



Sales Software Partner Day 2013

Industry Solutions

IBM Smarter Marketing

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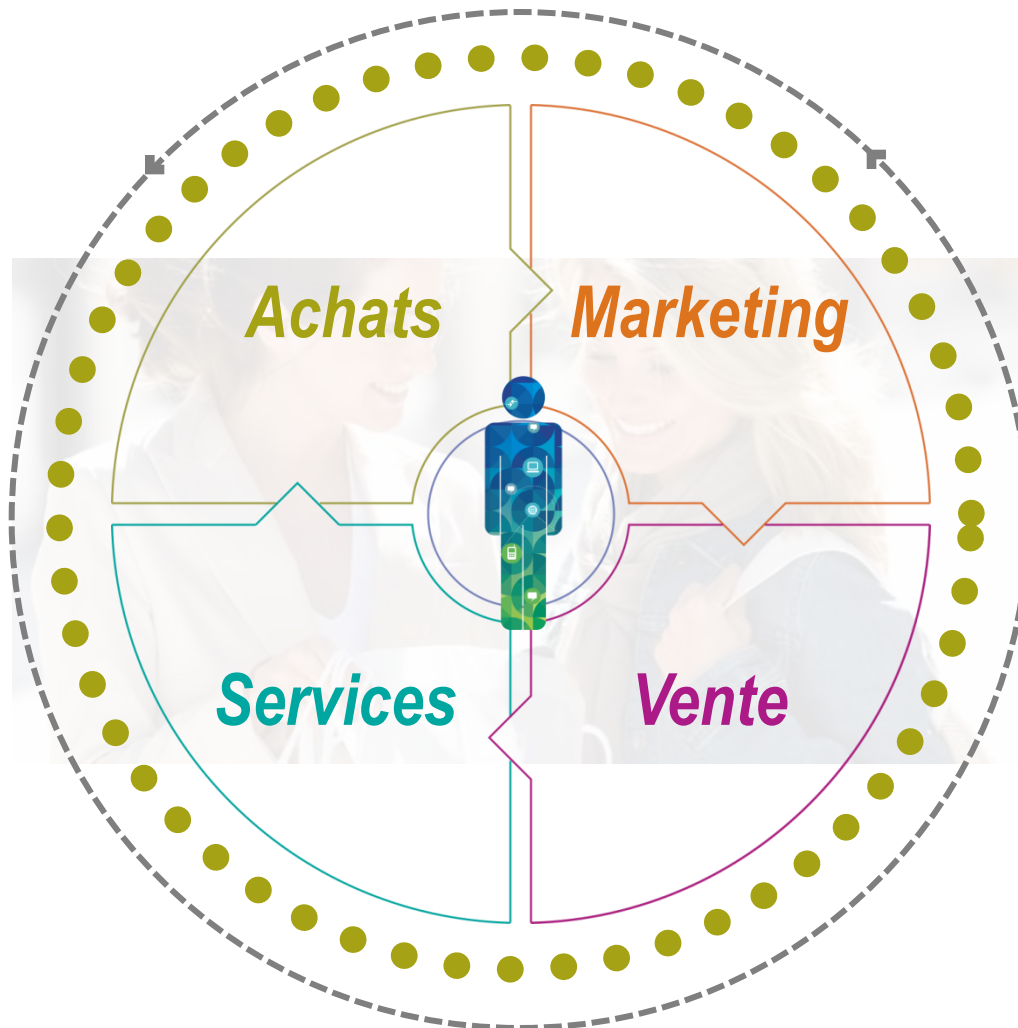
L'approche Smarter Commerce



Expérience client à 360°

Achats
Synchroniser toute la chaîne pour réduire les erreurs et renseigner le client en temps réel

Services
Prévoir que le service est un composant complet de la satisfaction du client

