IBM Watson Campaign Automation, IBM Watson Campaign Automation SMS, and IBM Universal Behavior Exchange deliver new and updated service options

At a glance

IBM Watson Campaign Automation, IBM Watson Campaign Automation SMS, and IBM Universal Behavior Exchange (IBM UBX) add new remotely delivered consulting services to assist organizations with enablement tasks.

- Watson Campaign Automation adds a new consulting service option that helps users new to Watson Campaign Automation to create email campaigns.
- Watson Campaign Automation SMS adds consulting services for short message service (SMS) onboarding focused on text message marketing campaigns.
- IBM UBX adds consulting services that walk users through standard use cases for application to application exchange of customer behavior data.

Overview

**Watson Campaign Automation New User Email Onboarding Program**

With Watson Campaign Automation New User Email Onboarding Program, organizations get remote consulting services for email onboarding targeted for existing users who need a refresher course in how to take advantage of email marketing campaign capabilities of Watson Campaign Automation or new users of Watson Campaign Automation. Consulting services are coordinated through a single point of contact and delivered through a series of remote meetings (maximum of 10). This service expires 90 days from the start date of the engagement regardless of whether all hours have been used.

Meeting topics:

- Introduction and transition to IBM systems and platforms
- Core onboarding and setup topics, database and marketing content best practices, email deliverability, email program automation, scoring models, and reporting
- Post-onboarding transition to IBM support services

An active subscription to Watson Campaign Automation is required.

**Watson Campaign Automation SMS Light Onboarding and Watson Campaign Automation SMS Onboarding**
These programs deliver remote consulting services for short message service (SMS) onboarding and are targeted to users who want to take advantage of Watson Campaign Automation SMS for text message marketing campaigns. Consulting services are coordinated through a single point of contact and delivered through a series of remote meetings over 90 to 180 days; number of days varies by program purchased.

Meeting topics:

- Introduction and transition to IBM systems and platforms
- Core onboarding and setup topics for SMS, including dedicated code procurement processing (if purchased), mobile database enablement, SMS consent, SMS channel audience segmentation, and SMS automation
- Post-onboarding transition to IBM support services

An active subscription to Watson Campaign Automation SMS is required.

**IBM Universal Behavior Exchange Standard Use Case Consultation**

Organizations get remote consulting services that leverage standard use cases for IBM UBX for data exchange between applications that are approved UBX end points. This program includes up to 20 hours of remote consultation and expires 90 days from the start date of the engagement regardless of whether all hours have been used. Consultants provide discovery assistance, initial UBX implementation and setup, and advice on use case implementation. Custom end point development and integration consulting services are not included.

**Additional updates for Watson Campaign Automation**

Organizations that currently have an optional subscription to IBM Watson Campaign Automation-AddOn-Multifactor Authentication will no longer be charged for the optional subscription. Organizations now receive access to multifactor or two-factor authentication when they migrate to the new user experience for Watson Customer Engagement Experience.

**Additional updates for Watson Campaign Automation SMS**

IBM Watson Campaign Automation SMS UBX Send is renamed IBM Watson Campaign Automation SMS SMPP Send to support the updated short message peer-to-peer (SMPP) functionality now included in Watson Campaign Automation SMS.


**Key prerequisites**

Watson Campaign Automation requires an internet connection and browser. System requirements are available in IBM Knowledge Center.

Watson Campaign Automation SMS requires an internet connection and browser.

IBM UBX requires an internet connection and browser.

**Planned availability date**

November 13, 2018
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

Watson Campaign Automation, Watson Campaign Automation SMS, and IBM UBX are part of the comprehensive Watson Marketing portfolio. Watson Marketing brings the power of cognitive learning to marketers to help them deepen customer engagement, grow brand value, and fuel strategic growth. For more information, go to the Watson Marketing website and look for Personalized Marketing.

Reference information

For information about Watson Campaign Automation, Watson Campaign Automation SMS, and Universal Behavior Exchange, use the IBM Offering Information website to search for product announcements.

For information about Watson Campaign Automation, go to Watson Marketing and select Personalization.

For information about IBM UBX, see IBM Universal Behavior Exchange.

