



University Relations

IBM Enterprise Marketing Management solutions: offerings for higher education

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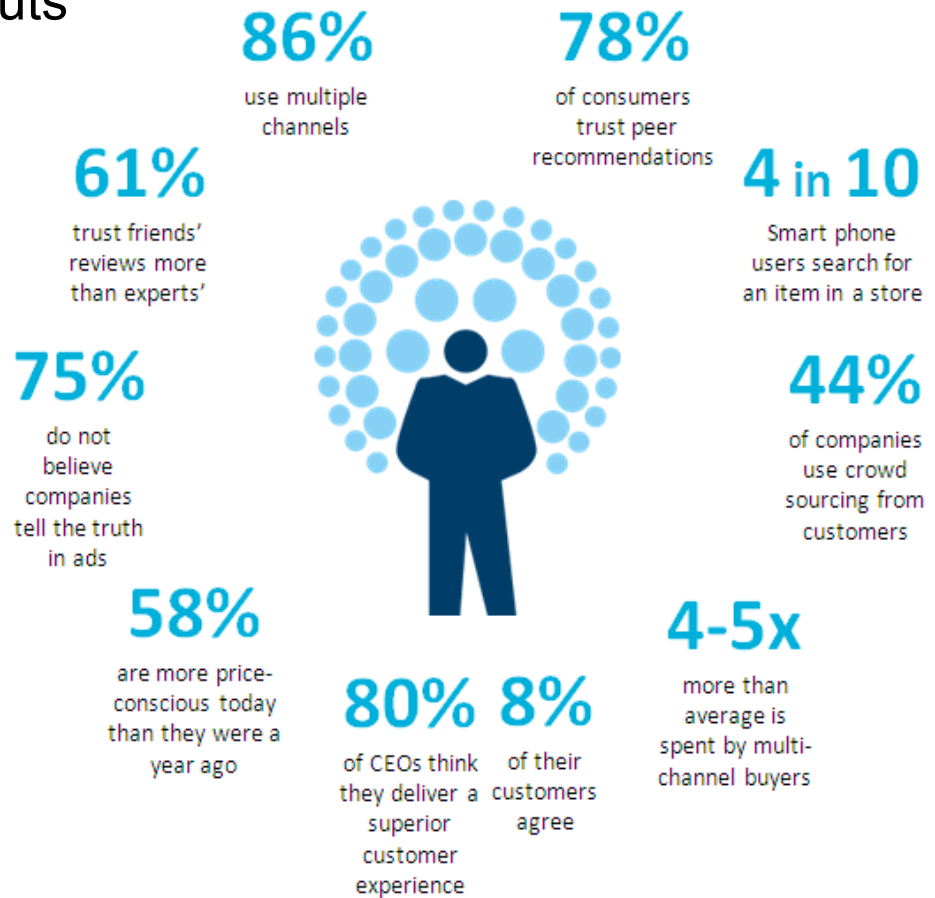
University Relations and Academic Initiative IBM Romania

Contents

- Marketing management – why?
- Requirements
- IBM solution - Enterprise Marketing Management platform
- Academic Initiative support
- Smarter marketing roadmap

