ADVANCING YOUR MARTECH CONSULTING PRACTICE WITH CABINETM
TODAY'S CHALLENGE

The proliferation of marketing technology has transformed marketing and has changed the way sellers engage with prospects and customers throughout the customer journey.

HOW TECHNOLOGY IS LEVERAGED WILL SEPARATE THE WINNERS FROM THE LOSERS.

"Martech spending has almost doubled in the last two years in the U.S. and the U.K. Worldwide spending on marketing technology is now $121.5B."

"Martech budgets have increased by an average of 13% since last year, and today brands in North America and the U.K. are spending 26% of their marketing budgets on technology."

MANAGING TRANSITION

Strategy consultants have to move faster than clients – and the competition – to keep pace and get ahead.

THERE IS NO STABLE MARKETING ENVIRONMENT

The nature of marketing itself is dynamic – “A/B testing”, “test and improve”, etc. – and CMOs and their marketing teams are turning to trusted consulting partners to help them transform and then manage their marketing stacks.

Just as end-user brand marketers have had to adapt to the changing buyer’s journey and the proliferation of MarTech choices, consultants have had to adapt to the wide range of new asks from their clients.

Global consultancies have been forced to transition from having technology-focused practices – with competencies in several core platforms – to partnering with their clients on overall digital transformations. The winners are implementing digital and e-commerce strategies, for instance, with competencies across a wide spectrum of MarTech solutions.
Smaller regional consultants who have developed businesses and reputations around specific MarTech solutions now have an opportunity to move up the value chain and transform themselves into strategic partners.

Leveraging and building on expertise with core MarTech solutions provides the foundation for longer-term advisory relationships to help clients manage and optimize their investments.

To do so requires broader skillsets and the application of consistent business methodologies to achieve profitability and scale.

In addition, consultants need a better way to engage with clients to help them take stock of how their current and proposed MarTech solutions map to their strategic goals.

Common challenges

- Evolving from project-based work to retainer-based relationships.
- Moving from being experts on one technology to being seen as strategic partners.
- Establishing methodologies and processes to deliver quality work, consistently.
A FOUNDATION FOR LONG-TERM STRATEGIC RELATIONSHIPS

Consulting firms are adopting CabinetM’s platform as the foundation to deliver a broad range of technology audit, strategy, implementation and optimization services.

Technology recommendations and the work itself takes place within our comprehensive but easy-to-use platform.

Consultants and their clients collaborate seamlessly in CabinetM, keeping everyone on the same page, providing visibility into the project’s progress and profitability, while identifying new areas of value that the consultant can address.

DELIVER BETTER STACK STRATEGY, IMPLEMENTATION AND MANAGEMENT SERVICES WITH CABINETM

CabinetM is the consultant’s unfair advantage for tracking, visualizing, reporting on and optimizing their clients’ marketing technology investments profitably.
Too often clients don’t buy into the value of their consultants’ methodologies. They just want solutions implemented quickly and their problems solved. They care less about the “how.”

The reality is that if you don’t have a methodology that drives consistency and allows you to deliver results profitably, then you will be out of business or simply marginalized.

Use CabinetM to support a technology-assisted methodology. Deliver a better work product more consistently and profitably with CabinetM.

With CabinetM you deliver more consistent work to your clients by integrating CabinetM into the audit process, to communicate the recommendations and track implementations. The work you do is less of a “black art” and is more easily understood by clients who can collaborate on the same platform that your team members use.
You need a clear picture of the current state before you know what to change, right?

What you need is a collaborative and intuitive platform for quickly capturing information about your clients’ current marketing technology choices and how they work together. A platform that helps you communicate your recommendations visually in terms of future stacks.

CabinetM enables just that and more.

Consulting firms are now mapping their auditing methodologies into CabinetM so that they can deliver consistent results, faster, often leveraging lower cost resources while achieving consistent results.
COMMUNICATION & COLLABORATION MADE EASY

Are you still using multiple tools – documents, emails, spreadsheets – to coordinate projects internally and communicate progress and results to your clients?

With CabinetM everyone is on the same page.

Collaborate in real-time with your clients inside CabinetM to document and achieve consensus on future work.