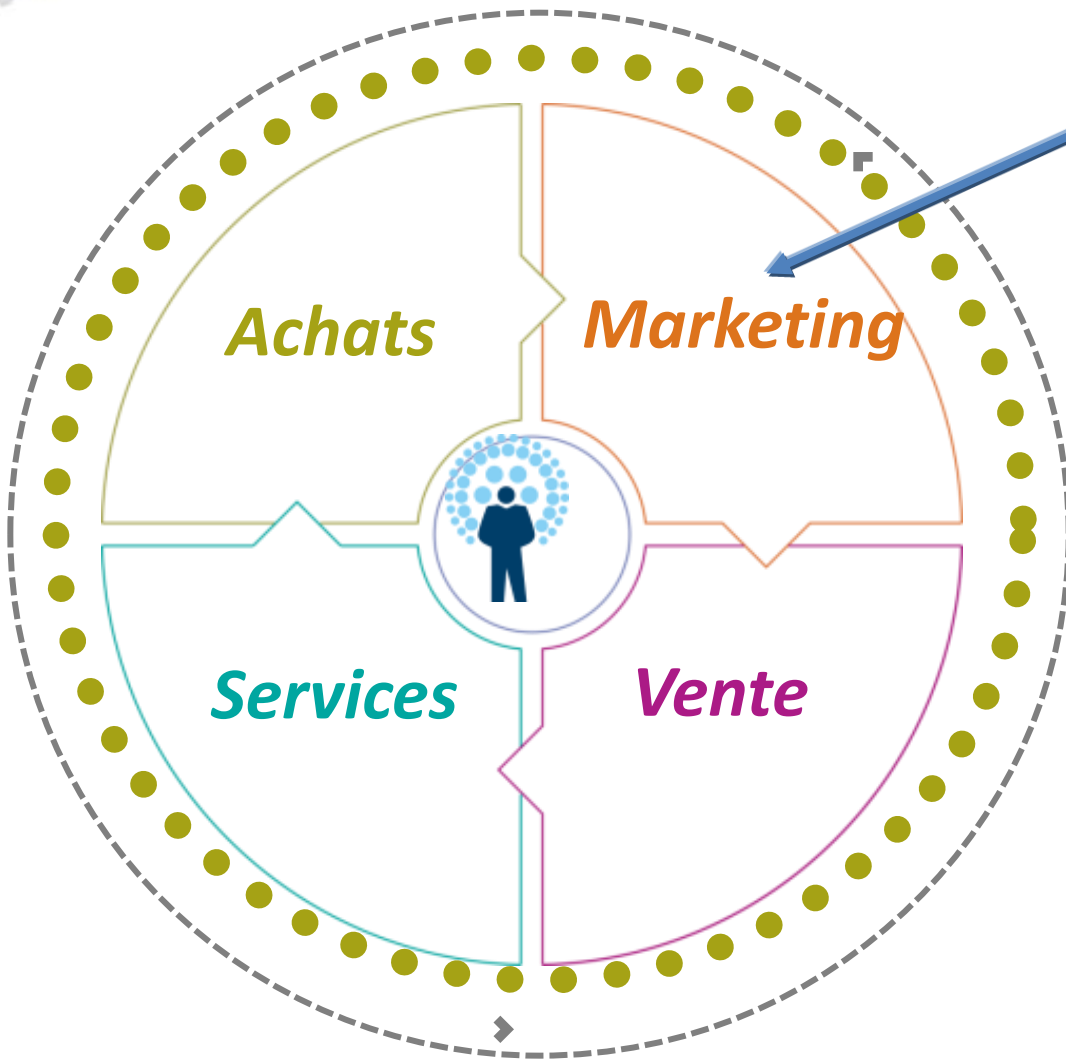
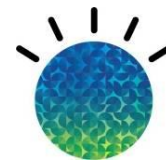


Marketing
Créer des offres segmentées, personnalisées et pertinentes par rapport aux attentes des clients

Vente
Permettre aux clients et partenaires B2B d'acheter ce qu'ils veulent, où et quand ils le veulent



