#UNICAisBACK
Taking Precision Marketing@Scale to the Next Level

Unica V12.1

With Unica v12.1, HCL are taking great strides to close the gaps with their enterprise competition, and in many areas improving the long term and existing strengths of the Unica platform as a whole. With Unica Deliver and Unica Journey, they are deploying the functionality that marketers expect to be embedded within the marketing automation platform. We're also excited about the simplified pricing model, which we hope will make it easier for our clients and partners to leverage a wider suite of capabilities with a reduced commercial and procurement impact.
- Andrew Addison, Founder & CEO of Purple Square

The investment HCL Software has made in the Unica platform is impressive. In the V12.0 release earlier this year they delivered big leaps in functionality, Open Source supported platform, cloud native readiness, and open API support. With this V12.1 release, the Unica Marketing solution becomes a platform that includes Campaign, Interact, Plan and Optimize and three new offerings in one package with a simplified pricing model. HCL is investing in a proven marketing platform and we expect accelerated cloud release cycles to bring future functionality to market even faster.
- Gerry Murray, Research Director, Marketing and Sales Technology, IDC

What is the Industry Saying about Unica V12.1

Allant Group's MarTech Integration & Enablement Teamhas long relied upon the Unica platform to enable complex solutions that are easily managed, automated, and executed by marketers—without requiring the need for IT resources. In addition to expanding their own product APIs, HCL continues to grow Unica's product capabilities for integration by embracing open-source platforms, as well as cloud-hosted databases and marketing solutions. Delivering on this vision will enable our clients to consolidate data and events generated by today's channel-specific marketing solutions and data platforms. Allant is tremendously excited about HCL's product roadmap and the additional value it will bring to our mutual customers.
- Scott Bell, Principal, MarTech Integration & Enablement, Allant Grou

This by far is the most exciting and significant release of Unica products we've seen over the last 10 years. With V12.1, HCL has re-imagined the product line and expanded much-needed capabilities such as Unica Journey, Unica Deliver, and Unica Link, clearly taking into account customer feedback,
- Benoît Stephenson-Barriere, President & CEO of Cleargoals

Unica V12.1 is an integrated, cloud-native marketing platform that offers: Cloud Native, Integrated Platform & Goal Based Marketing, More Consumable Pricing Model, and Quickstart Offerings.

Cloud Native – Customers want more than a fixed single vendor cloud SAS solution and with our Cloud native Dockerized solution Unica is completely premise agnostic, easier for IT to support and manage as well as faster to deploy and upgrade.

Integrated Platform – This release represents the most open integrated marketing platform in the industry with over 500+ APIs, the new Unica Link module and native integration between all seven Unica modules.

Goal Based Marketing – Goal-based marketing with Unica Journey was designed specifically for today's marketer. Marketers today are focused on defining, creating, and measuring goals on the fly. Unica is uniquely positioned to deliver this in a powerful and flexible Goal Based marketing solution that is easily integrated, quickly deployed with Cloud Native scalability.

Unica Platform - The Unica V12.1 platform had simplified pricing that enhances consumability all withMore Capability, Less Complexity and delivering a lower TCO for our customers.

Quick Start Offerings - Let us prove the value with one of our three QuickStart offerings that can deliver an operational Goal Based Marketing solution in as little as 30 days, Deliver more for Less with our Deliver deployment solution, or migrate you to the cloud with our Sail to the Cloud offering.

Unica Overview

The HCL Software Unica Suite is an enterprise class, marketing platform that delivers precision marketing at scale. Designed from ground up for marketers and powered by AI, it empowers marketing automation across a wide variety of outbound and inbound channels – direct mail, email, website, call center, IVR mobile, ATM, Kiosk, POS and much more. Unica is a premises-agnostic, cloud native platform and can be deployed through Docker framework or natively.

This leading marketing automation solution is highly scalable and can handle any volume of customer records and transactions while providing a single marketing system of record to implement omni-channel marketing strategies. It simplifies the execution of complex marketing programs with a business-friendly user interface and experience and seamlessly integrates with home grown and third-party martech applications.

Unica Benefits

Deliver Better Customer Experience: Delight your customer through optimal campaigns, personalization strategies and channel engagement for each customer built on profiling, captured behaviours and dispositions.

Agile Campaign Execution: Take advantage of time sensitive market opportunities by streamlining the campaign execution process across all your internal stakeholders in one platform.

Rich Segmentation: Increase your marketing effectiveness through deeper levels of customer segmentation allowing for more targeted call to actions.

