

IBM Enterprise Marketing Management Solutions delivers enhanced integrated digital marketing and cross-channel marketing offerings

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At a glance

This release of the IBM® Enterprise Marketing Management (EMM) offering focuses on several key areas:

- Easier access to cloud-based digital analytics data from customer relationship marketing applications
- Cross-channel customer interaction history and statistical marketing attribution
- A "gold tag" for websites to capture and share web data with other applications and partners
- Capabilities to turn social media into a channel for targeted, one-to-one marketing messages
- Integration between product and content recommendations and real-time interaction management capabilities
- New "post-click" email analytics that help marketers better optimize their email campaigns

For ordering, contact your IBM representative, an IBM Business Partner, or IBM Americas Call Centers at 800-IBM-CALL (Reference: YE001).

Overview

The new Enterprise Marketing Management Suite enables marketers to coordinate and integrate their digital and cross-channel marketing efforts. Too often marketing groups operate independently, and their disconnected marketing programs create poor customer experiences and missed opportunities to improve marketing results. This new release helps bring isolated marketing groups together by eliminating the efforts, risks, and delays of custom integrations that have challenged marketers until now. This means marketing organizations can, more than ever before, create compelling experiences and engage customers in truly cross-channel dialogs.

The new capabilities in this release that help marketers integrate digital and cross-channel marketing include:

- Easier access from customer relationship marketing applications, such as campaign management, to cloud-based digital analytics data, specifically the data representing predictive visitor behaviors on the website and other digital properties, to help marketers improve the relevance of targeted marketing efforts, such as retargeting, cross-selling, and retention marketing.

- The first complete cross-channel customer interaction history and statistical marketing attribution capability in the marketplace to help marketers optimize marketing performance management.
- The industry's first "gold tag" for websites that makes it easy to capture and share web data with other applications and partners without tagging the site over and over again, which slows the visitor experience.
- New social media analytics and marketing capabilities that turn social media into a channel for targeted, one-to-one marketing messages, extending social media marketing beyond just digital branding
- Expanded real-time marketing capabilities, including a new way to use IBM product recommendation and real-time interaction management capabilities together, plus a new digital content recommendation capability.
- New "post-click" email analytics that show not just opens and click-throughs, but also what the email recipient did online after clicking to help marketers better optimize their email campaigns.

In addition, this release contains many new capabilities that help both digital and customer relationship marketers improve marketing results within their respective domains, including granular analytics on how customer behaviors and goals differ when they interact using different devices, such as smartphones, tablets, and PCs.

Note: Throughout this announcement, references to Business Partners apply to the IBM Enterprise Marketing Management on-premise products and to the IBM Unica® Marketing Operations OnDemand (MOOD) on-demand product. Other on-demand products are not available to Business Partners.

Key prerequisites

IBM Enterprise Marketing Management on-premise products run on a variety of operating systems; IBM Enterprise Marketing Management on-demand products require an Internet connection and browser. Refer to the [Technical information](#) section for information on where to find specific operating environment details. In addition:

- The following products require IBM Unica Campaign V8.6:
 - IBM Unica Distributed Marketing V8.6 offerings
 - IBM Unica Optimize V8.6 offerings
 - IBM Unica eMessage
- The following products require IBM Unica Marketing Operations V8.6:
 - IBM Unica Marketing Operations API V8.6
 - Unica Marketing Asset Management Add-On V8.6 offerings
 - Unica Financial Management Add-On V8.6 offerings

Planned availability dates

- May 15, 2012: Availability of IBM Coremetrics Content Recommendations and IBM Unica on-demand offerings except for IBM Unica eMessage Post Click Analytics
- May 25, 2012: Electronic delivery of IBM Unica on-premise offerings
- June 6, 2012: Availability of IBM Unica eMessage Post Click Analytics
- June 13, 2012: Physical delivery of IBM Unica on-premise offerings
- June 15, 2012: Availability of IBM Coremetrics Explore Live offerings

Description

Easier access from customer relationship marketing applications to cloud-based digital analytics data: Coremetrics® online customer profiles and segment definitions are now published directly to Unica Campaign, allowing you to set up new, highly relevant campaigns blending both online and transactional customer history with only a few clicks and eliminating the costly overhead, delays, and risks of working with disparate data feeds. For example, telecommunications or financial services marketers can target call center retention offers to customers who logged into the website and exhibited behavior that suggests heightened attrition risk and then get offers out to them before the customers decide to move to a competitor.

Complete cross-channel customer interaction history and statistical marketing attribution:

- The Unica Marketing Platform now includes a cross-channel interaction history, which contains a complete history of each customer's interactions from marketing programs across all marketing channels. This history can be used to guide future marketing decisions and create a personal, highly relevant customer dialogs. It automatically captures information about contacts made through Unica products and specific actions taken by customers on websites or other digital properties tagged with Coremetrics Web Analytics. The interaction history can also receive information about other types of contacts made by marketing activities executed outside of Enterprise Marketing Management and can capture any kind of response or conversion for individual customers.
- The Unica Marketing Platform also includes a new attribution modeler that draws on the interaction history (contacts and responses from across all channels) and applies statistical algorithms to determine which contacts or other marketing efforts influenced which responses and conversions. For marketers seeking to understand more broadly which marketing efforts across all channels are the most impactful to aid future marketing investment decisions, this new capability allows them to use hard data to decide on, develop, and justify marketing campaigns built on evidence of historical effectiveness.