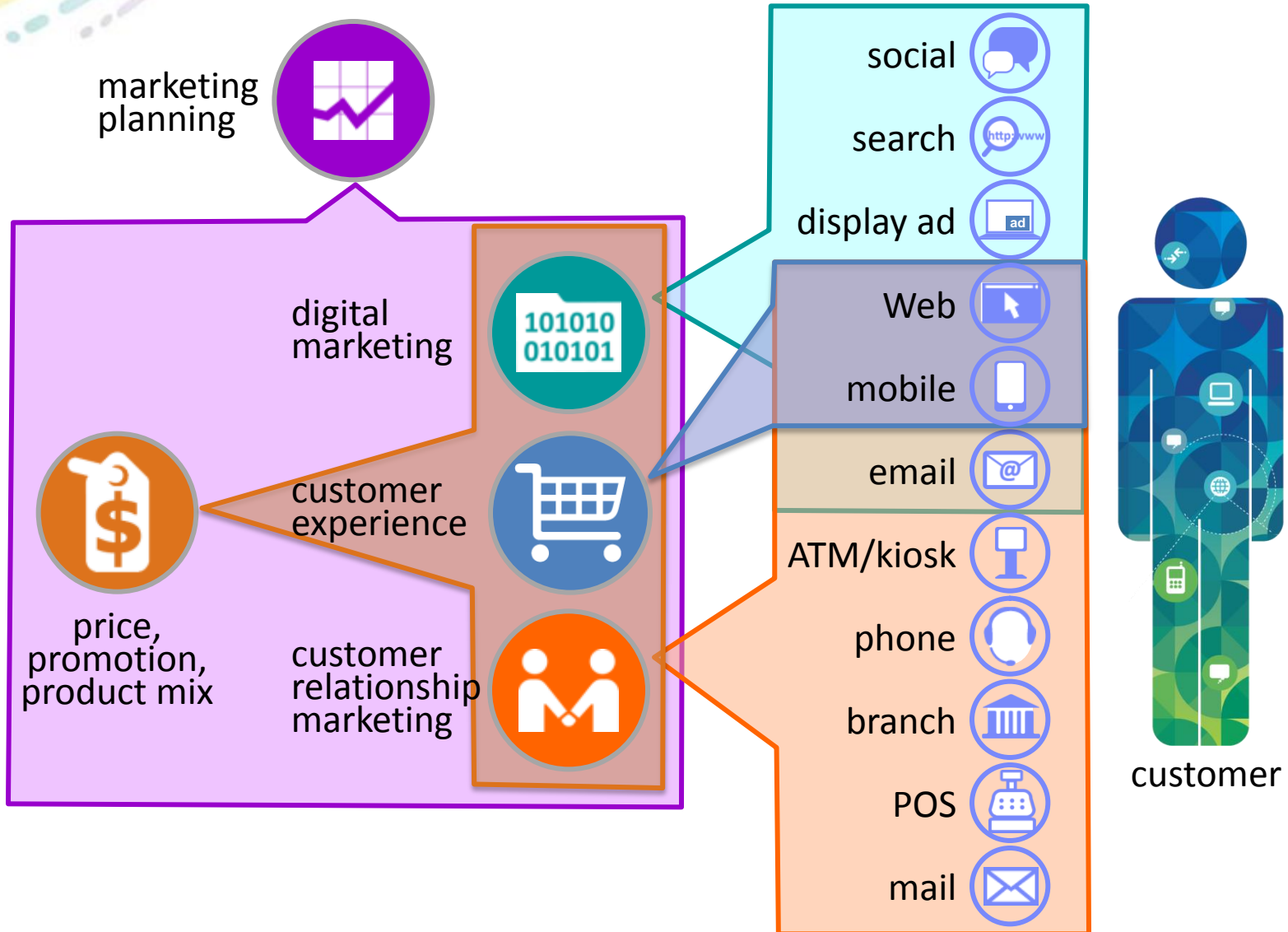
SmarterCommerce



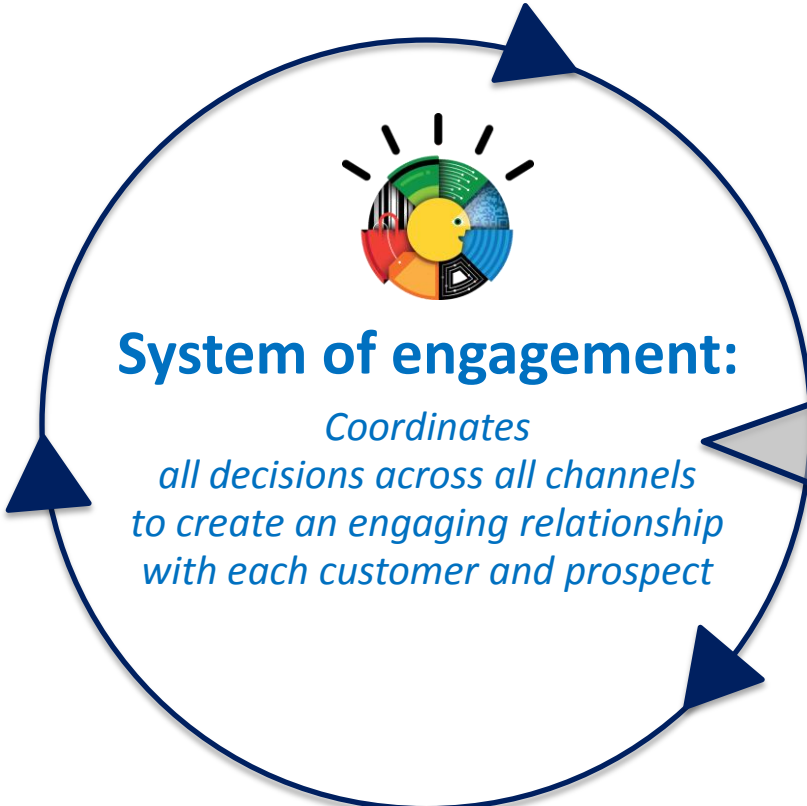
Solutions EMM



Les clients veulent une expérience unifiée et cohérente sur tous les canaux



Nos solutions Smarter Marketing forment un "system of engagement" cross canal



- social
- search
- display ad
- Web
- mobile
- email
- ATM/kiosk
- phone
- branch
- POS
- mail



customer

IBM Smarter Marketing – Target audience



AUDIENCE

CAPABILITY

EMM SOLUTION



Digital marketers

Orchestrate relevant digital interactions to attract and retain new visitors and grow revenue

