



Chris Rayson

Associate  
Director

*Proactive Performance Monitoring &  
Issue Resolution For IBM Campaign*

Featuring:  
Brad Penwarden



# Chris Rayson

- Marketing Campaign & Operations Associate Director at **LoyaltyOne / Alliance Data**
- 8+ years of experience in the marketing operations and analytics space within the Loyalty, Telco and Financial industries
- Focused on building and optimizing marketing processes and teams that utilize *IBM Campaign*, *IBM Marketing Operations* and *IBM Contact Optimization*



# LoyaltyOne / Alliance Data

- A global leader in the design and implementation of coalition loyalty programs, customer analytics (“Precima”) and loyalty services (“Global Solutions”)
  - Wholly owned subsidiary of **Alliance Data**
- 25+ years leveraging data-driven insights for some of the world's most effective loyalty programs
  - Air Miles (*Canada*)
  - DOTZ (*Brazil*)
  - BrandLoyalty (*Europe & Global*)

LoyaltyOne



AllianceData.



# LoyaltyOne / Alliance Data

- IBM Marketing Solution modules:
  - IBM Campaign
  - IBM Marketing Operations
  - IBM Contact Optimization
  - IBM Customer Experience Analytics (Core Metrics)
- Routinely deliver high-volume and complex coalition campaigns with tens of millions of contacts on behalf of 60-70 active email sponsors and 140 partners
- IBM Campaign implementation aligned with original Unica vision and best practices
  - i.e. most campaign analysts are non-technical users that rely heavily on templates and reusability
- Modules implemented with Client Spectrum starting in 2007



# Brad Penwarden

- Product Development Manager
- 30+ IBM Marketing Solution (Unica) Engagements
- 8-years of **Enterprise Marketing Solutions**

## Experience:

- Solutions Consultant
- System Architect
- Software Developer





# Client Spectrum

- Founded in 2005
- Specialize in Adobe<sup>®</sup>, IBM<sup>®</sup> and SAS<sup>®</sup> Enterprise Marketing Solutions
- 50+ Full-time Adobe<sup>®</sup>, IBM<sup>®</sup> and SAS<sup>®</sup> EMM consultants
  - 445,000+ service hours
- Offices in Montreal, Toronto, and Calgary



An aerial photograph of a city skyline, likely Atlanta, Georgia, featuring numerous skyscrapers and a mix of modern and older buildings. A semi-transparent blue rectangular overlay covers the middle portion of the image, with the word "Agenda" written in white, sans-serif font across it. The foreground shows a dense area of trees and lower-rise buildings, possibly a university campus or park area.

# Agenda

CLIENTSPECTRUM



# Agenda

1. Companion For IBM® Campaign at a glance
2. Customer Stories (1-4)
3. Companion For IBM® Campaign new Features For v 5.5
4. Q&A



