



# Advancing Your MarTech Consulting Practice with CabinetM



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# Enterprise Challenges

Against a backdrop of economic uncertainty, and budget and headcount reductions for many organizations, enterprise sales and marketing operations teams are facing a number of challenges.



**Managing** the growing complexity of the technology stack



**Demonstrating** the value of technology investments to stakeholders



**Integrating** new technologies without disrupting data flows



**Developing** a clear technology roadmap



**Keeping up** with the rapid pace of technological change



**Making** informed decisions about which technologies to invest in



# Enterprise Needs and Expectations

Enterprise organizations are increasingly seeking the expertise of specialized marketing and sales technology consultants to navigate the complexities of technology management and optimization, and provide comprehensive assistance in various areas, including:

- **Documentation and Rationalization:** Streamlining and optimizing the technology landscape by documenting existing systems, identifying redundancies, and establishing clear ownership and responsibilities.
- **Strategy and Roadmap Development:** Formulating a strategic vision for the organization's technology stack, aligning it with business goals, and prioritizing technology investments based on value and impact.
- **Product Selection and Implementation:** Evaluating and selecting the most suitable technologies to address specific business challenges, ensuring seamless integration with existing systems, and providing ongoing support during implementation.
- **Management:** Providing ongoing oversight and management of the technology stack, ensuring optimal performance, addressing technical issues promptly, and maintaining alignment with business objectives.
- **Skill Assessment and Training:** Assessing the current skill levels of the organization's workforce and providing tailored training programs to upskill and empower employees in effectively utilizing the implemented technologies.



# Consultants have to move faster than clients to keep pace and grow

From short-term focused projects to comprehensive digital transformation initiatives, there is an expectation that a chosen consultancy will:

- Bring a wide range of technology breadth and depth to every engagement
- Be current on emerging technology trends
- Demonstrate flexibility in its approach to capitalize on new technological advancements
- Deliver an advanced technology solution and the supporting information that allows for ongoing management and evolution

To cost-effectively meet enterprise expectations, consultancies need the ability to: 1. Easily bring the full breadth of their internal expertise to each client engagement operating in a more matrixed structure than in siloed client teams and 2. Establish a system to actively monitor and absorb technology innovation.

Moving to a technology-enabled practice methodology makes it easier to: collaborate across siloed teams, tap into expertise across the organization, and leverage experience from one client engagement to support another. CabinetM delivers the enabling consulting infrastructure to ensure that consulting organizations deliver the expertise and thought leadership that enterprise clients expect.

# CabinetM Delivers an Agile Service Delivery Infrastructure for a Dynamic Technology Environment

Consulting firms are adopting CabinetM to drive revenue growth and increase productivity. Serving as a common platform to deliver a broad range of managed technology audit, strategy, implementation, and optimization services, CabinetM provides the foundation to introduce new and expanded service offerings, leverage expertise and project learnings from across the organization, and more efficiently respond to client needs.

Consultants and their clients collaborate seamlessly inside the CabinetM platform, keeping everyone aligned and providing visibility into the progress of each project.



# Creating the foundation for long-term strategic relationships

Integrating CabinetM into your service delivery infrastructure will provide you with the tools to:



**Bring the full breadth of your technology expertise to each client engagement**



**Increase productivity**



**Drive collaboration**



**Produce better project deliverables**



**Create an “always-on” connection with each client**



**Stay at the forefront of technology innovation**

# Evolving to a Technology-Enabled Methodology

Every consultancy has its own “secret sauce” which usually takes the form of proprietary methodologies. Evolving to a technology-enabled methodology enables:

- New revenue opportunities
- Productivity gains
- Ability to respond quickly to client’s new needs
- Work product consistency across clients
- Better outcomes by tapping into the breadth of the expertise that resides within the entire organization

CabinetM easily aligns with any consulting methodologies and frameworks.

