

Unica FAQs

IBM's Acquisition of Unica Frequently Asked Questions & Answers 13 August 2010

1. [What are we announcing today?](#)

Today, 13 August 2010, IBM and Unica Corporation announced they have entered into a definitive agreement for IBM to acquire Unica. Unica is a publicly held company in Waltham Mass.

2. [Who is Unica? What do they do?](#)

A publicly held company based in Waltham, Mass., Unica is a recognized leader in enterprise marketing management software that enables marketers to better understand their customers, communicate relevant messages, and coordinate online and offline marketing campaigns and operations.

Focused on the needs of marketers, Unica's software delivers key capabilities to track, analyze and predict customer preferences, generate demand and manage marketing process, resources and assets. This technology, delivered either on-premises or through the cloud, streamlines the entire marketing process for relationship marketing, online marketing, and marketing operations for leaders such as Aramark, Best Buy, eBay, ING, Telefonica, Monster, Intercontinental Hotel's Group, Fox Sports, OTTO, Starwood and US Cellular.

3. [Why Unica?](#)

With over 1,500 customers across a wide range of industries, Unica Corp. is a global provider and recognized leader in enterprise marketing management, or EMM — software designed to help businesses increase their revenues and improve the efficiency and measurability of their marketing operations. Unica as the leader in this space provides IBM credibility, products, and people essential for IBM's marketing solutions.

4. [What is creating the need in the market for the capabilities Unica provides?](#)

Today's leading organizations place a high value on a consistent and relevant customer experience. They must continuously focus on enhancing their brand by responding quickly to marketplace changes and differentiating themselves through more targeted, personalized marketing campaigns. In order to achieve this, marketing professionals at these organizations are increasingly investing in technology to automate and manage marketing planning and execution to help them better analyze customer preferences and trends so that they can predict buying needs and drive relevant campaigns.

5. [Why is IBM doing this now?](#)

IBM is pursuing transformational capabilities to help clients create this consistent and relevant cross-channel brand experience which promote customer loyalty and satisfaction. With sophisticated analytics and marketing process improvement, the combination of IBM and Unica will help clients streamline key processes including relationship marketing, online marketing and marketing operations.

6. [Why is Unica doing this now](#)

Unica believes that joining IBM is the fastest way to grow EMM and bring Unica products and services to more marketers worldwide. In addition, this is a great way to provide Unica customers with easy access to IBM's complimentary software and services to Unica customers.

7. [How will the Unica technology be incorporated into the IBM Software portfolio?](#)

When the acquisition closes Unica will reside within the Software Solutions Group as part of our focused effort to deliver increasing business agility and an enhanced customer experience. The acquisition of Unica will expand IBM's growing portfolio of industry solutions designed to deliver additional client value to help companies automate, manage, and accelerate core marketing processes that range from demand

generation, e-commerce and sales, to ordering and fulfillment. The combined capabilities of IBM and Unica will help clients differentiate their brands and create a meaningful experience for their customers throughout the entire purchase and fulfillment cycle.

This acquisition along with IBM's recent acquisitions of Coremetrics and Sterling Commerce will enhance IBM's ability to support marketing professionals increasing demands. It builds upon our established eCommerce portfolio and investments in Business Process Management.

There are also synergies with IBM's Industry Framework strategy. These frameworks combine the power of IBM software with industry-specific software extensions, solution accelerators and best practices, to help clients deploy solutions faster and at lower cost and risk. IBM anticipates that the existing Industry Frameworks will be enhanced by relevant capabilities that Unica provides.

8. [How does the acquisition of Unica fit in with the recent acquisition of Coremetrics?](#)

The acquisition of Unica is part of an integral strategy to address clients' requirements from initial marketing to fulfillment and provides capabilities complimentary to those provided by Coremetrics.

9. [How does the acquisition of Unica fit in with the definitive agreement to acquire Sterling Commerce?](#)

The acquisition of Unica is part of an integral strategy to address clients' requirements from initial marketing to fulfillment. Sterling Commerce provides cross-channel integration for selling and fulfillment across sales channels whereas Unica is focused on the initial marketing component of this cycle.

