

IBM Commerce

IBM Omni-channel Marketing Performance Optimization Assessment



Get the most out of your IBM Unica solution with IBM Software Services Performance Optimization Assessment.

IBM Software Services offers a Performance Optimization Assessment for your IBM Campaign application and one additional application from the following...IBM Marketing Operations, eMessage, or Distributed Marketing, to identify performance and scalability issues of your solution.

Client value

Streamline your campaigns & help meet your marketing goals faster

Assessment activities

- **Kickoff Meeting** - Review Statement of Work ; Define Project Team ; Coordinate Schedules ; Define Project Plan
- **Prepare for Performance Assessment** - Meet with user set, managers, and technical team; Review Assessment Checklist; Develop work plan
- **Performance Assessment** - Review current state technical infrastructure; Review functionality as currently configured and developed in the production environment for your Campaign and one additional application (Marketing Operations, eMessage, or Distributed Marketing)
- **Deep Dive into Problem Areas** - Analyze and identify opportunities for performance improvement; Provide detailed knowledge transfer; Provide best practice recommendations; Advise on the advantages of new features
- **Documentation** - Finalize Recommendations Report
- **Review Recommendations** - Meet with key stakeholders to review recommendations and plan next steps
- **Project Closure**

Benefits

- Software Services is devoted to reducing project time, mitigating project risk, and helping you realize rapid returns from your investment in the IBM Suite.
- Leverage IBM's deep experience and best practices to maximize the performance of your production environment.

Deliverables

Recommendations Report

IBM consultants are focused on helping you progress to the next level of marketing skill and expertise. Our professionals work alongside you to help improve your ability to respond to marketing opportunities.

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