"Gold-tagged" websites:

- Coremetrics Digital Data Exchange provides a single "Gold Tag" that pushes behavioral data to IBM and then relays it to third-party digital marketing providers through its application programming interface (API), thereby avoiding the need for multiple tags to fire on the same page. Not only will pages load faster for a better user experience, but all analytics and marketing partners will operate off of the same golden master version of the truth. (Typically, multiple tags placed on a single page introduce random inaccuracies that occur based on which tags fire and which do not, depending on how long visitors dwell on the page.)
- Jump on board with IBM's expanding certified digital data exchange partner program and choose from the first certified partners in the categories of visitor experience management, retargeting, and search marketing. Roll out these partner solutions more easily than ever through an intuitive user interface. Coremetrics Digital Data Exchange now ships with the first certified partners (SeeWhy, Chango, ClickTale, and others) whose tags can be added to sites via our intuitive user interface and without need for JavaScript™ coding. Digital marketers can assume greater control over marketing vendor selection and deployment as well as avoid costly and error-prone re-tagging of their marketing assets for different visitor experience solutions and can survey testing vendors and external support providers when executing campaigns.

New social media analytics and marketing capabilities to extend social media marketing beyond digital branding:

- A solution pack (including documentation, best practices, sample applications, and more) allows marketers to deliver personalized messages through social media by posting messages to fans' Facebook walls or sending direct messages

through Twitter. Specifically, the solution pack helps Unica Campaign users execute campaigns through direct social media interfacing, including building Facebook applications configured to present personalized content to application users.

- Another solution pack (including documentation, best practices, sample applications, and more) enables marketers to gather information about specified customers from Facebook and Twitter (provided those customers have given appropriate permission) and use this information to complement existing data about those customers to improve targeted marketing campaigns. Specifically, the solution pack guides marketers through the process of creating the local data store and using the Facebook and Twitter APIs to pull data from those sites. This data store can then be easily accessed by IBM Unica products.
- Coremetrics Social Analytics now allows marketers to view, post, reply, and interact directly with Facebook and Twitter feeds from the Social Analytics user interface. This enables marketers to proactively join social conversations in Facebook and Twitter and drill deeply into trends to better understand influencers that impact their brand.

Expanded real-time marketing capabilities and a new digital content recommendation

- Unica Interact and Coremetrics Intelligent Offer can now work together to personalize real-time customer interactions with a combination of marketing offers (such as messages, information, and promotions) and product recommendations. For example, a personalized banner on a website could combine a customer marketing offer (such as "10% off shoes") with specific recommended products (such as specific shoes).
- Coremetrics Content Recommendations, a new product in this release, uses information gleaned from search and browsing behavior to automatically guide users to highly personalized content, such as new offers and promotions. It can target users with relevant content with a self-learning, rules-based algorithmic recommendations engine that uses an understanding of a customer's online clicks to identify in real time the most germane content. This helps online businesses monetize their digital assets (such as articles, videos, and white papers) and offers tight integration with Coremetrics Lifecycle to illustrate how recommendations impact visitors at each stage of engagement. For example, by better understanding what content most drives visitors from one customer milestone to the next (that is, from first-time buyer to second-time buyer to third-time buyer and so on), marketers can more closely target those customers with recommendations that drive conversions.

New "post-click" email analytics to help optimize email campaigns:

Unica eMessage now offers post-click analysis to better understand which links are clicked on for better optimization of email campaigns. For example, email marketers can see not only who opened the email and who clicked on the embedded links, but also how long they stayed on site referred to by the embedded link, which pages they visited, how many made a purchase, and so on. This new capability helps email marketers track and measure email marketing end-to-end, from emails sent to what recipients do after they click on email links, to help reduce bounces and improve conversions and email marketing efforts.

New capabilities to help both digital and customer relationship marketers improve marketing results

- New features for digital marketers
 - Coremetrics Real Time in Explore ("Live Reports") generates real-time, ad hoc reports on page-level data that delivers up-to-the-minute, trended insight for real-time investigation and optimization, providing granular, trended, and segmented analysis on individual product, page, and campaign attribute performance. For example, a marketer can know what's happening now as opposed to what happened, gaining dimensional, real-time analysis of how clicks are picking up or tapering off for any news article or product offering, such as on the home page or on campaign landing pages, and then make changes to the page or campaign as necessary to improve performance.

