IBM Marketing Software V11.0 adds AI-powered Watson Assistant to IBM Campaign, compliance assistance for GDPR right to erasure, new simulation capabilities for IBM Interact, and more

At a glance

IBM® Marketing Software V11.0 features new enhancements and updates that enable marketers to orchestrate campaigns, conduct real-time customer segmentation, and optimize offers that can enhance offer personalization across multiple channels.

Capabilities:

- Compliance assistance with the European Union (EU) General Data Protection Regulation (GDPR) requirement related to right to erasure of personal data for organizations that use Marketing Software
- Take advantage of Watson™ Assistant artificial intelligence (AI) capabilities in IBM Campaign to use natural language (voice or text) to gain new insights from campaign performance data
- Employ Version 11.0 fast upgrade process to speed upgrade from earlier releases to Version 11.0 so organizations can leverage the latest product innovations and fixes
- Leverage managed hosted options to take Campaign deployments to the cloud

Overview

Marketing Software is a unified portfolio that empowers marketers to optimize customer engagement, create relevant and timely messages, build brand loyalty, and drive customer conversions across multiple channels. The offerings provide marketers the ability to perform powerful audience segmentation, in batch or real time, and to use multiple data sources to deliver the right marketing communications to the right audiences wherever and whenever needed.

Marketing Software V11.0 delivers new integrations, key enhancements, and product fixes to the following offerings:

- Campaign
- IBM Interact
- IBM Marketing Operations

Marketing Software V11.0 delivers product fixes to the following offerings:
• IBM Contact Optimization
• IBM Distributed Marketing
• IBM Opportunity Detect

**European Union General Data Protection Regulation scripts**

European Union (EU) General Data Protection Regulation (GDPR) scripts are provided to assist organizations in their compliance efforts related to the right to erasure requirement of personal data. Scripts are provided for supported versions of Marketing Software solutions and can be accessed from [Fix Central](https://www.ibm.com/support/docview.wss?uid=swg21869321).

**Fast upgrade to Version 11.0**

Starting with Version 11.0, organizations can benefit from the fast upgrade process, which speeds migration from any supported version to Version 11.0. Fast upgrade scripts are available for Campaign, Interact, Marketing Operations, Contact Optimization, and IBM Marketing Platform.

**Campaign**

- Leverage artificial intelligence (AI) capabilities of Watson Assistant to gain new insights from campaign performance data by using natural language (voice or text) queries.
- Enhanced big data integration support that lets marketers access user data in Cloudera Hadoop data sources through the Impala ODBC Connector. This integration supplements existing support for Apache Hive data sources.
- Other enhancements:
  - User variables in Campaign flowcharts now support 512 characters.
  - Email opt-out events from IBM Universal Behavior Exchange (IBM UBX) can now be sent and stored in Campaign system tables.
  - Audience segments can be pushed from Campaign to Watson Campaign Automation without linking to an email template.

**Interact**

- Multiple request simulation and coverage analysis for enhanced real-time segmentation can be used for a set of customers versus a single customer.
- Custom offer contact types can be defined and logged during real-time customer engagement for enhanced real-time segmentation.
- Support for statistical data binning helps improve built-in learning and allows more effective use of visitor attributes to influence offer personalization.

**Marketing Operations**

Multiple customer-requested enhancements are now available, including enhancements to the out-of-office feature, which lets marketers define tasks to be rerouted or reassigned if the current owner is absent or to facilitate workload balancing. Other enhancements:

- Support for Adobe Acrobat DC for markup.
- Display of due dates for recipients on project requests helps improves planning. Due dates can also be included in project request alerts.
- Enables filtering of project request list based on recipient’s review status to highlight requests that are ready for review.
- Dashboard portlet can be configured to show standard and saved searches.

**Marketing Platform**

Enhancements to Marketing Software Scheduler helps marketers to define run exclusions for scheduled jobs using time-based criteria, for example, daily, weekly, monthly, yearly exclusion.
Support for new products or product versions

- Operating systems: Microsoft\textsuperscript{TM} Windows\textsuperscript{TM} Server 2016
- Databases: Oracle Database 12.2, HPE Vertica 9.0, Teradata Database 16.20
- Application servers: IBM WebSphere\textsuperscript{R} Application Server V8.5.5.12, Oracle WebLogic 12.2.1
- Client browsers: Google Chrome 65
- Integration: Impala ODBC Connector 2.5.40 for Cloudera Enterprise
- Other: IBM Cognos\textsuperscript{R} Analytics V11.0 and Adobe Acrobat DC for markup use in Marketing Operations

For the latest platform support for Marketing Software products, see the IBM Support website. Search for "IBM Marketing Software 11.0 Recommended Software Environments and Minimum System Requirements".

Key prerequisites

To find operating environment information, see the Technical information section. This section identifies Marketing Software product dependencies.

