Campaign Management to Integrated Marketing Management: A step ahead of trend with Teradata Aprimo solutions

Presentation to Moscow Forum

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Agenda

- Teradata's acquisition of Aprimo
- Our Integrated Marketing Management Vision
- How this creates value in Banking
  - > Unifying the Customer Experience
  - > Simplifying the Marketing Experience
- Combined Teradata and Aprimo solutions

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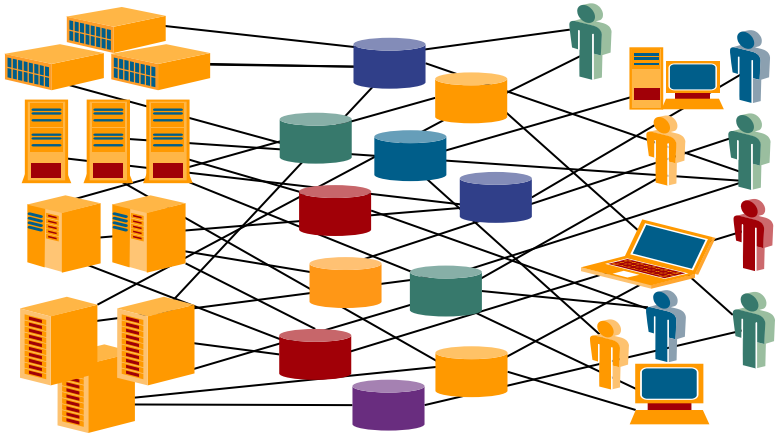
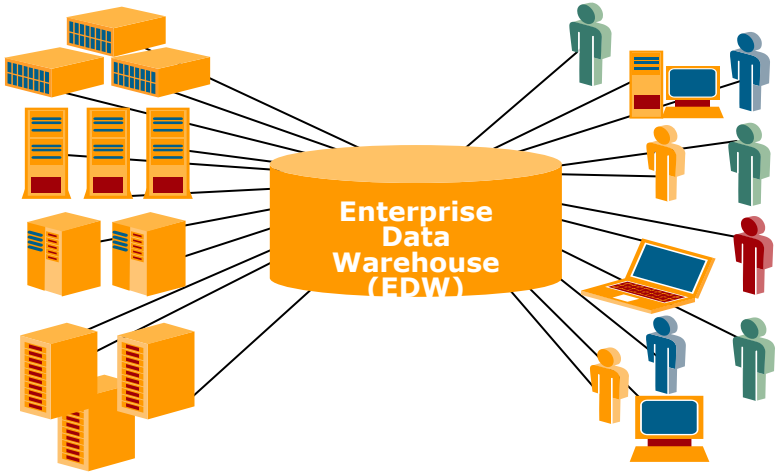
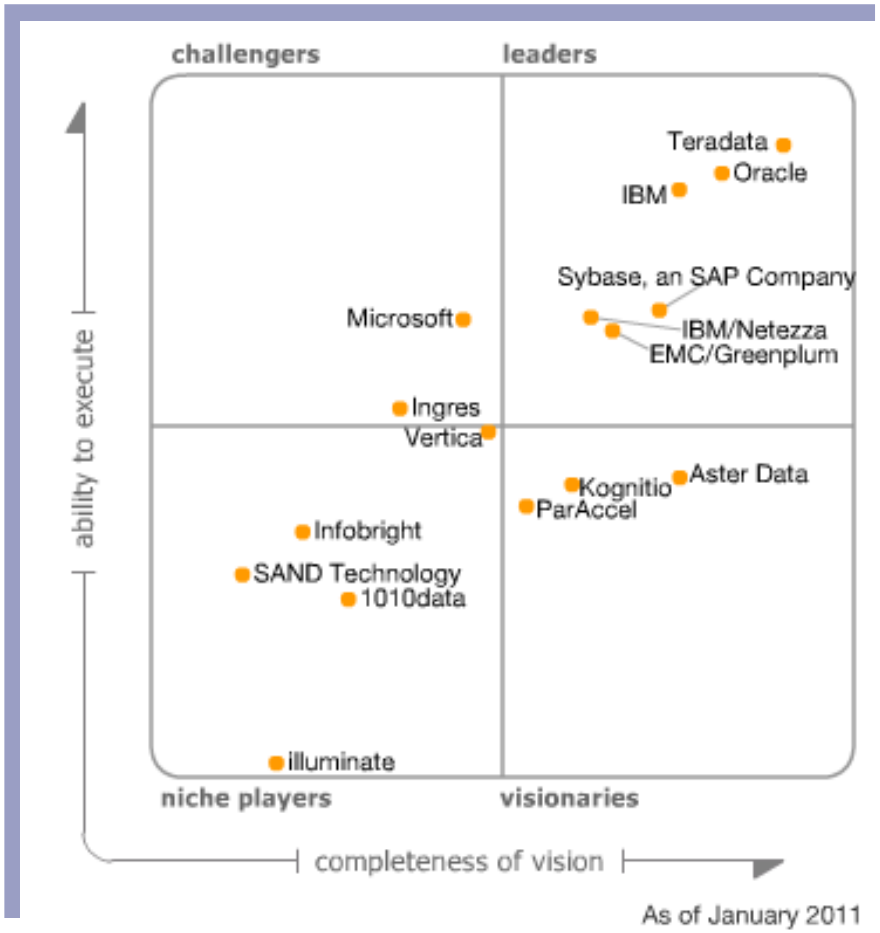
Teradata is the Clear Leader in Data Warehousing…