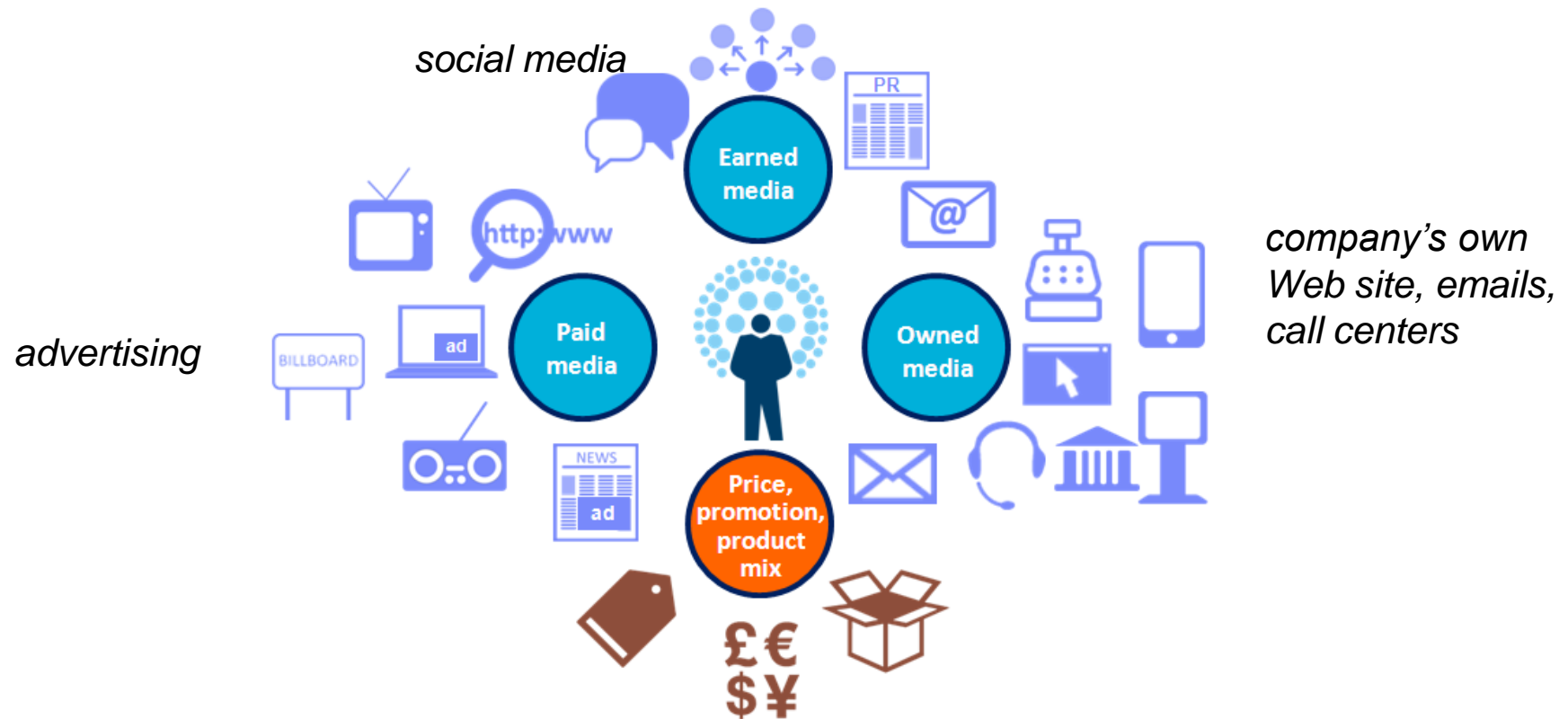
Context

- Today's "empowered customer" puts businesses to the test
- this is a well-informed customer that uses several channels before making a buying decision
- business processes must become more customer-centric



Context

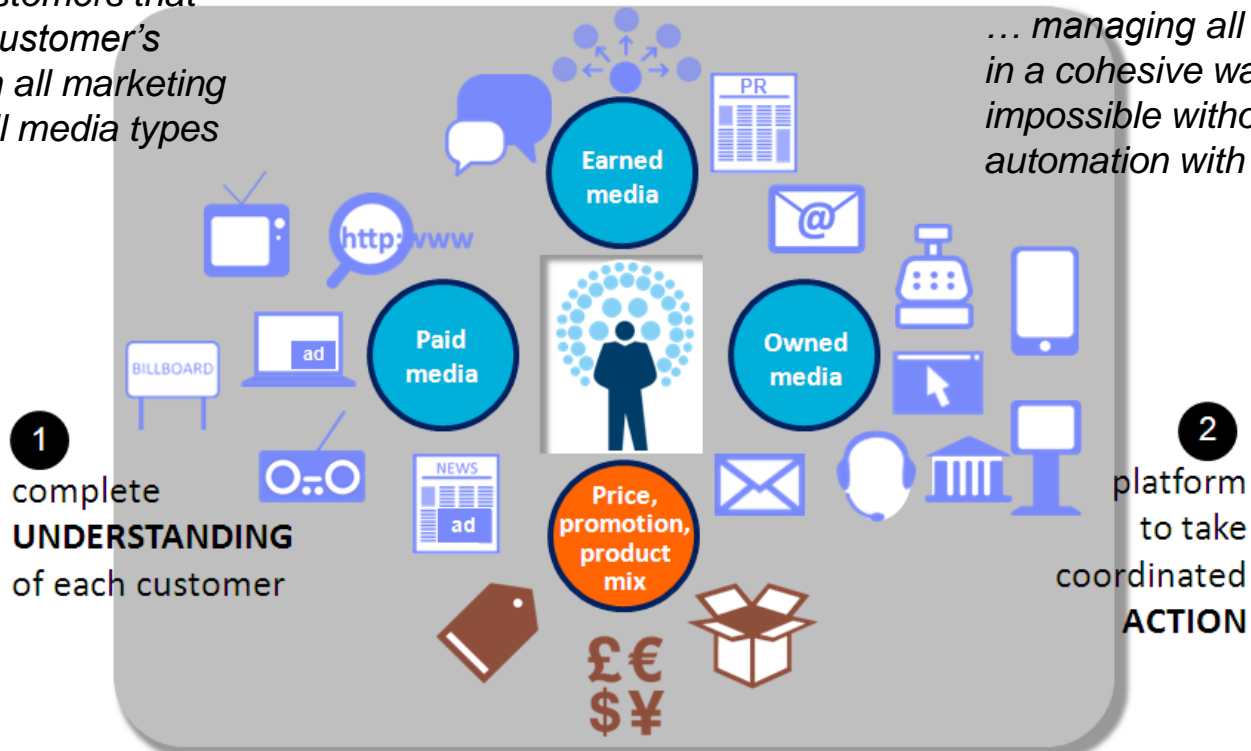
- Marketers must integrate all aspects of marketing
- in order to build a meaningful relationship with “empowered customers”, businesses need to coordinate better all aspects of their customers’ experiences