Digital Marketing Optimization
Digital Analytics, Marketing Center



eCommerce professionals

Turn visitors into repeat customers and loyal advocates by improving the online experience of every customer

Customer Experience Optimization
Tealeaf



Customer relationship marketers

Engage customers in a one-to-one dialogue across channels to grow revenue throughout the customer's lifecycle

Cross-channel Campaign Management
IBM Campaign



Merchandising and sales planners

Make price, promotion and product mix decisions that maximize profit and inventory utilization

Price, Promotion, and Product Mix Optimization
DemandTec



Marketing leaders and planners

Model and assess mix, and manage marketing operations to maximize ROI

Marketing Performance Optimization
IBM Campaign, DemandTec



Les solutions IBM Smarter Marketing travaillent ensemble pour intégrer les fonctions marketing



- social 
- search 
- splay ad 
- Web 
- mobile 
- email 
- M/kiosk 
- phone 
- branch 
- POS 
- mail 



IBM Smarter Marketing répond à 3 besoins majeurs



OPTIMISATION DIGITALE

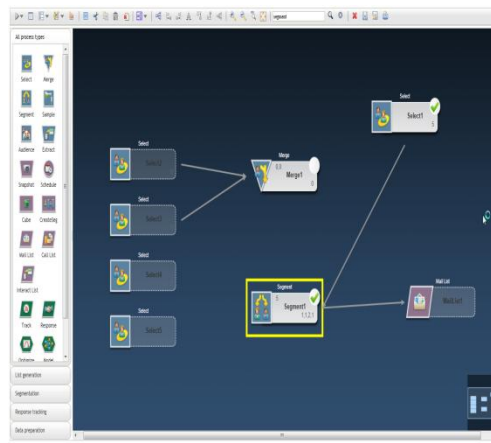
- Analyse du trafic web
- Analyse comportement online
- Attribution marketing online
- Social & Mobile analytics
- Ad Targeting sur sites tiers

MARKETING MULTICANAL

- Gestion de campagnes
- Marketing Temps Réel
- Optimisation des contacts
- Gestion des processus marketing
- Marketing Distribué
- Optimisation du ROI marketing

EXPERIENCE CLIENT

- Identifier et analyser les problèmes rencontrés par les clients sur les canaux online
- Capturer/rejouer chaque session
- Fournir au call center les moyens de rejouer les sessions internet des clients





Solutions EMM - Sales Plays

- **Sales Play – Optimisation de l'expérience client**

- Objectif Client

- Améliorer le parcours client en ligne pour accroître la satisfaction/rétention client & conversion du site

- Besoin Client : Customer Experience Management

- Analyser et rejouer le parcours client pour éradiquer tout irritant

- Capability Software

- Engagement des clients, partenaires et employés

- Produits

- IBM Tealeaf

EXPERIENCE CLIENT

- Identifier et analyser les problèmes rencontrés par les clients sur les canaux online
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Solutions EMM – Sales Plays

- **Sales Play – Optimisation du marketing digital**

- Objectif Client

- Améliorer la connaissance des visiteurs pour accroître la performance des sites web et le ROI des campagnes marketing

- Besoin Client : Web Analytics

- Comprendre ses clients, analyser les data clients off line & online, segmenter pour mieux cibler les campagnes

- Capability Software

- Engagement des clients, partenaires et employés

- Produits

- IBM Digital Analytics, IBM Marketing Center

OPTIMISATION DIGITALE

- Analyse du trafic web
- Analyse comportement online
- Attribution marketing online
- Social & Mobile analytics
- Ad Targeting sur sites tiers



Solutions EMM – Sales plays

- **Sales Play – Marketing Multi-canal / Gestion de campagnes cross-canal**
 - Objectif Client
 - Entretenir un dialogue personnalisé et pertinent avec ses clients et prospects sur tous les canaux disponibles
 - Besoin Client : Outil de gestion de campagnes marketing
 - Définir et exécuter des campagnes marketing entrant & sortant : gérer, automatiser, personnaliser en temps réel les campagnes cross canal
 - « Capability » Software
 - Engagement des clients, partenaires et employés
 - Produits
 - IBM Campaign

MARKETING MULTICANAL

- Gestion de campagnes
- Marketing Temps Réel
- Optimisation des contacts
- Gestion des processus marketing
- Marketing Distribué
- Optimisation du ROI marketing



