



# Enterprise Marketing Management Software Services



## IBM Interact Foundation Offering

*The IBM Interact Foundation Offering fast tracks your marketers by showing them how to deliver the right offer at the right time to the right channel in real time.*

Take advantage of IBM's Software Services experts to help you to rapidly deploy powerful, behaviour targeting analytics, and marketer-defined business logic to deliver real time personalized marketing messages.

### Business Value

- Equips you with a core design and configuration to effectively and efficiently perform real time marketing segmentation, selection, and tracking
- Accelerates your time to value by designing and implementing an Interact Use Case
- Establishes technical infrastructure, related system administration, and maintenance necessary for Interact

### EMM Software Services

IBM Software Services for Enterprise Marketing Management (EMM) is comprised of global professionals with extensive experience generating business value focused on customer success. To each project we bring unparalleled depth and breadth of marketing application and process expertise.

Software Services is devoted to reducing project time, mitigating project risk, and helping you realize rapid returns from your investment in the Cross-channel Marketing Suite.

### Foundation Offering Tasks

#### T1. Discovery

- Facilitate Kickoff Session
- Conduct Discovery Workshop to capture requirements
- Develop project plan and communication plan

#### T2. Design

- Prepare data sources
- Install IBM Interact Design and Runtime in two environments
- Install Cognos Interact Reports in two environments
- Conduct Design Workshop to create design approach that drives development
- Create test plan approach

#### T3. Build

- Configure and unit test the Application based on the documented design
- Configure out-of-the-box Cognos reports

#### T4. Test & Train

- Support system integration testing
- Support user acceptance testing

#### T5. Deploy

- Prepare for Production
- Provide 1 week of Go Live Assistance
- Transition to IBM Support

### Offering Outcomes

- A Production ready application with working best practices example on a real-time campaign use case
- Trained Interact users who can manage and execute the real time offers

### Education

Attendance in the "Introduction to Unica Interact" is required. (Self-paced virtual class)

### Service Delivery

Services may be delivered on-site or remotely depending upon the project task. Service offerings do not include Travel & Living expenses.

### Contact

For more information regarding this or any EMM Service, contact your BM Services Sales Representative:

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### Assumptions

- All hardware/software required to support Cross-channel Marketing products will be configured and tested by the customer prior to installation meeting IBM's system requirements including a Interact Production environment.
- Your technical environments meet Interact's version 9.x minimum technical requirements
- All data required for the in-scope real time campaigns are available via the data source included in the in-scope data source
- Includes only out-of-the-box Cognos Interact reports