

Teradata and ADAM

Leverage Rich Media to Create Better Customer Experiences



Encouraging Customer Action Through Rich Media

Customers expect a consistent, relevant experience each time they interact with your brand, through every channel and across every medium. Advances in rich media, or interactive media, now offer you the ability to create scalable, unique experiences for each individual that are consistent across all channels.

Current Digital Asset Management systems are often used to simply store, organize, and prepare assets for distribution across an ever-increasing number of marketing channels. But in a rapidly expanding multi-channel world, not only do you need to manage assets, you also need to intelligently deliver content that intrigues customers and encourages them to take action today. However, many companies are not yet fully realizing the value of integrating rich media into current marketing efforts.

What would you do if you knew which assets motivated customers to buy today?

The most common hurdle for marketers to overcome is the complexity involved in coordinating experiences across online and offline channels. Successful marketers use a Marketing Resource Management platform with all the necessary tools to overcome internal obstacles to ensure content is created on time, on budget, and within approved branding guidelines.

Automation enables you to leverage insights about each of your customer's unique paths to purchase and provide customized, rich media content that creates a unique customer experience that meets their needs.

Power your marketing with individualized insights from Teradata. Make customer connections easily from a single solution and know more about your marketing, your customers, and your business.

We power marketing.

The Teradata-ADAM Partnership

Teradata and ADAM Software have partnered to offer marketers the best rich media Marketing Operations solution enabling better experiences for you and your customers.

For years, Teradata has been the clear Marketing Resource Management platform leader as validated by Gartner®, Forrester®, and our customers by providing robust Planning and Spend, Workflow and Collaboration, and Marketing Asset Management solutions. With over 15 years of experience, Teradata has been working with organizations worldwide representing multiple industries to create data-driven marketing organizations.

ADAM, a leading rich-media asset management solution, supports marketing processes that create engaging customer journeys. ADAM's customers, including adidas®, IKEA®, Gartner and Forrester, are widely recognized as the best and most innovative marketers.

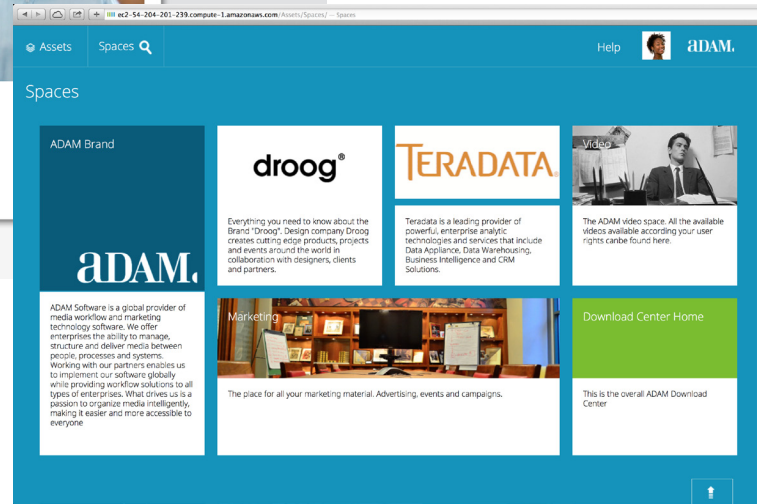
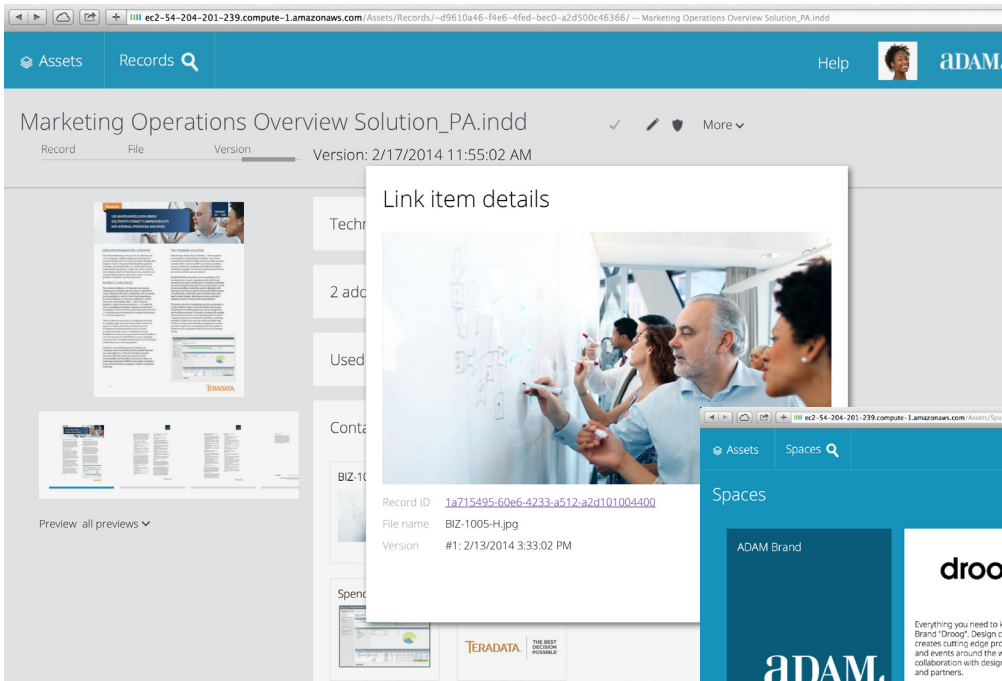
How Does It Work?

Marketers looking to leverage rich media to create better customer experiences will benefit from using Teradata Marketing Operations (the product behind our Marketing Resource Management solution) and ADAM Digital Asset Management. These two solutions interact with each other via an out-of-the-box integration, which allows access to the ADAM Digital Asset Management solution directly from Marketing Operations during activity workflow.

Imagine creating a new campaign with the ability to manage the asset creation process with Teradata Marketing Operations product, while seamlessly uploading and managing various file types with ADAM technology.

Extend the campaign capabilities by also managing the execution and success reporting within Marketing Operations. You can experience improved productivity, increase speed-to-market for campaigns, and centralize asset access across your organization.

TERADATA.



With the combined power of Teradata Marketing Operations and ADAM Software, any marketing team can have a clear picture of which digital assets have the highest demand. By tracking an asset's request for use, topic search, download frequency, and update history, Teradata's Marketing Operations and ADAM's Asset Manager quickly separate high-performing content from the clutter. This unique level of transparency increases the efficiency of any marketing team and provides stakeholders with quality content wherever it's needed.

Conclusion

Through the combination of Teradata Marketing Operations and ADAM Digital Asset Management, marketers are able to create, manage, and deliver rich media content to customers. Intelligent use of rich media will lead to a more relevant and engaging customer experience, which will ultimately drive more sales.

Power your marketing with Teradata Integrated Marketing Cloud. Know more about your marketing, your customers, and your business.

To learn more about Teradata Marketing Resource Management solution and ADAM Digital Asset Management, 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.

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