI, IoT and SaaS to product & platform engineering, etc.

- Recovering legal practitioner

- Oversaw implementation of Optimizely's CMP platform and related integrations

BMC Software's marketing challenges pre-CMP implementation

Challenges

Desired State

✕ No centralized place to plan, create, and collaborate on campaigns and content

→ + Empower our teams to quickly plan, create and publish exceptional digital experiences

✕ Lack of uniform workflows and content/brand governance

→ + Standardize workflows and content/brand governance across the business

✕ No standard reporting and KPIs of content efficacy cross-org

→ + Measure success and ROI with a common content analytics and operational efficiency framework

✕ A convoluted, bloated martech stack with a lack of integrations

→ + Connect and simplify our stack to reduce tech debt and eliminate waste

Business Units: this isn't Burger King— you can't always 'have it your way.' The need for a 'One BMC' approach

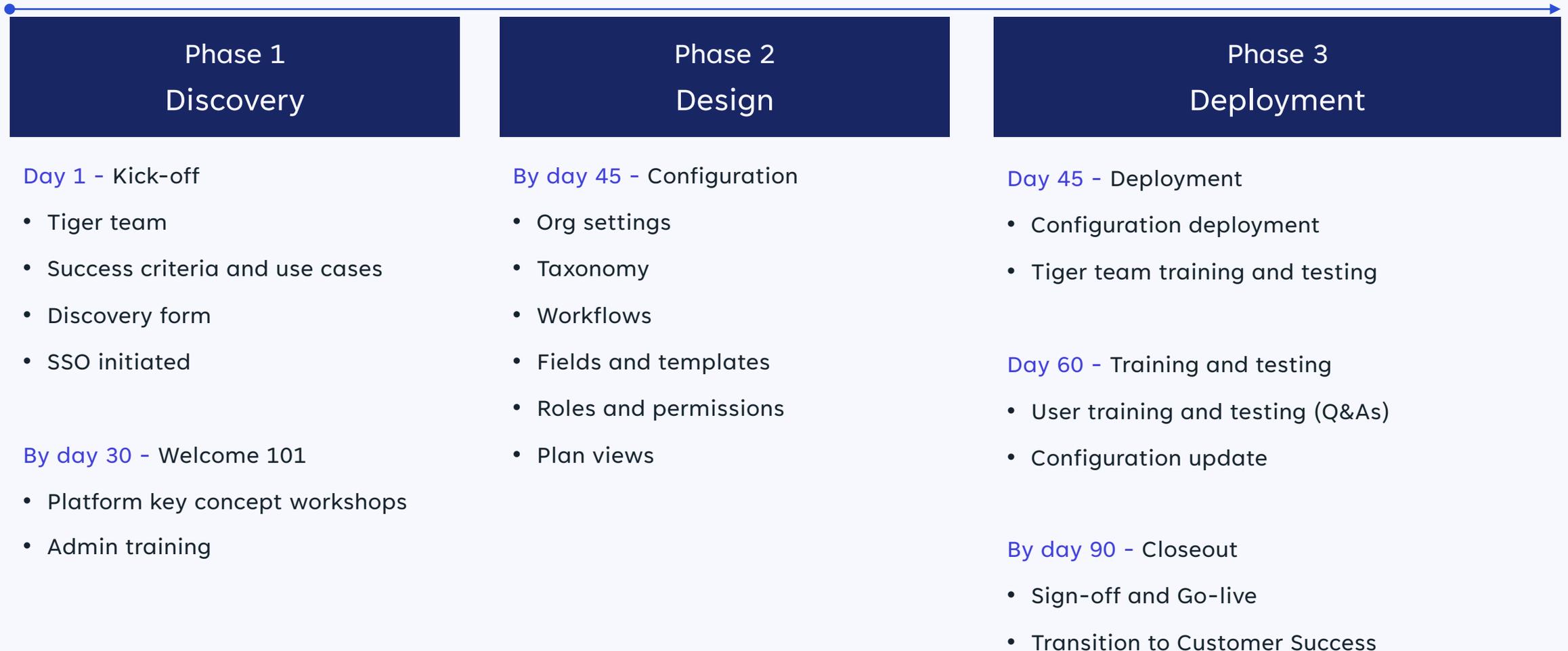They are creating way too much content without any content lifecycle management

There is occasional overlap in content creation and reoccurring instances of assets being off-brand and/or stale

Our CMP implementation

Onboarding (The Foundation)

Project timeline up to 90 days (services expire after 180 days)