- New management and auditing functions help streamline the task of tagging complex enterprise sites. Enhanced version control, automated rollback, and user-defined tag deployment rules streamline the complex task of tag management and improve data collection performance.
- IBM Coremetrics Web Analytics now supports even deeper reporting into mobile devices customers are using, in what sequences, and how they are using them to interact with marketing content. For example, by better understanding what offers customers respond to on their mobile phone rather than desktop or tablet, marketers can more effectively tailor promotions for each device. This enables marketers to integrate mobile into cross-channel and cross-device marketing with enhanced mobile reporting, greater international device detection, and more complete insight into device capabilities, such as screen sizes, support for cookies, JavaScript, and more.
- The Digital Profiler extends customer insight across mobile platforms and devices. Email marketers can quickly determine the devices customers used to open and read an email and then use that data to design closely targeted promotions for a mobile application. In addition to shedding light on mobile device usage for email optimization and targeted promotion, Digital Profiler identifies social sharing through email, granting key insights into the cross-channel browsing and content syndication that customers commonly perform. Unique segments can be created that encourage social sharing and reward a brand's most ardent fans.
- For digital marketers seeking a better understanding of what drives conversions on digital properties such as websites, this release contains enhanced deep attribution capabilities in Coremetrics Web Analytics that allow greater analysis into channel sequences, channel combinations, and top contributors' journeys. For example, marketers can now have deeper visibility into what channels customers use, in what combinations, and in what ways their most active users, such as top product reviewers, behave. With this new capability, marketers can determine what campaign combinations lead to the greatest return: channel pathing, top visitors' path reports, and channel Venn reports quickly identify best-contributing channel combinations.

New features for customer relationship marketers

- Offer life cycle management capabilities have been enhanced, making it easier for marketers to use Unica Marketing Operations to manage the process of creating, approving, launching, updating, and retiring marketing offers used in targeted marketing efforts by Unica Campaign, Unica Interact, and other products.
- Real-time interaction management (Unica Interact) can now access hierarchical data structures so customer data used in real-time decisions can be retrieved from a master data management system rather than just from a local data store.
- Unica Interact's API for integrating external self-learning models has been expanded so Interact users can train Interact's own model and their own external model at the same time.
- Management dashboards have been improved by integrating IBM Cognos® 10 into the Unica suite.
- Digital visitor identities to known customers can now be intelligently mapped, including visitor sessions while still anonymous, and to subsequent registered interactions across multiple devices once visitors are "known." A Mapping Feed in Interaction History does the heavy lifting of customer identification mapping between digital and customer relationship management data, giving the marketer much greater visibility into customer preferences and interests without the need for programming custom data mapping algorithms.

Note: For descriptions of the individual products that comprise the Enterprise Marketing Management portfolio, refer to the [IBM Enterprise Marketing Management Solutions offerings](#) section.

Accessibility by people with disabilities

A U.S. Section 508 Voluntary Product Accessibility Template (VPAT) containing details on accessibility compliance can be requested at

http://www.ibm.com/able/product_accessibility/index.html

Product positioning

Enterprise Marketing Management sits within the larger Smarter Commerce™ solution set to help businesses respond to the age of the "empowered customer."

Reference information

Use the following references to find additional information about the products affected by this release.

Unica on-premise

- Unica Enterprise 8.5: [211-137](#), dated April 26, 2011
- IBM Unica Marketing Operations: [211-251](#), dated May 24, 2011
- IBM Unica Enterprise V8.5 part numbers and licensing changes: [211-304](#), dated July 05, 2011

Unica on-demand

- Unica eMessage [211-244](#), dated July 19, 2011
- IBM Unica Cloud-based offerings [211-392](#), dated October 18, 2011

Coremetrics

- Coremetrics Digital Marketing Optimization Suite [211-397](#), dated October 18, 2011
- New Cloud-based Coremetrics features [211-456](#), dated November 01, 2011

Program number

Program number	VRM	Program name
5725-D17	8.6.0	IBM Unica NetInsight
5725-D21	8.6.0	IBM Unica PredictiveInsight
5725-D22	8.6.0	IBM Unica Campaign
5725-D23	8.6.0	IBM Unica Leads
5725-D24	8.6.0	IBM Unica Marketing Operations
5725-E28	SaaS	IBM Unica eMessage
5725-E35	SaaS	IBM Coremetrics Web Analytics
5725-E42	SaaS	IBM Unica eMail Optimization
5725-E44	SaaS	IBM Unica Marketing Operations OnDemand
5725-F54	SaaS	IBM Unica Remotely Delivered Services
5725-F67	SaaS	IBM Coremetrics AdTarget Data Feed for Partners

IBM Enterprise Marketing Management Solutions offerings

The following products make up the Enterprise Marketing Management Solutions suite, the industry-leading software marketers rely on to increase revenues and improve the efficiency and measurability of their marketing. Enterprise Marketing Management focuses exclusively on the needs of marketing organizations by providing web and customer analytics, offline and online demand generation, and marketing resource management. Companies in a wide range of industries depend on these solutions to facilitate the operations of a customer-centric business and to help marketing organizations make the critical shift to interactive marketing.

