

# Rockwell Automation

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The Scope of Demand Creation Model helped us zero in on the areas where we can best support each region and build a process to deliver that support.

**Cheryl Lange**

*Global Planning Manager*

**2X**

increased efficiency for the Rockwell Automation regional teams



## Challenge

The Rockwell Automation central marketing team was asked to support four regional marketing teams, with **the goal of driving efficiency and alignment globally**. Each market has a different level of maturity, and the marketing teams in the regions have historically had **different staffing levels, skills and focus areas**.



## Solution

The Rockwell Automation central marketing team **leveraged the Scope of Demand Creation Model** to understand the current state and identify optimization opportunities for its planning process. Adopting the program management discipline **helped align the planning process** for central marketing and regions.



## Result

The Rockwell Automation central marketing team was able to **use insights gained from its Scope of Demand Creation assessment** to create a strategy for demand programs, and the team is currently moving toward execution of **more purposeful adoption of objectives and goals**.