EMM - Sales plays / Recapitulatif



Sales Play - Nom	Sales Play - Description	Sales Play - Lien Partnerworld	Sales Play - Produits	Large Enterprise	GB-Enterprise	Mid Market
Expérience client	Analyse du parcours client - Aider les entreprises à améliorer la qualité de leurs sites web => augmenter les taux de conversion et la satisfaction clients	http://www.ibm.com/partnerworld/wpservlet/ContentHandler/Y467181R43673K23	IBM Tealeaf	X	X	
Marketing digital	Analyse et optimisation de sites web. => transformer les visiteurs en clients fidèles en leur offrant un expérience en ligne unique.	https://www.ibm.com/partnerworld/wpservlet/mem/ContentHandler/SSPL450434F79799P54	IBM Digital Analytics Marketing Center	X	X	X
Marketing multi-canal	Gestion de campagnes cross canal. Marketing interactif et personnalisé	https://www.ibm.com/partnerworld/wpservlet/mem/ContentHandler/SSPL450684G39399L87	IBM Campaign	X	X	X



Analyse marché

- Marché du CRM par IDC
 - +6% en 2012 / +6,7% jusqu'en 2015

- Evolutions & tendances
 - **solutions marketing** : faire face à l'exigence grandissante des clients – personnalisation, cross-canalité dont la mobilité....
 - **outils d'analyse web** : comprendre et anticiper le comportement client, segmenter, cibler, personnaliser les campagnes, gérer les interactions clients
 - **solutions SaaS**
 - **70% des investissements** dans une technologie Marketing **détenus par les CMOs** pour gérer la “nouvelle complexité” du marché



Solutions EMM – Point de vue des analystes

IBM : le seul éditeur classé **Leader** par Gartner & Forrester



IBM: Leader

Magic Quadrant: **Multi-channel Campaign Management**, Juin 2013 / Mai 2012

IBM: Leader

Magic Quadrant: **Marketing Resource Management**, Février 2013 / Février 2012

IBM: Leader

Magic Quadrant: **Integrated Marketing Management**, Novembre 2012



IBM: Leader

The Forrester Wave™: **Customer Analytics Solutions Q4**, Octobre 2012

IBM: Leader

The Forrester Wave™: **Cross-Channel Campaign Management**, Q1, Février 2012

IBM: Leader

The Forrester Wave™: **Web Analytics**, Q4 / Octobre 2011



Solutions EMM - Concurrence

– Concurrents majeurs

- Optimisation du Marketing Digital
 - AT Internet/XiTi
 - Adobe Omniture/Site Catalyst
- Gestion de campagnes cross-canal
 - Adobe Campaign (Neolane)

– Avantages concurrentiels

- L'unique suite intégrée sur le marché
- Des fonctionnalités avancées très riches – évolutivité de la solution
- Solutions on-premise, cloud, et hybrides
- Des références clients de grande notoriété
- Une solution éprouvée et complète
- Synergies avec les autres produits IBM : Intégration avec WebSphere, SPSS/CCI, Netezza, MDM



EMM – Assets & RTE traduites en français à venir – Q1 2014



IBM Webinars Reports Information More Resources

SmarterCommerce

- Blog
- Request a Demo/Quote
- Contact
- IBM.com

Rethink Marketing

Put your marketing in context with the right message at the right time and place

Your customers are connected 24/7 through online, mobile and social. Their expectations of your brand rise every day. Is your business staying ahead of your connected customers, and putting marketing messages and offers into context by delivering highly personalized and relevant offers to drive sales and brand loyalty in the right channel, at the right time? **We'll show you how.**

Webinar



Playing Catch Up: How Marketers Are Responding to Shifting Customer Channel Preferences

Attend this webinar to see results from the latest IBM global marketing survey, and learn how forward-thinking marketers are integrating multiple technologies to create a differentiated customer experience across every channel.

[Register](#)

Webinar



How Social Media is Transforming the Marketing Operations Process

The world has gone social, and marketers are challenged to deliver marketing that demonstrates measurable results. How can you deliver targeted campaigns based on customer data across multiple channels—with limited budgets?

[Register](#)

Video eBook



Marketing: Connecting with the Chief Executive Customer

Empowered with mobile devices and social media, customers are reshaping the dynamics in both B2C and B2B. Find out how marketers can put vital customer insights to work to drive engagement and sales across all touchpoints.

[Watch Preview](#)

[Download eBook](#)



L'évolution de la solution via l'intégration avec le portfolio IBM



Examples of integrations within the EMM solutions

- **Cross-Channel Marketing → Digital Market Optimization:** Single-sign-on across CCM and DMO as well as dashboards that can be shared from DMO to CCM
- **Campaigns → Digital Analytics:** Campaign users can directly interact with segments by digital behavior
- **DMO → Analytics:** Digital Interaction Attribution for marketing impact
- **Interact → Product Recommendations:** provides integrated real-time personalized offers with product recommendations
- **eMessage → Digital Analytics:** eMessage provides integrated email post-click analysis leveraging Digital Analytics
- **DDX → Interact and Tealeaf:** Tealeaf Web Connector JS Tags with DDX and Tealeaf
- **Marketing Center:** Market Center integrates eMessage to deliver marketing automation in the cloud