Phase 1 Discovery	Phase 2 Design	Phase 3 Deployment

Day 1 - Kick-off

- Tiger team
- Success criteria and use cases
- Discovery form
- SSO initiated

By day 30 - Welcome 101

- Platform key concept workshops
- Admin training

By day 45 - Configuration

- Org settings
- Taxonomy
- Workflows
- Fields and templates
- Roles and permissions
- Plan views

Day 45 - Deployment

- Configuration deployment
- Tiger team training and testing

Day 60 - Training and testing

- User training and testing (Q&As)
- Configuration update

By day 90 - Closeout

- Sign-off and Go-live
- Transition to Customer Success

Change management is key

Our pillars for CMP change management

Understand

the role of change management senders and receivers

Communicate

the message clearly without being redundant

Recognize

the difference between natural employee resistance and ongoing resistance

Scale

the amount of management with the magnitude of change

Stay flexible

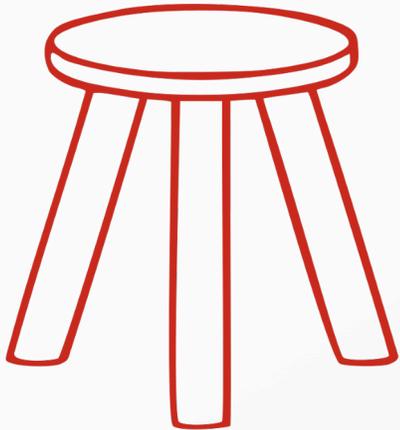with a long-term vision

Empower action

by receiving employee feedback

Address individuals

rather than getting hung up on the processes

The next phase for BMC content w/ Optimizely

Supporting enterprise-wide alignment for BMC marketing content w/ tracking and analytics to assess effectiveness & ROI

Project Management Tool (PM)
- Consistent process for the creation, curation, tracking, and management of marketing content
- Clear workflows with baked-in reviews and approvals
- Definitive paths for efficient content planning, development, and management

Digital Asset Management (DAM)
- A single place for the creation, storage, and management of marketing assets and content
- Develop integrations to BMC Marketing channels for content alignment
- Ensure a single source of truth for marketing content

Content Marketing Platform (CMP)
- Optimizely's enterprise platform that supports project management and content governance
- Deployed through Optimizely

The next phase for BMC content includes You
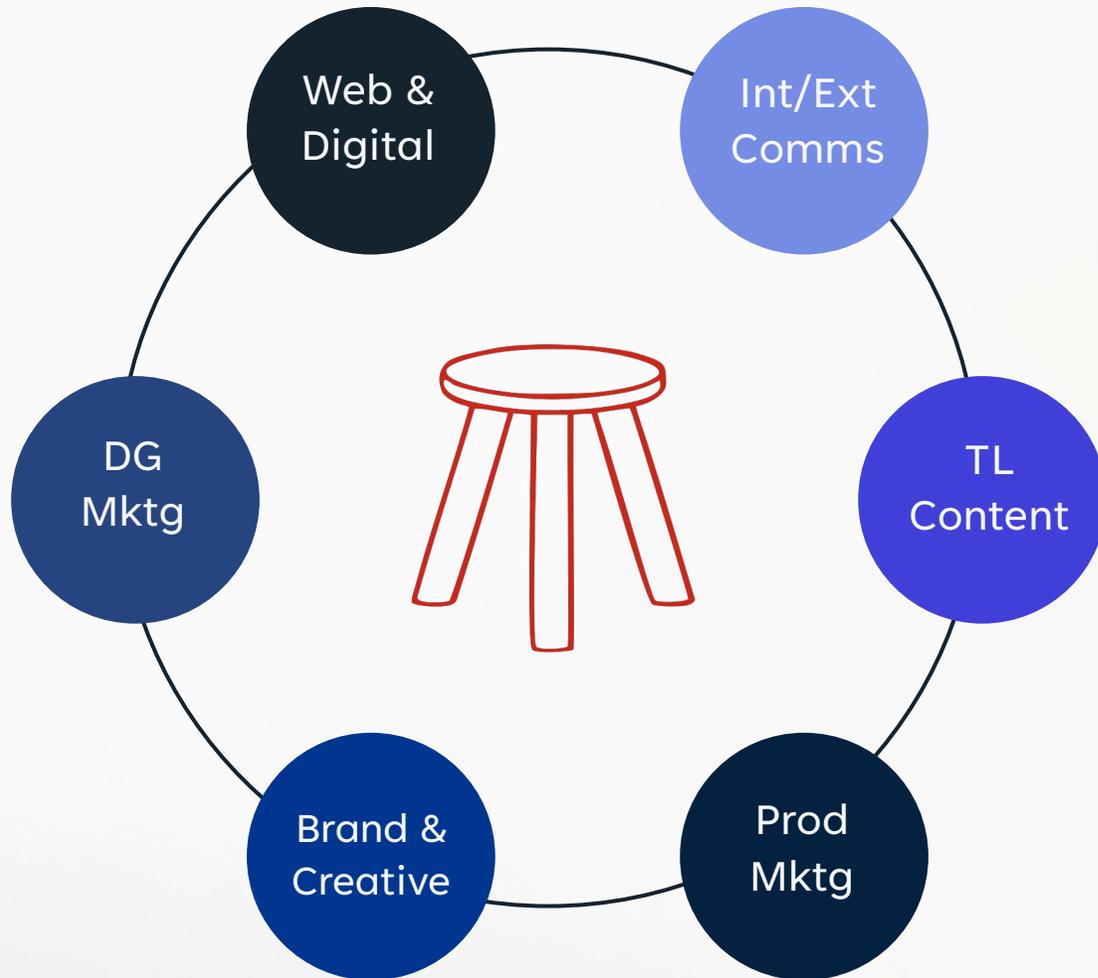
- Optimizely Demos: 2 Sessions to Choose From—December 7 or 8; calendar invite to follow.