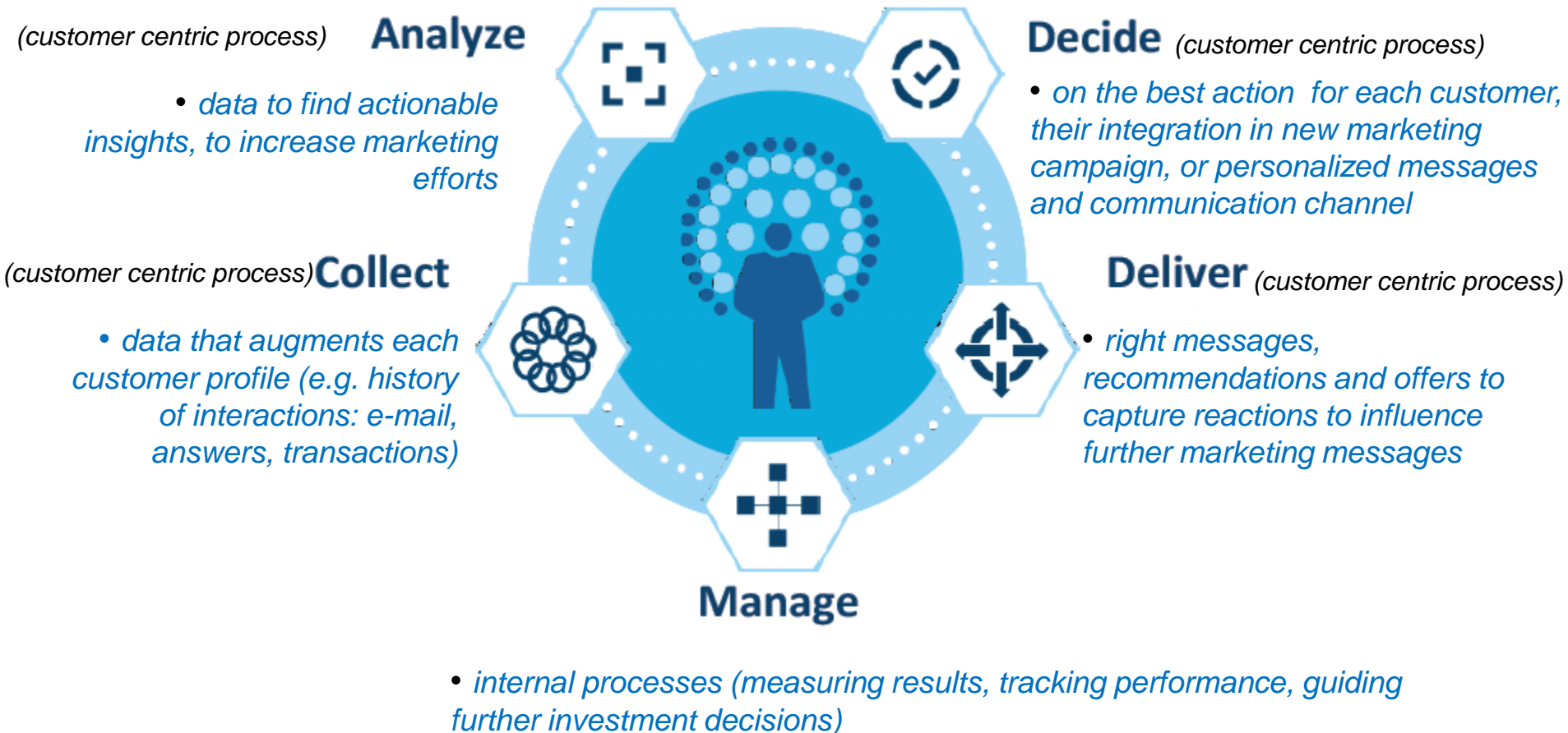
The solution is twofold:

