



Emmsphere
Plus

censhare Solutions & Services

Emmsphere Plus Services Overview





Emmsphere Plus

censhare Solutions & Services

We help organizations obtain absolute clarity and consensus on their target destination and ensure their Solution, Users and Digital Assets remain in perfect alignment throughout the journey 

Our Experience





- censhare Platinum Partner
- 14 Years censhare Experience
- 18 Years Marketing Technology Experience

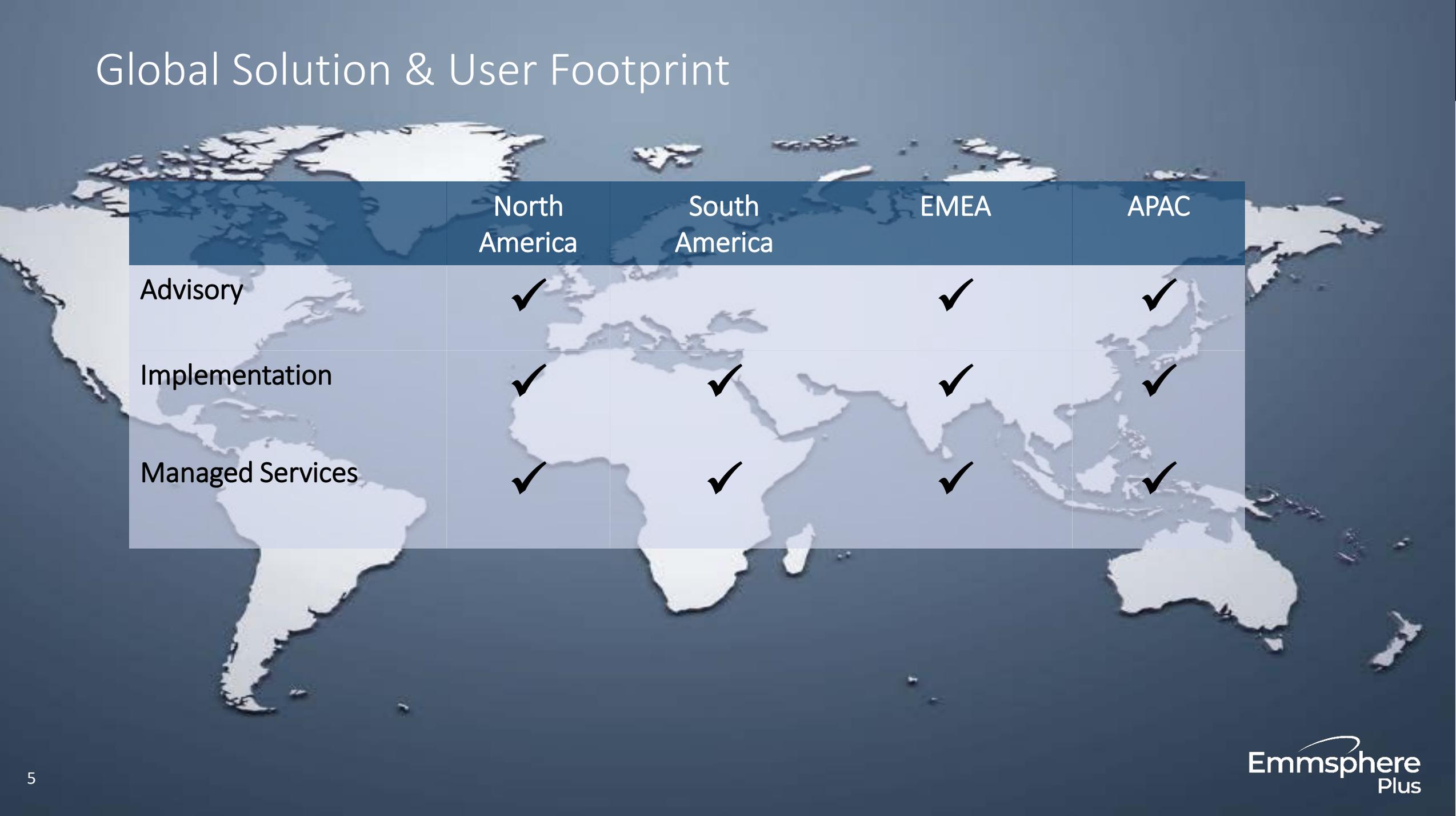
 Advisory

 Implementation

 Managed Services

- Solution Change Management
- Training
- Support
- Digital Asset Assurance

Global Solution & User Footprint



	North America	South America	EMEA	APAC
Advisory	✓		✓	✓
Implementation	✓	✓	✓	✓
Managed Services	✓	✓	✓	✓

Our Services



Everything We Do Is About User Adoption



User Adoption happens when your users embrace, utilize and evangelize their solution



User Adoption happens when demand for the solution is so high that users can't imagine doing their job without it



User Adoption can't be pushed or mandated onto users

You're in the business of Marketing. Your mission is to create exceptional demand for your company's products and services. It just makes sense to do the same for your marketing technology solution. We can help.



Ensure Content Standards & Compliance



Jumpstart Your Solution Journey



Protect & Manage Your Digital Assets



Support, Enhance & Align Your Solution



Engage, Empower & Enable Your Users



Extend & Optimize to Drive ROI



Support Users When They Need It

Implementation



Vision & Destination Alignment

- Project Definition Workshop
- Project Plan Development
- Project Team Consensus & Kick-off

Initial Requirements Intake

- Requirements Readiness Orientation
- Requirements Definition Workshops
- Gather What's Needed to Start Prototyping