Real-Time Personalization: Show your customers you understand them individually by delivering personalized offers across all your outbound and inbound engagement channels in real-time.

Universal Data Connectivity: Tap directly into your customer data anywhere and in any format in its native environment eliminating expensive data consolidation, errors and ETL effort.

Cloud Native platform: Deploy in minutes, upgrade in hours and deploy anywhere - on-prem, cloud, or hybrid environments – with Cloud Native capabilities like Docker and Kubernetes, a rich set of micro-services, and open source support.

Unica - Campaign

Advanced campaign management solution that delivers customer targeting at scale with powerful segmentation capabilities for outbound, multi-channel, multi-wave batch campaign execution and tracking.

Increased Response Rates: Execute targeted campaigns with velocity and increase your response rates by 10% – 50%.

Shorter Campaign Cycles: Reduce your time to launch campaigns and decrease customer acquisition cost by 25% – 75%.

Strong Brand Value & Loyalty: Strengthen loyalty and retention with targeted campaigns that increase lift and your overall campaign ROI by 15% – 30%.

Audience Segmentation: Leverage a powerful, flexible, easy-to-use flowchart user interface to manage audience selection, exclusions, segmentation and assignment of personalized offers.

Centralized Offer Management: Centralize and standardize the creation and management of offers and associate content with the flexibility and agility to personalize at scale.

Automated List Generation and Output Formatting: Schedule list pulls, multiple campaign waves, access external data repositories from multiple sources, and output contact in nearly limitless formats.

Contact Data Management: Manage large contact databases with great efficiency and execute campaigns with velocity while ensuring compliance for GDPR/CCPA.

Interaction History & Attribution: Close the loop on your customer or prospect engagement with attribution that is built on a rich and complete interaction history including contacts made, offers presented, response actions along with campaign details.

Reporting and Analysis: Gain powerful insights and perform ROI, lift analysis through standard out of the box campaign reports. With an open data model, any third-party reporting or analysis tool can also tap into the campaign data.

Unica - Interact

Sophisticated real time interaction solution to personalize customer experience and determine the next best action for customer engagement across various channels such as websites, call centers, point-of-sales, ATM's, kiosks and more.

Real-time Personalization at Scale: Scales to meet your growth with powerful performance throughput: 100,000s of concurrent sessions with response times in few milli seconds.

Increased Response Rates: Deep personalization and advanced analytics maximize the relevancy of messages presented during live interactions, increasing response rates.

Improved Customer Experience: Personalizing the experience of interacting with your brand real time can have a major positive impact on perception and loyalty.

Transform your Inbound Channels: Targeted marketing adds to the ROI of websites, call centers and other inbound channels originally built for operational reasons.

Align your Inbound & Outbound Channels: Connects and coordinates inbound marketing with outbound campaigns, on the same platform sharing audience data, offers and dispositions.

Leading Edge Personalization: Engage known and anonymous visitors, consider behaviors and current activity patterns, and personalize interactions leveraging both online and offline data, including in-depth historical knowledge of customers to deliver targeted call to actions such as cross-sell offers, editorial content, service options, and coordinated banner messages.

Intelligent Offer Arbitration: The acute and insightful combination of marketer personalization strategy and inbuilt cognitive learning helps you to recognize the right time and best offer for every customer.

Omni Channel Coverage: Plugs into any customer touchpoint: website, call center, kiosk, point-of-sale, ATM and bridges customer engagement through delivery of personalized offers across channels without losing context and continuity.

Insightful Reports and Analytics: Delivers accurate marketing performance analysis, channel activity insights, campaign strategy inventories and deployment auditing—all intended to improve managerial oversight and marketing results.

Unica - Deliver
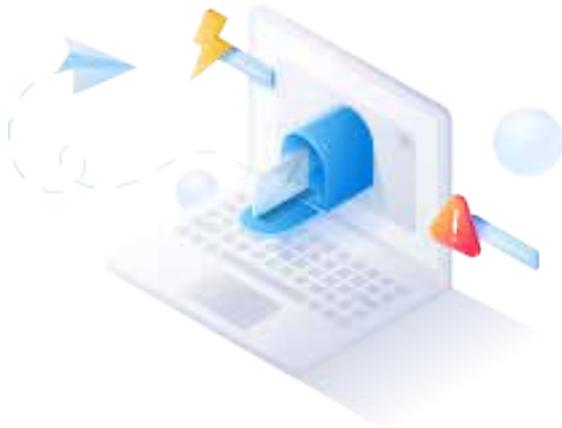
Reliable & scalable messaging. Seamlessly integrated digital messaging solution, providing timely and personalized communications.