... understanding a complete profile of the customers that captures each customer's interactions with all marketing efforts across all media types

... managing all marketing efforts in a cohesive way is nearly impossible without the help of automation with software



Solution – a platform to support five key processes across all media types to create the best customer experience



IBM Enterprise Marketing Management solution

- a software technology solution for marketing organizations developed like a platform that allows to engage customers in highly relevant interactions across different communication channels like digital, social and traditional marketing channels
- products:
 - **Cross-channel marketing optimization**
 - **Customer experience management**
 - **Digital marketing optimization** – targets digital market groups
 - **Marketing performance optimization** – targets marketing leaders, planners and decision-makers
 - **Price, Promotion and Product Mix Optimization** – targets Merchandising & sales planners groups

<http://www-03.ibm.com/software/products/en/category/enterprise-marketing-management>

IBM Enterprise Marketing Management solution

- a platform to unite marketing across paid, earned and owned media
- **Digital marketing Optimization:** responsibility for all digital things: website, mobile web and mobile apps, search marketing, online display ads, email and mobile messaging, and social media marketing
 - these digital marketing channels span all three media types—paid, earned and owned.
- **Marketing Performance Optimization:** needed for measuring overall marketing performance, creating marketing plans and budgets, and making decisions about marketing investments
- **Price, Promotion and Product Mix Optimization:** to align prices, promotions and product offerings so they can continue to attract and satisfy customers and drive revenue.

http://www-304.ibm.com/ibm/university/academic/pub/page/academic_initiative

The header features the IBM logo on the left, followed by navigation links: Industries & solutions, Services, Products, Support & downloads, and My IBM. On the right, there is a search bar containing the text 'IBM Academic Initiative' and a magnifying glass icon. Below the navigation is a large heading 'IBM Academic Initiative' with the tagline 'Building skills for a Smarter Planet'. To the right of the heading is a circular diagram with six icons: a cloud, a graduation cap, a magnifying glass, a brain, a person, and a document. Below this is a horizontal menu with five items: Welcome, Teaching topics, Community, Membership, and Search.

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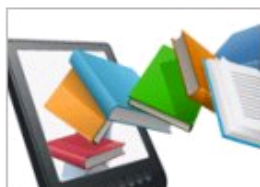
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Courseware: Listed by teaching topic



The Academic Initiative offers a wide range of professionally developed courseware to help you teach your classes using IBM and open source products and technologies. Our courseware is organized by teaching topics that align with academic curricula.

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Marketing Management – Academic Initiative

- Teaching topic: **Marketing Management**
 - integrates the data and insights garnered from customer profiles and web analytics into applications designed to execute display advertising, search campaigns, email, and personalized recommendations through online, social, and mobile channels
 - recommended product: IBM Digital Analytics
 - ▼ **Commerce, marketing, and supply chain**
 - ▶ **Cross-channel customer experience**
 - ▼ **Marketing management**
 - 🔗 [Introduction to IBM eMessage Document Composer \(Unica\) \(9W344\)](#)
 - 🔗 [Smarter Analytics Digital Analytics Workshop \(DIGAN2013T3\)](#)
 - 🔗 [Marketing Automation and IBM Digital Analytics \(formerly Coremetrics\) \(CDM001\)](#)
 - 🔗 [Digital Analytics: Online learning through the IBM Learner Portal \(CDM002\)](#)
 - 🔗 [CMO Insights from 2011 IBM Institute for Business Value Study \(CMO2011\)](#)
 - ▶ **Adaptive procurement and optimized supply chain**