## Consulting Partner: Strategy, Implementation, and Management Services

Audit	Manage	Strategy	Evolve
Catalog technology Assess skills	Establish technology source of truth Establish workflow & reporting Document technology details	Develop technology strategy, architecture and roadmap Recommend organizational updates	Evaluate performance Retire technology Recommend and implement new technology

## CabinetM Infrastructure

Audit	Manage	Strategy	Evolve
Stack configurator SkillStacks™	Stack configurator Stack Maps Contract Management Stack Reports SkillStacks	Stack Diagrams Stack Maps Stack Reports Enterprise SkillStacks	Stack Diagrams Stack Maps Stack Reports Drawers CabinetM Directory



# Deliver Insights to your clients Faster and More Efficiently

You need a clear picture of your client's current state before you know what to change.

CabinetM's platform helps you quickly capture information about your client's marketing technology and helps you communicate the information you uncover in a highly visual, easy-to-understand way.

By mapping your auditing methodologies into CabinetM you can accelerate stack audits; its easy-to-use interface allows you to leverage lower-cost resources to conduct the initial audit while freeing up senior technologists to focus on analysis and strategy.



# 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?

Collaborate in real-time with your clients inside CabinetM to document progress and work in sync on strategy. Spend more time doing the work and less time building status reports.



**WITH CABINETM EVERYONE IS  
ON THE SAME PAGE**

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

# Bring Real-World Usage Data to the Table

Your clients rely on you for technology recommendations. But are you solely 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.