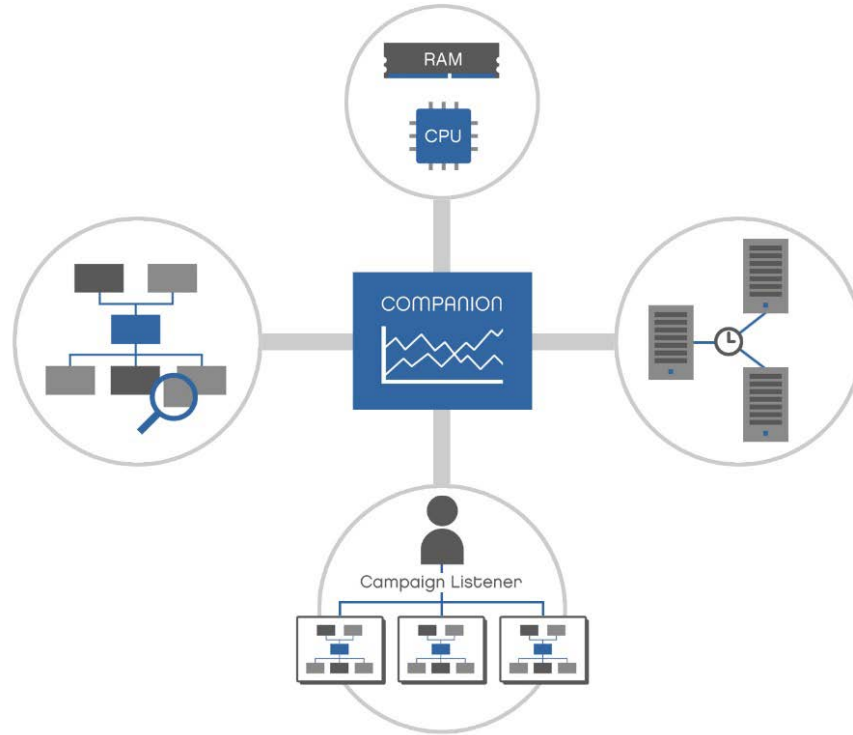


Companion for IBM  
Campaign®  
At a Glance

CLIENTSPECTRUM



# Companion For IBM®





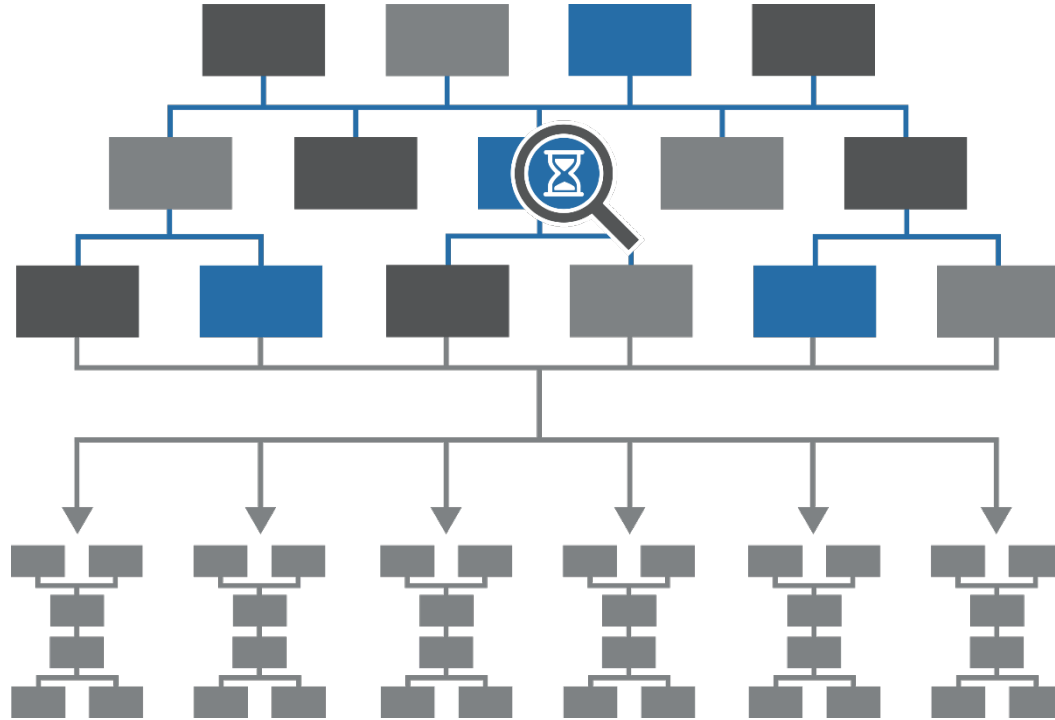
# Story #1:

LoyaltyOne  
“Large Master Flowchart”

CLIENTSPECTRUM



# Story #1: LoyaltyOne Master Flowcharts







# Story #1: Early Morning Master Flowcharts

“

“We have automatic processes kicking off at midnight which averaged over 13 hours to complete. *Companion helped us Find bottlenecks and pain points and helped us optimize our processes.* Now with more lists and customers the processes take an average of 3-4 hours to complete.”

*- Technical Campaign Manager, European online retailer  
€3.5+ Billion in Revenue*

”



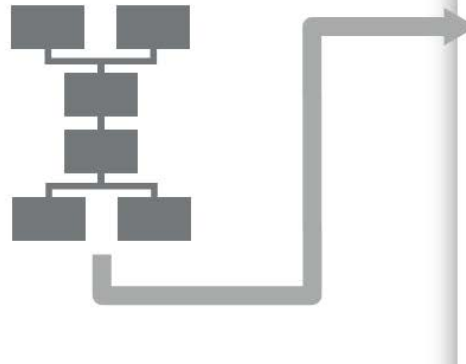
Story #2:  
Air France “Booking Confirmation”  
+  
LoyaltyOne “eNewsletter”

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# Story #2(A): Triggered Booking Confirmation



