

# Thinking of in-housing MMM?

- This is exciting, but a big and potentially costly decision. Some broad considerations to help you plan:

**1. Why do you need MMM in particular? Is it the right tool for the task?**

**2. Which business decisions will MMM support and which will they not? Why?**

**3. Will MMM replace, enhance or even conflict with existing intelligence? How?**

**4. Who will own, fund, execute, champion, embed and progress a MMM programme?**

**5. When and how often to update models to produce fresh insights for planning?**

**6. How will you be efficient by automating some parts? Which bits?**

**7. Will you purchase commercial software or build your own modelling platform?**

**8. Do you need to budget or get help to train up or hire people to do the work?**

- If you would appreciate a sounding-board chat with a MMM expert, please get in touch