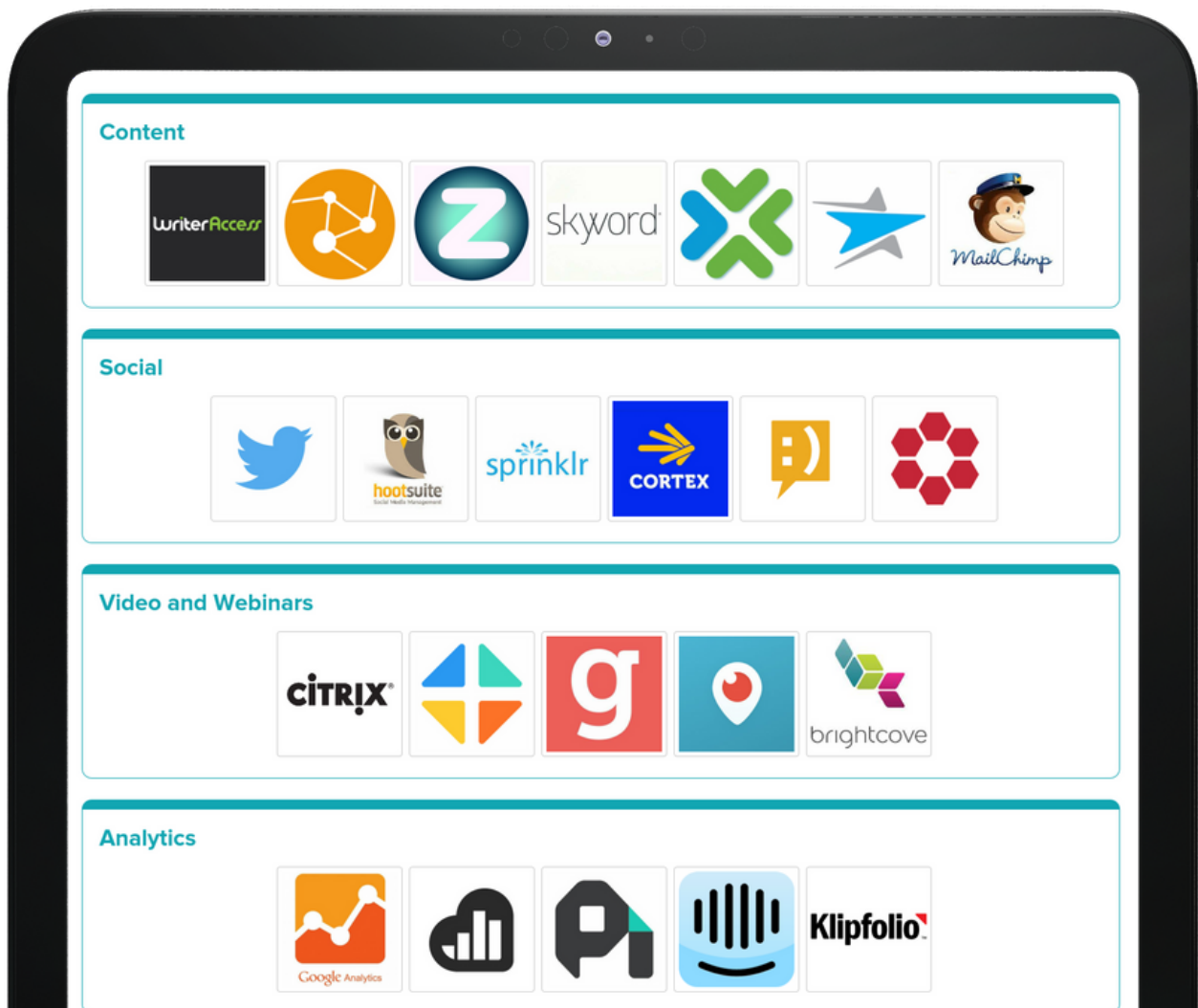


# A CabinetM Snapshot

## Each Client Team Has Their Own Account

Upon project initiation, each client team is provided with their own dedicated CabinetM account. The first step involves conducting a comprehensive stack audit to meticulously document all the existing technology components within your client's infrastructure. CabinetM's intuitive stack configurator streamlines the process of gathering and documenting product information.