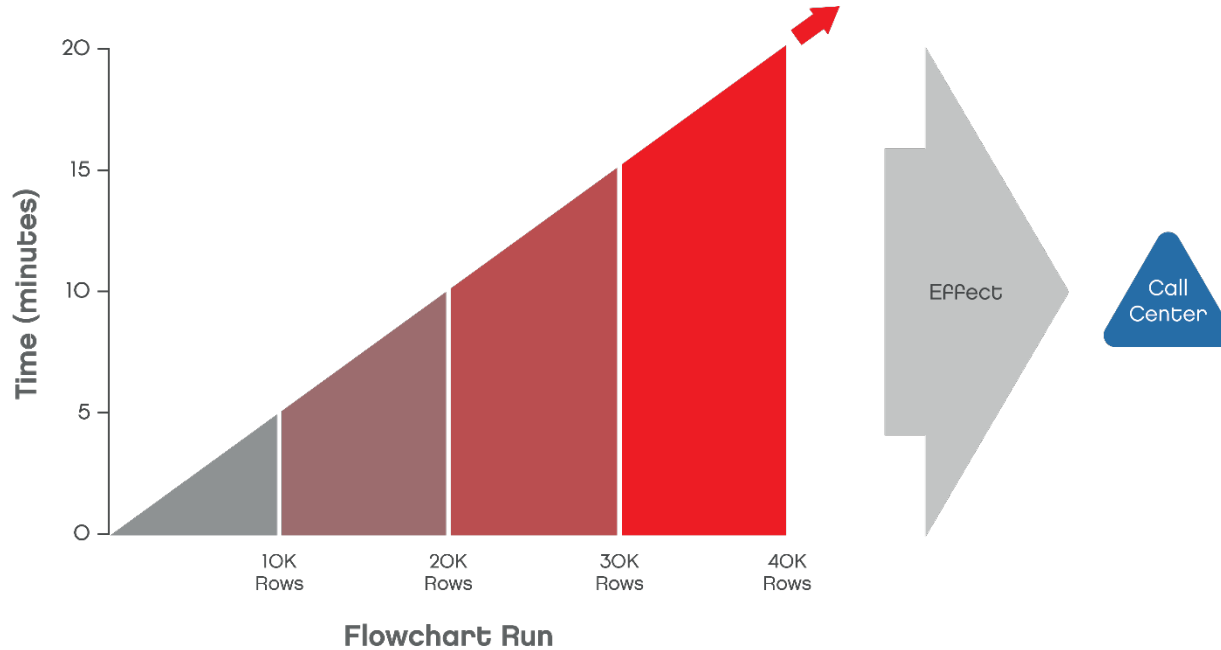
## AIRFRANCE

You have just made a reservation on acmeFly.com. Thank you!



