

Increasing the Power of Marketing Applications Maximizing Your Time to Value with Enablement Services



Simplifying Integrated Marketing Management Implementation

Today's marketer faces an increasingly complex environment. Leveraging customer data with powerful database software and integrated marketing management solutions is no longer just an optional strategy. Instead, it has become essential for successfully powering today's data-driven marketing initiatives.

For integrated marketing management systems to empower your organization with individualized insights, the technology must provide streamlined control of your omni-channel initiatives across multiple databases, departmental priorities, and software platforms. Additionally, marketing team members must build their knowledge and proficiency to realize the full value of the new marketing application.

What would you do if you knew solution-enablement experts were handling the implementation and optimization of your critical marketing applications?

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 services allow your marketing team to focus on driving sales and increasing customer satisfaction.

Enablement Services power your marketing by helping you launch and leverage your new marketing applications with ease, so that your marketing team can focus on the development of individualized marketing strategies to easily connect one-to-one with customers.

We power marketing.™

Maximizing Your Time to Value

Realize the full potential of individualized marketing with guidance and support from data-driven marketing technologists and consultants who possess decades of experience navigating complex system implementations. You can feel confident that Teradata Enablement Services will provide the best possible time to value for your marketing applications.

Increase the return on your marketing investment with implementation, integration, and deployment strategy expertise from Teradata. The Enablement Services team of professionals can help better align your teams and departments while strengthening your organization's marketing application usage with insightful education strategies, training sessions and workshops.

Gain the reliable, expert guidance you need to ensure your success during and after your marketing system implementation and rollout with the core capabilities highlighted below.

Core Enablement Services Capabilities

Deployment Support

Deploying and implementing new marketing systems doesn't have to stretch your IT and marketing departments' bandwidth and resources. Enablement Services act as an extension of your organization, supporting your implementation needs with expert guidance and seamless transition strategies.

Teradata evaluates your specific business goals, existing infrastructure, and processes to develop a system architecture, marketing strategy and transformation plan that optimize your marketing solutions to work best for your organization. Reduce implementation costs and time to value with the following:

- Implementation Services
- Solution Definition Workshops
- Project Management
- Administration of Operations
- Customization and Optimization
- Transition Strategies

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Integration Services

With today's increasingly complex and fragmented marketing ecosystem, achieving seamless integrations can stretch the limits of your in-house resources. However by integrating the numerous applications, systems, and databases that make up your technology environment, Enablement Services can help maximize the performance of your marketing systems.

Teradata's specialized Enablement Services professionals offer integration expertise to help you avoid pitfalls and quickly leverage third party software and information systems. This team can execute custom integration projects to improve connectivity across your marketing environment and increase ease of use for your marketing systems to streamline control of your omni-channel initiatives.

- Third Party Connectivity
- Security and Single Sign-On
- Integration of Teradata with Existing Applications, Software and Systems
- Custom API Connections
- Advanced Database Connections (e.g. Segmentation Anywhere)
- Channel Integration via Web Services

Training and Change Management

Building competence through structured education enables your staff to embrace marketing applications and realize the full potential of your new marketing investment. These empowered users can more effectively use the full application capabilities to power your data-driven marketing strategy. Teradata's Enablement Services professionals work directly with your project team and business sponsor to develop a customized training plan tailored to your unique needs, including face-to-face or virtual trainings.

- Classroom Training (Onsite or at Teradata)
- Custom End-User Training Plans
 - Quick reference guides
 - Instructor-led training
 - Self-paced training
 - Train-the-trainer
 - Desk-side support

Application Expertise

Improve system usability and ensure implementation success by delivering valuable marketing application knowledge to your entire organization through Teradata Enablement Services. During the implementation phase, expert application services range from professional implementation support to end-to-end implementation services, based on your team's needs. The following services help you successfully utilize integrated marketing applications to drive ROI for your omni-channel initiatives.

- Professional Support of Implementations
- Full, End-to-End Implementation Services
- Industry and Solution Expertise to Optimize Usability and ROI

Powering Implementation for Marketing Success

Teradata Enablement Services experts can evaluate your existing infrastructure and processes, then optimize your Teradata solution to work best for you. If needed, this service team can also help you integrate your Teradata application with any existing external applications and systems to further enhance your data-driven marketing strategy—allowing you to focus on gaining the individualized insights needed to connect with your customers and drive business.

Enablement Services professionals can help better align your teams and departments while also strengthening your organization's marketing application usage with insightful education strategies, training sessions and workshops. Allow Teradata to become an active partner in your integrated marketing success.

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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