Integrated data provides: Consistency, lower costs, better decisions

2011 Magic Quadrant for Data Warehouse DBMS



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…and 61% of our customers use their Teradata for Marketing purposes…

…so the clear leader in data warehousing acquired the

UNDISPUTED LEADER

in Marketing Resource Management in January 2011

2011 Magic Quadrant for Marketing Resource Management

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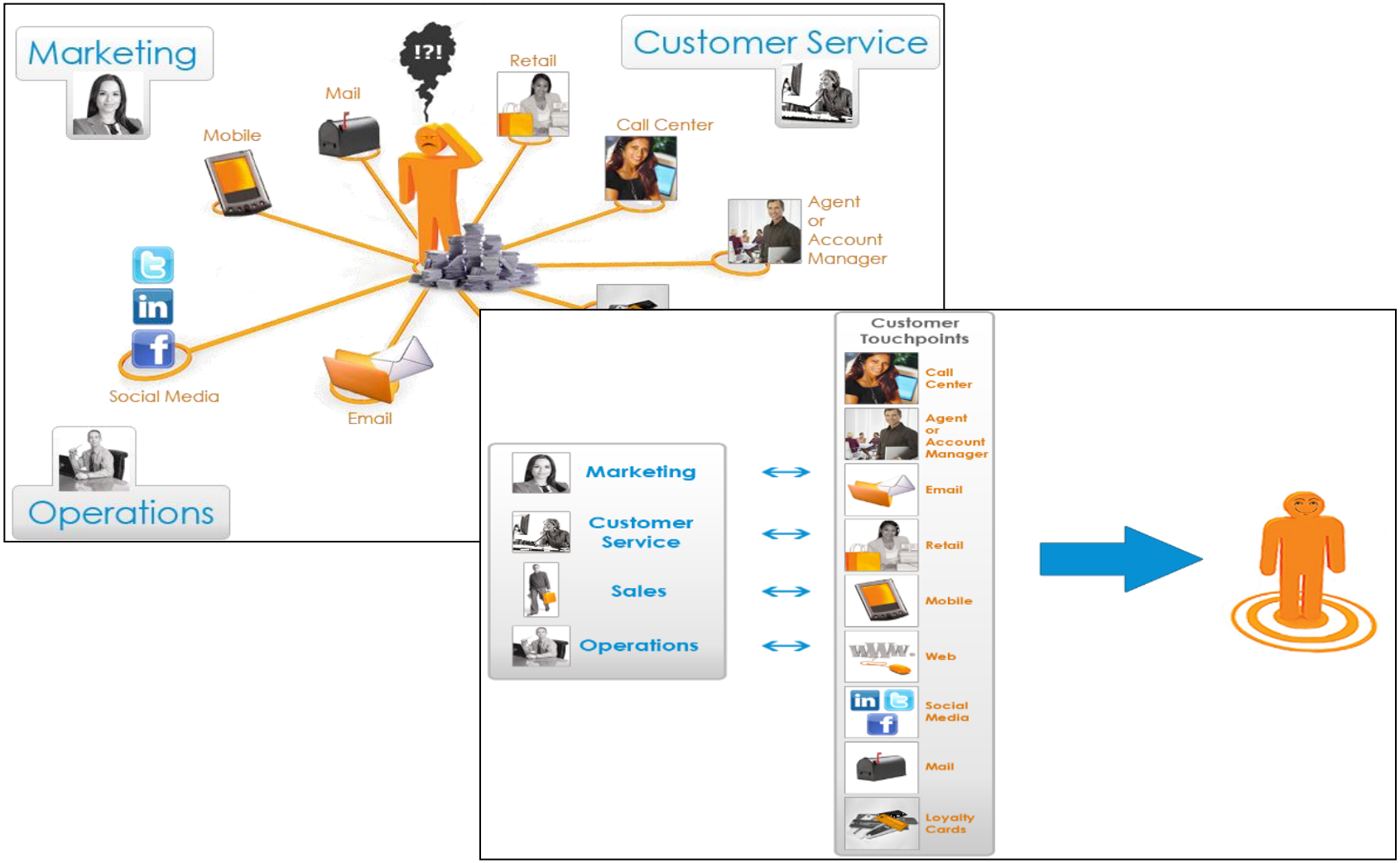
Our Vision for Integrated Marketing Management: Unify the Customer Experience