Faster Overall Send Time: Deployment to inbox delivery up to 20% faster.

Maximize Customer Engagement: Drive higher opens, clicks and conversion with a sophisticated rules engines and advanced functionality.

Leading Industry Expertise: Access to key industry experts for in-depth deliverability monitoring, analysis and support.

Streamlined Operations: Reduced dependency on IT maintenance and integration and consolidation to one deployment solution.

Increased Efficiency: Increase marketing resource efficiency with powerful lights out automation.

Digital Messaging at Scale: Deliver high volume personalized digital messages with an architecture purpose built for performance and reliability.

Digital Channel Coverage: Seamlessly integrate with digital messaging touchpoints, including: email, real-time, SMS and more.

Unified Omni Channel Experience: Leverage the powerful context and continuity offered by the Unica Marketing Platform's system of record.

Flexible Communication Automation: Provides powerful lights-out productivity tools to automate complex experiences plus the flexibility to efficiently support simple ad hoc campaigns.

Powerful Email & Landing Page Analysis: Precise application of personalization rules with a quick and easy preview of data-driven messages and landing pages.

Intuitive A/B Testing: Quickly configure and conduct A/B testing to determine the most effective email design and message content for your audience.

Insightful Reports & Analytics: Out-of-the-box analytics and engagement insights of marketing results.
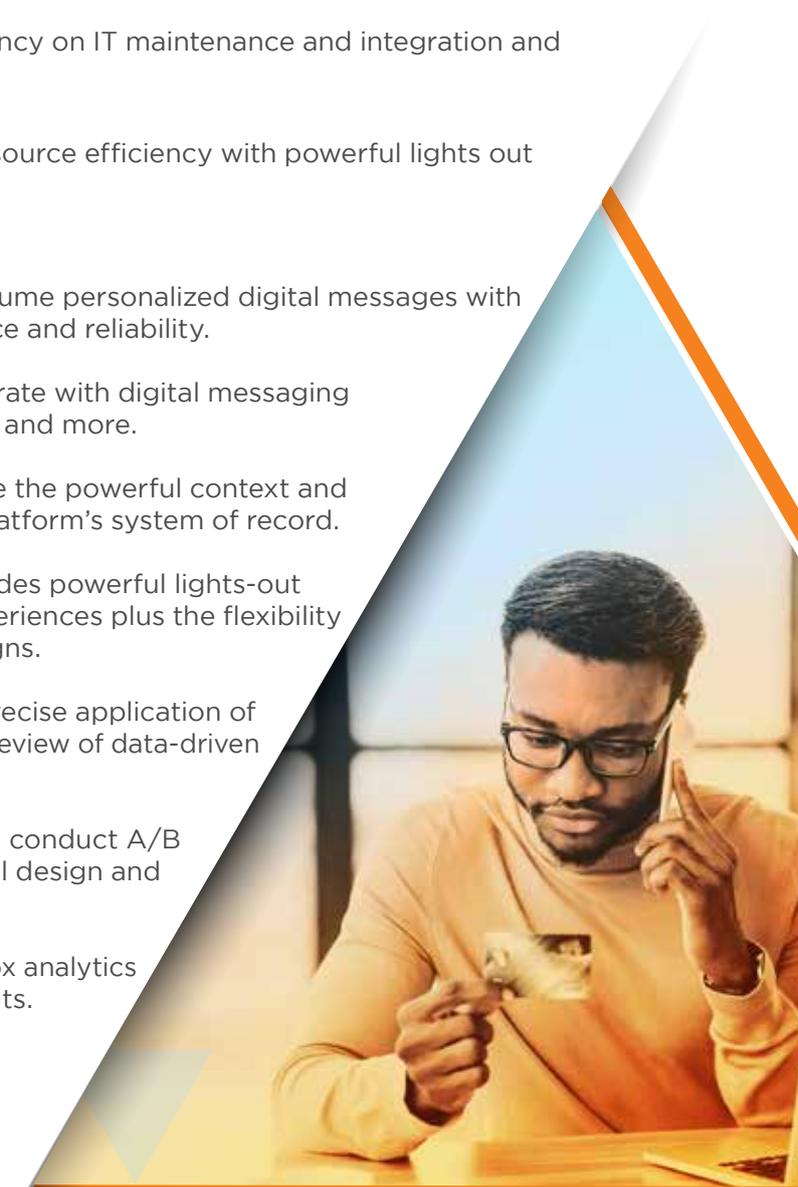
Unica - Plan

Comprehensive marketing resource management solution that provides a collaborative environment for end to end planning, execution and management of your marketing initiatives.