Examples of integrations between EMM & other brands

- **Cross-Channel Marketing (Integrations and synergy)**
 - CCM → Cognos: OEM of Cognos for operational and campaign performance reporting
 - Interaction History → DataStage: OEM of DataStage for data movement into IH contact and response tables
 - CCM → IBM Social Media Analytics: to create social profile attributes that can be used for campaign targeting
 - CCM → WebSphere Commerce: to capture cart behavior and make product recommendations
 - Interaction History → WebSphere Commerce: to capture and measure portal behavior
 - CCM → InfoSphere: to store on-premise data for analysis
- **Interact → Connectivity & Integration (ESB):** Connect interact with customer touchpoints through ESB enabling rapid deployment to thousands of touchpoints (e.g. POS, ATM, call center, etc)
- **Campaign → WebSphere CastIron:** Bidirectional cloud to on-premise data integration (Template Integration Projects) to move data from SFDC to on-premise data warehouse
- **Digital Marketing Optimization & Customer Experience Management**
 - DMO → WebSphere Commerce: to capture cart behavior and make product recommendations
 - DMO → WebSphere Portal and WCM: to capture and measure portal behavior
 - Digital Analytics Accelerator: to bundle Digital Analytics on-premise (formerly NetInsight) and PureData (formerly Netezza) to increase the manageability and performance of on-premise web analytics
 - Tealeaf → Worklight: Tealeaf CX Mobile can be used for mobile analytics on Worklight mobile apps



Example of planned integrations between EMM and other brands

Description	Details	Targetive Timing
SPSS → Cross-Channel Marketing	<ul style="list-style-type: none"> • EMM Edition of SPSS Modeler Advantage, replaces Unica Predictive Insight • Will be fully integrated with CCM suite. • Will be an entry point business user product will create upsell opportunity 	2H 2013
Interact → WebSphere Commerce	<ul style="list-style-type: none"> • Leverage Y • Enhancing to improve 	H013
InfoSphere Streams	<ul style="list-style-type: none"> • (integrated with an I) • significantly into I-time event data • Enabling to progress • tions. Differentiat • competitio • Initial release focuses on feeding WC promotion codes it • This WC feature could also be used to create a field base 	H013
EMM → Web Experience Suite	<ul style="list-style-type: none"> • Enal by W • one • Map • Dem 	Field based integration exists today; WCM team producing H2 2013
DemandTec with Cognos, Tivoli, WebSphere MQ	<ul style="list-style-type: none"> • Dem 	1H 2014 and subsequent releases
Leverage Cplex Optimization within Optimize	<ul style="list-style-type: none"> • Optimize product currently OEMs optimization functions from FICO. Relationship is scheduled to end in 2014. Intent is to replace FICO capability with Cplex. 	2H 2013



IBM annonce l'acquisition de Xtify pour renforcer ses capacités de push mobile au travers de ses solutions marketing

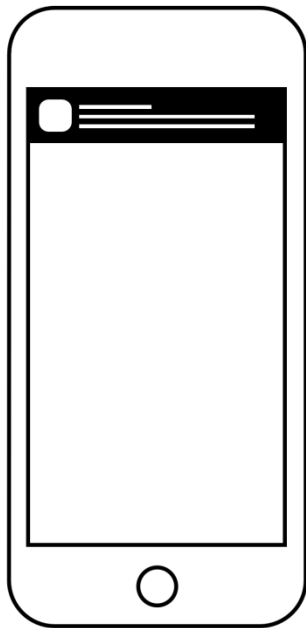


- Deliver personalized, contextually relevant messages in the right place and right time to drive engagement and ROI
- Coordinate relevant and timely cross-channel marketing and commerce offers to engage customers and build loyalty
- Leverage cloud-based platform to quickly turn information into insights and take action
- Together, IBM and Xtify provide everything needed to have a single, continuous conversation across customers' device(s) of choice

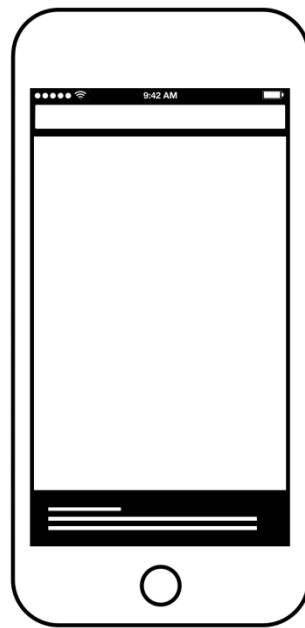




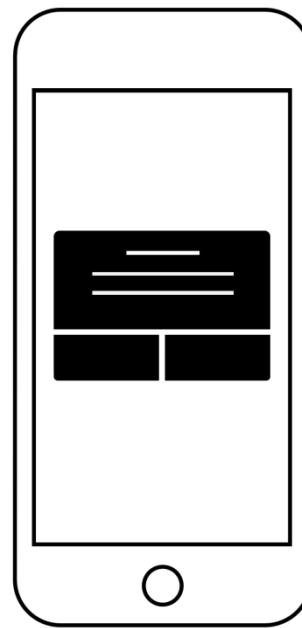
Xtify supporte l'ensemble des méthodes de push mobile ainsi que la geolocalisation



