

Maximizing Marketing Application Performance Enhancing Application Usability with Optimization Services



Ensuring Application Success and Value Realization

According to a recent survey, 78% of marketers currently use applications to help them systematically leverage data to improve results. This shows the number of data-driven marketers has more than doubled since 2013.¹ As the use of integrated marketing management solutions grows, businesses face new challenges in mastering the increasingly complex technology environment.

Acquiring the skills and knowledge needed to get the most value from your marketing applications can be time consuming and costly. You must ensure that your marketing technology is fully supported and optimized, but this can stretch the limits of your resources and staff.

What would you do if you knew application experts were improving your integrated marketing system performance with customized support, adoption, and usability services?

Teradata's services professionals augment your team, providing technical leadership to maximize the usage, value, and performance of your marketing systems. Optimization Services employ application configuration, administration, and management expertise to give you a competitive advantage by optimizing your integrated marketing software investment. You and your organization can focus on delivering relevant offers to valuable customers.

Teradata's experts offer the level of support you need, tailored specifically to help you boost the performance and value of your marketing program. These services power your marketing by simplifying the development of individualized marketing strategies to easily connect one-to-one with customers.

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

We power marketing.™

Ensuring Operational Effectiveness in Marketing

The marketing technology environment is increasingly complex and constantly evolving. Teradata Optimization Services ensure the effectiveness of your marketing solutions and associated applications—with Teradata services, your marketing team 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. We 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 and value realization.

Core Optimization Services Offerings

Customer Care

With any software solution, continuously available expert assistance is essential to the timely identification and resolution of technical issues and application questions that arise. Teradata Customer Care services provide you with premier, 24x7 technical support from multi-lingual customer service professionals across the world. These “always-on” global call centers and available dedicated remote service personnel provide timely assistance and unparalleled expertise with your technical issues, whenever and wherever you need help.

The Teradata Customer Care team ensures that your critical issues are managed around the clock, every day of the year. From problem identification, verification, and diagnosis to incident resolution and correction of defects, you can rely on Teradata's experienced support professionals to effectively prioritize and efficiently address technical issues, reducing their impact on your daily marketing operations.

- 24x7 Technical Support
- Problem Identification
- Incident Prioritization and Resolution
- Connection with Teradata Development Team
- Self-Service Portal

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Managed Services

To ensure the success of your omni-channel marketing strategies, your team needs to focus on honing individualized insights to connect with customers. You can rely on Teradata's services professionals to make the success of your omni-channel marketing strategies a top priority. Managed Services provide unmatched knowledge and assistance to help you more effectively utilize, administer, and manage your marketing applications. Allow Teradata to focus on your system operations, integration, customization, and performance optimization so that your marketing team can stay focused on engaging customers and driving business.

Teradata Managed Services provide you with our highest levels of customized system support and services, making Teradata your full-service partner. These service experts operate as an extension of your team, collaborating on meeting your business needs and optimizing your marketing technology investment to achieve maximum system performance, usage and value with the following capabilities.

- Customizable, Value-Added Services
- Application Administration and Management
- System Optimization
- System Availability and Uptime Optimization
- Integration and API Support
- Customization Support
- Ongoing Campaign Execution
- User Adoption and Best Practices
- Change Management

Improving Marketing Performance and Value

Rely on Teradata as your full-service partner to provide the support and collaborative guidance you need to increase the performance and efficiency of your integrated marketing systems. Expert technical, functional, and consultation support ensures that you realize the greatest value possible from your applications and omni-channel marketing initiatives.

Teradata's services offer what you need—from high touch consulting to full-service partnerships. No matter which support approach you prefer, Teradata Optimization Services are always available when you need them—allowing you to focus on engaging audiences and driving business.

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 the Teradata Integrated Marketing Cloud and available services, visit Marketing.Teradata.com.



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