



MARKETING SUCCESS STARTS WITH U™

# Unica® Marketing Operations

## Streamline Processes and Improve Budget Management of All Marketing Programs

In today's fast-moving yet cost conscious marketing environment, balancing time-to-market and cost control are critical to success.

But how can marketers execute campaigns and programs faster without sacrificing quality and results? How can they track their budgets and expenses close enough to ensure they are investing optimally without slowing everything down?

The answer is Unica Marketing Operations, with features that improve the operational efficiency and effectiveness of any marketing organization:

- **Budgeting and forecasting:** create and allocate budgets, define performance objectives, then adjust plans as needed over time and see the impact of dialing spend up and down
- **Integrated campaign planning and execution:** bring the work of those who plan campaigns and those who execute them together into a single, collaborative environment
- **Expense management:** manage all aspects of marketing expenses from cost center definition to purchase order generation to invoice processing
- **Standardized workflow:** define best-practice workflows and processes and ensure everyone on the marketing team uses them
- **Online approvals and electronic proofing:** automate the review process by using business rules to route approvals, and do proofing and mark-up of documents, ensuring sign-offs are properly obtained and audit trails are logged to meet regulatory compliance
- **Digital asset management:** manage all of the organization's digital assets in a secure asset library with powerful searching, graphical views, and version control
- **Configurable dashboards:** assemble personal views of all data and information pertinent to each individual's role in the organization
- **Flexible calendaring:** access a user-friendly, searchable calendar that can be filtered by brand, business unit, product, geography, or other dimension.

- **Reporting and analysis:** use pre-built reports or define custom reports with an easy-to-use report editor
- **Service-oriented architecture (SOA):** a full-featured, enterprise-class architecture featuring a web services API and trigger manager for connecting with outside systems

With Unica Marketing Operations, marketers can gain better control over the budgets and processes behind their marketing campaigns and programs.



Best practice workflows coordinate projects to reduce time to market.

### MANAGE AND COORDINATE ALL YOUR MARKETING ACTIVITIES IN ONE SOLUTION

Marketing Operations provides a central collaboration platform for sharing information as well as tracking project status and performance across all marketing activities. From establishing and communicating strategic objectives to defining the marketing programs that achieve these objectives; to managing the creation and approval of needed content; to tracking and analyzing results—all relevant marketing information is in one place. Tighter controls and enhanced visibility translate into fewer misaligned investments. Message boards and automated notifications facilitate communication

and collaboration between team members. As a result, greater operational efficiencies are gained, allowing marketers to get to market rapidly and spend more time on strategy.

### IMPROVE DECISION MAKING, MINIMIZE RISK

With Marketing Operations, marketers make sound strategic decisions, because greater visibility into what they're doing and spending money on helps them assess the impact of their investments. Marketers make better tactical decisions too, because they have greater control over their marketing portfolio and can help ensure that messages are coordinated and don't conflict. Marketers can adjust more quickly to changing market conditions due to better tracking of results, which enables mid-stream corrections.

### ENSURE STRATEGIC GOALS AND MARKETING ACTIVITIES ARE ALIGNED

Strategic goals, marketing plans, and budgets are centralized to promote clarity of agreed upon objectives and tactics to achieve business goals. Information on which programs are running and what budget has been allocated further increases visibility. The result is improved alignment of marketing plans and activities, since there are checks and balances to ensure budget is not spent until it connects with an objective.

### INCREASE RE-USE OF EXISTING WORK

Marketing Operations enables marketers to capture the work done on one activity in a way that makes it easily re-used elsewhere. This spares them from needing to "reinvent the wheel" every time. Not just creative assets, but other re-usable information such as promotional themes, product specifications, coupon offers, target audiences, event venues, production specifications and branch locations is stored centrally and can be easily pulled into plans for new marketing projects.

### ACHIEVE FASTER, LOWER COST EXECUTION OF ALL MARKETING ACTIVITIES

With Marketing Operations, initiatives and campaigns get to market sooner. Rather than reconciling individual project plans, chasing down approvals, and manually tracking creative changes, project plans and assets are centralized, approvals clear and automated. Everyone knows instantly what needs to get done next, by whom and when. Centralized best practice templates mean shorter ramp up times for new employees. Workloads are

balanced and bottlenecks avoided. Waste is eliminated, because better execution results in less duplication of effort, fewer rush fees and penalties, and allocation of resources to the right programs.

### ENSURE COMPLIANCE

By relying on Marketing Operation's centralized repository and advanced reporting capabilities, marketers reduce time and money spent satisfying demands from regulatory agencies, corporate auditors, and management oversight. Reports are easily generated, making marketing operations completely transparent, minimizing compliance fees and risks of penalties from Sarbanes-Oxley and other regulatory requirements.

### OPEN, FLEXIBLE ARCHITECTURE

Like all modules in Unica's Suite, Marketing Operations is based on an open architecture that makes it easy for IT to implement and allows you to leverage your existing infrastructure and data. Marketing Operations utilizes a 3-tier J2EE architecture, which separates the web server, application server, and backend data sources—promoting openness and flexibility across the suite. In addition, Marketing Operations easily integrates with third-party applications leveraging its powerful SDK, allowing you to share and use data captured in other programs to analyze overall marketing performance in real time and further automation within your organization.

### WHAT WE DO

Unica provides innovative marketing solutions that turn your passion for marketing into business success.

### ABOUT US

Unica Corporation (NASDAQ: UNCA) is the definitive leader in innovative marketing software solutions. Unica's advanced set of enterprise marketing management and on-demand marketing solutions empowers organizations and individuals to turn their passion for marketing into valuable customer relationships and more profitable, timely, and measurable business outcomes. Unica's solutions integrate and streamline all aspects of online and offline marketing. Unica's unique interactive marketing approach incorporates customer and web analytics, centralized decisioning, cross-channel execution, and integrated marketing operations. More than 800 companies worldwide depend on Unica for their marketing management solutions.

### SPECIFICATIONS

- **Operating systems:** AIX, Windows, Solaris, Red Hat Linux, SUSE Linux
- **Application servers:** IBM WebSphere, BEA WebLogic
- **Databases:** IBM DB2, Microsoft SQL Server, Oracle
- **Web-based thin client:** Microsoft Internet Explorer for Windows, Safari for Mac



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PS-MO-0709-PDF

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