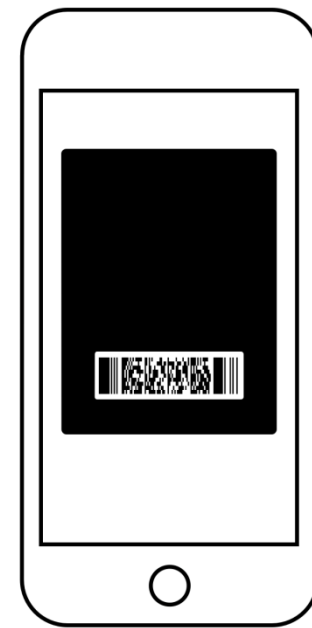
Native Simple and Rich Push Notifications



Mobile Web Notifications



SMS Messaging



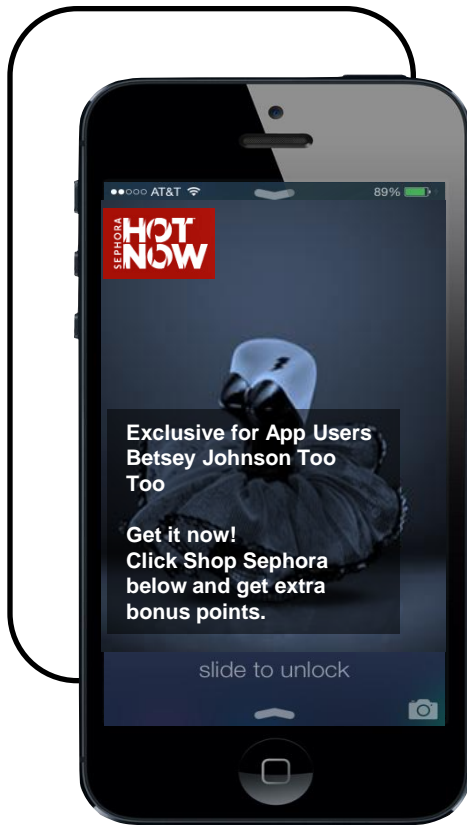
iOS and Android Wallets



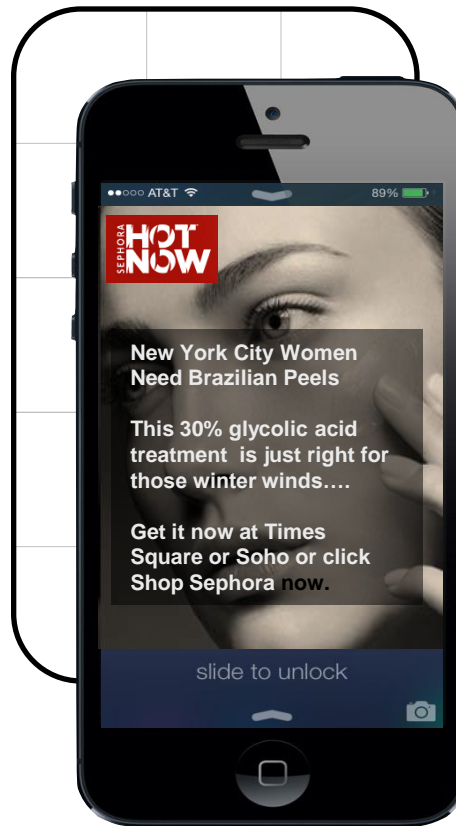
Xtify va permettre plusieurs niveaux d'engagement client