For more information on Enterprise Marketing Management Solutions visit

<http://www.ibm.com/software/products/us/en/category/SWX00>

IBM Coremetrics AdTarget

Coremetrics AdTarget is a real-time data syndication platform and online marketing application that enables personalization and optimization of display advertising campaigns. The solution uses granular visitor activities captured by Coremetrics Analytics to enable delivery of highly relevant display ads and increase visitor reacquisition rates through a variety of contextual display advertising networks. For more information on Coremetrics AdTarget, visit

<http://www.ibm.com/software/products/us/en/display-ad-targeting/>

IBM Coremetrics Content Recommendations

Coremetrics Content Recommendations is an advanced recommendation system that understands a user's current intent and dynamically identifies and takes advantage of the "wisdom of crowds" to recommend the most useful content. Coremetrics Content Recommendations helps marketers monetize their content across a variety of asset types, including articles, videos, customer testimonials, recipes, education modules, support FAQs, white papers and more.

IBM Coremetrics Impression Attribution

Coremetrics Impression Attribution allows marketers to understand the role that display ad campaigns and other offsite impressions play in the marketing mix and how they contribute to eventual conversions. Coremetrics Impression Attribution is a unique attribution solution that demonstrates the interplay between offsite impressions and subsequent website behaviors and conversions. Clients can identify their best re-acquisition and conversion campaigns and optimize their marketing mix accordingly. For more information on Coremetrics Impression Attribution, visit

<http://www.ibm.com/software/products/us/en/impression-attribution/>

IBM Coremetrics Intelligent Offer

Coremetrics Intelligent Offer dynamically delivers relevant product recommendations to website visitors based on comprehensive visitor data. This solution enables users to create a personalized experience for site visitors and drive revenue through cross-sell and up-sell opportunities. It is designed to dynamically deliver product recommendations and provides the user with the visibility, flexibility, and control to adjust rules and settings to meet the organization's business goals. Organizations implement this solution in order to deploy personalized product recommendations across multiple touch points throughout their website. For more information on Coremetrics Intelligent Offer, visit

<http://www.ibm.com/software/products/us/en/personalized-product-recommendations/>

IBM Coremetrics Lifecycle

Coremetrics Lifecycle is the industry's first application geared to enable online marketers to track and understand how customers progress through long-term conversion life cycles. A life cycle is characterized by milestones ranging from first-time visitors to advanced customers who engage with a brand through repeat purchases, newsletter subscriptions, product reviews, and following it on Facebook or Twitter, and more. For more information on Coremetrics Lifecycle, visit

<http://www.ibm.com/software/products/us/en/customer-lifecycle-conversion/>

IBM Coremetrics LIVEmail

Coremetrics LIVEmail is a closed loop email marketing system that enables users to leverage detailed site visitor and customer behavioral data to create highly targeted email campaigns. Major ESPs have integrated with Coremetrics LIVEmail to deliver highly relevant emails. Users can use integrated analytics to measure and optimize their email marketing programs. For more information on Coremetrics LIVEmail, visit

<http://www.ibm.com/software/products/us/en/targeted-email/>

IBM Coremetrics Multichannel Analytics

With the most flexible and open data architecture available in any SaaS web analytics platform, Coremetrics Multichannel Analytics can enable users to extend analytics and Coremetrics Lifetime Individual Visitor Experience (LIVE) Profiles with offline data as required. Once extended, online and offline behavior can be correlated, and digital marketing automation can be targeted based on both sources of information. For more information on Coremetrics Multichannel Analytics, visit

<http://www.ibm.com/software/products/us/en/multichannel-analytics/>

IBM Coremetrics Search Marketing

Coremetrics Search Marketing is a pay-per-click (PPC) management application that improves top-line business results, reduces operational costs, and demonstrates returns on PPC investments. Fast and flexible, the solution enables data-driven decision making, automates A/B testing of landing pages, streamlines workflow across multiple search engines, and drives returns. Coremetrics Search Marketing integrates all the major PPC networks (Google, Bing, and Yahoo) and provides a central management console for comparing campaigns against each other and across networks.

IBM Coremetrics Social Analytics

Coremetrics Social Analytics provides online marketers with a centralized console for analyzing social media channels and campaigns. Its seamless integration with the Coremetrics Digital Marketing Optimization Suite allows users to track social channels alongside other online marketing channels to help understand the performance (ROI) of campaigns to help them allocate marketing resources more effectively.

- Analyze the impact of referral visitors from social networking sites
- Monitor the downstream impact of social content impressions
- Track real-time conversations about brands, products and competitors on both Facebook and Twitter

Marketers can then benchmark their social performance against those of the industry and peers with Coremetrics Benchmark to uncover areas of opportunity for their social marketing strategy. For more information on Coremetrics Social Analytics, visit

<http://www.ibm.com/software/products/us/en/social-media-analytics/>

IBM Coremetrics Web Analytics

Coremetrics Web Analytics is the complete digital analytics solution that sets itself apart by providing marketers with not only data, but with answers for increasing ROI. Marketers gain a competitive edge because they benefit from state-of-the-art analytics, comparative benchmarks about industry peers, and advice on how the best performers are actually achieving success. Most uniquely, Coremetrics Web Analytics is at the heart of the Coremetrics Digital Marketing Optimization Suite. It provides marketers with a unique data warehouse that captures visitors' digital journeys across marketing touch points and channels, even offline, so that marketers can go from insight to personalized marketing action with just a few clicks. Because the analytics are tightly integrated with the Coremetrics marketing applications, no IT effort is needed. For more information on Coremetrics Web Analytics, visit