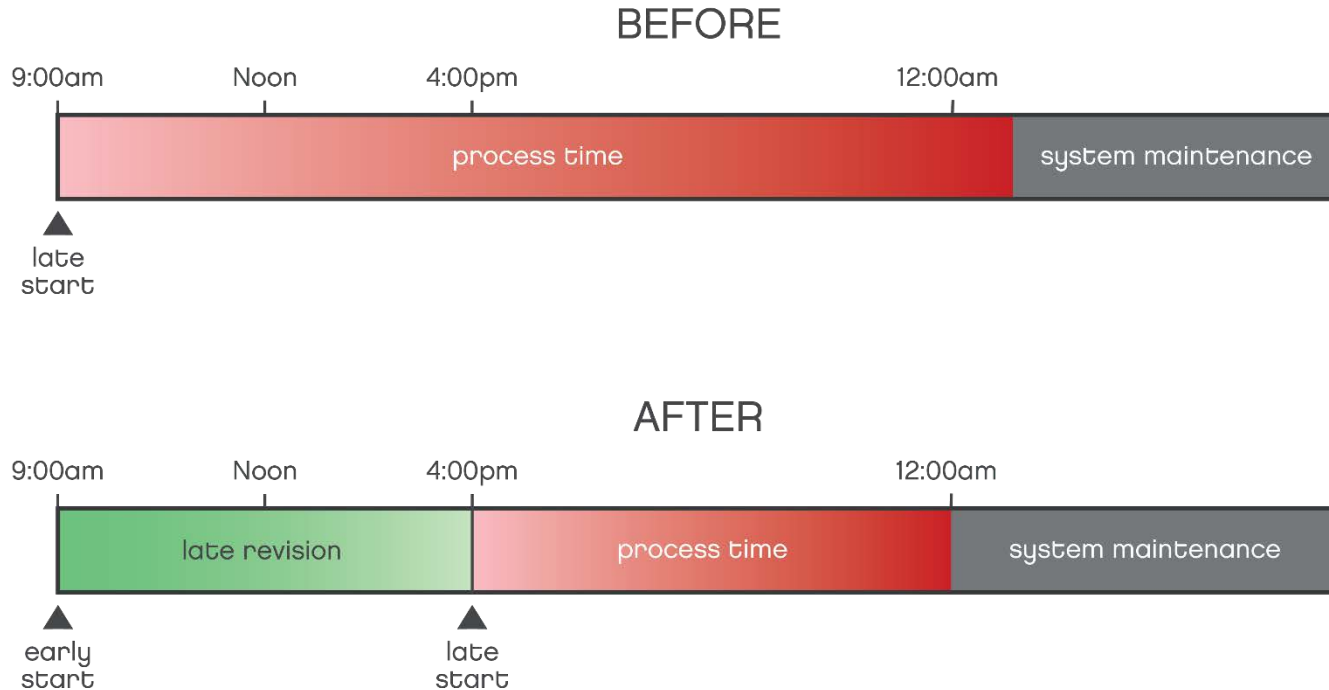


# Story #2(A): Triggered Booking Confirmation





# Story #2(B): LoyaltyOne eNewsletter





## Story #2: Individual Flowchart Performance

“

“Our clients rely on us to *provide a reliable and high-performing marketing automation environment* for them. As a Database Marketing Services company, IBM Campaign is central to this strategy and Client Spectrum Companion has proven to be an essential tool to maintain a *consistent and predictable experience for our clients.*”

- Julian Lee, Technical Director @ Digital Alchemy  
Asia Pacific and North America

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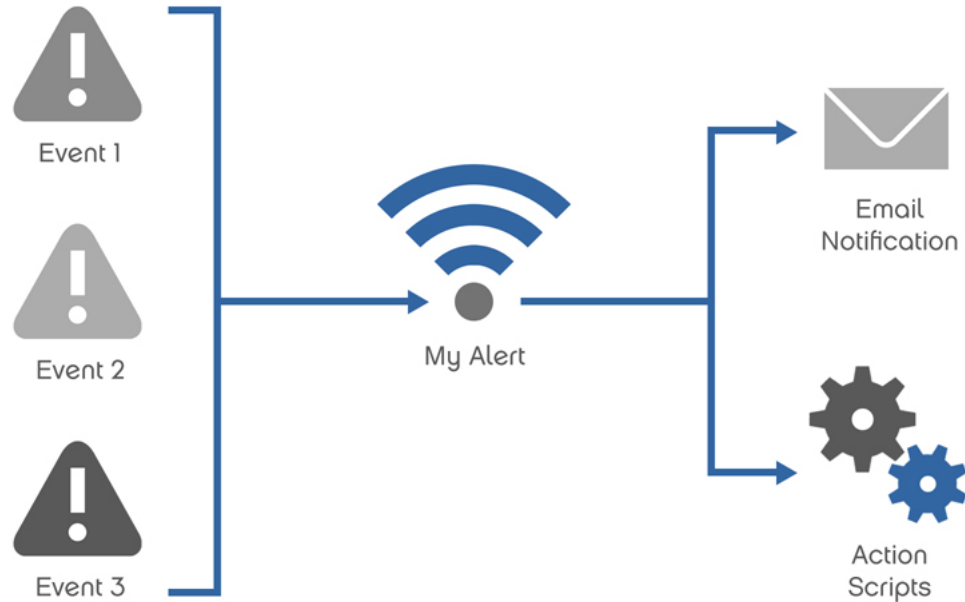


# Story #3

Global High-Tech Industry Leader  
“Automated Alerts for Support Team”



# Story #3: Automated Alerts







# Story #3: Automated Alerts Library



- **Maintenance**
  - Clean temp Files
  - Remove log Files
  - Delete temporary Flowchart Files
- **Availability**
  - Database down
  - Listener down
  - Web application down
- **Performance**
  - System under heavy load
  - Flowchart exceeding SLA performance
  - Flowchart running longer than X hours
  - Concurrent active Flowcharts exceeds N



# Story #3: Automated Alerts

“

“For us, Client Spectrum Companion is used extensively by the support team on a daily basis for performance monitoring. The proactive alerts that are triggered when system resources thresholds are exceeded ensure that the support team is notified as soon as possible. This allows us to [make the most of our limited production windows to identify, investigate and resolve issues.](#)”

