



Teradata Integrated Marketing Cloud

Power Your Marketing and Connect with Customers from the Cloud

We power marketing.
PRODUCT INSIGHT BROCHURE

TERADATA



Implementing Marketing Applications from the Cloud

Marketing is moving in real-time, and marketers need to keep up. Imagine an integrated marketing platform that ignites personalized customer engagement. One marketing platform that offers multiple products to help you achieve holistic, deep, and individualized customer insights.

The Teradata Integrated Marketing Cloud provides a centralized access point for customer data, enabling individualized insights through data-driven marketing. This robust solution is available completely in the cloud, supported by secure, reliable data centers and end-to-end services.

The Cloud is nothing new for Teradata. We have over 12 years of enterprise Cloud experience, and we provide everything customers need allowing you to focus on business value. Our marketing solutions are always-on, always monitored, and globally accessible. We designed Teradata Integrated Marketing Cloud with the goal of freeing up our customers' business and technical resources so they can focus on their bottom line.

Avoid the headache and expense of installing, updating, and maintaining additional hardware and software. By delivering this proven solution from the cloud, Teradata allows you to quickly take action on individualized insights to engage customers and drive business.

Focus on Engaging Customers, Not IT Issues

The Teradata Integrated Marketing Cloud enables a complete integrated marketing management solution from a single vendor without costly investments in additional IT infrastructure or additional third-party services—empowering marketers across the organization with key data and insights. By providing secure, scalable data access and outstanding performance, Teradata's cloud solution allows you to focus on improving business rather than IT issues.

The following Teradata Integrated Marketing Cloud products are available to drive your data-driven marketing initiatives.

Marketing Operations offers a set of processes and capabilities designed to enhance a company's ability to orchestrate and optimize internal and external marketing resources.



Teradata's Cloud Infrastructure Platform and Virtualization Support Scalable Growth for Your Marketing Initiatives

Customer Interaction Manager allows the blending of offline customer data with inbound real-time data—from call centers, websites, social communities, and more—to establish a relevant and meaningful dialogue that reinforces your brand while allowing the customer to retain control.

Real-Time Interaction Manager allows companies to manage interactions across many channels to deliver a consistent experience and the best offer to the customer in real-time.

Digital Marketing Center enables marketers to leverage customer data to tailor and personalize messages (email, mobile, social, and Web channels) that deliver relevant offers to customers, increasing response, and purchase rates.

Increase Business Value

Teradata Integrated Marketing Cloud allows marketers to focus on the immediate benefits of investing in an integrated marketing management solution versus dealing with complicated technology and infrastructure set-up. This focus is achieved by providing the following.

- Complete cloud management from Teradata's robust global data centers through our integrated marketing applications
- Dedicated cloud computing experts who operate and maintain infrastructure and all related software

- Accelerated time-to-value with immediate provisioning and release update provisioning
- On-going investments in state-of-the-art infrastructure and systems technologies
- Cloud infrastructure platform and virtualization, supporting scalable customer growth

Reliable Marketing Solution Performance

Teradata is committed to providing the best uptime and availability possible. This industry-leading performance is achieved by providing the following.

- Contracted service level agreements for uptime and availability
- 24x7x365 real-time internal and external monitoring
- Layered monitoring from the application through the data center
- Redundancy built into all layers of the environment from the application through to the data center
- System and data backups, data restores and disaster recovery

Many companies claim to offer cloud solutions, but Teradata is committed to providing a complete solution from one source. For example, Teradata's monitoring is not just focused inside its data centers. Teradata Integrated Marketing Cloud provides monitoring externally to ensure understanding of the true user experience.



Data Anywhere

Data is in our DNA, and we understand that customers need to securely integrate with other cloud or on-premise solutions, enterprise applications, and data sources, to move and integrate data for analysis and reporting. We support these needs by providing interfaces and solutions for the following.

- Secure external data connections
- Secure third-party integrations
- Highly sensitive personally identifiable information (PII) data supported with data anywhere solutions, allowing data to reside in a central location with the least amount of movement
- Highly sensitive data is also supported with Teradata's Data Warehouse Cloud or Data Warehouse Big Data and Analytical Appliances

Many customers of Teradata Integrated Marketing Cloud utilize Data Anywhere to achieve their data-driven marketing initiatives. One sample customer successfully created a multi-channel marketing campaign leveraging data from three separate databases integrated with Teradata Customer

Interaction Manager. Using the simple point-and-click interface, this customer created targeted customer segments for campaigns using purchase data from Teradata Enterprise Data Warehouse, customer information from a SQL Server loyalty database and customer profile data from an Oracle database. The resulting campaign achieved record open and response rates.

Seamless Maintenance and Change Management

Teradata manages all infrastructure changes, including system patching, all marketing software release updates, and configuration updates including the following.

- Marketing software release deployments, customer configuration changes, and update management for customer configurations
- Provision of user acceptance testing (UAT) environments for customer validation prior to new functionality roll-outs or when bringing on new divisions/team
- Standardized best practices for application provisioning and configuration



Security and Cloud Best Practices

Cloud-based delivery often raises concerns for information security; and protecting the integrity of our customers' sensitive information has always been a priority for Teradata. For over a decade, Teradata has protected the interests of some of the world's largest companies. Our teams continually remain aligned with industry and corporate standards to ensure private data remains private.

- Corporate Security governance and alignment with IT, Industry, and Cloud Security best practices including ISO 27001, SSAE 16
- Layered security operations and maintenance from Internet through the infrastructure, including firewalls, anti-virus/anti-malware, intrusion detection, data encryption in transit and internal/external security scanning
- Application security and administration management with Single-Sign-On Support and customer controlled Application Administration
- State-of-the-art data centers with layered physical security, environmental redundancy, and monitoring

Everything Your Marketing Needs from a Single Vendor

The Teradata Integrated Marketing Cloud provides all of the infrastructure and support needed for a complete Integrated Marketing Management solution from a single vendor. Teradata's cloud solution allows marketers to focus on generating business value by providing a reliable marketing solution guaranteed to be available and proven to integrate with existing, secure information systems. In addition, Teradata Integrated Marketing Cloud provides peace of mind with managed maintenance, change management, and established best practices for information security.

Power your marketing with individualized insights from the Teradata Integrated Marketing Cloud. Make one-to-one customer connections easily from a single solution and know more about your marketing, your customers, and your business. All while providing greater marketing agility to do more with that data to improve results and drive revenue.

To learn more about the breadth of Teradata's technology solutions and data-driven marketing, visit marketing.teradata.com.



10000 Innovation Drive, Dayton, OH 45342 Marketing.Teradata.com

Teradata helps companies get more value from data than any other company. Our big data analytic solutions, integrated marketing applications, and team of experts can help your company gain a sustainable competitive advantage with data. Teradata helps organizations leverage all of their data so they can know more about their customers and business and do more of what's really important. With more than 10,000 professionals in 43 countries, Teradata serves top companies across consumer goods, financial services, healthcare, automotive, communications, travel, hospitality, and more. A future-focused company, Teradata is recognized by media and industry analysts for technological excellence, sustainability, ethics, and business value. Visit Marketing.Teradata.com.

Copyright © 2015 by Teradata Corporation. All Rights Reserved. Produced in U.S.A.

01.15 EB-8196

We power marketing.

TERADATA