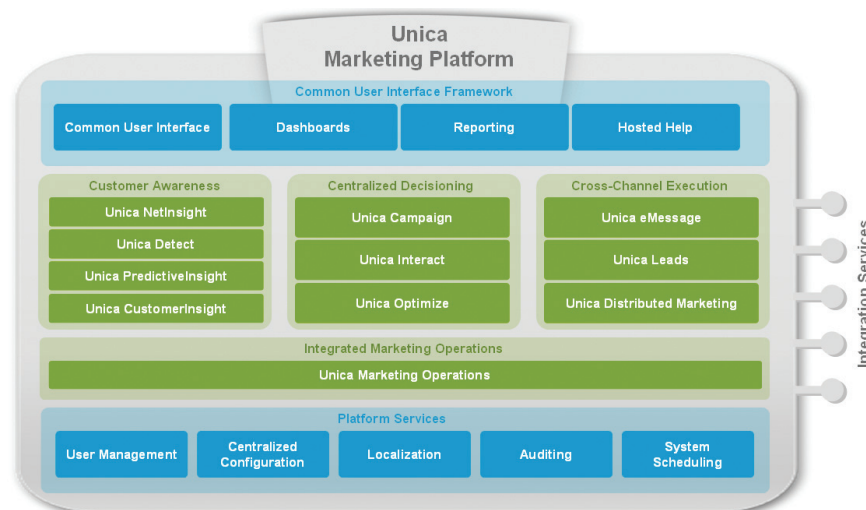# The Power of the Unica Marketing Platform

The Unica Marketing Platform is a set of administration tools, user interface elements and integration services shared by all Unica products. First installed as part of an initial Unica implementation, the Unica Marketing Platform makes it easy to add other Unica products later, all of which then leverage the Platform components in a modular approach.

With the Unica Marketing Platform, marketers can increase the success of their marketing efforts by employing a marketing software system designed for easy management and interaction with other enterprise systems. The Unica Marketing Platform also helps marketers accelerate their adoption of "interactive marketing" by letting them easily add new Unica software capabilities when ready. In addition, the Unica Marketing Platform lowers IT costs through simpler maintenance and streamlined administration.

The Unica Marketing Platform consists of three main components:

1. **Common User Interface Framework** controls how individuals view and interact with Unica products.
2. **Platform Services** manage the system configurations, localization, authentication, event logging, and system scheduling for all Unica products.
3. **Integration Services** provide services required to easily connect with other internal and external enterprise applications.

The Unica Marketing Platform helps marketers increase the success of their marketing efforts.

COMMON USER INTERFACE FRAMEWORK: HOW INDIVIDUALS INTERACT WITH UNICA

The Unica Marketing Platform includes a Common User Interface Framework that provides users a standard way to work across Unica products, streamlining navigation and increasing productivity. As new Unica products are installed, the navigational controls required to interact with the components of that particular product are enabled.

The Common User Interface Framework provides:

- A unified and configurable interface
- Flexible and informative dashboards
- Open reporting architecture
- Extensive help and search capabilities

Unified and configurable interface

The Unica Marketing Platform provides a single, unified user interface (UI) for all Unica products. Each installed product uses a single, shared navigational menu. As organizations add Unica products to their installation, the navigational menu expands to incorporate the newly added functionality. In addition, the common user interface includes features such as context-sensitive help and search, alerts, and a clickable list of the most recently accessed items.

Organizations can incorporate their own brand elements into the Unica UI through simple changes to colors, logos and fonts within a centralized style sheet. In addition, menu positions, labels and links in the UI can be changed to match each customer's preferred terminology and usage patterns.

Through these simple modifications, each customer can make the standard Unica interface feel like their own custom application, powered by Unica.

Flexible and informative dashboards

The Unica Marketing Platform includes flexible dashboards that can display the most relevant data from within Unica for each individual or user role. Dashboards can feature graphs, charts, tables, lists and other visualizations such as maps and
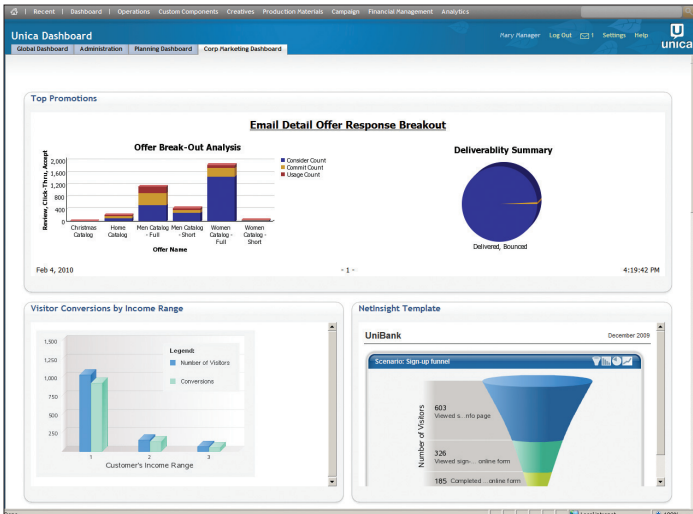
Sample dashboards display key marketing metrics.

