

IBM Commerce

IBM Omni-channel Marketing Transition Assessment



The IBM Transition Assessment provides you the path to migrate to an IBM Omni-channel Marketing solution that will manage both cross-channel and digital marketing.

Regardless of your catalyst to successfully transition from your existing solution to the IBM Omni-channel Marketing suite, you need a trusted and experienced adviser who understands your business needs and can successfully architect your move to the IBM solution.

Let IBM Software Services show you how the IBM Omni-channel Marketing suite can help you realize your marketing business strategies and goals.

Client value delivered

The transition to the fully integrated IBM Omni-channel Marketing suite will help you:

- Engage with your customers and prospects across multiple channels
- Move to a customer centric focus where the customer regards marketing as a service
- Reduce costs and increase marketing agility

The transition approach

- **Project Kickoff** - Review Statement of Work; Define Project Team; Define Project Plan
- **Assessment Workshop** - Understand the business drivers, i.e. current business issues and future direction, what issues are being faced that the current marketing environment cannot address & how do you expect marketing/campaign processes to change; Understand the technical environment i.e. platform, data, interfaces & sizing; Understanding the marketing environment, i.e. Marketing process & Migration
- **Report Findings** - Review and discuss Recommendations Report

Benefits

Working with your team, IBM Software Services reviews your current infrastructure, campaigns, data sources and channel integrations in order to outline your transition options

Deliverables

Transition Assessment Recommendations Report including:

- Scoping documentation containing the definition of the current marketing environment
- Identification of benefits
- Details of the IBM Software
- Estimates for transition project

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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