<http://www.ibm.com/software/products/us/en/web-analytics>

IBM Unica Campaign

With Unica Campaign, marketers can plan, design, execute, measure and analyze multi-wave, cross-channel and highly personalized marketing campaigns. Unica Campaign's recognized best-of-breed functionality and scalability plays a key role in defining and executing interactive dialogues with customers and prospects. For more information, visit

<http://www.ibm.com/software/products/us/en/campaign-management/>

IBM Unica eMessage

With Unica eMessage, marketers can extend Unica Campaign's best-in-class campaign management capabilities to email and mobile channels with capabilities to create, preview, test, execute, and track messages. Unica eMessage delivers more effective stand-alone campaigns, as well as integrating email and mobile into cross-channel marketing strategies. For more information, visit

<http://www.ibm.com/software/products/us/en/email-marketing/>

Unica CustomerInsight

With Unica CustomerInsight, marketers have an intuitive way to explore customer data without asking for help from technical specialists. Unica CustomerInsight enables marketing users to gain critical insights through a highly flexible data visualization interface making it easy to spot customer trends and opportunities and then take immediate action to select target audiences for marketing campaigns and programs -- all in a single interface. For more information, visit

<http://www.ibm.com/software/products/us/en/customer-analytics/>

IBM Unica Digital Profiler

Unica Digital Profiler helps marketers determine the platforms and devices their customers are using to read their emails. By knowing what kinds of devices and platforms dominate their customer demographic, marketers can optimize messages for those environments. As insights continue, Unica Digital Profiler helps marketers identify their biggest fans by showing them, in some cases, who added them to their address book, created a special folder for their messages, and who opened a message in the spam folder.

IBM Unica Detect (not updated in this release)

With Unica Detect, marketers can build effective, event-based marketing programs quickly and with minimal effort, boosting cross-sell and retention rates and improving on-boarding programs. Unica Detect is designed to identify accurate and timely indications of when customers are most receptive to offers or the most in need of extra effort to keep them loyal. For more information, visit

<http://www.ibm.com/software/products/us/en/event-based-marketing/>

IBM Unica Distributed Marketing

With Unica Distributed Marketing, local marketing teams have a simple but powerful way to access to all potential marketing campaigns run out of headquarters that are relevant to their territories. Unica Distributed Marketing also lets marketers in the field create their own campaigns tailored to local conditions, subject to rules and best practices specified by headquarters. For more information, visit

<http://www.ibm.com/software/products/us/en/distributed-marketing/>

IBM Unica eMail Optimization

Unica Email Optimization comprises three primary components which together function as a total quality control tool set for email marketing messages, the cornerstone of any digital marketing initiative. It also offers a set of analytic tools to extend email's reach and insight through social media.

- **IBM Unica eDeliverability Tracker:** Unica eDeliverability Tracker's digital tools help marketers ensure the ongoing deliverability of their critical email marketing campaigns across a broad set of global ISPs and domains. Through Unica Email Optimization's speed tracking and testing capabilities, marketers can ensure the ongoing positive mailing reputation needed to enable them to deliver mission-critical email to the inbox.
- **Unica eDesign Optimizer:** Today's emails have to function equally well and convey the same message across multiple platforms and devices. Unica eDesign optimizer helps marketers ensure the integrity of their links, images, message, and branding across web, desktop, and the newest mobile platforms and technologies.
- **IBM Unica Social Email Analytics:** With social email analytics, marketers can track the links and offers in their emails across digital channels, identify their biggest fans, and reward their loyalty. Unica Social Email Analytics gives marketers key insight into how brand awareness forms and is driven through their emails.

IBM Unica Interact

With Unica Interact, marketers can personalize in real time the experience of customers interacting with web sites, call centers, and other inbound marketing channels. Unica Interact uses powerful, behavioral targeting analytics and marketer-defined business logic to deliver the optimal marketing message in each case. For more information, visit

<http://www.ibm.com/software/products/us/en/real-time-inbound-marketing/>

IBM Unica Leads

With Unica Leads, marketers can more effectively qualify, prioritize, and assigns leads, notify and deliver leads to sales teams and qualified agents, and measure results from leads passed. Unica Leads helps marketers increase lead close rates, which improves the return on investment (ROI) of lead-generation marketing investments. For more information, visit

<http://www.ibm.com/software/products/us/en/lead-management/>

IBM Unica Marketing Operations

With Unica Marketing Operations, marketers can increase their efficiency by gaining better control over their budgets and processes. Unica Marketing Operations helps marketers align resources to objectives, streamline production processes, track budgets and expenses, and improve team collaboration. For more information, visit

<http://www.ibm.com/software/products/us/en/enterprise-marketing-operations/>

IBM Unica Marketing Operations OnDemand

Unica Marketing Operations OnDemand (MOOD) streamlines the internal processes of today's marketing organizations to help them speed their campaigns to market. Through a comprehensive set of marketing resource management (MRM) tools and technologies, marketers can be certain that their projects remain on schedule and on budget. Marketing organizations are increasingly more reliant on external vendors and agencies to develop their production campaigns. Through Unica Marketing Operations OnDemand's secure hosted environment, marketers can manage the delivery of collateral from their external agencies and vendor relationships to work cooperatively across global regions through a version-controlled media library.