Information about Watson Campaign Automation SMS is in IBM Knowledge Center. Search for mobile messaging.

Program number

<table>
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<tr>
<th>Program number</th>
<th>VRM</th>
<th>Program name</th>
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<tbody>
<tr>
<td>5725-W69</td>
<td>Cloud Service</td>
<td>IBM Watson Campaign Automation</td>
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<tr>
<td>5900-A0Q</td>
<td>Cloud Service</td>
<td>IBM Universal Behavior Exchange</td>
</tr>
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</table>

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.

Education resources for sellers

IBM Business Partners: To access resources, IBM Business Partners should go to IBM PartnerWorld® Sellers Briefcase and select Personalized Marketing in the Solution drop down.

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 Watson Campaign Automation can be accessed in IBM Knowledge Center. Product documentation is also available through the product interface by accessing the Help menu.

Documentation for Watson Campaign Automation SMS can be accessed in IBM Knowledge Center under Watson Campaign Automation.

Documentation for Universal Behavior Exchange can be accessed in IBM Knowledge Center.

### 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**

Watson Campaign Automation requires an internet-connected computer with a supported web browser. System requirements are available in IBM Knowledge Center.

Watson Campaign Automation SMS requires an internet connection and browser.

IBM UBX requires an internet connection and browser.

User eligibility for IBM UBX requires active entitlement to a Watson Customer Engagement offering.

For an organization to share data between applications in IBM UBX, users must have valid licenses or entitlements to the applications that they connect to for data sharing. Application providers must define authorization requirements when they register and integrate their applications with IBM UBX.

**Companion products**

For information about current companion offerings, see Watson Marketing website.

**Planning information**

**Packaging**
These offerings are accessed through the internet. There is no physical media or electronic deliverable.

**Security, auditability, and control**

Watson Marketing offerings provide the security and auditability features required for remotely accessed software. The IBM data security and privacy principles for Cloud Service are available at the [Cloud Services data security and privacy](#) website.

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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**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.

Product group: Watson Marketing

Products: Watson Campaign Automation (5725-W69), Watson Campaign Automation SMS (5725-V28), and Universal Behavior Exchange (5900-A0Q)

Product category: Watson Marketing

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**Passport Advantage**

**Watson Campaign Automation (5725-W69)**

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<td>IBM Watson Campaign Automation-AddOn-Budget and Expense Planning Ongoing Services-Engagement per Month</td>
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The new UI experience for Watson Customer Engagement includes multifactor authentication. Multifactor authentication is no longer a separately purchased add-on. Subscribers who purchased the following part number will no longer be charged a fee.

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<td>IBM Watson Campaign Automation-AddOn-MultiFactor Authentication-Function-Authorized User per Month</td>
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**Watson Campaign Automation SMS (5725-V28)**
The following Watson Campaign Automation SMS part numbers are renamed to reflect the inclusion of the short message peer-to-peer (SMPP) functionality now in Watson Campaign Automation SMS.

<table>
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<td>IBM Watson Campaign Automation SMS UBX Send Access One Time Setup</td>
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<tr>
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**Universal Behavior Exchange (5900-A0Q)**

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**Charge metric**

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<td>IBM Watson Campaign Automation SMS</td>
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<td>Engagement, Access, Digital Messages</td>
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Service Descriptions (SDs) include charge metric definitions that apply to part numbers. Go to the Cloud Services terms website to search for the latest SDs by name or SD document number.

**Terms and conditions**

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Additional technical support information for this Cloud Service offering may be found in the IBM Support Handbook or in service-specific documentation.

Service Description

The following Service Description documents apply to the offerings in this announcement.

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</table>

See the Cloud Services terms website and search using the four-digit base Service Description number.

Limited warranty

See the warranty defined in the applicable agreement governing client's acquisition for this offering.

Money-back guarantee

No

Volume orders (IVO)

No

Passport Advantage applies

Yes, information is available on the Passport Advantage and Passport Advantage Express website.

Usage restrictions

Yes. This offering is subject to usage restrictions.

See the Service Description document on the Cloud Services terms website for details.

Educational allowance available

No.

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