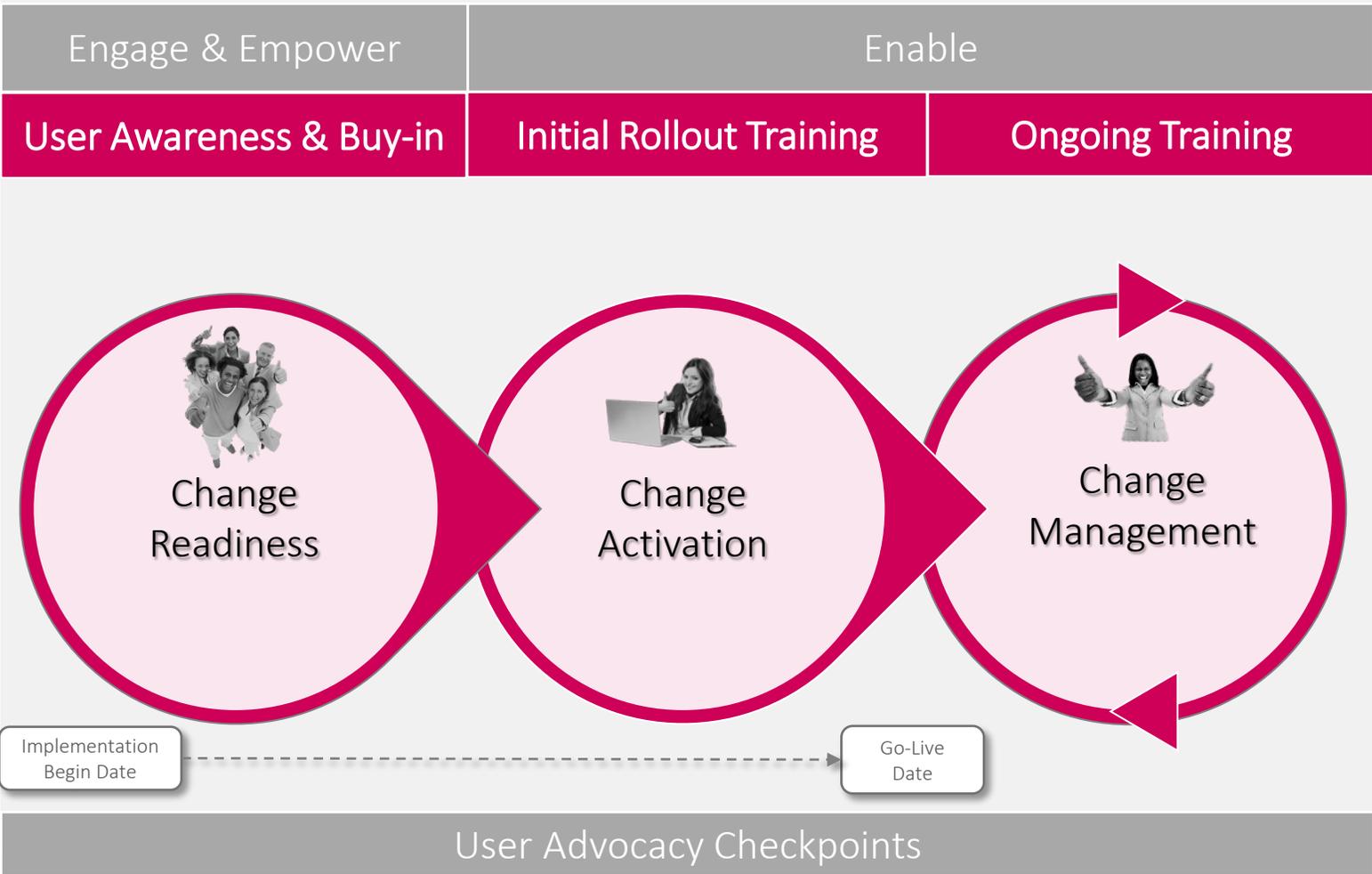
Prototyping & Requirements Refinement

- Solution Storyboard & Prototype Development
- Prototype Demonstrations & Refinements
- Final Design Specification

Configuration, Testing & Deployment

- Production Configuration
- System Testing
- User Acceptance Testing Support & Issue Resolution
- Production Environment Deployment

User Services - Training



Post Implementation, Change Happens...

- ❑ Marketing Tactics Change
- ❑ Organizations Change
- ❑ Processes Change
- ❑ Software Platforms Change
- ❑ Users Change



Emmsphere Plus
Managed Services



Keep Your
Solution, Users & Digital Assets
In Perfect Alignment

Solution Support & Change Management



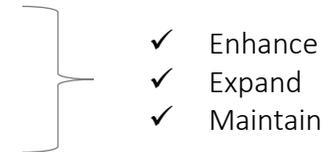
Support, Enhance & Align Your Solution

Solution Change Control

- Change Control Program Management
- Policy, SOP & Governance Model Definition
- Release Planning

Solution Optimization

- Functional Configuration
- Customizations
- Integrations



Migrations

- Program Management
- Migration Readiness Assessment & Planning
- Testing & Validation

Solution Support

- Issue Management
- Troubleshooting & Diagnosis
- Solution Administration
- User Procedural Compliance Audit & Analytics

