

# Gartner Unveils New Marketing Resource Management Report, Cites Pica9 as a Sample Vendor

*Marketing Resource Management undergoes transformation in latest report; now includes three major enterprise marketing software categories*



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/EINPresswire.com/ -- In what many are calling a

groundbreaking move for the marketing technology landscape,

Gartner, Inc. has released a report in which it redefines the category of [Marketing Resource Management](#).

[Local marketing automation](#) provider Pica9 is mentioned in the report as a sample vendor for the Asset Management category of MRM.



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*Christopher Ross & Adam Sarner*

This announcement marks a new chapter in the influential history of Marketing Resource Management. According to the report, “in 2001, Gartner helped define marketing resource management (MRM) by creating the first MRM Magic Quadrant.” Now, more than 15 years later, the shifting MarTech ecosystem has led Gartner to reclassify the core technologies that make up MRM.

Chris Ross and Adam Sarner, the Gartner analysts in charge of MRM coverage, share the reason for the new classification. “The tools and technologies known as marketing resource management (MRM) have evolved,” the analysts observe.\* The familiar five MRM competencies are updated to match this new reality with MRM 2.0.

Leading observers of the MarTech landscape are saying that Gartner’s decision to introduce MRM 2.0 underscores the importance of Marketing Resource Management to marketers today. Many familiar with the software category believe that MRM 2.0 creates a set of technologies well suited for enterprise marketing needs in the digital world (<http://pica9.com/form-enterprise-marketing-saas/>).

With MRM 2.0 there is a new emphasis on the operational processes covered by the technology. Gartner’s landscape now covers three key categories of software within the MRM framework: Work Management, Asset Management and Performance Management.

MRM 2.0 has been retooled in light of developments in the broader marketing technology marketplace. The 5 original competencies of Marketing Resource Management are now classified in a simpler framework and aligned to specific functions in the enterprise marketing organization.

As the analysts describe, “Gartner’s new definition of MRM – incorporating work, performance and

asset management – clarifies functional scope, and provides more intuitive clustering of features, capabilities and operational combinations.”\*

Pica9 was cited in this latest report as a sample vendor for the Asset Management Category in the Distributed Digital Asset Management modality.

The news has extra significance for long-time followers of Pica9. This is the first time Pica9 has been mentioned in a report about MRM.

Founder Kevin Groome emphasized the significance of this milestone. “Marketing Resource Management is a crucial part of the marketing picture for our customers, and we’re delighted that the experts at Gartner have mentioned Pica9 within the scope of that landscape. We believe being included in such a seminal study by the firm that coined the term MRM is a really big deal. It’s clear to us that the whole team has done a fantastic job to reach this point.”

This is the second Gartner report in which the local marketing automation company has been mentioned in the last 6 months. Previously, Pica9 was included in the [Market Guide to Digital Asset Management](#).<sup>^</sup>

About Pica9, Inc.

Pica9 is the leading SaaS Local Marketing Automation provider for multi-location brands. CampaignDrive by Pica9 helps distributed brands share and standardize marketing assets across all of their franchise, dealer and agent locations. CampaignDrive gives brands distributed DAM tools to centralize and distribute marketing assets to local marketing teams, and offers best-in-class templating capabilities to ensure local marketing is always brand-compliant. To learn more, visit <http://pica9.com/>

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\* Ross, Chris; Adam Sarner. MRM 2.0: A New Perspective on Marketing Resource Management. 14 March 2017.

<sup>^</sup> Sorofman, Jake; Andrew Frank. Market Guide to Digital Asset Management. 16 November 2016.

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