IBM Unica NetInsight

With Unica NetInsight, analysts and marketers have a dramatically simpler approach to collecting the data needed to understand online visitor behavior, and unparalleled flexibility for reporting and analysis. Unica NetInsight is a next-generation web analytics product designed from the ground up to meet the full range of today's and future online analysis requirements. For more information, visit

<http://www.ibm.com/software/products/us/en/on-premise-web-analytics/>

IBM Unica Optimize

With Unica Optimize, marketers can determine the optimal contact strategy over time for each customer or prospect. Unica Optimize looks across scheduled communications and balances marketing goals with corporate objectives and constraints to help ensure the optimal message is delivered at the optimal time. For more information, visit

<http://www.ibm.com/software/products/us/en/campaign-optimization/>

IBM Unica PredictiveInsight

With Unica PredictiveInsight, marketers are empowered to build predictive models on their own, without the help of analytical specialists, so they can improve the results of all their marketing programs. Unica PredictiveInsight gives marketing users the power to determine the most effective customer segmentation methods, which customers are most likely to respond, customer lifetime value, and the best cross-sell opportunities for each customer. For more information, visit

<http://www.ibm.com/software/products/us/en/predictive-analytics/>

Education support

The IBM Software Training team offers a portfolio of education services to help customers and IBM Business Partners successfully deploy and use IBM Coremetrics and Unica solutions. By building organizational skills and accelerating solution adoption, education plays a key role in ensuring that customers are able to receive the maximum benefit from their investment. The IBM curriculum provides a unique training value built on exclusive product knowledge direct from IBM developers cemented with expert instructors and flexible time and cost saving training options. The IBM Software Training team works closely with product developers and services

organizations to ensure that the courses we offer provide the most up-to-the-minute technical and product information.

IBM courses place an emphasis on the advanced knowledge and insight that only these sources can provide. IBM draws from a deep pool of technical experience in the development of our courses and passes that knowledge on to our students.

IBM Software Training provides training for the IBM software portfolio that spans the spectrum of skill requirements from introductory product overviews to advanced technical instruction. Learning imparted through course ware is bolstered with hands-on exercises that allow students to practice on fully-functional versions of the software.

To accommodate any logistical challenges associated with education, IBM offers customers with their choice in the way they would like training delivered:

- **Instructor-led classroom training:** This training follows the traditional education format where instructors lead students through material and exercises in a classroom setting.
- **Instructor-led online training:** Similar to the classroom format where instructors lead the class, instructors lead the courses remotely via online media. This helps customers reduce the time and expenses associated with travel.
- **Self-paced training:** In many cases, IBM provides customers with the opportunity to train at their own pace via Self-paced Virtual Classroom training. This recorded training leads students through materials and exercises, allowing them to work at their own pace. Students who have difficulty in rearranging their schedules to accommodate instructor-led classes benefit from this option.

To see the entire portfolio of Coremetrics and Unica courses, along with descriptions, locations, and availability dates, visit the following website and select your country under the appropriate solution heading.

http://www-304.ibm.com/jct03001c/services/learning/ites.wss/zz/en?pageType=page&c=W2954_30C12632K12

Offering Information

Product information is available via the Offering Information website

<http://www.ibm.com/common/ssi>

Also, visit the Passport Advantage® website

<http://www.ibm.com/software/passportadvantage>

Publications

Product information for all Unica and Coremetrics products is available through individual product user interfaces. Additionally:

- Product information for Unica on-premise products and Unica eMessage is available to customers at Unica Customer Central

<https://customers.unica.com>

- Product information for Coremetrics products, Unica Marketing Operations OnDemand, and Unica eMail Optimization is available to customers at the Coremetrics Support Portal

<https://supportlogin.coremetrics.com>

Technical information

Specified operating environment

Hardware requirements

For details on hardware requirements for the Enterprise Marketing Suite, visit

http://publib.boulder.ibm.com/infocenter/prodguid/v1r0/clarity/index.html?cmp=101AM&ct=101AMES1&cr=01_Net&cm=L&csr=IBMESA&cn=TOTDSPCR

Software requirements

Enterprise Marketing Management product prerequisites are explained in the [Key prerequisites](#) section. For details on the software requirements for the Enterprise Marketing Management Suite, visit

http://publib.boulder.ibm.com/infocenter/prodguid/v1r0/clarity/index.html?cmp=101AM&ct=101AMES1&cr=01_Net&cm=L&csr=IBMESA&cn=TOTDSPCR

The program's specifications and specified operating environment information may be found in documentation accompanying the program, if available, such as a README file, or other information published by IBM, such as an announcement letter. Documentation and other program content may be supplied only in the English language.

