

# Requesting a Change to a Corporate Segmentation

## Overview

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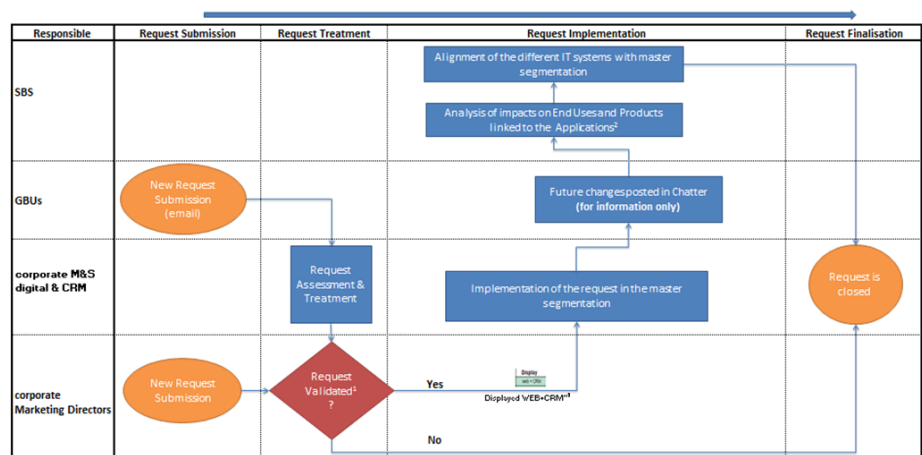
Concerned profiles:

STRATEGIC MARKETING

CORPORATE SALES & MARKETING

## Corporate Segmentation Change Request

- Corporate Segmentation is represented by the list of **all the Markets, Segments and Applications (first 3 levels)** that represent the entire Solvia Group's business. It has been **co-constructed with all the GBUs and the Corporate Strategic Marketing** team.
- The Corporate Segmentation is **owned by the Corporate Strategic Marketing** team but the **GBUs remain owner of the "End Use"**, last level of the Segmentation.
- This means that the Corporate Segmentation is **common to all pilot GBUs** and if needed, a change can be **requested by email**.
- Since a change can have an impact on all the GBUs that use the system, the decision process might include formal discussions between the different Marketing Representatives before the change is approved or rejected.
- The person responsible for approving or rejecting the change is the **Corporate Marketing Director**, expert of the concerned Market.
- **Chatter Group "Corporate Market Segmentation"** was created to inform all GBUs /Functions about changes in Corporate Market Segmentation.



**Comments:**

- <sup>1</sup> Impact on other GBUs should be taken into account. Necessary alignment within GBUs to be conducted
- <sup>2</sup> End-uses can be impacted in case of Reallocation, Split & Deactivation of the segment/application
- <sup>3</sup> By default, it will be present in Solvia internet site except if only CRM is requested

For all requests, please contact [Anastasia Kravtsova \(anastasia.kravtsova@solvia.com\)](mailto:anastasia.kravtsova@solvia.com)

**⚠ No change is allowed for Markets since it is a strategic decision at Comex level**

**i** The Corporate market segmentation with the 3 levels is available [via this link](#).

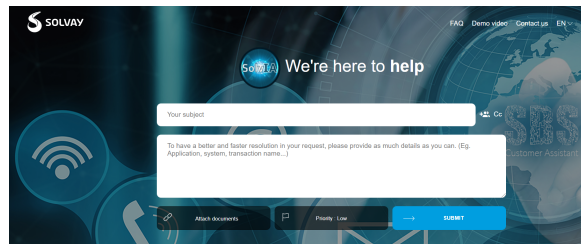
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## Related articles

- [Market Segmentation: Presentation](#)
- [Requesting a New End-Use](#)
- [Reporting on GBU Segmentation Fields in SFDC.](#)
- [Create a New Opportunity](#)

## Need help?

To request any support or if you have identified a bug or incident , please create a Freshdesk ticket using Solvia platform : <https://solvia.solvia.com/>



*you can copy users with email address , default priority is Low , then Submit . We advise you to put keywords in subject to ease dispatching to correct Agent : CRM - Complaint for example*