

IBM Commerce

Get expert resources to help you build campaigns when you need them with IBM Campaign Execution Assistance



Take full advantage of IBM's Cross-channel marketing execution capabilities by extending your existing team with IBM experts.

Client value delivered

Whether you need resources with IBM Campaign knowledge on a short or long term basis, IBM can help you through seasonal increases, time sensitive campaigns, or resource reorganizations.

- Experienced resource who can effectively design and develop campaigns to rapidly bring you value
- Knowledgeable resources who also coach your team on best practices
- Offshore resources that provide value at a lower cost and working off hours to provide campaigns for you the next working day
- Flexible resource availability for the time period that fits your needs

Approach

- **Discovery** - Facilitate Kickoff Session; Conduct discovery to determine marketing schedule and develop campaign execution approach; Develop working campaign schedule plan
- **IBM Campaign Business Solution Consultant** will work with your team to determine campaign development needs and priorities; Help develop design specifications for campaigns ; Transition nightly tasks to Offshore resource(s); Support testing effort of new campaigns to transition into production; Provide knowledge transfer and product usage assistance as needed
- **IBM Campaign Offshore Business Solution Consultant** will work remotely to implement IBM Campaign changes & Unit Test; Notify IBM Campaign Business Solution Consultant and Client that campaigns ready testing

Benefits

- Taking full advantage of IBM's Cross-channel marketing execution capabilities by extending your existing team with IBM experts
- Leverage IBM's deep experience and best practices to maximize business value faster and increase ROI

Deliverables

Production ready marketing campaigns

Deliver with confidence

You're not alone building and deploying your solution. IBM Software Services is comprised of global professionals with extensive experience generating business value focused on customer success. To each project we bring unparalleled depth and breadth of marketing application and process expertise.

IBM Services

IBM uses a global, blended delivery approach to minimize risk and manage timeline, responsibilities and costs.

For more information

Contact an IBM sales representative at swsvcs@us.ibm.com