**DRAG-AND-DROP LOGOS TO CREATE A STACK INVENTORY**



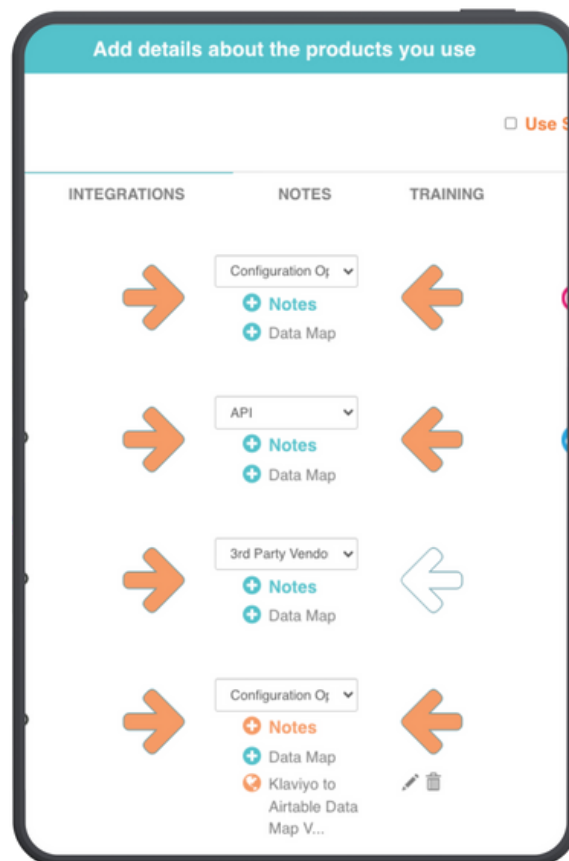


# A CabinetM Snapshot

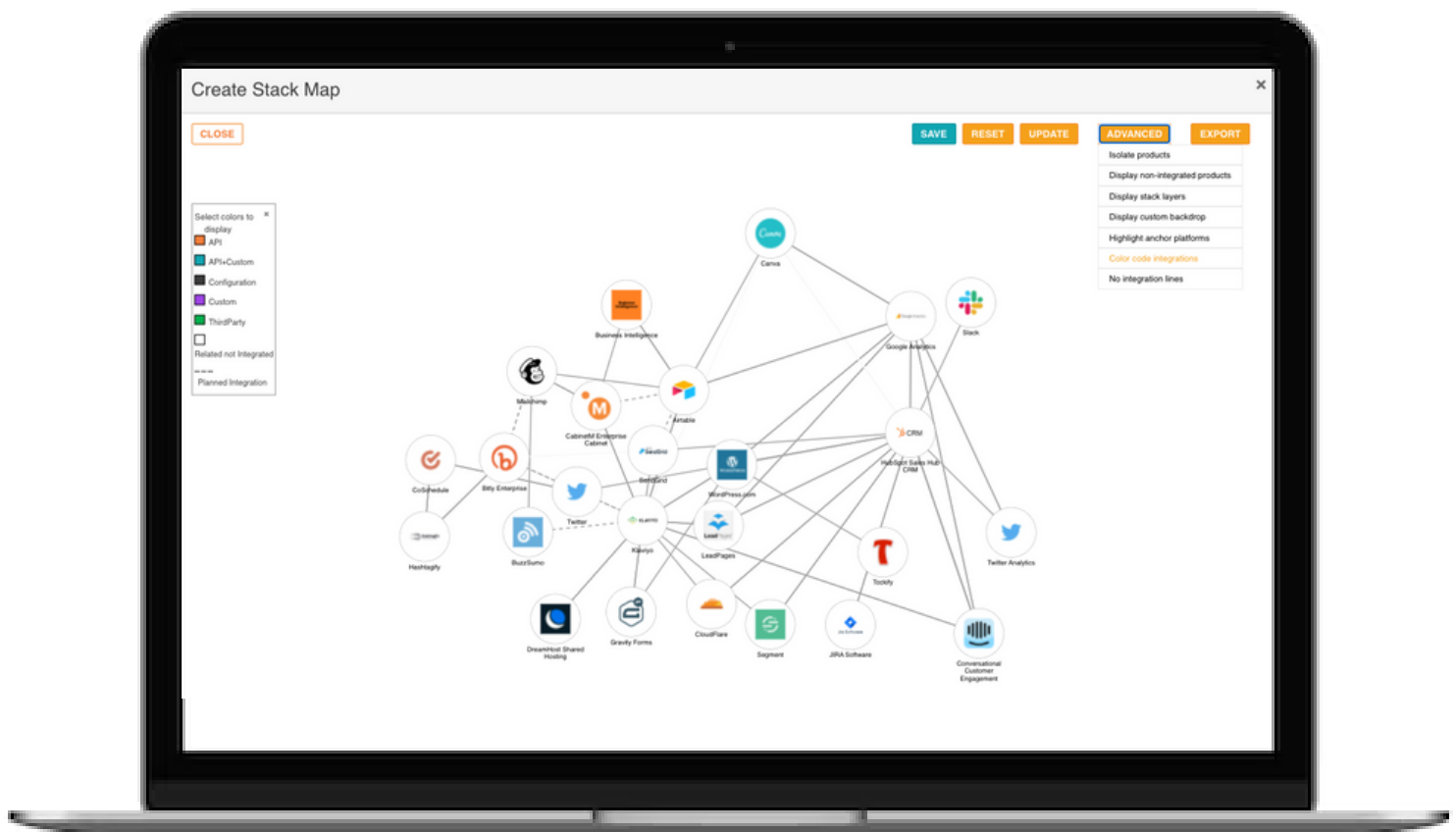
## Mapping Integrations

Critical to any stack audit is understanding how products within the stack are integrated and how data flows between products.

With CabinetM you start by identifying which products are connected, how they are connected, and which direction data flows. Note: in addition, you have the option to dive deeper and document integration details all the way down to the field level, creating a data dictionary for your client.



Once integrations are documented CabinetM automatically generates a Stack Map to provide a comprehensive view of the existing stack architecture. Stack Maps can be customized in a variety of ways.