Packaging

Physical media are available as follows:

Media pack description	Part number
IBM Unica PredictiveInsight V8.6 English Media Pack	BN00EEN
IBM Unica Campaign V8.6 Multilingual Media Pack	BN00LML
IBM Unica Distributed Marketing V8.6 Multilingual Media Pack	BN00PML
IBM Unica Interact V8.6 Multilingual Media Pack	BN00SML
IBM Unica Optimize V8.6 Multilingual Media Pack	BN00VML
IBM Unica CustomerInsight V8.6 Multilingual Media Pack	BN00XML
IBM Unica Leads V8.6 Multilingual Media Pack	BN010ML
IBM Unica Marketing Operations V8.6 Multilingual Media Pack	BN015ML
IBM Unica NetInsight V8.6 Multilingual Media Pack	BN01CML

These programs, when downloaded from a website, contain the applicable IBM license agreement and License Information, if appropriate, and 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

IBM Enterprise Marketing Management on-premise products use the security and auditability features of the host operating system.

IBM Enterprise Marketing Management on Cloud provides the security and auditability features required for remotely accessible software. The customer is

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

Software Services

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Charge metric

The following charge metrics apply to offerings introduced in this announcement:

Program name	Charge metric
IBM Coremetrics Content Recommendations	Million Server Calls
IBM Coremetrics Explore Additional Client IDs for Explore Live Reports	Entity ID
IBM Coremetrics Content Recommendations Premium Onboarding Services	Engagement
IBM Unica Digital Profiler	Authorized User Campaign Thousand Server Calls Export
IBM Unica Marketing Operations OnDemand End User Training	Engagement
IBM Unica Marketing Operations OnDemand Project Manager Training	Engagement

IBM Unica Marketing Operations OnDemand Best Practices Workflow Consulting and Training	Engagement
IBM Unica Marketing Operations OnDemand Planning Module Implementation Consulting and Training	Engagement
IBM Unica eMessage Post Click Analytics	Access

Access

Access is a unit of measure by which the IBM SaaS may be obtained. An Access is the rights to use the IBM SaaS. Customer must obtain a single Access entitlement in order to use the IBM SaaS during the measurement period specified in Customer's Proof of Entitlement (PoE) or Transaction Document.

Authorized User

Authorized User is a unit of measure by which the program can be licensed. An Authorized User is a unique person who is given access to the program. The program may be installed on any number of computers or servers and each Authorized User may have simultaneous access to any number of instances of the program at one time. Licensee must obtain separate, dedicated entitlements for each Authorized User accessing the program in any manner directly or indirectly (for example, via a multiplexing program, device, or application server) through any means. An entitlement for an Authorized User is unique to that Authorized User and may not be shared, nor may it be reassigned other than for the permanent transfer of the Authorized User entitlement to another person.

Note: Some programs may be licensed where devices are considered users. In that case, the following applies. Any computing device that requests the execution of or receives for execution a set of commands, procedures, or applications from the program or that is otherwise managed by the program is considered a separate user of the program and requires an entitlement as if that device were a person.

Campaign

Campaign is a unit of measure by which the IBM SaaS can be obtained. A Campaign represents the segmentation of data for specific marketing campaigns within the IBM SaaS. Sufficient entitlements must be obtained to cover the number of Campaigns used during the measurement period specified in a Proof of Entitlement (PoE) or Transaction Document.

Engagement

Engagement is a unit of measure by which the services can be obtained. An Engagement consists of professional and/or training services including but not limited to a training event, business analysis, or a deliverable-based services event. Sufficient entitlements must be obtained to cover each Engagement.

Entity ID

Entity ID is a unit of measure by which the IBM SaaS can be obtained. An Entity ID is a unique identifier which may be referred to in the SaaS environment by different terms that may include, but would not be limited to, Client ID, customer ID, partner ID, supplier ID, vendor ID or EDI ID within the IBM SaaS. Sufficient entitlements must be obtained to cover the number of Entity IDs identified in the IBM SaaS during the measurement period specified in Customer's Proof of Entitlement (PoE) or Transaction Document.

Additionally for IBM Coremetrics: For the IBM SaaS, the Entity ID (often referred to as a Client ID in the SaaS usage) separates and/or controls access rights to data in the IBM SaaS which may encompass processed data from one or more web sites.

Additional Entity IDs are only needed if Customer exceeds amount entitled with the IBM SaaS.

Export

Export is a unit of measure by which the IBM SaaS can be obtained. An Export represents the exporting of data contained within the IBM SaaS for use by Customer outside of the IBM SaaS. An entitlement must be obtained to receive data exported from IBM SaaS.

Million Server Calls

Million Server Calls (MSCs) is a unit of measure by which the IBM SaaS can be obtained. MSCs are one (1) million Server Calls. A Server Call is data passed to and processed by IBM SaaS as a result of a tagged event, initiated by a tracked visitor for one Client ID. A Server Call processed by different Client IDs will be counted as a unique Server Call for each unique Client ID. A Client ID separates and/or controls access rights to data in the IBM SaaS which may encompass processed data from one or more Customer web sites. Sufficient entitlements must be obtained to cover the number of Million Server Calls used during the measurement period specified in a Proof of Entitlement (PoE) or Transaction Document.