Technical Development & Analytics



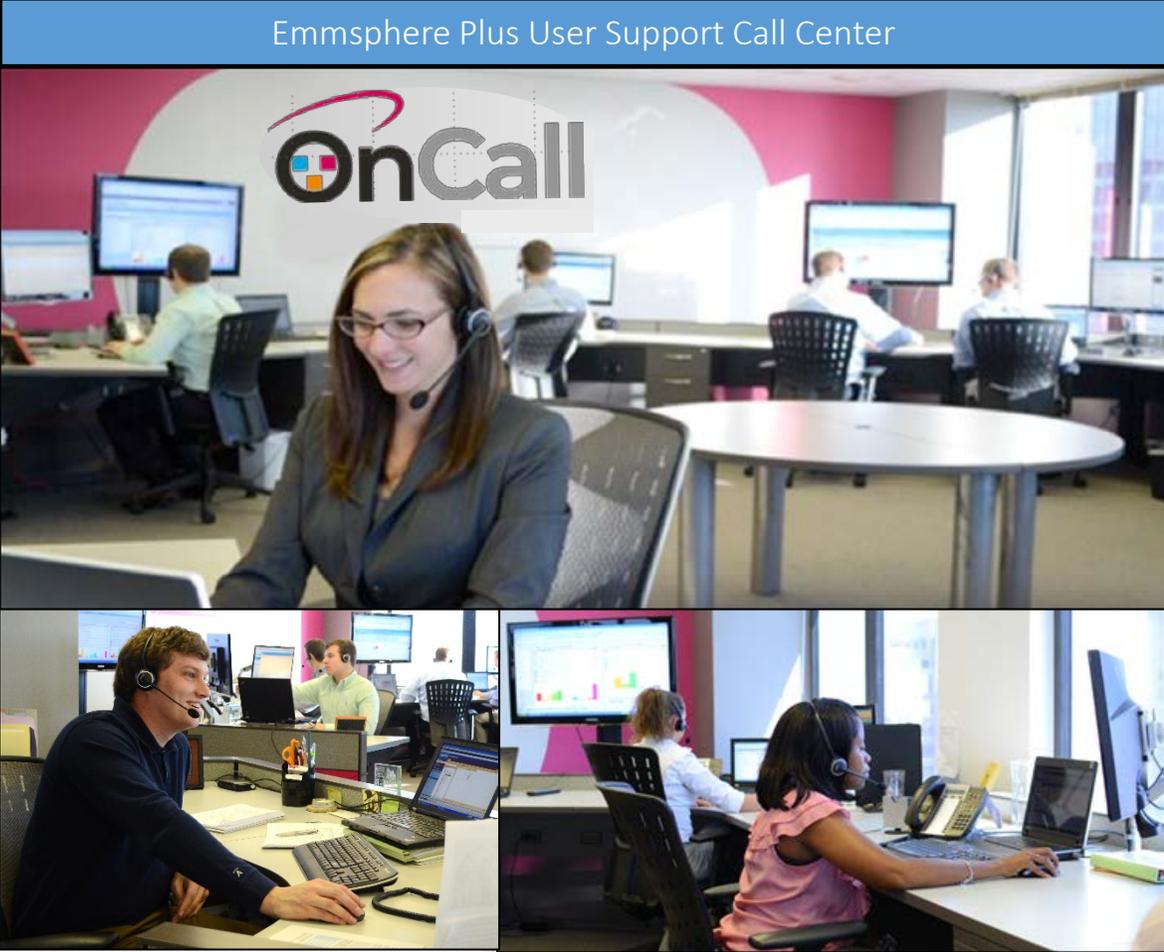
Technical Services

- Customizations
- Integrations
- Platform Extensions
- Data & Content Migration

Analytics

- Advanced Reporting
- Data Visualization

User Services – Level 1 Support



User Services – Level 1 Support



Centralized Issue Capture

- Call-In
- Email Submission

Service Level Agreement with Reporting & Analytics

- % Call Pickup
- Call Pickup Speed
- Abandon Calls
- Issue Response & Resolution Time
- % First Call Resolution

Monitor, Update & Status Issues

- Track and Respond to the Ongoing Communications with the Issue Submitter
- Update Ticket with Progress Details

