

Crises - what Crises?

2009 –

A huge
Opportunity for Innovative
Managers and Marketing
Talents

Regina Mehler

Director Marketing
Central-/Eastern Europe, Middle East, Africa

Adobe Marketing Lecture, 3rd of March 09



My profile – Regina Mehler

- 20+ years of Marketing experience in the Software IT market, within multicultural environments
- Established Siebel Systems (CRM vendor) in Eastern Europe & Russia
- Created at Siebel “CIO Vision 2010-Tour” in 2005
- Rebranding of Software AG, worldwide incl restructuring WW Field Marketing Organisation
 - > 2008: Winner of the European Corporate Design Award 2008
- Leading Adobe Marketing in Central-/Eastern Europe, Middle East & Africa
- Marketing-Coaching : Senior Marketeers and General Managers

Crises – what Crises?

K

(japanese)

Crises – what Crises?

Rahm Emanuel, chief of staff for president-elect Barack Obama
said in a recent interview

“You never want a serious crisis go to waste”

“This crisis allows us the opportunity to do something that’s never
been done before”.

Agenda

Marketing Innovations – Think across borders

e-Marketing/Web 2.0

Go-to-market-model – new Markets

Networking/C-Level Relationships

Barack Obama – Marketing Role Model



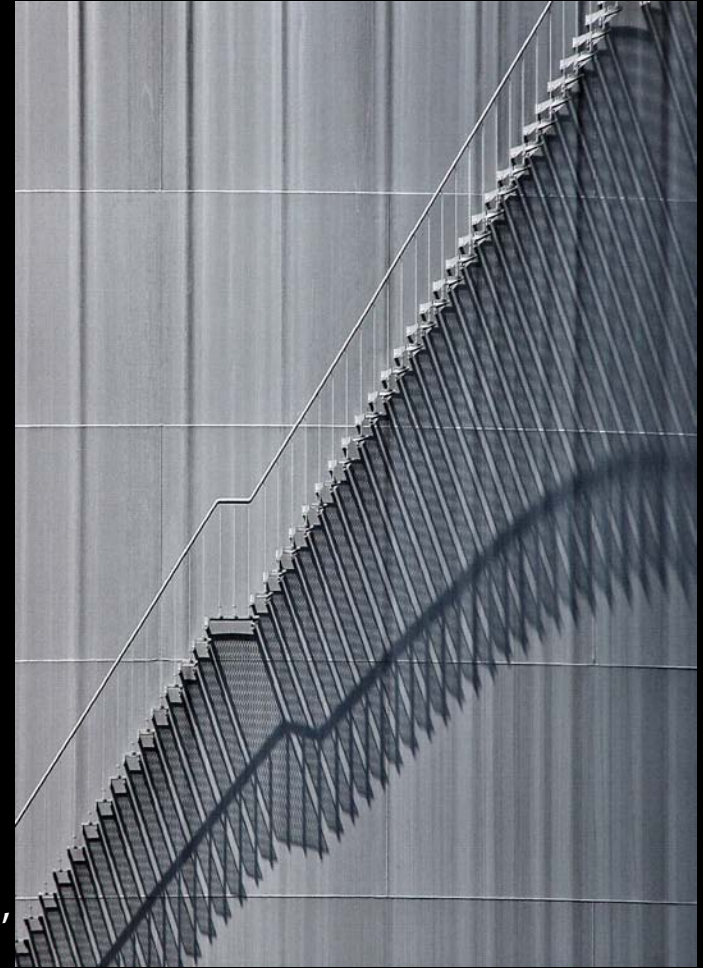
Marketing Innovations

Think across borders



Marketing Innovations 2009

- Implement Marketing Innovation Workshop results (2008):
 - PR Loyalty
 - Named Accounts
 - Online Portals
 - Offsite/Online – Integrated Campaigns
- Adobe Marketing Lectures
- Marketing visions 2010 –
 - Live, per Connect (web)- session and podcast
 - Target Group: internal and external - open for partners and named account customers to create a community and support named account activities
- Innovation Pool
 - everybody is encouraged to put in ideas, suggestions, recommendations
 - best ones will be implemented and awarded



Innovations in e-Marketing Web 2.0



Eos Internal Campaign Desktop Widget



NEWS DATE

Where were you in 1983 ... Dec 11
when Gerard Debreu was awarded the Nobel Prize in Economic Sciences for discovering the market equilibrium?

To find out more,
click [here](#)

Where were you in 1979 ...	Dec 07
Where were you in 1977 ...	Dec 04
Where were you in 1974 ...	Dec 01
Where were you in 1972 ...	Nov 28
Where were you in 1971 ...	Nov 23
Where were you in 1969 ...	Nov 02

ARCHIVE

Overall Downloads: **1108**

- Total from HQ: 480
- Total outside HQ: 628

Country Feedback:

- “The overall idea of communicating our heritage and the environment / the times we have shared with the world is well received by the majority. It is funny and interesting, and they are looking forward to the end of story!”

Rebranded Website

Target Group Profiles

Software AG User profiles - website



Name: Leon Beck
Job Title: CEO

Age: 60
Gender: Male
Education: University degree, PhD
Country: US
Income: 400,000 USD
Marital status: Married



Personal story
Leon Beck is a successful entrepreneur and investor. He is a past and present member of the US Golf Association and has been a member of the US Golf Association since 1990. He is also a member of the US Golf Association since 1990. He is also a member of the US Golf Association since 1990.

