IBM Marketing Software V10.1 provides deeper integration with IBM Watson Campaign Automation and delivers product updates, enhancements, and fixes across the portfolio

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At a glance

IBM Marketing Software V10.1, formerly known as IBM omni-channel marketing, features new enhancements and updates that enable marketers to execute real-time segmentation as well as offers management for personalized marketing across multiple channels. Capabilities:

- Improved integration between IBM Campaign and IBM Watson Campaign Automation
- A redesigned user interface for IBM Marketing Operations
- New IBM Interact event patterns for delivering personalized offers

Overview

Marketing Software, previously known as omni-channel marketing, empowers marketers, through a unified portfolio of offerings, to optimize their customer engagements with relevant and timely messages that help to build brand loyalty and drive customer conversions across multiple channels. The offerings provide marketers the ability to perform powerful segmentation, in batch or real time, using multiple data source inputs to deliver the right marketing communications to the right audiences wherever and whenever needed.

Marketing Software V10.1 delivers new integrations and key enhancements to the follow offerings:

- Campaign
- Interact
- Marketing Operations

Marketing Software V10.1 delivers product fixes to the follow offerings:

- IBM Contact Optimization
- IBM Distributed Marketing
- IBM Interact Advanced Patterns
- IBM Opportunity Detect
Improvements to Campaign and Watson™ Campaign Automation integration

The integration between Campaign and Watson Campaign Automation enables marketers to conduct end-to-end marketing activities from journey planning, to offer and campaign management, to digital execution and tracking. Organizations can now use Campaign flowcharts to engage their customers through email, SMS, and push notifications, executed through Watson Campaign Automation.

Expansion of Interact customer event pattern behaviors

Interact provides marketers the ability to use a variety of event patterns to interact with customers and prospects. With the new behavior patterns for customer events, organizations have more flexibility to make more personalized offers based on patterns of visitor activity. New pattern behaviors include Inactivity Reset, Periodic Reset, and Event-Based Reset.

- **Inactivity Reset**: Reset a specific event pattern for a specific customer or prospect ID if there has been no relevant activity for a specified period of time.
- **Periodic Reset**: Reset all event patterns for all IDs regularly at a specified time.
- **Event-Based Reset**: Reset event patterns at a predefined event, such as when a customer makes a purchase or has three login failures.

Redesigned Marketing Operations user interface

Marketing Operations is a campaign project management and workflow support offering that supports marketers and their collaborators across the end-to-end marketing process. With the new user interface, Marketing Operations now aligns with the rest of the Marketing Software offerings, providing enhanced usability and a consistent user experience across the full portfolio.

New platform support

Select Marketing Software products now support the following product versions: IBM Db2® 11, Microsoft® SQL Server 2016, and Red Hat Enterprise Linux® V7.2.

**Note**: Opportunity Detect and Interact Advanced Patterns do not support Red Hat Enterprise Linux 7.2.

For the latest platform support for Marketing Software products, see the IBM Support website.

Key prerequisites

To find operating environment information, see the Technical information section. This section identifies intraproduct dependencies.

The following IBM products additionally require entitlement to Campaign V10.1:

- Contact Optimization V10.1 offerings
- Distributed Marketing V10.1 offerings

The following IBM products additionally require entitlement to Marketing Operations V10.0:

- IBM Marketing Operations API V10.1
- IBM Financial Management Add-On V10.1 offerings
- IBM Marketing Asset Management Add-On V10.1 offerings

The following IBM products additionally require entitlement to Interact V10.1:

- IBM Interact Advanced Patterns for ATM, Kiosk, POS V10.01
IBM Interact Advanced Patterns for Digital Interactions V10.1
IBM Interact Advanced Patterns for Interactive Voice Response V10.1
IBM Interact Advanced Patterns for Mobile Interactions V10.1
IBM Interact Advanced Patterns for Sales and Service Agents V10.1

Planned availability date

October 13, 2017: Electronic delivery for Campaign, Contact Optimization, Distributed Marketing, Opportunity Detect, Interact Advanced Patterns

November 17, 2017: Electronic delivery for Marketing Operations, Interact

Refer to the Availability of national languages section for national language availability.

Description

View marketing materials and learn more about the following Marketing Software offerings:

- IBM Campaign
- IBM Contact Optimization
- IBM Distributed Marketing
- IBM Interact
- IBM Interact Advanced Patterns
- IBM Opportunity Detect
- IBM Marketing Operations

Accessibility by people with disabilities

A US Section 508 Voluntary Product Accessibility Template (VPAT), containing details about accessibility compliance, can be found on the IBM Accessibility website.

Product positioning

Marketing Software product portfolio enables marketers to develop and deliver timely, relevant, and responsive communications and collaborate efficiently across the customer journey to increase customer loyalty and drive customer conversion. IBM is the trusted brand of marketers for its open data ecosystem and the breadth and depth of its marketing automation solutions. For more information, go to the Watson Marketing website and select Personalized Marketing.

Reference information

For information about earlier releases of Marketing Software, see


Availability of national languages
Translations are available for Marketing Software products. For details, go to the Software Product Compatibility Reports website. Select Translations and search for a product name and version.

Translation information, if available, can be found at the Translation Reports website.