Increased Productivity: Streamline your marketing process, ensure compliance, implement best practices and standardize your planning data.

Reduced Cycle Time: With integrated data flows and efficient UI/UX, launch marketing campaigns and programs, getting them into market faster.

Lower Marketing Costs: Gain greater visibility and control over marketing budgets and expenses.

Improved Collaboration: Bring together marketing teams and process enabling greater cooperation and higher efficiency.

Better Marketing Results: Through dashboards, analytics, and calendars achieve greater insight, oversight and management of all aspects of marketing.

Operations Management: Manage your marketing plans and programs with rich meta data, calendaring and dashboards. Collaborate and coordinate across projects, resources and teams with workflows and approvals.

Financial Management: Allocate and track top-down or bottom up marketing spend across plans, programs and projects and manage all aspects of marketing expenses from cost center definition to purchase order generation to invoice processing.

Asset Management: Manage the creation, distribution, and approval of the organization's digital assets in a secure asset library with powerful searching, graphical views, and version control.

Campaign Planning: Transform briefs to meta data that flows seamlessly between planning and campaign execution. Define and approve targets cells, and review cell counts for targeting.

Offer Lifecycle Management: Create and organize simple to complex call to actions end to end for your campaigns and manage them through review and approval cycles.

Unica - Optimize

Superior campaign optimization solution to determine the optimal contact strategy for each customer across time, offers, channels and multiple marketing campaigns.

Best Brand Experience: Deliver a delightful contact experience for your customers, based on interaction history, offer details, channel preferences, time frame, business constraints and rules and marketing objectives.

Improved Customer Loyalty: Respect customer privacy and preferences and drive customer relationship to the next level.

Optimal Messaging: Minimize customer contact fatigue by mathematically determining the best communication for each customer.

Optimized Resource Usage: Optimize usage of limited budget, channel capacity, and inventory resources.

Increased ROI: Maximize marketing profitability and ROI through improved response rates by sending the best offers to each customer.

Customer Optimization: With limited opportunities to communicate with your customers, determine what offers to give to which customers while managing contact fatigue.

Offer Optimization: Determine which customers get what offers, when you have only a limited number to distribute.

Time Optimization: Ensure offers don't conflict with each other, offers are not repeated and offers are prioritized.

Budget Optimization: Determine how to allocate your budget across different campaigns, offers, or customers.

Channel Capacity Optimization: With fixed channel capacity, identify which channels to use to communicate with which customers and when.

Goal Based Optimization: Score offers for your customer based on marketing objectives such as potential value, revenue, profit exposure, probability of response and more.

Unica - Journey
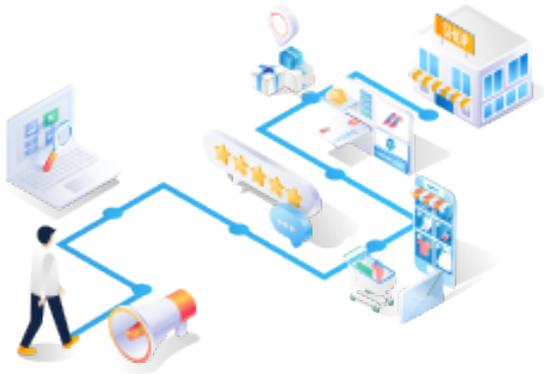
Goal based orchestration to visualize, create, execute & measure personalized omnichannel customer experiences.

Goal-based Marketing: Make changes to customer journeys on the fly to meet marketing KPI goals and customer expectations.

Shorten your Customer Conversion Cycle: Increased conversion with timely next best actions that are in synch with customer behaviour & aligned to goals.

Increased Brand Loyalty: Strengthen your brand with relevant automated journeys that increase retention and share of wallet.

Amplified Omni Channel Engagement: Deliver a consistent customer inbound and outbound experience across any channel with native integration for Unica Campaign, Interact, and Deliver.

Engage in the Moment: Never miss the opportunity to delight your customers with relevant experiences.

Lower Marketing TCO: Reduced TCO with automated flows and plug-and-play integration to your martech ecosystem through Unica Link's open and flexible framework.

Goal driven Experiences: Define goals for your customer experience and easily adjust your journeys in real time to achieve them.

Orchestration Canvas: Craft and visualize your entire customer Journey across channels/touchpoints and events with a sleek and intuitive canvas.

Always on Engagement: Completely automated execution that is in sync with every step of your customer's brand engagement.

