#### CLIENTSPECTRUM

Proactive Performance Monitoring & Issue Resolution For IBM Campaign

Featuring: Brad Penwarden

#### Chris Rayson

Associate Director



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## 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 / 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





### Agenda

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

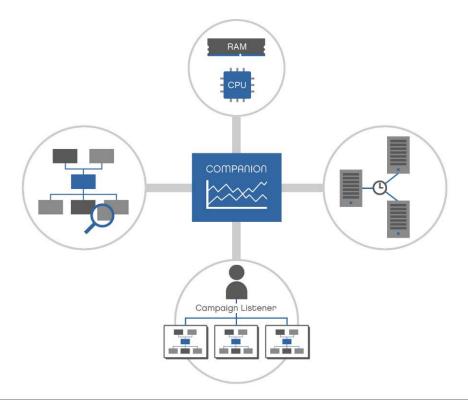
#### Companion For IBM Campaign® At a Glance

#### CLIENTSPECTRUM

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## Companion For IBM®

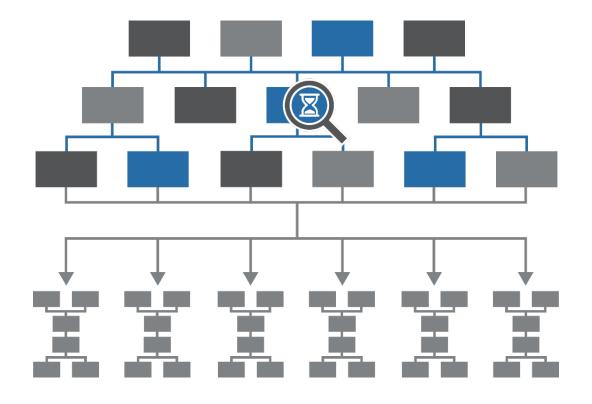


Companion For IBM® Campaign



#### **Story #1:** LoyaltyOne "Large Master Flowchart"

#### Story #1: LoyaltyOne Master Flowcharts



# Story #1: Early Morning Master Flowcharts

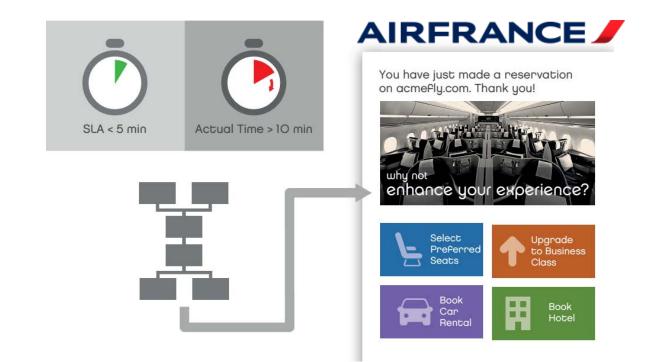
"We have automatic processes kicking off at midnight which averaged over 13 hours to complete. *Companion helped us find bottlenecks and pain points and helped us optimize our processes.* Now with more lists and customers the processes take an average of 3-4 hours to complete."

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

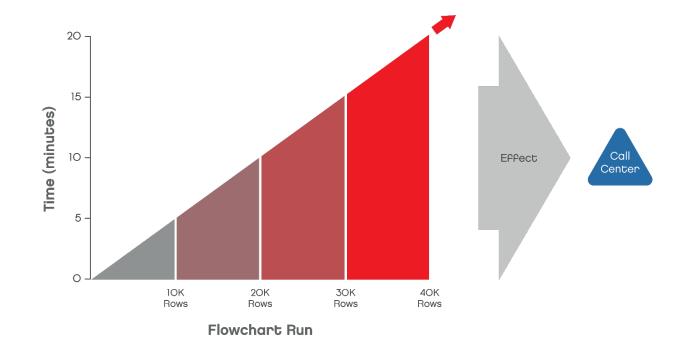
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# Story #2: Air France "Booking Confirmation" LoyaltyOne "eNewsletter" 1

#### Story #2(A): Triggered Booking Confirmation



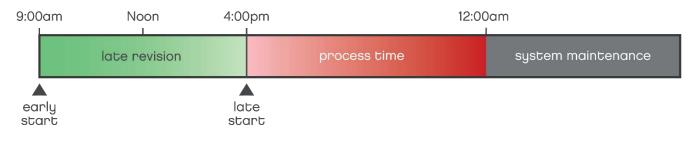
#### Story #2(A): Triggered Booking Confirmation



#### Story #2(B): LoyaltyOne eNewsletter



AFTER



Companion For IBM® Campaign

#### Story #2: Individual Flowchart Performance

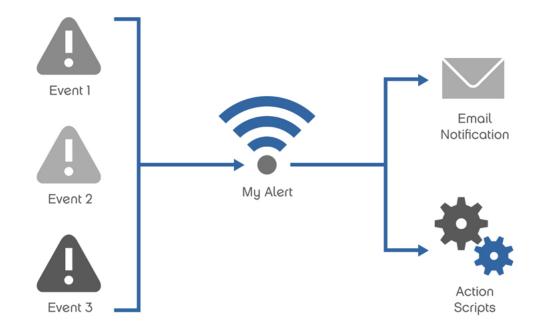
"Our clients rely on us to provide a reliable and high-performing marketing automation environment for them. As a Database Marketing Services company, IBM Campaign is central to this strategy and Client Spectrum Companion has proven to be an essential tool to maintain a consistent and predictable experience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

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#### Story #4: Daily Health Check Report

## Story #4: Daily Health Check Report

Customer Name - Client Spectrum Companion: Daily Health Report	E00/13/2017 IS-47/34 PMD	
3 Biggest Gains in Finschart Partomange		
	+ 18.287 % [ 4 minute(s), 17 second(s) ]	
	+ 17.500 % [ 3 minute(s), 54 second(s) ]	
	+ 11.307 % [ 2 minute(s), 15 second(s) ]	
2 Biggest Losses in Plauchart Performance		
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	- 305.486 % [ 1 minute(s), 31 second(a) a	
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Companion For IBM® Campaign

## 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

#### "

#### Companion For IBM Campaign® v. 5.5





Daily Health

Reports



Alerts & Automated

Resolution







Data Dependency Search

New Features in Companion v5.5



Companion For IBM® Campaign



## Thank You!

#### Questions?

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## Additional Questions

• For additional questions, email us at:

marketing@clientspectrum.com

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