IBM Digital Analytics pilot program

Featured Academic Initiative software offerings

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 - ▶ [Cloud computing](#)
 - ▼ [Commerce, marketing, and supply chain](#)
 - ⚡ [IBM ILOG CPLEX Optimization Studio Multiplatform Multilingual eAssembly](#)
 - ⚡ [IBM Selling and Fulfillment Suite for Sterling Order Management V9.2 English Multiplatform eAssembly \(CR190EN\)](#)
 - ⚡ [IBM WebSphere Commerce Enterprise V7.0 for Windows Multilingual eAssembly \(CR9X7ML\)](#)
 - ▶ [Enterprise computing](#)
- [Request access to the IBM Digital Analytics pilot program](#)

Request access to an IBM pilot program that grants selective universities and professors no-charge access to our SAAS-based Coremetrics Suite.

(GPRS) System

Publicly available software

Download the developer or commur these products. Membership is not

- DB2 Express-C
- DB2 Express-C Virtual Appliance
- Informix Virtual Appliance
- Lotus Domino Designer
- Lotus Symphony
- Rational EGL Community Editio
- WebSphere Application Server (Edition
- ↪ WebSphere sMash Developer E

Marketing Management – Courseware (AI)

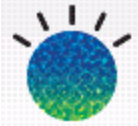
- **Smarter Analytics Digital Analytics Workshop (DIGAN2013T3)**
 - IBM Academic Initiative Smarter Analytics *Teach the Teacher* materials. In this workshop faculty can see how to introduce Digital Analytics to students.
- **Marketing Automation and IBM Digital Analytics (formerly Coremetrics) (CDM001)**
 - Learn how the industry-leading *IBM Digital Marketing Optimization Suite* provides the *tools to easily execute and automate marketing efforts*.
 - These tools enable you to *gather data* and *insights* from customer profiles and web analytics and then *integrate* them to execute more effective marketing campaigns, such as display advertising, search campaigns, email, and personalized recommendations through online, social and mobile channels.
- **Digital Analytics: Online learning through the IBM Learner Portal (CDM002)**
 - This document provides instructions to access the library of on-demand modules covering the entire IBM Digital Analytics and Marketing Center suite, which is available through the IBM Learner Portal . A total of 10 sessions consisting of over 40 unique learning modules are available.

IBM Digital Marketing Optimization Suite

- **Digital Analytics: Online learning through the IBM Learner Portal (CDM002)**
 - self-paced training resources designed to allow Academic Community users to familiarize with key areas of IBM Digital Analytics and Marketing Center
 - available through the IBM Learner Portal
 - Session 1: Getting Started
 - Session 2: Analyzing Site Metrics, Content and Product Performance
 - Session 3: Utilizing Marketing Reports
 - Session 4: Pathing and Enterprise Dashboard
 - Session 5: Tagging
 - Session 6: Explore
 - Session 7: Marketing Tactics
 - Session 8: Additional Applications
 - Session 10: Digital Data Exchange

Smart Commerce and Smart Marketing

Smarter Commerce



Buy

Adaptive procurement
and optimized supply
chain

Solutions for
supply chain,
procurement and
partner integration

Market

Solutions for
campaign
management,
digital marketing
and web analytics

Targeted and
personalized marketing
across all channels

Sell

Solutions for
cross-channel
commerce and
fulfillment

Seamless cross-channel
customer experience

Service

Solutions for customer
service and case
management

Anticipating behavior
and delivering flawless
customer service

Smarter Marketing



- the new science of giving people what they want
- requires to paint a predictive picture of each customer as an individual

1. Instrument all key touch points to gather the right data about each customer.
2. Connect social media data, transaction data and other information to paint a more vivid picture of each customer.
3. Run the right analytics at the right time on the right customer to generate new ideas about whom to serve and how to best serve that person.
4. Generate insights that are predictive, not just historical.
5. Build capabilities to do this on a massive scale.



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Questions?

Thank you!

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