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Education support

IBM training provides education to support many IBM offerings. Descriptions of courses for IT professionals and managers can be found on the IBM Training and Skills website.

Call IBM training at 800-IBM-TEACH (426-8322) for catalogs, schedules, and enrollments.

Offering Information

Product information is available on the IBM Offering Information website.

More information is also available on the Passport Advantage® and Passport Advantage Express® website.

Publications

Documentation for Marketing Software products can be accessed in IBM Knowledge Center.

In IBM Knowledge Center, search for the latest product documentation for individual portfolio offerings: Campaign, Interact, Contact Optimization, Distributed Marketing, Marketing Operations, Opportunity Detect, and Marketing Platform.

Additionally, product information for on-premises products is available in the IBM Support website.

Services

Software Services

IBM Software Services has the breadth, depth, and reach to manage your services needs. You can leverage the deep technical skills of our lab-based, software services team and the business consulting, project management, and infrastructure expertise of our IBM Global Services team. Also, we extend our IBM Software Services reach through IBM Business Partners to provide an extensive portfolio of capabilities.
Together, we provide the global reach, intellectual capital, industry insight, and technology leadership to support a wide range of critical business needs.

To learn more about IBM Software Services, contact your Lab Services Sales or Delivery Leader.

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**Technical information**

**Specified operating environment**

**Software requirements**

Find current system requirements for Marketing Software products:

- **IBM Support**: IBM Marketing Software 10.1 Products Recommended Software Environments and Minimum System Requirements
- **IBM Knowledge Center**: Search for individual Marketing Software products

**Companion products**

Companion offerings for Marketing Software:

- Watson Campaign Automation
- IBM Watson Real-Time Personalization
- IBM Watson Marketing Insights
- IBM Watson Content Hub

For information about companion offerings, see the [Watson Marketing](#) website.

**Limitations**

Information can be found in the Usage restrictions section of the [Terms and conditions](#) of this announcement. See also the License Information documents found on the IBM Software License Agreement website.

**Planning information**

**Packaging**

This offering is delivered through the internet as an electronic download. There is no physical media.

This program, when downloaded from a website, contains the applicable IBM license agreement and License Information, if appropriate, which will be presented for acceptance at the time of installation of the program. For future reference, the license and License Information will be stored in a directory such as LICENSE.TXT.

**Security, auditability, and control**

Marketing Software offerings use the security and auditability features of the host hardware or software.

The customer is responsible for evaluation, selection, and implementation of security features, administrative procedures, and appropriate controls in application systems and communication facilities.

**Ordering information**

This product is only available through Passport Advantage. It is not available as shrinkwrap.
These products may only be sold directly by IBM or by authorized IBM Business Partners for Channel Value Rewards.

More information can be found on the IBM Channel Value Rewards website.

To locate IBM Business Partners for Channel Value Rewards in your geography for a specific Channel Value Rewards portfolio, go to the Find a Business Partner page.

**Passport Advantage**

No changes are announced to ordering information.

**Charge metric**

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### License Information number

See the License Information documents page on the IBM Software License Agreement website for more information.

### Limited warranty applies

Yes
Limited warranty

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IBM provides you with access to IBM databases containing information on known program defects, defect corrections, restrictions, and bypasses at no additional charge. For further information, see the IBM Software Support Handbook.

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For additional information on the IBM Software Support Lifecycle Policy, see the IBM Software Support Lifecycle Policy website.

Money-back guarantee

If for any reason you are dissatisfied with the program and you are the original licensee, you may obtain a refund of the amount you paid for it, if within 30 days of your invoice date you return the program and its PoE to the party from whom you obtained it. If you downloaded the program, you may contact the party from whom you acquired it for instructions on how to obtain the refund.

For clarification, note that (1) for programs acquired under the IBM International Passport Advantage offering, this term applies only to your first acquisition of the program and (2) for programs acquired under any of IBM's On/Off Capacity on Demand (On/Off CoD) software offerings, this term does not apply since these offerings apply to programs already acquired and in use by you.

Volume orders (IVO)

No

Passport Advantage applies

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Usage restrictions

Yes

This offering is subject to usage restrictions.
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Yes. Software Subscription and Support, also referred to as Software Maintenance, is included with licenses purchased through Passport Advantage and Passport Advantage Express. Product upgrades and Technical Support are provided by the Software Subscription and Support offering as described in the Agreements. Product upgrades provide the latest versions and releases to entitled software, and Technical Support provides voice and electronic access to IBM support organizations, worldwide.

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For additional information about the International Passport Advantage Agreement and the IBM International Passport Advantage Express Agreement, go to the Passport Advantage and Passport Advantage Express website.

Variable charges apply

No

Educational allowance available

Not applicable.

Statement of good security practices

IT system security involves protecting systems and information through intrusion prevention, detection, and response to improper access from within and outside your enterprise. Improper access can result in information being altered, destroyed, or misappropriated or can result in misuse of your systems to attack others. Without a comprehensive approach to security, no IT system or product should be considered completely secure and no single product or security measure can be completely effective in preventing improper access. IBM systems and products are designed to be part of a regulatory compliant, comprehensive security approach, which will necessarily involve additional operational procedures, and may require other systems, products, or services to be most effective.

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Prices

The prices are unchanged by this announcement.

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