10. [How does the acquisition fit into the WebSphere Commerce, WebSphere Portal & Master Data Management \(MDM\) strategy?](#)

WebSphere Commerce, WebSphere Portal and MDM provide relevant customer and partner experience with a common set of business services and data at points of intersection. New in WebSphere Portal v7, was web site analytics where IBM added Unica as a partner that supports Portal analytics.

11. [Will Unica be integrated into IBM's Business Analytics, Business Processes and Collaboration investments?](#)

When the acquisition closes Unica will reside within the Software Solutions Group as part of our focused effort to deliver increasing business agility and an enhanced customer experience. There are obvious synergies with our eCommerce portfolio and investments in Business Process Management.

In addition, Unica's web analytic capabilities will be closely related to IBM's Business Analytics mission. We have a solutions focus driven by Industry Agendas. Through these industry vertical connections, Unica and IBM Business Analytics technologies such as Cognos, SPSS and Coremetrics will be used together to meet the unique needs of the individual industries we serve.

12. [Will Unica be supported by IBM's Business Analytics and BPM Consulting practices?](#)

Yes, Unica clients will be able to take advantage of IBM Global Business Services as an industry leader in BAO consulting, strategy and change consulting, business process management, and SOA Services. The Unica web analytics and enterprise marketing management capabilities via their interactive marketing suite will be used by the GBS Industry and Service Line practitioners for both IBM's enterprise clients and General Business practice.

13. [What are IBM's plans with the Unica technology?](#)

IBM is pursuing transformational capabilities in business analytics, customer interactions, and marketing automation. This suite is designed to help companies accelerate business activities across dynamic business networks of prospects, customers, partners, suppliers, agencies and manufacturers, which will ultimately enable all their businesses to be more agile and responsive to market shifts.

Consistent with its software strategy, IBM will continue to support Unica customers and enhance Unica products and at the same time allow these organizations to take advantage of the broader IBM portfolio.

14. [Will Unica continue to support multiple platforms?](#)

Yes, Unica will continue to support a broad set of platforms, databases, and servers

15. [How will IBM's business partners benefit?](#)

IBM continues to use both organic development and acquisitions to address new and adjacent technologies. These investments create exciting opportunities for IBM's business partners to expand and serve new and existing clients with the most complete set of solutions in the market.

After the acquisition has closed, IBM Business Partners will have access to the enterprise marketing management suite and other capabilities from Unica. This will give them additional opportunities to provide cross-channel marketing performance optimization solutions.

16. [How will Unica's business partners benefit?](#)

Following the close of the acquisition, Unica business partners can benefit as follows:

- Partners can gain access to expand their offerings and services to existing IBM clients and to attract new clients with support from IBM around the world.
- Partners can achieve faster time-to-value by integrating with IBM's open standards based, multiplatform offerings.
- Partners can receive access to skilled resources through IBM Global Services Delivery Team.
- Partners can expand their global reach by using IBM's international presence in 170 countries.
- Partners can leverage IBM's world class enablement through IBM PartnerWorld and WebSphere's world wide business partner team.
- Unica will work with Unica partners to develop partner specific plans on how to realize IBM's partner benefits.

17. [When will IBM business partners be able to sell Unica offerings?](#)

Until the acquisition closes, IBM and Unica will continue to operate as independent and separate entities. Once the acquisition is complete, the integration team will announce training, education, and enablement plans for IBM business partners including processes for selling the offerings.

18. [What is the strategy for the existing Unica business partner ecosystem?](#)

IBM's intent is to continue these valuable relationships and align operations and processes as part of the integration of the Unica business following close. Upon successful closure, IBM's broad portfolio will create immediate opportunity for Unica partners to serve adjacent opportunities with a consistent and comprehensive set of software solutions offerings. Once the acquisition is complete, the integration team will announce training, education, and enablement plans for Unica business partners including processes for selling the offerings.