IBM omni-channel marketing V10.0 delivers integration with IBM Marketing Cloud, a redesigned user experience, and enhancements to individual offerings

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At a glance

IBM\textsuperscript{(R)} omni-channel marketing V10.0 includes new product integrations and features, enabling marketers to design and execute advanced, personalized marketing across multiple channels:

- A redesigned user interface to unify offerings and enhance the cross-product user experience for marketers across the omni-channel marketing and marketing cloud portfolios
- New product integration that enables marketers to conduct end-to-end marketing activities, from customer journey planning to offer and campaign management to digital execution and tracking
- Enhanced offer orchestration and testing, allowing marketers to simulate and optimize offering messages and engagements
- Sophisticated event detection capabilities to give marketers real-time insight into customer behavior patterns
- Various interface usability and customer experience enhancements for marketers across the omni-channel marketing portfolio
- New digital messages channel for IBM Interact, as well as pricing structure changes for Interact and IBM Marketing Operations

Overview

IBM omni-channel marketing empowers marketers, through a unified suite of offerings, to optimize their customer engagements with relevant and timely messages that help to build brand loyalty and drive customer conversions across multiple channels.

Version 10.0 includes new features and product offerings:

- IBM Campaign, Interact, and IBM Contact Optimization user interface and user experience are enhanced and redesigned to give marketers consistency across IBM Marketing Solutions.
- Campaign integration with IBM Marketing Cloud and IBM Journey Designer enable marketers to conduct end-to-end marketing activities from customer journey planning, to offer and campaign management, to digital execution and tracking.
• Campaign integration with Marketing Cloud delivers new capabilities to marketers that include automation, shared data integration, and direct execution to Marketing Cloud.
• Interact enhances offer orchestration for marketers by adding a new testing simulator for preproduction testing and optimization of offer logic. Interact delivers new gateways to Marketing Cloud to allow marketers to engage with customers in real time through digital messaging.
• IBM Opportunity Detect now offers sophisticated event detection capabilities, equal to IBM Detect, and in addition, gives marketers real-time insight into customer behavior and behavioral patterns, real-time file connection capabilities, import and export between systems, and monitoring of events and patterns.
• Marketing Operations offers marketers usability enhancements that include dynamic forms with related attributes, markup enhancements with free-form notation, and new REST APIs.
• IBM Distributed Marketing delivers new REST APIs, and several usability and customer enhancements.
• IBM Marketing Platform offers marketers a streamlined product upgrade path, new scheduling capabilities for launching external triggers or APIs, context-driven help, and new security framework to support SAML 2.0.
• Interact and Marketing Operations feature pricing and licensing restructuring that simplify customers' buying and licensing experience. For example, Interact authorized user entitlements are now unlimited and no longer charged separately.

In addition, version 10.0 includes many enhancements to solution usability, performance, and integrations with other IBM Marketing Solutions offerings.

Key prerequisites

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

The following IBM products additionally require entitlement to Campaign V10.0:
• IBM Contact Optimization V10.0 offerings
• IBM Distributed Marketing V10.0 offerings

The following IBM products additionally require entitlement to Marketing Operations V10.0:
• IBM Marketing Operations API V10.0
• IBM Financial Management Add-On V10.0 offerings
• IBM Marketing Asset Management Add-On V10.0 offerings

The following IBM products additionally require entitlement to Interact V10.0:
• IBM Interact Advanced Patterns for ATM, Kiosk, POS V10.0
• IBM Interact Advanced Patterns for Digital Interactions V10.0
• IBM Interact Advanced Patterns for Interactive Voice Response V10.0
• IBM Interact Advanced Patterns for Mobile Interactions V10.0
• IBM Interact Advanced Patterns for Sales and Service Agents V10.0

Planned availability date

June 15, 2016
IBM omni-channel marketing empowers marketers, through a unified suite of offerings, to optimize their customer engagements with relevant and timely messages that help to build brand loyalty and drive customer conversions across multiple channels.

**Campaign V10.0**

The Campaign user interface is redesigned and includes IBM Cognos® reports, for an enhanced user experience. Marketers can benefit from an omni-channel marketing solution because of real-time analysis of customer behavior that is powered by the deep segmentation and data manipulation capabilities available as part of Campaign. Marketers using Campaign can now deliver messages to digital channels through Marketing Cloud by using new process boxes in the Campaign flowchart to perform a sequence of actions for campaign execution to email, SMS text messages, and mobile push. Campaign now supports navigation from Journey Designer storyboards to campaigns, allowing marketers to move from journey design to execution. Campaign APIs are rewritten to support the REST architecture.

**Interact V10.0**

The Interact user interface is redesigned to offer marketers an enhanced user experience. The new simulator helps marketers ensure that their targeting logic properly delivers offers to the right customers before deploying offers to production. Also, with triggered message updates, marketers can benefit from new gateway support through IBM Universal Behavior Exchange (UBX) inbound channels, UBX outbound channels, and through IBM Mobile Push.

**Marketing Operations V10.0**

Marketing Operations features new usability enhancements, including dynamic forms, enhanced native markup that supports freeform notation capabilities, and offers suppression capabilities to help create and configure end-to-end offers for use in Interact. Dynamic forms can now show attributes that pertain only to a specific channel. For example, if direct mail is the selected channel, the displayed attributes will pertain only to direct mail. Attributes for other channels, such as email, are hidden. This new feature simplifies forms, shortens forms, and allows similar activities to be combined in the same template.