Server Call

Server Call is a unit of measure by which the IBM SaaS can be obtained. A Server Call is data passed to and processed by IBM SaaS as a result of a tagged event, initiated by a tracked visitor. Sufficient entitlements must be obtained to cover the number of Server Calls used during the measurement period specified in a Proof of Entitlement (PoE) or Transaction Document.

Product prerequisites apply

The following products require IBM Unica Campaign V8.6:

- IBM Unica Distributed Marketing V8.6 offerings
- IBM Unica Optimize V8.6 offerings
- IBM Unica eMessage

The following products require IBM Unica Marketing Operations V8.6:

- IBM Unica Marketing Operations API V8.6
- Unica Marketing Asset Management Add-On V8.6 offerings
- Unica Financial Management Add-On V8.6 offerings

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IBM Unica eMessage (5725-E28)

Program name and description	Part number
IBM Unica eMessage Post Click Analytics Access per Annum	D0PT2LL
IBM Unica eMessage Post Click Analytics Daily Fee for Partial Month	D0PT3LL

IBM Coremetrics Web Analytics (5725-E35)

Program name and description	Part number
IBM Coremetrics Content Recommendations Million Server Calls per Month	D0P8ZLL
IBM Coremetrics Content Recommendations Daily Fee for Partial Month	D0P90LL

IBM Coremetrics Content Recommendations Million Server Calls Coverage	D0P91LL
IBM Coremetrics Additional Client IDs for Explore Live Reports Entity ID per Month	D0P92LL
IBM Coremetrics Additional Client IDs for Explore Live Reports Daily Fee for Partial Month	D0P93LL
IBM Coremetrics Content Recommendations Premium Onboarding Services Engagement Remotely Delivered Service	D0PRMLL

IBM Unica eMail Optimization (5725-E42)

Program name and description	Part number
IBM Unica Digital Profiler 1000 Server Calls per Month	D0PNCLL
IBM Unica Digital Profiler Daily Fee for Partial Month	D0PNDLL
IBM Unica Digital Profiler 1000 Server Calls Coverage	D0PNELL
IBM Unica Email Optimization Authorized User On-Demand Setup	D0PNFLL
IBM Unica eReputation Manager Report Group On-Demand Setup	D0PNGLL
IBM Unica eDesign Optimizer Report Group On-Demand Setup	D0PNHLL
IBM Unica eContent Scorer Report Group On-Demand Setup	D0PNILL
IBM Unica eDelivery Tracker Report Group On-Demand Setup	D0PNJLL
IBM Unica Social Email Analytics Report Group On-Demand Setup	D0PNKLL
IBM Unica Digital Profiler Authorized User per Month	D0PNLLL
IBM Unica Digital Profiler Authorized User Daily Fee for Partial Month	D0PNMLL
IBM Unica Digital Profiler Authorized User Overage	D0PNNLL
IBM Unica Digital Profiler Campaign per Month	D0PNPLL
IBM Unica Digital Profiler Campaign Daily Fee for Partial Month	D0PNQLL
IBM Unica Digital Profiler Campaign Overage	D0PNRLL
IBM Unica Digital Profiler Campaign On-Demand Setup	D0PNSLL
IBM Unica Digital Profiler Export per Month	D0PNTLL
IBM Unica Digital Profiler Export Daily Fee for Partial Month	D0PNULL

IBM Unica Marketing Operations OnDemand (5725-F54)

Program name and description	Part number
IBM Unica Marketing Operations OnDemand End User Training Engagement remotely Delivered Service	D0PCFLL
IBM Unica Marketing Operations OnDemand Project Manager Engagement Remotely Delivered Service	D0PCGLL
IBM Unica Marketing Operations OnDemand Best Practices Workflow Consulting and Training Engagement Remotely Delivered Services	D0PCHLL
IBM Unica Marketing Operations OnDemand Planning Module	D0PCILL

Passport Advantage customer: Media pack entitlement details

Media packs for the following on-premise products have been refreshed in this release and have new part numbers. Customers with active maintenance or subscription for these products are entitled to receive the refreshed media packs.

Media pack description	Part number
IBM Unica PredictiveInsight V8.6 English Media Pack	BN00EEN
IBM Unica Campaign V8.6 Multilingual Media Pack	BN00LML
IBM Unica Distributed Marketing V8.6 Multilingual Media Pack	BN00PML

IBM Unica Interact V8.6 Multilingual Media Pack	BN00SML
IBM Unica Optimize V8.6 Multilingual Media Pack	BN00VML
IBM Unica CustomerInsight V8.6 Multilingual Media Pack	BN00XML
IBM Unica Leads V8.6 Multilingual Media Pack	BN010ML
IBM Unica Marketing Operations V8.6 Multilingual Media Pack	BN015ML
IBM Unica NetInsight V8.6 Multilingual Media Pack	BN01CML

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Corrections

(Corrected on December 10, 2015)

In the Program number section deleted IBM Unica Detect V8.6.0.

(Corrected on June 12, 2012)

Fixed URL in Hardware and Software requirements sections.