diagrams. Setting up dashboards is simple and fast. Administrators create a dashboard by selecting from a list of pre-assembled content or pointing a portlet at any URL-addressable content.

Once created, a dashboard is configured to be viewable by a specific single individual or a group of users. Administrators also specify which users can administer the dashboard. Unica comes with a Global Dashboard with which administrators and managers can make information available for all Unica users.

Combining data from various sources into role-based dashboards helps Unica users stay organized and make better informed decisions, such as managers needing overviews and high-level metrics or individual contributors using more detailed views.

Open reporting architecture

Unica features many standard or easily modified example reports. In addition, the Unica Marketing Platform has enterprise report creation capabilities that include:

- Metadata modeling application (through the integration of IBM Cognos Framework Manager) with pre-built metadata models of the Unica database tables

- Report development environment (through the integration of IBM Cognos Report Studio) for modifying pre-built reports or creating new reports with layout formats such as charts, cross-tabs, lists, gauges, maps, prompt controls, and images

- Integrated web viewer for publishing reports within the Unica's common user interface with the ability to view and save reports in many different formats including HTML, .XLS, .CSV, and .PDF

Unica's report administration environment allows for managing the location and details associated with reports including scheduling

the automatic generation and delivery of reports. Unica is built on an open architecture and metadata models that allow direct access to database tables for generating reports with any other business intelligence (BI) tool, should there be a corporate standard the customer prefers to use.

Whether through standard or custom reports, it's easy to obtain actionable insights with Unica.

Extensive help files and search capabilities
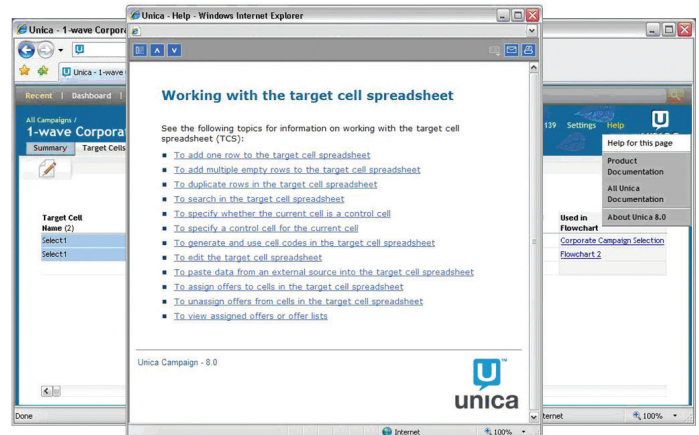
Context-sensitive help pages appear when users require assistance.

Ensuring that you can find help when you need it is an important part of a successful implementation.

Unica has rich "Help" content. Extensive user guides and administrator guides are available for each application directly in the UI. The Help menu is centrally-located and easy to find. Help documents are context-sensitive and the user is provided with the most relevant, focused content, although comprehensive, print-friendly documents are also available.

Another way that Unica seeks to help users work efficiently is by providing context-sensitive search capabilities. The search results are focused on what's relevant to the particular product in use, ensuring that users can easily find what they need.

To ensure that the help content is truly valuable, it is updated frequently and is always available.

UNICA PLATFORM SERVICES PROVIDE A MODULAR UNDERLYING STRUCTURE FOR ALL UNICA PRODUCTS

The Unica Platform Services provide a modular underlying structure for all Unica products. These services maximize the robustness and reliability of Unica products because each leverages the same engineering investment. And as innovative new features are added to the services, each Unica product benefits.