Real-Time Insights: Understand your customer behaviour with insights that update real-time.

Unlimited Touchpoints: Leverage included touchpoints for digital channels or craft a custom touchpoint to seamlessly orchestrate journeys across your ecosystem.

Dynamic Data Framework: Consume interaction data from multiple sources in variety of formats for increased flexibility and simplified integration. (File, API, Landing Pages etc.).

Unica - Link
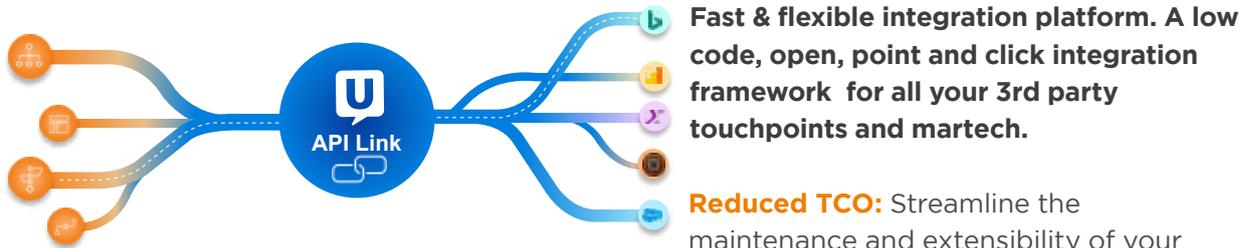
Fast & flexible integration platform. A low code, open, point and click integration framework for all your 3rd party touchpoints and martech.

Reduced TCO: Streamline the maintenance and extensibility of your integrations with open low code framework & automation.

Improved ROI: Derive more ROI from your entire MarTech ecosystem including Unica and 3rd party applications by seamlessly orchestrating customer experiences across touchpoints.

Omni-Channel Data: Integrate across data silos to unify the customer experience.

Agility in Time to Market: Accelerate the time to deploy integrations for new marketing projects & initiatives and reduce reliance on IT .

Point & Click Marketer Function: With an intuitive and a simplified user interface, marketers can connect campaigns or customer journeys in few clicks without the exposure to the underlying mechanics and mappings between applications.

Open API Driven Framework: Standard and simplified tooling that powers rapid development and deployment of 3rd party integrations.

Persona Based Features: Caters to the needs of different user personas like developers, administrators, and marketers with granular access controls and applicable functions and interface.

Service Assurance: Provides robust integration and execution between applications including authentication, throttling and retry strategies.

Connectors: Available connectors for leading Email/SMS/CRM vendors plus the flexibility to customize for individual requirements.

#UNICAisListening

- We met with 1183 Users and captured input from over 200 beta customers
- Over 300 enterprise customers
- 14 City 2019 Global Tour
- Our Development & Product Roadmap strategy has been defined by our customers
- Added Customer Advocacy & Sponsored User, & Beta Testing Programs

What Customers Wanted

- **Closing/Address Open Enhancement Service Requests**
- **Centralized orchestration and execution** of their omni channel engagement to align with their goal-based customer journey
- **Extend the power of Unica** to their marketing ecosystem through fast, flexible seamless integration & expand to new Unica modules
- **Unify offer management** through centralization and integrated content
- **Expanded personalization** capability to handle caching and cross session contact tracking, A/B testing, & integration of Optimization into processes
- **Choice of deployment options** including dockerized and cloud native deployments
- **Productivity and usability enhancements** to improve ease of use, workflow efficiency, support, & general usability

About HCL Software

HCL Software Products Limited is a division of HCL Technologies (HCL) that operates its primary software business. It develops, markets, sells, and supports over 20 product families in the areas of DevSecOps, Automation, Digital Solutions, Data Management, Marketing and Commerce, and Mainframes. HCL Software has offices and labs around the world to serve thousands of customers. Its mission is to drive ultimate customer success with their IT investments through relentless innovation of its products. For more information, please visit www.hcltechsw.com.

About HCL

HCL is a leading global technology company helping forward looking enterprises re–imagine & transform their businesses. Founded 1976 we have cultivated a deep tradition of partnering with large scale enterprises to drive innovation into real world applications. Today we are focused on providing an integrated portfolio of technology products, solutions and services driven by our Mode 1–2–3 growth strategy:

Mode 1	**Mode 2**	**Mode 3**
Applications	Digital & Analytics	HCL Software
Infrastructure	IoTWoRKS™	
BPO and Engineering services	Cloud Native Services	
R&D	Cybersecurity & GRC services	

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