

Alterian and Unisys Partner To Deliver Industry's First Marketing Automation Appliance

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Highly scalable software and powerful enterprise server technology combine to create the industry's most powerful, cost-effective marketing automation system for very large databases

Bristol, UK – 8th December 2008 – Alterian (LSE: ALN), the leading international integrated marketing platform provider, today announced an agreement with Unisys Corporation (NYSE: UIS), a worldwide information technology services and solutions company, which aligns Alterian's software platform with Unisys enterprise server technology.

The Alterian solution, running on a Unisys ES7000 enterprise server, is designed to provide database marketers with a cost-effective way to accommodate large prospect database environments at a fraction of the cost of traditional legacy solutions while providing faster, more flexible options. The new offering helps marketing organizations control infrastructure costs while aligning revenue and expense.

The solution introduces greatly improved speed and flexibility to bring new capabilities that marketers have not seen before. Benchmarking tests show that the new offering reduces campaign cycle times, from file receipt to campaign fulfillment, by as much as 50 percent, while also reducing total cost of ownership over traditional legacy solutions by as much as 50 percent.

"This combination of Alterian's software engine – its flagship high-performance analytical database – and the exceptional processing and storage capabilities from Unisys creates a unique environment where querying large amounts of data, high-volume data extraction, rigorous data analysis and campaign execution come together," said Dan Hall, Vice President of Professional Services at Alterian.

"Leveraging the powerful ES7000 Enterprise Server technology from Unisys, marketers can run end-to-end solutions incorporating operational marketing, content management, email marketing and database marketing at a fraction of the cost of their current solutions, yet with better performance. Partnering with Unisys builds on our success with Alterian's recent database advancements, allowing marketers greater data access, improved speed, and higher ROI."

Alterian and Unisys conducted benchmarking trials using a Unisys ES7000 Model 7600R Enterprise Server and large data sets, including a database of 206 million individuals and 114 million households. The benchmarking demonstrated increased speed in data load and analytic queries, as well as campaign processing. The marketing automation appliance processed campaigns in minutes instead of hours, when compared to legacy applications.

Moreover, the solution was benchmarked against seven multi-tenant databases identical to those in the individual trial mentioned earlier. No degradation in processing and performance was identified when the environment scaled to seven times its original size and seven campaign processes were run concurrently.

This relationship positions Alterian to expand its integrated marketing platform further into very large database environments in key industries such as financial services, telco and retail. The scalability of Alterian's technology when combined with the power of Unisys ES7000 Model 7600R Enterprise Server

creates the industry's most powerful and cost-effective marketing automation solution.

"Unisys is proud that our ES7000 server delivers benchmark performance beyond Alterian's expectations," said Rod Sapp, Marketing Director, Enterprise Servers, Unisys Systems and Technology. "By powering a first-to-market solution for integrated marketing campaigns, Unisys and Alterian are providing a whole new range of solutions for clients with transaction- and database-intensive requirements."

Michael Fisher, Senior Vice President of Sales and Marketing for Alterian, North America, said, "Aligning with a company such as Unisys, with a strong heritage in financial services and other key industries, allows Alterian to leverage this relationship to all large database prospect marketers, demonstrating the depth and breadth of the Alterian platform. The combination of our technologies allows organizations to manage prospect marketing campaigns with improved flexibility, increased speed, and at greatly reduced cost. Simply put, marketers can now run campaigns better, cheaper and faster."

Alterian's industry-leading integrated marketing platform is the winner of numerous industry awards and was named in Forrester's EMP Wave. Alterian's scalable platform is available for companies of all sizes, and in partnering with Unisys, is expanded to bring this marketing automation service available to a broader and much larger community of marketers.

The Unisys ES7000 Model 7600R Enterprise Server is powered by the latest 6-core Intel® Xeon® processors 7400 series and delivers superior scalability. It recently led all other enterprise servers in performance, value and scalability in the Transaction Processing Council TPC-E benchmark, the premier benchmark for online transaction processing.

About Alterian

Alterian (LSE: ALN) empowers marketers with an integrated marketing software platform combining database, online and operational marketing applications on a shared data infrastructure. The Alterian Integrated Marketing Platform makes it practical and cost effective for marketers to use actionable insight to execute an integrated marketing strategy across online and offline channels.

It is the unique integration of analytics, content and execution through our industry leading tools, such as the Alterian Messenger email platform, and the award winning Content Management solutions, which enables marketers to drive a seamless, multi-channel customer experience.

Alterian's analytically-led software is delivered to approximately 1,000 marketing departments, across 26 countries, and an international network of more than 100 business partners, including marketing services providers, agencies and systems integrators. Its partners, such as Accenture, Acxiom, Allant Group, Cap Gemini, Carlson Marketing, Experian, Epsilon, InfoUSA, LogicaCMG, Merkle, Ogilvy One and Euro RSCG Worldwide, deliver Alterian software alongside their own domain and services expertise to help market

leaders such as Princess Cruises, General Motors, Zurich, Astra Zeneca, HSBC, Limited Too, AEGON, Avis, Worldwide Wrestling Entertainment, Dell, Amnesty International and Vodafone integrate marketing processes and drive competitive advantage. For more information about Alterian, products within the Alterian Integrated Marketing Platform or our Partner Network, please visit www.alterian.com.

About Unisys

Unisys is a worldwide information technology services and solutions company. We provide consulting, systems integration, outsourcing and infrastructure services, combined with powerful enterprise server technology. We specialize in helping clients use information to create efficient, secure business operations that allow them to achieve their business goals. Our consultants and industry experts work with clients to understand their business challenges and create greater visibility into critical linkages throughout their operations.

For more information, visit www.unisys.com.

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