**Opportunity Detect V10.0**

Opportunity Detect adds message queue support for RabbitMQ that enables sending and receiving of real-time messages through the RabbitMQ queue server. Opportunity Detect can now offer support for real-time file connectivity that allows input files to be processed immediately after they are placed in the feed directory. Opportunity Detect also supports real-time profile loading. Additionally, Opportunity Detect offers a new mechanism to support data import and export between environments, which offers these key benefits:

- Logic developed in an environment outside the firewall can be imported to an environment inside the firewall.
- A design-time copy of deployed logic can be retained.

A new Monitoring Utility can now report on the number of transactions processed by monitoring deployments and then issue a notification if a job in the working deployment fails. In this release, Opportunity Detect now offers sophisticated event detection capabilities that are equal to Detect.

**Distributed Marketing V10.0**

Distributed Marketing delivers APIs that support the REST architecture. The new REST APIs can be used to customize the Distributed Marketing front end to Campaign, and create a front-end interface that meets the organization's design style and the requirements of their field marketers. In this release, Distributed Marketing also includes enhancements to existing capabilities and additional enhancements to customer usability.
Contact Optimization V10.0

The Contact Optimization user interface is redesigned to offer marketers a greatly enhanced user experience.

Marketing Platform V10.0

Marketing Platform is the base module for the omni-channel marketing portfolio and now offers new and enhanced scheduling capabilities, such as the ability to run an external script or use API input. In this release, Marketing Platform also enhances the upgrade capability, delivers a new security framework based on SAML 2.0, as well as enhanced support for federated single sign-on (SSO) authentication.

Pricing and licensing restructure for omni-channel marketing

Restructured pricing and licensing for Interact and Marketing Operations simplify ordering and customers' ability to monitor license compliance. These changes require the withdrawal and replacement of orderable part numbers.

Interact

- Entitlements for authorized user are now unlimited and no longer required to be purchased separately.
- Interact base channel offerings now also include entitlement to the corresponding IBM Interact eXtreme Caching channel offerings and the IBM Interact eXtreme Caching API. Interact Advanced Patterns offerings continue to be sold separately.
- The digital interactions channel for Interact is expanded to include mobile interactions; a separate Interact offering for mobile interactions will no longer be sold.
- The new digital messages offering in Interact extends Interact to include the use of SMS type messages.
- New customers will use new, replacement part numbers. Existing customers of the restructured Interact offerings will not experience a negative impact to their entitlements, nor to subscription and support coverage and fees, and will be migrated to the replacement part numbers coincident with a future renewal of their subscription and support license.

Marketing Operations

- The limited use environment offerings, which restricted the total number of users, are withdrawn and replaced by unrestricted use environment offerings.
- Existing customers of Marketing Operations limited use environment offerings will be automatically migrated to an equal number of the corresponding unrestricted environment offerings, and customers can now purchase additional user licenses. Existing customers will not experience a negative impact to their subscription and support coverage and fees.

For details about the withdrawal and replacement parts, refer to Withdrawal Announcement 916-113, dated May 16, 2016.

Accessibility by people with disabilities

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

Product positioning

IBM omni-channel marketing 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 IBM Marketing Solutions website and select omni-channel marketing.

Reference information

For information about earlier releases, refer to:


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Publications

Documentation for omni-channel marketing products can be accessed in IBM Knowledge Center, the home for IBM product documentation.

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

Product information is also available through individual product user interfaces.

Additionally, product information for on-premises products is available at the IBM Support Portal 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 or to contact a Software Services sales specialist, go to the IBM Software Services website.
**Specified operating environment**

**Software requirements**
For the most current system requirements for IBM omni-channel marketing products, go in IBM Knowledge Center. Find the welcome page for an omni-channel marketing product, and look for the document link: Recommended Software Environments and Minimum System Requirements.

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.

**Limitations**
Information can be found in the Usage restrictions section of the Terms and conditions of this announcement. See also the License Information documents found on the IBM Software License Agreement website.

**Planning information**

**Packaging**
This offering is delivered through the Internet. There is no physical media.

This program, when downloaded from a website, contains 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 Commerce on premises offerings use the security and auditability features of the host hardware or software.

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

**Ordering information**

This product is only available through Passport Advantage®. It is not available as shrinkwrap.

These products may only be sold directly by IBM or by authorized IBM Business Partners for Software Value Plus.

More information can be found on the IBM Software Value Plus website.

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

Product group: Omni-channel marketing

Products: IBM Campaign, IBM Contact Optimization, IBM Distributed Marketing, IBM Interact, IBM Interact Advanced Patterns, IBM Interact eXtreme Caching, IBM Opportunity Detect (5725-D22), IBM Marketing Operations (5725-D24)

Product category: IBM Marketing Solutions

**Passport Advantage**
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**License Information number**

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Yes

**Limited warranty**

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**Volume orders (IVO)**

No

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**System i Software Maintenance applies**

No

**Variable charges apply**

No

**Educational allowance available**

Not applicable.

**Statement of good security practices**

IT system security involves protecting systems and information through 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 lawful, comprehensive security approach, which will necessarily involve additional operational procedures, and may require other systems, products, or services to be most effective.

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**Prices**

**Business Partner information**

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Passport Advantage

For Passport Advantage information and charges, contact your IBM representative or authorized IBM Business Partner for Software Value Plus. Additional information is also available on the Passport Advantage and Passport Advantage Express website.

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Financing from IBM Global Financing helps you preserve cash and credit lines, enables more technology acquisition within current budget limits, permits accelerated implementation of economically attractive new technologies, offers payment and term flexibility, and can help match project costs to projected benefits. Financing is available worldwide for credit-qualified customers.

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