



Supporting Every Aspect of Your Individualized Marketing Strategy

Teradata Marketing Applications Services

We power marketing.™

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Helping Integrated Marketing Programs Succeed

As your data-driven marketing strategy grows to support an increasingly complex technology infrastructure, emerging channels, and individualized marketing programs, your business will face new challenges. You will need new skill sets and additional resources to drive results. Most importantly, infusing your marketing programs with right-time relevance requires individualized insights gathered from your customer data. However, only 50 percent of marketers are able to routinely apply data to individualize messages and offers.¹

What would you do if you knew experienced marketing consultants with decades of experience developing and launching successful data-driven marketing strategies and campaigns were only a click or a call away?

Teradata Marketing Applications Services teams provide expert guidance to optimize marketing infrastructure performance and maximize the impact of marketing programs. When you become a Teradata Marketing Applications customer, your business receives more than a leading integrated marketing management solution—you also partner with a team of experienced service professionals whose industry knowledge and application expertise you can count on to deliver the best return on your marketing investments.

Our experts offer the level of support you need—including Strategic, Enablement and Optimization Services—tailored specifically to help you boost the performance and value of your marketing organization. These services power your marketing by guiding you in the development of individualized marketing strategies to easily connect one-to-one with customers.

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¹ Source: 2015 Teradata Data-Driven Marketing Survey, Global, Teradata Corporation.



Improving Marketing Results with Strategic Services

Even with the best integrated marketing applications, marketers can struggle to effectively reach the right customers at the right time. To improve performance and results for your individualized marketing, you need an omni-channel strategy that maximizes your technology investments and marketing programs.

Your ability to deliver a consistent brand experience across all customer channels depends upon how efficiently you apply enterprise-wide marketing strategies to deliver individualized messaging. This requires integrating and evaluating the effectiveness of your marketing applications, processes, customer data, and messaging.

Improve the value of your marketing through more effective process management and digital engagement strategies with Teradata Strategic Services. This team helps you ensure that your marketing capabilities and programs deliver ROI and performance today, as well as helps you transform your marketing investments for continued success. These experienced, data-driven marketing professionals offer the following services:

- **Marketing Strategy**
 - Capabilities assessment
 - Best practices workshops
 - Transformational readiness
 - Return on investment analysis
 - Value realization
 - Solution utilization assessment
- **Marketing Analytics**
 - Analytics foundation and strategy
 - Maturity assessments
 - Customer analytics
 - Segmentation
 - Purchase path analysis
 - Campaign analytics
 - Marketing attribution
- **Digital Consulting**
 - Digital success strategy planning
 - Digital solutions consulting
 - Campaign development
 - Message planning for email, social, Web, and mobile
 - Performance analysis
- **Creative and Design**
 - Design, coding, and testing for email, mobile, and Web
 - Responsive design
 - Content development
 - Dynamic personalization
 - Digital display and direct mail execution



- **Campaign Strategy**

- Campaign setup and deployment
- Data and campaign migration
- Segmentation
- Tracking, reporting, and analysis
- Email deliverability services
- Project management

A global manufacturer of microchips turned to Strategic Services to help improve conversion rates for prospects. Teradata helped the manufacturer implement an email-based lead nurture and scoring system that could generate secondary offers for prospects in the stream. As a result, the company saw a 25% increase in conversions for nurtured prospects.

Teradata Strategic Services can help you assess, develop, and improve your marketing solutions capabilities, digital marketing programs, marketing strategy, processes, and analytics. Strategic Services help you uncover valuable data and actionable insights that transform your operations to drive superior business results.



Maximizing Your Time to Value with Enablement Services

Successful integrated marketing management systems must provide streamlined control of your omni-channel initiatives across multiple databases and platforms. Additionally, marketing team members must build their knowledge and proficiency to realize the full value of the new marketing application.

When you choose Teradata Integrated Marketing Cloud to power your marketing, Enablement Services provide the reliable, expert guidance and resources needed to ensure your success during and after your marketing system implementation.

These service professionals help increase return on marketing investment with implementation, integration, and deployment strategy expertise. Capabilities offered by Enablement Services include:

- **Deployment**

- Solution definition workshops
- Implementation services
- Project management
- Administration
- Customization and optimization
- Transition strategies

- **Integration**

- Third-party connectivity
- Security
- Integration of Teradata with existing applications, software, and systems

- **Training**

- Knowledge transfer
- Classroom training
- Best practices strategies
- Custom end-user training plans

- **Application Expertise**

- Implementation support
- End-to-end implementation services
- Usability and ROI optimization

A global pharmaceutical company engaged Teradata Enablement Services to help them implement a solution to manage multi-media annotation capabilities. The service team helped the company implement the latest Teradata Marketing Resource Management solution and reconcile long-standing inconsistencies in project methodologies. Not only did Enablement Services expedite migration to the latest solution, the team helped to maximize the usability of the entire system for the company.

Teradata's team of marketing enablement professionals has decades of experience navigating complex system implementations. You can feel confident that Enablement Services will provide the best possible time to value for your investment.

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Increasing Marketing Performance with Optimization Services

The marketing technology environment is increasingly complex and constantly evolving. Teradata Optimization Services ensure the effectiveness of your marketing solutions and associated applications is never hindered by technical issues or resource constraints.

Optimization Services professionals help maximize the performance and value of your integrated, omni-channel marketing program. Optimization Services operate as an extension of your team to improve usability with proven best practices, expert application administration and reliable technical support. All of these services are focused on helping you improve system operations, efficiency, and value realization.

• Customer Care

- 24x7 support
- Problem identification
- Incident prioritization and resolution
- Communication with the Teradata development team
- Self-service portal

• Managed Services

- Customized full-service partnerships
- Application administration and management
- System optimization
- Customization support
- Uptime optimization
- Integration and API support
- User adoption
- Ongoing campaign execution
- Best practices advisement
- Change management

A European bank with over 10 million customers leveraged Teradata Optimization Services for improved application administration, support, and performance optimization, as well as campaign operations support. Previously, the bank had contracted a third-party for this support with little success. Teradata provided custom solutions to help business users create more effective campaigns with improved customer segments. In addition, Optimization Services improved system engineering and productivity by streamlining database design and running proactive application health checks.

The Teradata Optimization Services team employs their application expertise to give you a competitive advantage by optimizing your integrated marketing software investment.



Get the Most from Your Data-Driven Marketing Investment

Service is an integral part of the Teradata Integrated Marketing Cloud, helping customers develop, implement, support, and optimize their integrated marketing management solutions to achieve the greatest possible business impact.

Teradata's services professionals can help you increase the value and efficiency of your individualized marketing strategy using integrated programs to deliver a highly consistent and relevant customer experience that transforms brand engagement. The Teradata Marketing Applications Services team provides you with the industry expertise and knowledge needed to optimize your marketing infrastructure and integrate your marketing initiatives to engage your customers individually and achieve long-term profitability.

With Teradata you have the data and services you need to know more about your marketing, your customers and your business—and the flexibility to do more with your data, all from a single solution.

To learn more about Teradata's service offerings and the Teradata Integrated Marketing Cloud, visit **Marketing.Teradata.com**.



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