Working with clients and colleagues in remote locations?

Consulting firms who have mapped their methodologies into CabinetM drive higher retention and revenue expansion rates due to improved communications and alignment.

Spend more time doing the work and less time building status reports. And, depending on how your client decides to use CabinetM after the initial engagement, you can remain a member of their CabinetM team to add continued value as they continue on their MarTech journey.
Your clients rely on you for technology recommendations. But are you only operating in the comfort zone of the solutions you know best?

Expand your technology horizons by leveraging CabinetM’s Stack Insights, aggregated and anonymized data on how real companies are adopting marketing technology today.
BRING REAL-WORLD USAGE DATA TO THE TABLE

Tap into CabinetM’s data on how companies are using marketing technologies today to power your recommendations.

Is your client implementing Adobe Marketing Cloud, Eloqua or other anchor platforms?

Want to know what peer companies are also using?

Using CabinetM’s StackInsights and StackMates you can recommend other products that users at hundreds of similar companies are using with these core technologies.

Learn more about CabinetM StackMates – representations of complementary products in core solutions stacks.
Unlock new areas of value for your clients. Use CabinetM to map your clients’ skills to their current and proposed marketing technologies.

MarTech Skill Assessment
Do your clients have the right people, with the right technology skills to succeed?

If you recommend or implement a new solution for your client and their team doesn’t have the skills needed to manage it properly, you’re creating more friction.

Using CabinetM’s SkillStacks functionality you can ensure that your client’s technology proficiencies align with their technology strategy and assets. Quickly identify gaps that need to be filled, and training that’s required.

Go beyond recommending and implementing technology solutions to helping your clients upskill their teams. Because fast race cars without competent drivers are dangerous.
Many of our customers are leveraging CabinetM to facilitate integration post merger or acquisition.

Use CabinetM to help clients going through these transitions rationalize and optimize combined marketing investments.

See our Merge Your Stacks guide to combining and consolidating MarTech stacks during mergers and acquisitions.

Everyone knows that the hard work starts after the merger or acquisition announcement. Help your clients optimize their MarTech investments moving forward.
Are your clients struggling to manage multiple MarTech vendors?

Once you’ve documented your client’s MarTech stack, you can provide vendor management services by capturing their vendor contracts in CabinetM. Set auto-renewal alerts, track product utilization, manage governance, and more.

VENDOR MANAGEMENT SERVICES

The average enterprise company uses MarTech solutions from over 75 different vendors.

Companies need a better way to track all those licenses, subscriptions, renewals and technology performance.
FROM PROJECTS TO RETAINER-BASED RELATIONSHIPS

Move to retainer-based client relationships.

CabinetM doesn’t just organize your client’s current MarTech stack, it allows you to paint a better future-state and identify weaknesses and areas to address.

Maintain visibility into your clients’ changing MarTech environments, and add value with on-going MarTech stack management services.

Maintain continued visibility into your clients' dynamic MarTech stacks.

You may have started working with a client around one problem area or technology but CabinetM gives you visibility into their entire marketing stack. Now you can identify other areas where you can help them optimize their technology investments and workflows to align with their strategies.

CabinetM helps you identify new revenue opportunities so you can provide more value to your clients.
CabinetM offers consulting firms and their clients flexible licensing models.

Use a CabinetM short-term license to support your initial engagement. As you pursue an ongoing client relationship, establish a CabinetM annual subscription for your client, owned by them, managed by you. Alternatively, if your client wants to be hands-off and manage their stack within your own Master CabinetM account.

Our consulting partners earn generous referral fees when clients decide to invest in CabinetM for themselves.

If you are ready to take your MarTech consulting practice to the next level, we’d be happy to show you how other consultants and their clients are leveraging CabinetM to build and manage their MarTech stacks.

**PARTNER WITH CABINETM TO GROW YOUR PRACTICE**

- **Improved consistency of work-product**
- **Faster delivery**
- **Flexible licensing models**
- **Generous referral fees**
CONTACT US AT INFO@CABINETM.COM TO TAKE YOUR MARTECH CONSULTING PRACTICE TO THE NEXT LEVEL.