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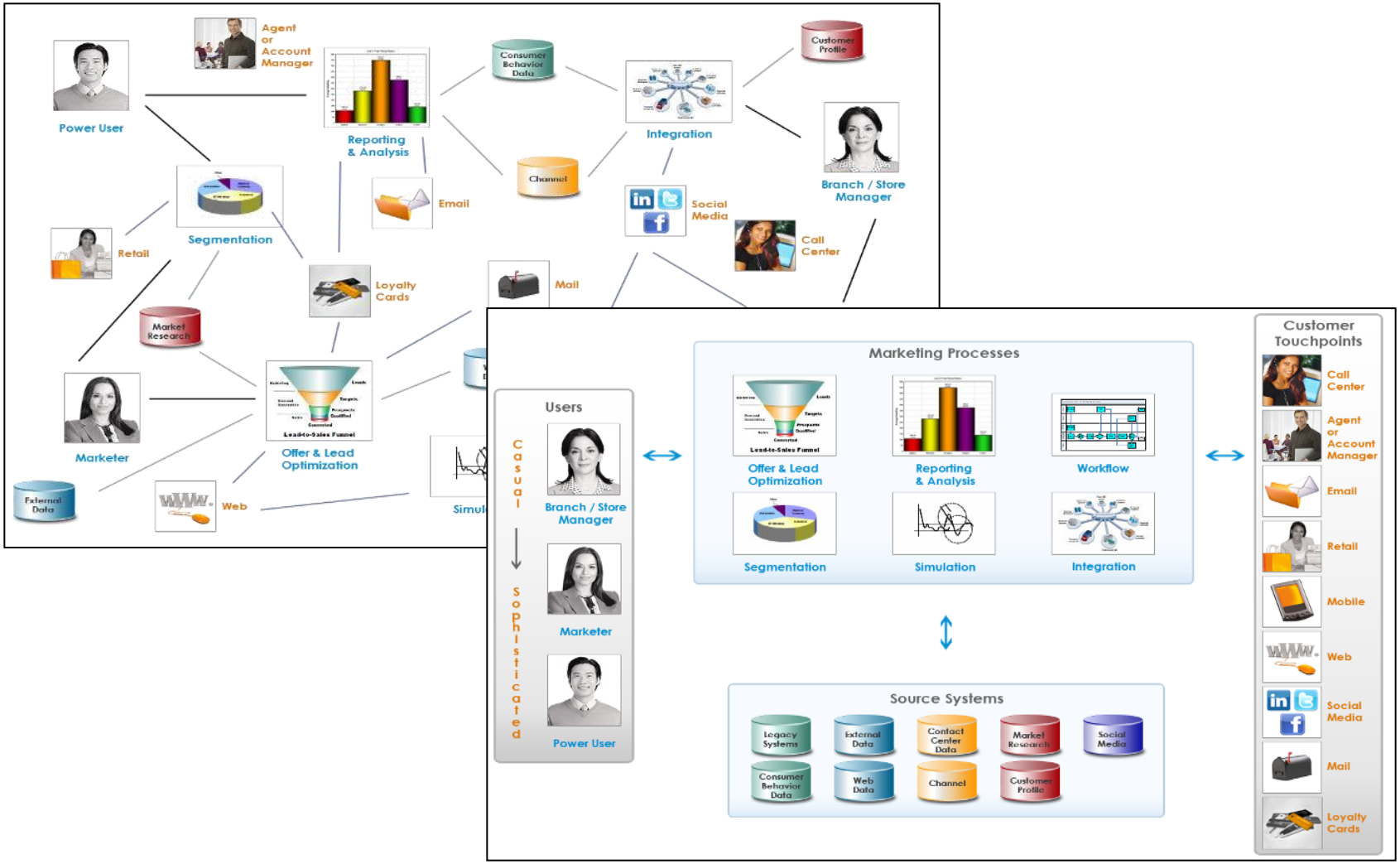
Our Vision for Integrated Marketing Management: Simplify the Marketing Experience