The Unica Platform Services provide the following features:

- Single user management area for all Unica products

- Centralized system configuration

- System event logging captures important security events like logins and system access

- Robust scheduler coordinates individual events and recurring processes based on time/day or based on the outcome of previous events

- Fully internationalized and localized application manages content from either single-byte or multi-byte languages

Single user management area for all Unica products
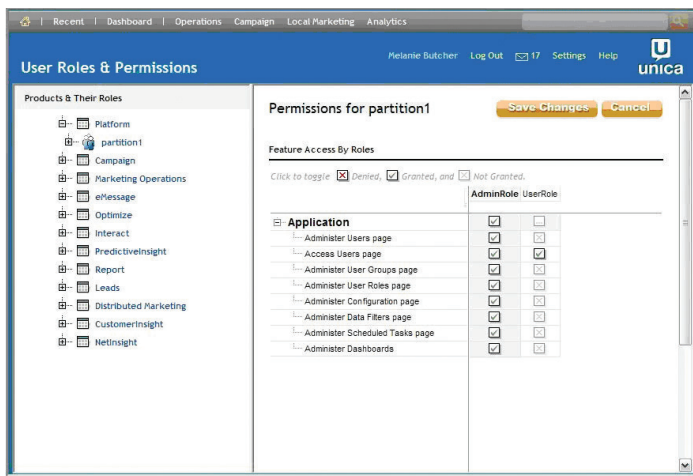
Sample roles and permissions displayed for the Unica Marketing Platform.

The Unica Marketing Platform provides a single user management system for all Unica products. This repository provides flexible administrative functionality while also providing secure access that adheres to common corporate security standards.

Single sign-on (SSO), available across all Unica Enterprise products, ensures that a user can log in once and gain access to all Unica products. SSO provides a seamless user experience regardless of how many Unica products users have access to. SSO utilizes standard, role-based authentication control (RABC) authentication and authorization protocols, and can integrate with many third-party authentication providers including LDAP, NTLM, and SiteMinder – lowering the user maintenance demands on organizations.

The flexibility of Unica's user management functionality ensures that administrators can define users, roles, groups, and security policies that mirror any internal organization's structure, making it easy to understand and maintain. In addition, password management is configurable by administrators, including setting minimum password lengths and lockout attempts, to follow corporate standards.

Authentication and authorization in the Unica Marketing Platform is based on Spring Security, a Java/Java EE framework that provides advanced authentication, authorization and other security features for enterprise applications built using the Spring Framework (Java). This framework provides a comprehensive security solution to the Unica Marketing Platform handling authentication to identify users and authorization to determine access levels. It also provides instance-based access control, channel security, and human user detection capabilities.

Centralized system configuration

Configuration settings for Unica products are managed centrally in the Unica Marketing Platform, making it easy for administrators to access and modify system configuration as needs change over time. When the Unica Marketing Platform is first installed, the centralized configuration displays only the properties used to configure the platform. After products are installed, the properties used to configure these products are registered with the Unica Marketing Platform. These properties are then displayed in the centralized configuration panel. The centralized configuration interface is accessed via the web-based, common navigation menu. Access permissions to this area are established for each user during authorization.

Product usage event logs

The Unica Marketing Platform features centralized event logging for tracking access and logout across all Unica products. Auditing events within Unica is both simple and thorough, ensuring that security managers are able to monitor and report on product usage.

Unica's event logging procedure tracks eight types of events:

- Authentication Success

- Authentication Failure

- Concurrent Authentication

- Successful Logout

- Authorization Success

- Authorization Failure

- Password Change

Events are securely logged in a centralized database, allowing for searching and reporting when troubleshooting or performing routine system maintenance tasks.

Administrators can disable events that are not needed to save space in the database or improve database performance. For example, if the user is not interested in "Successful Login Attempts", this event could be disabled, ensuring that only information of interest will be captured within the event logs.

Robust system scheduling
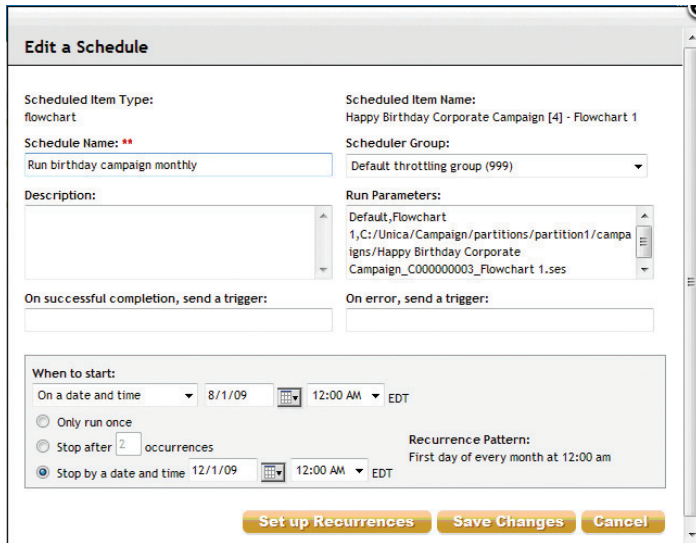
The Unica Marketing Platform includes a powerful scheduler to automate the execution of scripts and events.