*- Global Marketing Program Manager @ Spin-off of Palo, Alto High-Tech Company*

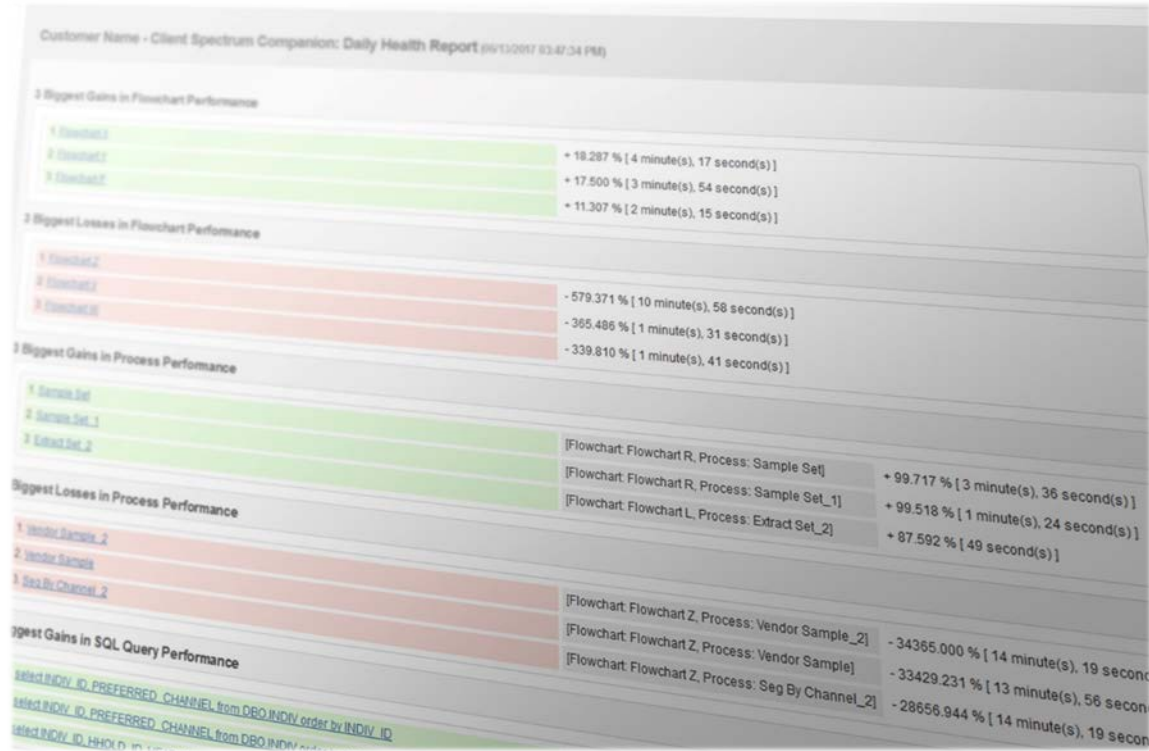
”

An aerial, black and white photograph of the Toronto skyline. The CN Tower is the central focus, standing tall among other skyscrapers. To its left is the Rogers Centre, a large stadium with a distinctive white, dome-like roof. The city extends to the horizon under a sky with scattered white clouds. A semi-transparent blue rectangular overlay is positioned in the middle-right of the image, containing the title text.

# Story #4: Daily Health Check Report

CLIENTSPECTRUM

# Story #4: Daily Health Check Report





# Story #4: Daily Health Check Report

“

“Keeping our complex coalition campaigns running smoothly used to be a dramatic experience. Since adopting Companion For IBM Campaign, even our [largest Flowcharts](#) and most tightly integrated automations are easily monitored. For us, the [Daily Health Check](#) is a must, as it keeps us proactive and not reactive.”

*- Chris Rayson, Associate Director @ LoyaltyOne*

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# Companion For IBM Campaign® v. 5.5

CLIENTSPECTRUM





# Features



Daily Health Reports



Alerts & Automated Resolution



Log Analysis



Data Dependency Search

## New Features in Companion v5.5



SAML Support



WaterFall Reporting



REST API



Log Archiving

Thank You!

Questions?



# Additional Questions

- For additional questions, email us at:

[sales@munvo.com](mailto:sales@munvo.com)

- Follow-ups
  - E-mail with recording of today's event
  - Companion product feature videos