# IBM **Commerce**

## IBM Campaign Foundation Implementation

*Get the fastest implementation of IBM Campaign with experts helping you design and implement a live Campaign Use Case.*

Start with one multi wave campaign with corresponding flow charts allowing for two dimensional segmentation strategies. Work with IBM experts so that you more efficiently and effectively perform segmentation and response attribution.

### Client value
- Equips you with a core configuration and design to effectively and efficiently perform campaign segmentation, selection, and tracking
- Accelerates your time to value by designing and implementing a Live Campaign Use Case
- Establishes technical infrastructure & related system administration and maintenance necessary for hosting Campaign

### Workshop activities
- **Discovery** – Conduct Discovery Workshop; Develop project plan and communication plan
- **Design** – Install Platform, Campaign, and Cognos in two environments; Conduct Design Workshop to create design approach
- **Build** – Configure and unit test Application; Configure out-of-the-box Cognos reports; Create rollout plan
- **Test** – Provide testing support while your end-users perform testing
- **Deploy** – Ready for production; Provide one week of Go Live assistance; Transition to IBM Support

### Benefits
- Software Services is devoted to reducing project time, mitigating project risk, and helping you realize rapid returns from your investment in the IBM Suite.
- Leverage IBM's deep experience and best practices to maximize business value faster and increase ROI

### Outcomes
- A Production ready application with working best practices example on a real campaign use case
- Trained Campaign users who can manage and execute campaigns

### Evolve with your needs
IBM consultants are focused on helping you progress to the next level of marketing skill and expertise. Our professionals work alongside you to help improve your ability to respond to marketing opportunities.

### IBM Services
IBM uses a global, blended delivery approach to minimize risk and manage timeline, responsibilities and costs.

### For more information
Contact an IBM sales representative at
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