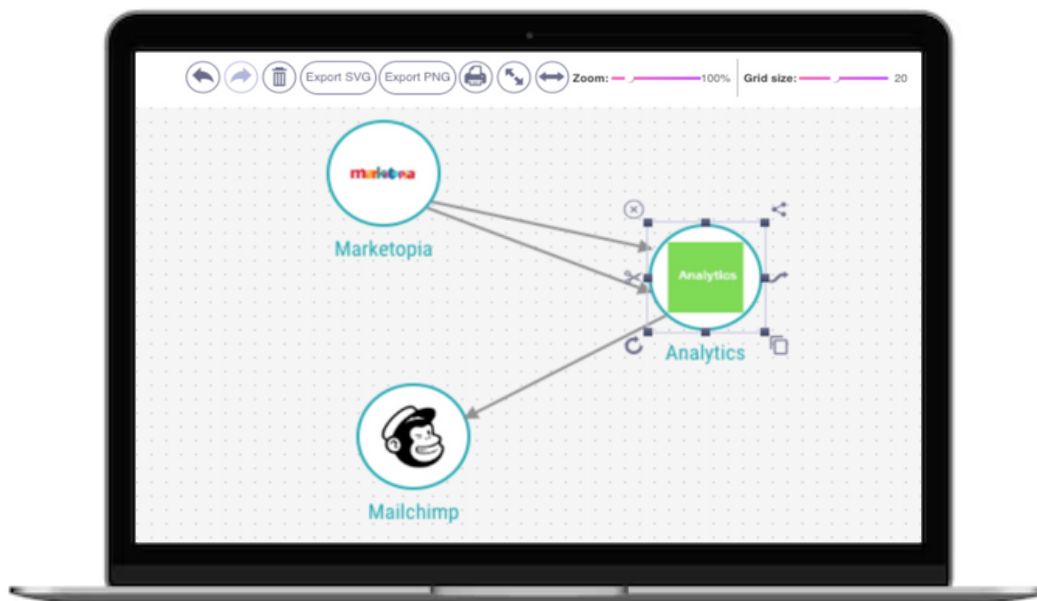
With a basic foundation in place, you have the option of going deeper to document additional information for each product, including: function, performance, spending, contract details, governance, and implementation details. How much or how little you document is up to you and your client.

# A CabinetM Snapshot

## Advanced Functionality

CabinetM's advanced features support the rationalization of your client's stacks, strategy and roadmap development, product selection and evaluation, and skill assessment and alignment.

- Diagram creation to map data flows, document customer journeys, plot workflows, and produce stack architecture visuals. With 15,000 logos at your fingertips, creating diagrams is fast and easy.
- Custom stack and contract reports.
- A database of 15,000 products to assist in sourcing new products. Compare, annotate, and save product profiles and then produce an evaluation report all within the CabinetM environment.
- SkillStacks to document technology skills within the organization and then align those with current and future state stacks to identify gaps and training needs.



# Unleashing the Power of the Collective

## The Consultant SUPER ACCOUNT

CabinetM provides consultants with a Super Account that connects to all client accounts. Using the Super Account, consultants can look across and filter client technology stack summaries to:



Find stacks with similar technology profiles and identify internal experts who can add value to a client account and project.



Identify high-performing models by business type, size, and industry.



Find internal product expertise to enhance the client team.





# Staying on Top of Technology Innovation

## Engage Clients


With the breadth of the current technology landscape and the pace of innovation, it is unrealistic to expect that a small group of technology experts will be able to stay on top of innovation across all categories.

The only way to stay at the forefront of technology innovation is to put the power of the network to work.

Using a common platform across all clients to manage and maintain technology information provides you with the ability to tap the entirety of your own resources and expertise, and benefit from the work your clients are doing as they experiment and move to adopt cutting-edge technologies.

## Getting Started is Easy

CabinetM is an intuitive, easy-to-use platform. Onboarding takes less than 2 hours. The easiest way to get started is to assign an internal CabinetM lead, identify an initial client, and get going!



We'd love to talk with you about how  
CabinetM can deliver value in your  
environment.



**Let's start with a short call!**

We're confident we can  
take your martech consulting  
practice to the next level