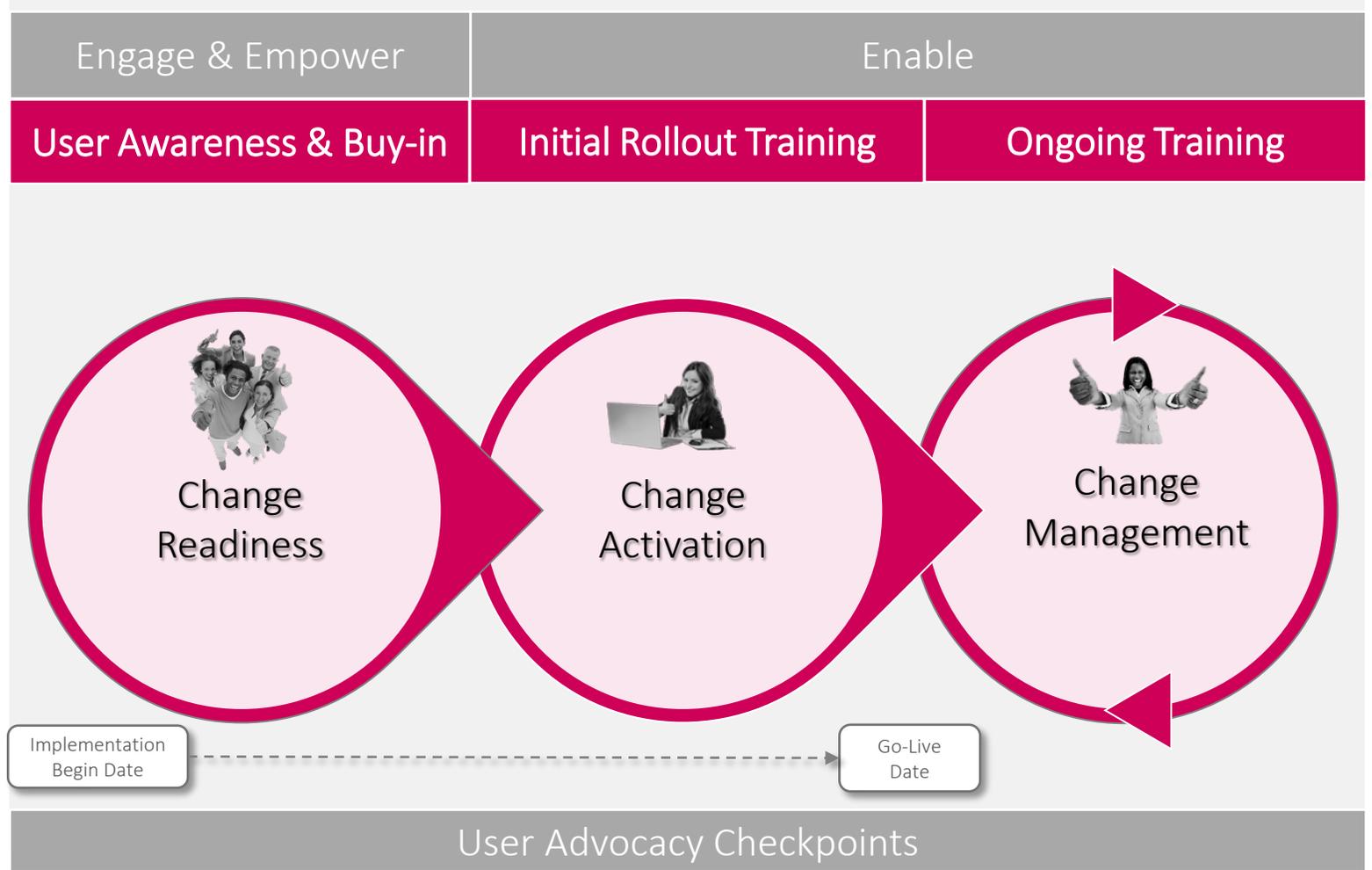
Issue Resolution

- Training Related Questions & Guidance
- User Service Requests

User Services – Level 1 Support Scope



User Services - Training





Ensure Content Standards & Compliance

Governance Procedure Design

- Consolidation of cross-functional content guidelines
- Streamline & validation of procedures
- Governance procedure definition & validation
- Marketing operational process design & enhancement
- Governance material preparation