Why visit softwareag.com?
Leon Beck is a successful entrepreneur and investor. He is a past and present member of the US Golf Association and has been a member of the US Golf Association since 1990. He is also a member of the US Golf Association since 1990. He is also a member of the US Golf Association since 1990.

Psychographics
Leon Beck is a successful entrepreneur and investor. He is a past and present member of the US Golf Association and has been a member of the US Golf Association since 1990. He is also a member of the US Golf Association since 1990. He is also a member of the US Golf Association since 1990.

Software AG User profiles - website



Name: Rebekah Arnold
Job Title: Journalist

Age: 45
Gender: Female
Education: Journalism BA Honors
Country: UK
Income: £40,000
Marital status: Single



Personal story
Rebekah Arnold is a successful journalist and author. She is a past and present member of the UK Press Association and has been a member of the UK Press Association since 1990. She is also a member of the UK Press Association since 1990. She is also a member of the UK Press Association since 1990.

Psychographics
Rebekah Arnold is a successful journalist and author. She is a past and present member of the UK Press Association and has been a member of the UK Press Association since 1990. She is also a member of the UK Press Association since 1990. She is also a member of the UK Press Association since 1990.

Software AG User profiles - website



Name: Adam Azar
Job Title: Business Analyst

Age: 37
Gender: Male
Education: MBA
Country: Professional
Location: Frankfurt and London
Income: 100,000 - 200,000 Euro
Marital status: Married



Personal story
Adam Azar is a successful business analyst and investor. He is a past and present member of the UK Press Association and has been a member of the UK Press Association since 1990. He is also a member of the UK Press Association since 1990. He is also a member of the UK Press Association since 1990.

Why visit softwareag.com?
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Online behaviour
Adam Azar is a successful business analyst and investor. He is a past and present member of the UK Press Association and has been a member of the UK Press Association since 1990. He is also a member of the UK Press Association since 1990. He is also a member of the UK Press Association since 1990.

Software AG User profiles - website



Name: Alan Gebler
Job Title: Investor

Age: 30
Gender: Male
Education: High school, College
Country: Germany
Income: 80,000 - 100,000 Euro
Marital status: Married



Personal story
Alan Gebler is a successful investor and entrepreneur. He is a past and present member of the UK Press Association and has been a member of the UK Press Association since 1990. He is also a member of the UK Press Association since 1990. He is also a member of the UK Press Association since 1990.

Why visit softwareag.com?
Alan Gebler is a successful investor and entrepreneur. He is a past and present member of the UK Press Association and has been a member of the UK Press Association since 1990. He is also a member of the UK Press Association since 1990. He is also a member of the UK Press Association since 1990.

Psychographics
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Online behaviour
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Software AG User profiles - website



Name: Jonathan Berg
Job Title: Technical Analyst

Age: 30-35
Gender: Male
Education: University degree, PhD
Country: Anywhere
Income: 70,000 Euro
Marital status: Married



Personal story
Jonathan Berg is a successful technical analyst and investor. He is a past and present member of the UK Press Association and has been a member of the UK Press Association since 1990. He is also a member of the UK Press Association since 1990. He is also a member of the UK Press Association since 1990.

Why visit softwareag.com?
Jonathan Berg is a successful technical analyst and investor. He is a past and present member of the UK Press Association and has been a member of the UK Press Association since 1990. He is also a member of the UK Press Association since 1990. He is also a member of the UK Press Association since 1990.

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New Website



Go to market Models

Best practice example: Russia



Project: 1st CRM Congress Russia – for Siebel

- **Challenge**

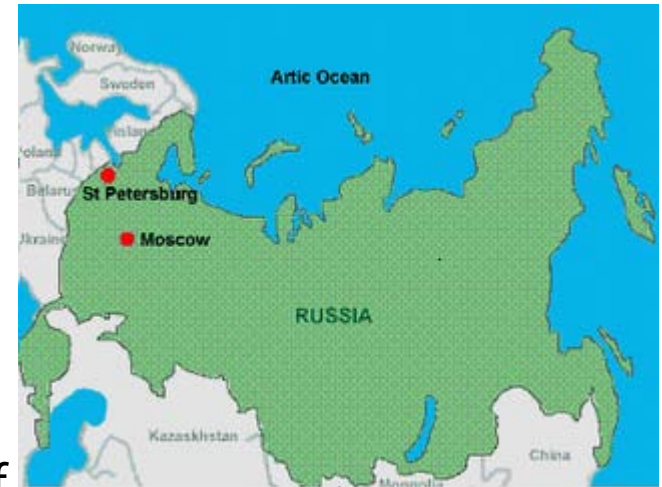
Enter russian Market without no contacts, partners, agencies, hardly any funding

- **Available**

- No 1 brand in the CRM (customer relationship management market)
- well established in Western Europe and Rest of World
- best of breed products
- local projects and products are installed, but illegally

- **Marketing Strategy**

Create a big „splash“ as Go-to-market awareness while delivering an integrated campaign incl a maximum of marketing mix



Innovations on C-Level Relationships - Executive Marketing



-> the masterpiece of marketing excellence

CIO International Technology Tour 2005



25 European CIO's at Siebel Headquarter,
Silicon Valley

Barack Obama – a marketing Role Model



„Obama did present to the world less of a „Making“ than „Marketing“ of a new President“, said John Quelch, Harvard Business Online

Brand development

Messaging

Money

Media Strategy

www.change.gov

Braveness

Mobilisation

Employee-Leadership



CIO International Technology Tour 2005

4th of November 2004



“Be outstanding by
thinking
different and
acting
unexpectedly”

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