The following IBM products additionally require entitlement to Campaign V11.0:

- Contact Optimization V11.0 offerings
- Distributed Marketing V11.0 offerings

The following IBM products additionally require entitlement to Marketing Operations V11.0:

- IBM Marketing Operations API V11.0
- IBM Financial Management Add-On V11.0 offerings
- IBM Marketing Asset Management Add-On V11.0 offerings

The following IBM products additionally require entitlement to Interact V11.0:

- IBM Interact Advanced Patterns for ATM, Kiosk, POS V11.0
- IBM Interact Advanced Patterns for Digital Interactions V11.0
- IBM Interact Advanced Patterns for Interactive Voice Response V11.0
- IBM Interact Advanced Patterns for Mobile Interactions V11.0
- IBM Interact Advanced Patterns for Sales and Service Agents V11.0

Planned availability date

June 7, 2018

Description

European Union General Data Protection Regulation scripts

A key data right in the European Union (EU) General Data Protection Regulation (GDPR) regulation is the right to erasure of personal data. Marketing Software provides access to scripts that organizations can use to generate SQL scripts to purge database system tables. System tables contain Marketing Software application data and may also contain personal data. GDPR scripts are provided for Marketing Platform, Campaign, Interact, Marketing Operations, and Contact Optimization. Search for GDPR scripts on Fix Central by product name and version.
**Note:** Organizations are responsible for ensuring their compliance with GDPR. IBM does not provide legal advice and does not represent or warrant that its services or products will ensure that organizations are in compliance with any law or regulation.

**Watson Assistant integration with Campaign**

Leveraging Watson Assistant, marketers can now use natural language (voice and text) to ask questions about performance metrics from data stored in Campaign system tables. Watson Assistant can answer queries based on offer performance, campaign performance, and financial performance. For example, "which offers were used in campaign called Anniversary Campaign between January 2014 and February 2014". Watson Assistant returns the requested information as an answer to the question as well as a visual table. With this additional configuration capability, marketers can also use Watson Assistant to query their own data sources for audience segmentation questions. Watson Assistant is available only in English.

**Support for Cloudera Impala ODBC driver enhances big data integration capabilities**

Marketing Software enhances its capability to integrate with big data sources by adding support for Cloudera Impala ODBC Driver 2.5.40 to access Cloudera Hadoop data sources. This integration supplements the existing support for Apache Hive data sources.

**Fast upgrade scripts for V11.0 speeds upgrade to the latest release**

Starting with Version 11.0, Marketing Software users can benefit from a fast upgrade process, which lets organizations migrate more quickly to the latest software versions. Fast upgrade scripts are designed to work with Marketing Platform, Campaign, Interact, Marketing Operations, and Contact Optimization. Fast upgrade scripts are not available for Distributed Marketing nor Opportunity Detect.

**Multiple request simulation and coverage analysis for real-time segmentation in Interact**

By using the enhanced simulation functionality in Interact, marketers now have greater insight into offer coverage for each zone across a set of customers, instead of a single customer. The simulation functionality allows marketers to filter and run simulation tests based on a subset of records in the customer profile table. Simulation results, including profile attributes, can be exported to Microsoft Excel for further analysis.

**Support for custom contact types for real-time segmentation in Interact**

Interact now helps marketers define their own offer contact types to be logged during real-time customer engagement in addition to the predefined offer contact type. Custom contact types enable marketers to log conditional contacts, such as "presented but not viewed". Marketers now have a more granular approach for logging data to contact history for further analysis and insight.

**Statistical data binning support for self-learning in Interact**

Interact offers built-in learning capabilities to help marketers use visitor attributes to influence offer prioritization. Interact now enables marketers to quickly create and manage attribute bin values for self-learning through a new user interface. These new features can help marketers quickly tune the Bayesian Inference Engine to optimize personalized offers.

**Marketing Operations delivers out-of-office updates and customer-requested enhancements**

Marketing Operations is the marketing resource management (MRM) tool that helps organization plan, budget, and monitor marketing programs. Several enhancements are added to Marketing Operations, including an updated out-of-office capability, which allows marketers to select the new tasks or tasks in progress to be rerouted.
to a new owner. This enhanced capability allows for more flexible and collaborative workflow management.

**Marketing Platform**

Marketing Platform provides security, configuration, notification, and dashboard features for Marketing Software products. Marketers can now define run exclusions for the scheduled jobs in Marketing Software Scheduler. Daily, weekly, monthly, and yearly exclusions can be defined. Organizations can now get very granular execution of specific marketing scheduled tasks, such as the execution of campaigns, contact optimization sessions, triggers, or external scripts at predefined intervals.

**Accessibility by people with disabilities**

A US Section 508 Accessibility Compliance Report containing details on accessibility compliance can be found on the [Product accessibility information](#) 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 IBM omni-channel marketing V10.0, see Software Announcement [216-247](#), dated May 16, 2016.

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**Education support**

**Education and training resources**

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**Educational resources for sellers**
IBM Business Partners: IBM PartnerWorld® Sellers Briefcase website and select Personalized Marketing in the Solution drop down to access resources.

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

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

Additionally, product information for on-premises products can be accessed from 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.

Technical information

Specified operating environment

Software requirements

Find current system requirements for Marketing Software products:

- IBM Support: Search for "IBM Marketing Software 11.0 Recommended Software Environments and Minimum System Requirements"
- IBM Knowledge Center: Search for individual Marketing Software products

Support for new products or product versions

- Operating systems: Microsoft Windows Server 2016
- Databases: Oracle Database 12.2, HPE Vertica 9.0, Teradata Database 16.20
- Application servers: IBM WebSphere Application Server V8.5.5.12, Oracle WebLogic 12.2.1
- Client browsers: Google Chrome 65
- Integration: Impala ODBC Connector 2.5.40 for Cloudera Enterprise
- Other: IBM Cognos Analytics V11.0 and Adobe Acrobat DC for markup use in Marketing Operations
Products supported in earlier versions of Marketing Software offerings are discontinued:

- IBM announced end of support for IBM Cognos Business Intelligence V10.2.x, effective April 30, 2018.

**Companion products**

Companion offerings for Marketing Software:

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

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

**Planning information**

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

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

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Yes

**Limited warranty**

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Volume orders (IVO)

No

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Variable charges apply

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Educational allowance available

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