- Training Days (your training will be customized to the type of license that you will receive) training days begin December 12 and 13 for Corp Marketing and in January for the Solutions marketers—dates TBA).

- January 9, 2023 – Following training, all marketing content will flow through the Content Marketing Platform for Corporate Marketing.

- February, 2023, the same for Product Marketing content.

Web & Digital

Int/Ext Comms

DG Mktg

TL Content

Brand & Creative

Prod Mktg

Our integration roadmap

Adobe Experience Manager

Native CMP to AEM plugin integration allowing teams to seamlessly publish content created in CMP to their blog or website via CMP's Structured Content

salesforce

Bi-directional **embedded integration** allows teams to measure the impact of content on Pipeline Generated, Pipeline Influenced, and Revenue Influenced

Seismic

Allows teams to curate and publish relevant content directly to Seismic for sales teams to repurpose and send

eloqua

Bi-directional **embedded integration** allows teams to measure the impact of content on new and existing leads who convert on the website

The results after 6 months of using Optimizely CMP

The results in our first 6 months

+ **ONE** marketing content strategy with standardized governance

+ **93%** SLA on-target adherence

+ **24 content workflows** standardized and deployed

+ **1,340 work requests** submitted

+ **2,888 tasks** created

+ **1,739 assets** added to the Library (DAM)

+ **205 fields** active across request forms, workflows and campaigns
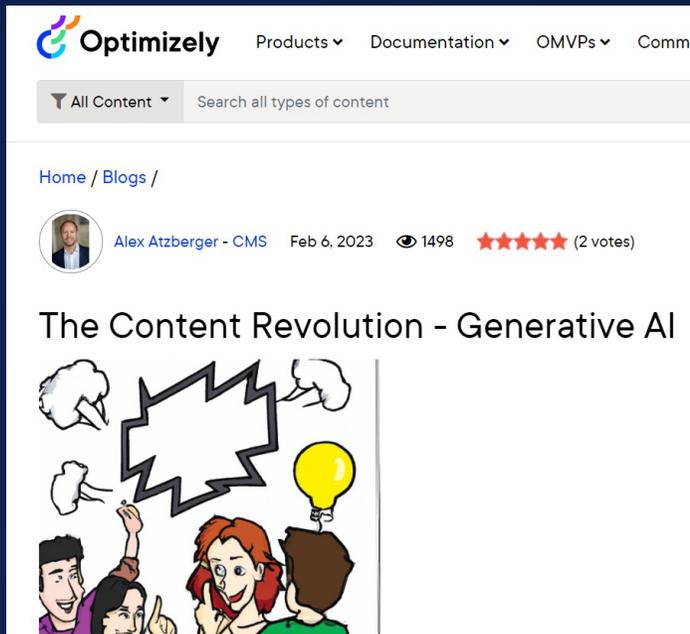
+ **ONE** global cross-org BMC Content Calendar

Outcomes

+ **Significantly reduced waste (and costs)**

+ **Increased operational efficiencies**

+ **Now create content that is consistently on-brand**

Our content calendar gets better each week

Our DAM (Library)

The emerging promise of Generative AI within Optimizely's CMP

Integrating AI-driven content into Optimizely Content Marketing Platform (CMP) enhances productivity and streamlines the content creation process.

The result = increased operational efficiency and a competitive edge.

In summary

CMP can bring clarity to *your* content chaos

Generative AI is just getting started

Innovation + CMP Operations = Opportunity

bmc

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Thank You!