

Business Capability Map.

COMMUNICATIONS MANAGEMENT.



ENTERPRISE SUPPORT

IT Management

- IT Strategy Management
- EA Management
- IT Service Management
- Application Management
- Technology Management
- IT Project Management

Enterprise Risk Management

- Manage Compliance
- Manage Fraud
- Manage Insurance
- Manage Security
- Business Continuity

Workforce Management

- Deploy Workforce
- Workforce Planning
- Manage Work Order

Enterprise Effectiveness & Project Management

- Manage Portfolio
- Manage Programs
- Develop Projects

Information Management

- Define Reports & KPIs
- Gather Data
- Process Data
- Illustrate Data
- Govern Data

Human Resource Management

- Manage Employee
- Develop Recruiting
- HR Policies & Processes
- Manage Recruiting
- Manage Experts & Talents

Knowledge & Research Management

- Manage Knowledge
- Manage Research
- Manage Tech Scanning

Legal

- Corporate Governance Policies
- Preventive Law Program Dev.
- Ensure Compliance



MARKETING & SALES

Sales

- Qualify Opportunity
- Manage Client
- Advice Client
- Create Specific Offer
- Negotiate Offer
- Address RFP
- Manage Trials

Marketing & Sales Development

- Define M & S Requirements
- Monitor Channels
- Develop M & S Channels
- Develop M & S Messages
- Define Customer Value Proposition
- Define Marketing Budget

Demand & Offer Management

- Identify Customer
- Manage Customer Profile
- Manage Customer Hierarchy
- Manage Community
- Manage Customer
- Manage Org. Context
- Identify New Channels

Marketing & Advertising Communication

- Develop Multi-Channel Marketing & Cross-Media Campaigns
- Manage Multi-Channel Marketing & Cross-Media Campaigns

Collateral Production

- Full-Service: Print, Internet, PowerPoint, Audio/Video, Newsletter, Social Media

Press & Public Relations

- Press Release & PR Management & Localisation

Trade Fair & Event

- Planning, Organisation, Moderation & Management

ABOUT  **MOY Strategic Alliances**
COM.DE
Communications Management.

MOYCOM.DE Strategic Alliances offers **Communications Management Services**, multi-channel-marketing and cross-media-advertising full-service, consulting, design and production, key-account and project management with top-expert-networking, opinion leadership and influencer marketing, with print, email, internet, audio/video, on all social media channels (Twitter, Facebook, LinkedIn, XING), for lead generation and pre-sales for small, medium businesses (SMB) and large enterprises, across all industries, in DACH and EMEA.

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