



BACKGROUND

AGCO Corporation is a global, multi-brand, agricultural equipment manufacturer and distributor. Along with its recent history of mass acquisition, it inherited the challenges associated with managing various brands and technologies and with differentiating its robust product line with effective marketing material.

CHALLENGES

Managing the marketing material for a portfolio of brands exposes a company to several potential pitfalls:

- Version control and work duplication
- Inefficiencies associated with open-ended reviews and constant revisions
- Lack of task accountability, reporting capability, and process visibility
- Unknown true costs of marketing activities and campaigns
- Lower than optimal productivity and employee fatigue

APPROACH

TopRight's EMM practice guided AGCO's implementation and configuration of Aprimo *Professional*.

Focusing as much on the change management aspect of implementing new software as the product itself, TopRight was able to help several divisions and outside agencies effectively adopt a new way of jointly increasing productivity.

RESULT

Over fifty internal and agency partners/vendors trained on Aprimo

Successful roll-out of new project management tools: transformation to live management of process workflows

A predictable reduction in redundant material reviews and revisions, through digital asset management

Faster delivery time for brochures, magazines, photo shoots, and advertisements

