

Unica Plan

FOR CMO

- An one stop omni channel marketing platform that not only delivers best in class marketing resource management but also comprehensive end to end marketing capabilities
- With an out of the box integrated marketing platform, marketing can focus on business outcomes and not on integrating functions
- Choice of deployment options and open source stack to suit your corporate strategy and lower your TCO
- Future proof your investment with a platform that is modern, open, cloud-native and innovative with AI/ML capabilities

FOR BUSINESS

- Reduce the time to launch your marketing initiatives with new and improved project workflow UI/UX and realize ROI faster
- Make data entry a breeze with dynamic, visually rich and functionally efficient forms for your marketing projects
- Seamlessly bring content from MS Office documents to your marketing projects in few clicks
 - Easily and quickly build new marketing projects from existing ones in few clicks while still having the desired control and flexibility
 - Drive more productivity in your marketing operations with improved requisitioning, approvals, task listings, Out of office delegations, flowchart execution approvals and much mor
 - Act now with access to powerful insights delivered through native out of the box reports

FOR IT

- Premise/Cloud agnostic Cloud-Native Dockerized deployments to align with your strategy and operations
- Reduce the platform upgrade cycle with Fast Upgrade
- Bring great efficiency to your operations with 500 plus REST APIs to automate routine Unica tasks
- Granular and user specific logging capability to isolate and troubleshoot issues efficiently
- Lower your TCO with open source stack (MariaDB/Tomcat/JBOSS) & no Cognos dependency