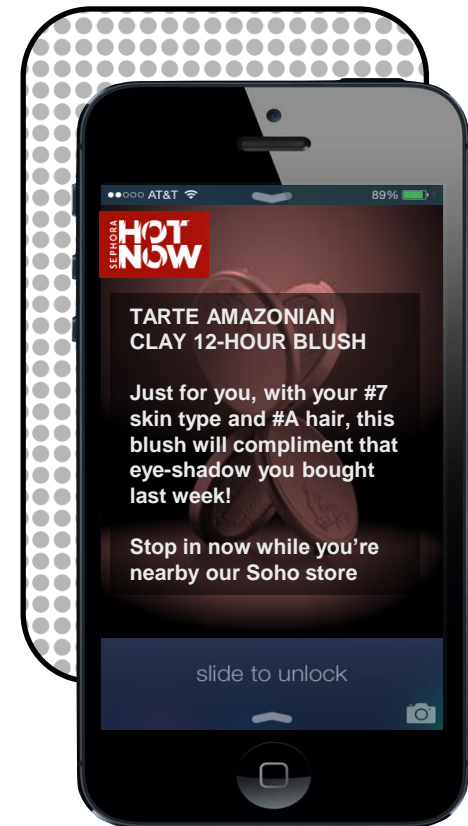
Broadcast



Narrowcast

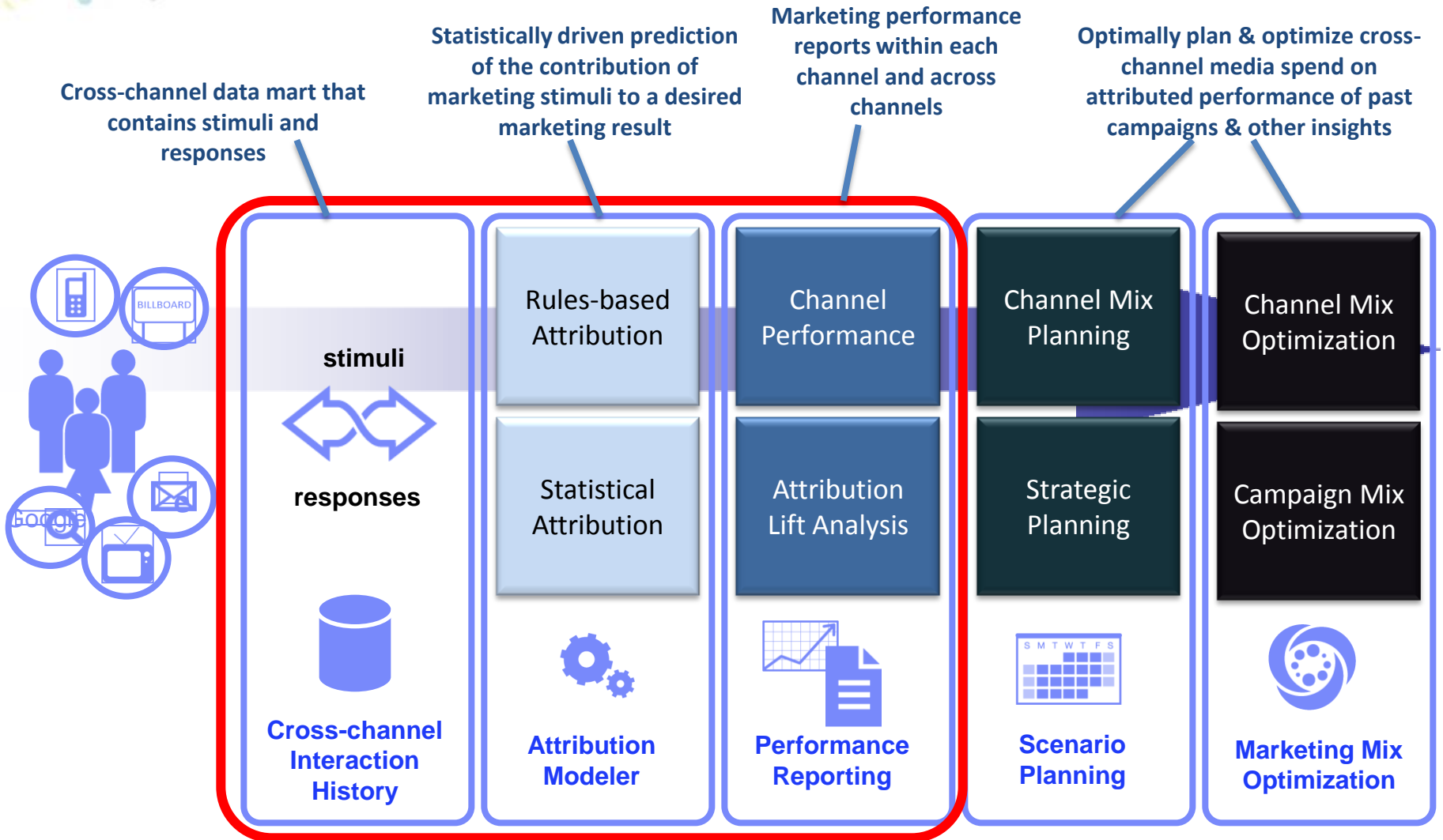


1:1 Cast





En 2014 : Marketing Performance Optimization





Solutions EMM – Contacts



– Channel

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– Sales

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- Gestion de campagnes : David Droulez, david.droulez@fr.ibm.com
- Tealeaf : Stéphane Michaux, stephane.michaux@fr.ibm.com

– Marketing

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MERCI !