Compliance Inventory & Assessment

- Digital asset inventory & reporting consolidation
- Digital asset taxonomy & taxonomy assessment
- Digital asset metadata cleansing
- Digital asset audit planning & execution
- Compliance exception assessment & reporting

Ongoing Conformance & Monitoring

- Governance change management
- Compliance procedure training and end-user certification
- Compliance checkpoint management & monitoring
- Compliance performance metrics & scorecards (over time)
- Asset management & compliance reporting



Protect & Manage Your Digital Assets

DAM Advisory Services

- Technology Platform Assessment & Selection
- Implementation & Migration Readiness Planning
- Organization & Operations Diagnostics & Recalibration

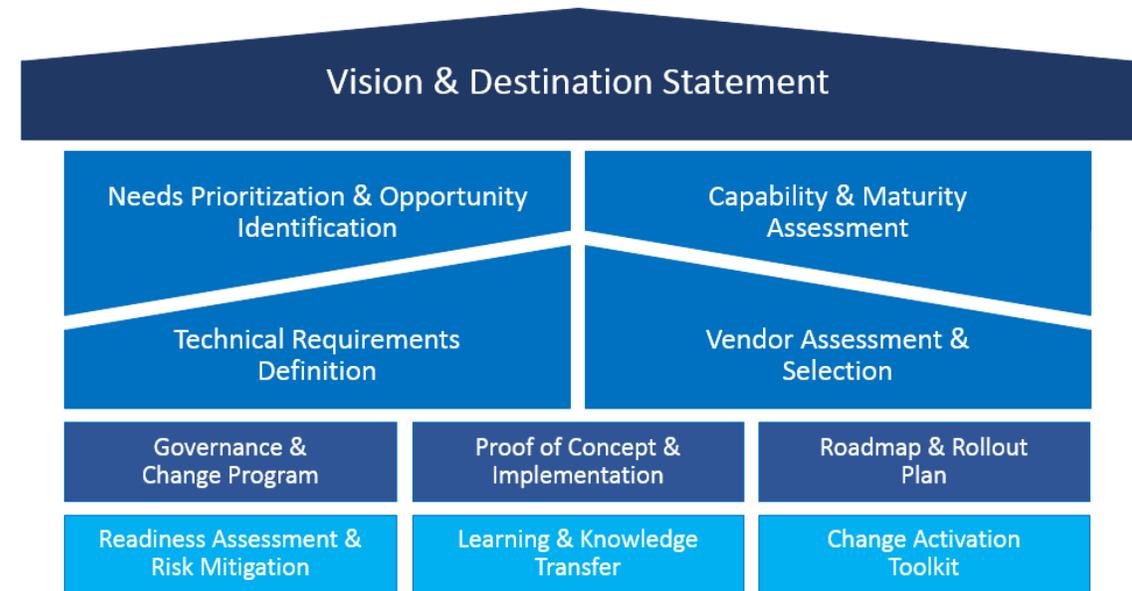
DAM Information Framework Design

- Taxonomy
- Metadata
- Workflow
- Search

Librarian Support

- Ad Hoc & Planned Service Requests
 - ✓ Digital Asset Prep & Validation
 - ✓ Digital Asset Ingest & Cataloging
 - ✓ Digital Asset Packaging & Distribution
 - ✓ Digital Asset Administration, Maintenance & Enrichment
- Client DAM Administrator/Power User Support
 - ✓ Advanced Search Techniques & Policy Specific Guidance
- Auditing
 - ✓ Audit Plan Development
 - ✓ Audit Execution
 - ✓ Issue Assessment & Reporting

Advisory Services



Why Emmsphere Plus?

We know how to help you set your target destination and get you there with all users onboard!

- Emmsphere Plus has been providing Marketing Technology Advisory, Implementation, Training & Support services since 2002
- We understand life after implementation and how to keep everything in perfect alignment when change happens
- We deliver, ask our clients