Unica provides a centralized Scheduler to automate the execution of jobs and, when necessary, limit the maximum number of concurrent jobs executed simultaneously by a given role or individual user. Unica's extensive scheduling capabilities include a user interface for scheduling based on a number of common rules and an advanced interface that allows users to write their own cron recurrence expressions. Scheduling of a job can be set based either on a set time or to follow the occurrence of a specific event.

Internationalization & Localization

Unica products have been translated into several languages. Translation into additional languages is also possible, as Unica user interfaces support translated strings and locale-specific elements such as date, time, currency and number formatting standards.

INTEGRATION SERVICES

Unica provides a variety of Application Programming Interfaces (APIs) and web services which allow organizations to connect Unica with other enterprise applications to share content and data, ensuring that Unica products work well in diverse IT environments, enabling organizations to maximize the value of their Unica investment.

Unica customers use APIs and Web Services to integrate with a variety of internal systems.

Examples of how Unica customers use APIs to interact with Unica include:

- An online retailer scans shipping companies' trucks delivery schedules and, using Unica Campaign automatically notifies their customers via SMS text message with new arrival information when trucks are delayed.

- A car rental company integrates Unica Campaign with Sales-Force.com to ensure that contact history and responses are sent back to SalesForce.com where sales leads are created.

- A high-tech B2B company uses Unica Detect to identify interesting customer events, and Unica Campaign to connect to their call center application to create a task which prompts a customer sales representative to contact that customer.

- An investment firm connects their website with Unica Interact to ensure that on-site banners and personalization present targeted offers and messaging based on a customer's specific interests. For example, customers who view pages or search for keywords related to planning for a new child in their family can be presented with college savings plans, even on pages not directly related to that topic.

- A life sciences company with marketing departments in multiple countries automatically converts data into the various countries' native currencies when marketing budget updates are sent.

DEPLOYMENT OPTIONS

Unica is built on a web-based architecture that allows for browser access to a back-end server. The Unica back-end infrastructure is a standard, centralized application built on a database that provides for implementation flexibility in a variety of environments.

Today, Unica customers use Unica products in a variety of deployment models, ranging from deployments on their own premises behind corporate firewalls to hosted, on-demand deployments provided by one of Unica's many service provider partners.

SCALABILITY AND PERFORMANCE

Unica's products work with a broad array of standard operating systems, application servers and databases. Unica products are designed to scale to meet the demands of most high performance environments. The Unica Marketing Platform supports high availability and performance clusters, load balancers and a variety of failover approaches.

Unica's products are highly scalable. The measure of scalability and performance varies by product. Examples of Unica customers with high performance and scalability demands across a variety of products include:

- Over 100 TB of data
- Nearly 400 million customer database records
- Nearly 7,000 active segments in one campaign
- Over 15,000 campaigns executed simultaneously
- Over 1,000 users
- Peak of 600 web site logins per minute with personalized messages determined in real time for each
- Over 1 billion page views per month

THE FOUNDATION OF INTERACTIVE MARKETING

The Unica Marketing Platform is at the foundation of Unica's Interactive Marketing solution, which helps marketers engage each customer and prospect in a cross-channel dialog that builds on past and current behavior. The platform is the underpinning of both Unica Enterprise and Unica OnDemand. For more information on either product line, please contact your Unica representative or visit www.unica.com.

ABOUT UNICA

Unica Corporation (NASDAQ: UNCA) is the recognized leader in marketing software solutions. Unica's advanced set of enterprise marketing management and on-demand marketing solutions empowers organizations and individuals to turn their passion for marketing into valuable customer relationships and more profitable, timely, and measurable business outcomes. These solutions integrate and streamline all aspects of online and offline marketing. Unica's unique interactive marketing approach incorporates customer analytics and web analytics, centralized decisioning, cross-channel execution, and integrated marketing operations. More than 1,000 organizations worldwide depend on Unica for their marketing management solutions.

Unica is headquartered in Waltham, Massachusetts with offices around the globe. For more information, visit www.unica.com.

unica

Unica Corporation
Worldwide Headquarters
Reservoir Place North
170 Tracer Lane
Waltham, MA 02451
USA

T +1.781.839.8000
F +1.781.890.0012
E unica@unica.com

www.unica.com