

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

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At a glance

IBM^(R) 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](#).

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™ 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

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 earlier releases of Marketing Software, see Software Announcement [217-300](#), dated October 10, 2017.

For information about IBM omni-channel marketing V10.0, see Software Announcement [216-247](#), dated May 16, 2016.

Program number

Program number	VRM	Program name
5725-D22	11.0	IBM Campaign
5725-D22	11.0	IBM Contact Optimization
5725-D22	11.0	IBM Distributed Marketing
5725-D22	11.0	IBM Interact
5725-D22	11.0	IBM Opportunity Detect
5725-D24	11.0	IBM Marketing Operations

Education support

Education and training resources

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.

Educational resources for sellers

IBM Business Partners: [IBM PartnerWorld^{\(R\)} 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^{\(R\)} and Passport Advantage Express^{\(R\)}](#) 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.
- Adobe announced end of support for Adobe Acrobat 11.x, effective October 15, 2017.

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

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

Ordering information

For ordering information, consult your IBM representative or authorized IBM Business Partner, or go to the [Passport Advantage](#) website.

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 Passport Advantage part numbers.

Charge metric

No changes are announced to ordering information.

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The information provided in this announcement letter is for reference and convenience purposes only. The terms and conditions that govern any transaction with IBM are contained in the applicable contract documents such as the IBM International Program License Agreement, IBM International Passport Advantage Agreement, and the IBM Agreement for Acquisition of Software Maintenance.

This product is only available through Passport Advantage.

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This software license includes Software Subscription and Support (also referred to as Software Maintenance).

Software Maintenance

Licenses under the IBM Program License Agreement (IPLA) provide for support with ongoing access to releases and versions of the program. IBM includes one year of Software Subscription and Support (also referred to as Software Maintenance) with the initial license acquisition of each program acquired. The initial period of Software Subscription and Support can be extended by the purchase of a renewal option, if available. Two charges apply: a one-time license charge for use of the program and an annual renewable charge for the enhanced support that includes telephone assistance (voice support for defects during normal business hours), as well as access to updates, releases, and versions of the program as long as support is in effect.

License Information number

See the [License Information documents](#) page on the IBM Software License Agreement website for more information.

Product identifier	Product name	License ID
5725-D22	IBM Campaign V11.0	L-ECBK-AYCJH8
5725-D22	IBM Interact V11.0	L-ECBK-AYCSNX
5725-D24	IBM Marketing Operations V11.0	L-ECBK-AYCSST
5725-D24	IBM Marketing Operations API V11.0	L-ECBK-AYCTDH
5725-D24	IBM Marketing Operations V11.0 Bundle	L-ECBK-AYCTMJ
5725-D22	IBM Marketing Platform V11.0	L-ECBK-AYCT5T
5725-D22	IBM Contact Optimization V11.0	L-ECBK-AYCT7J
5725-D22	IBM Distributed Marketing V11.0 Bundle	L-ECBK-AYCTG7
5725-D22	IBM Distributed Marketing V11.0	L-ECBK-AYCSZT
5725-D22	IBM Distributed Marketing API V1.0	L-ECBK-AYCTEZ

Product identifier	Product name	License ID
5725-D22	IBM Opportunity Detect V11.0	L-ECBK-AYCTBF
5725-D22	IBM Marketing Asset Management Add-On V11.0	L-ECBK-AYCTL7
5725-D22	IBM Financial Management Add-On V11.0	L-ECBK-AYCTJN
5725-D22	IBM Watson Assistant for Campaign V1.0	L-ECBK-AYCK2V

Limited warranty applies

Yes

Limited warranty

IBM warrants that when the program is used in the specified operating environment, it will conform to its specifications. The warranty applies only to the unmodified portion of the program. IBM does not warrant uninterrupted or error-free operation of the program or that IBM will correct all program defects. You are responsible for the results obtained from the use of the program.

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](#).

IBM will maintain this information for at least one year after the original licensee acquires the program (warranty period).

Program technical support

Technical support of a program product version or release will be available for a minimum of five years from the general availability date, as long as your Software Subscription and Support (also referred to as Software Maintenance) is in effect.

This technical support allows you to obtain assistance (by telephone or electronic means) from IBM for product-specific, task-oriented questions regarding the installation and operation of the program product. Software Subscription and Support (Software Maintenance) also provides you with access to updates (modifications or fixes), releases, and versions of the program. You will be notified, through an announcement letter, of discontinuance of support with 12 months' notice. If you require additional technical support from IBM, including an extension of support beyond the discontinuance date, contact your IBM representative or IBM Business Partner. This extension may be available for a fee.

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

Yes, information is available on the [Passport Advantage and Passport Advantage Express](#) website.

Usage restrictions

This offering is subject to usage restrictions.

See the [License Information documents](#) for details.

Software Subscription and Support applies

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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Unless specified otherwise in a written agreement with you, IBM does not provide support for third-party products that were not provided by IBM. Ensure that when contacting IBM for covered support, you follow problem determination and other instructions that IBM provides, including in the [IBM Software Support Handbook](#).

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.

Important: IBM does not warrant that any systems, products, or services are immune from, or will make your enterprise immune from, the malicious or illegal conduct of any party.

Prices

Business Partner information

If you are an IBM Business Partner acquiring products from IBM, you may link to Passport Advantage Online for resellers where you can obtain Business Partner pricing information. An IBMid and password are required to access the [IBM Passport Advantage](#) website.

Passport Advantage

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Fax: 800-2IBM-FAX (242-6329)

For IBM representative: askibm@ca.ibm.com

For IBM Business Partner: pwcs@us.ibm.com

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Note: Shipments will begin after the planned availability date.

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For questions regarding CVR, see the [IBM Channel Value Rewards](#) website.

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[IBM United States](#)