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Aprimo Integrated Marketing Management Solutions: Unify the Customer Experience

Aprimo Marketing Studio

Plan & Spend Management, Workflow & Project Management, Digital Asset Management

Aprimo Relationship Manager

Campaign Management

Communication Manager
Selection Manager
SNA Viral Marketer

Optimization

Rules Manager
Contact Optimizer
Offer Optimizer
Integration Manager

Aprimo Real Time Interaction Manager

Real time analytics
Real time optimisation
Real time offer generation

Actionable Analytics

Cross Segment Analysis, Behavior Trend Analysis, Affinity Analysis, Percentile Profiling

Single Customer View

Teradata RDBMS, Tools and Utilities

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Unified Customer Experience: Aprimo Relationship Manager in Banking

nab

Challenge

Not leveraging customer data to drive sales performance through all channels. Campaign process inefficient and costs too high.

Approach

Use **Teradata Database** and **Aprimo Relationship Manager** (formerly TRM) to implement **multi channel event based marketing**

Outcome

Campaign response rates up to 50% from timely Event Based Marketing campaigns. Campaign preparation costs reduced by 75%

Lloyds TSB

Challenge

Multiple expensive marketing systems supporting different channels. Slow to implement change, difficult to scale, and slow to implement new campaigns.

Approach

Implement **Aprimo Relationship Manager** to build a **customer centric capability**. A simplified and scalable system that supports innovation and event based multichannel communications

Outcome

Cost savings at 371% of business case, project ROI of 250% and campaign set up reduced from weeks to <1 day

Maybank

Challenge

Access to detailed data, integration of channels, automation of campaigns and closed loop reporting all limited. No analysis or predictive modelling

Approach

Implement Teradata Database and **Aprimo Relationship Manager** and integrate with sales channels and analytical tools.

Outcome

Speed of analysis reduced from 1-3 weeks to <1 day. Campaign conversion rates increased from at maximum of 3% to up to 60%. Full campaign automation.

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Improving the Marketing Experience: Aprimo Marketing Studio in Banking

Nationwide On Your Side

Challenge

Top ten insurance company in the US, with multi-million dollar marketing spend, largely untracked and unaccounted for

Approach

Use **Financial Manager** to manage budgets, forecasts, commitments and invoices vs plan

Use **Workflow Manager**, to streamline the processes, and implement best practices

Outcome

Improve spend visibility from 11% to over 85%. Increase marketing process efficiency

Bank of America

Challenge

Lacked consistent marketing execution & measurement. Aim to adopt best practice and Six Sigma across 7 channels, and visibility across business units.

Approach

Use **Financial Manager** to enable sight of plans and status for 1600 users and 12 agencies

Integrate with existing tools such as Oracle financials and SAS

Outcome

Improved invoice processing capacity by 228%. Reduced Point of Sale program cost by 16%

WELLS FARGO

Challenge

Decentralized marketing across 8 product lines. Lack of marketing spend transparency. No common processes or best practice. Poor integration with support partners

Approach

Use **Workflow Manager** to build common business processes, **Asset Manager** for single repository of marketing artifacts, data, and measurements, establish single **Marketing Calendar**

Outcome

Reduced the cycle time by 5 days (c.20%). 12% increase in resource capacity. Improved audit, compliance and transparency across marketing

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Teradata Aprimo Solutions working together?

Marketing Finance
Marketing Planning
Brand Marketing

Commitments & Invoices

Approved Funding

Marketing Finance
Commitments & Invoices
Creative Services Production Process
Create Creative Material
Creative Approval Process
Produce Creative Material
Agency
Brand Marketing
Legal & Compliance
Printer / Supplier

Regional Offices
Access Content
Localize Content
Distribute Content

Marketing Assets

Consumer 1

Offer Strategy
Campaign Planning
Brand Marketing
Offer Strategy
Creative Services

Consumer 2

Aprimo Relationship Manager (was TRM)

Aprimo Real Time Interaction Manager/ ACIM

Consumer 3

Purchase

ANALYTICS

TERADATA
Raising Intelligence
EDW
Enterprise Data Warehouse

Web Analytics

Website

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Thank you.

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