

Integrated Marketing Software Company Aprimo Adds 70 On Demand Customers

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Johnson Financial Group, Biomet and Others Trust Aprimo's Cloud Solutions to Drive Growth Through Marketing

Aprimo® (<http://www.aprimo.com>) Inc., a global leader in cloud-based integrated marketing software solutions, today announced it has signed 70 new customers for its software-as-a-service (SaaS) product, Aprimo Marketing Studio® On Demand in 2010 and late 2009, when it was introduced. Long the recognized leader in on-premise solutions for integrated marketing management (<http://sites.aprimo.com/IMM/Landing/.ashx>) (IMM), Aprimo has quickly established the same reputation in the on demand market, becoming the go-to choice for many of the world's leading brands, including Johnson Financial Group (<http://www.johnsonbank.com>), the \$6 billion parent of Johnson Bank and other companies; and Biomet (<http://www.biomet.co.uk/home-uk>), a global leader in the manufacture of orthopaedic and biotechnology products.

Aprimo now has more than 150,000 users worldwide for Aprimo Marketing Studio® and Aprimo Marketing Studio® On Demand, more than all other integrated marketing software vendors combined.

"Aprimo Marketing Studio On Demand gives us a holistic solution for everything from automated workflow, to a digital asset library, to even keeping track of our financial information," said Heather Grzybowski, marketing logistics coordinator for Johnson Financial Group (http://www.aprimo.com/Customers_.aspx?id=955). "It's allowed us to collaborate in a true partnership with our compliance organization, and we've become much more efficient because we can track everything."

In addition to Marketing Resource Management (http://www.aprimo.com/Secondary_.aspx?id=1064), Aprimo Marketing Studio On Demand offers comprehensive email marketing, lead nurturing and campaign management capabilities. The software simplifies the process of coordinating and prioritizing overlapping email campaigns and nurturing and scoring leads based on behaviour. Aprimo Marketing Studio On Demand empowers marketers to optimize campaigns by integrating a wealth of data. In an age of rapidly changing preferences and information overload, marketers can communicate the right mix of personalized messages at the right time to the right customer through that person's channel of choice.

Aprimo Marketing Studio On Demand customers represent nearly every industry vertical, including life sciences and pharmaceutical, food and beverage, information technology, education, financial services, retail, and manufacturing. Touching every corner of the globe, the roster claims both North American companies with worldwide presence, as well as organizations based in Europe, Asia Pacific, South America and South Africa. Aprimo solutions meet the needs of both business-to-business (B2B) and business-to-consumer (B2C) marketing organizations.

"Aprimo Marketing Studio On Demand was the most complete solution for coordinating our marketing operations and field marketing activities, and accelerating the launch of our online and offline campaigns for our entire sales network," said Jean-François Greco, communication manager at French home appliance and furnishings retailer BUT. "With the Aprimo solution helping us automate and align

the process and share information reliably in real time, we expect to reduce our timeframes for campaign creations and validation by 30 to 40 percent."

Following is a sample list of customers now using Aprimo's on demand integrated marketing solution:

- Australian Broadcasting Corporation (<http://www.abc.net.au>), Australia's national public broadcasting organization
- Joyce Meyer Ministries (<http://www.joycemeyer.org>), an international nonprofit organization that focuses on reaching people through media
- LifeStyle Family Fitness (<http://www.lff.com>), which operates 55 locations in Florida, North Carolina, Columbus and Indiana
- Open Solutions (<http://www.opensolutions.com>), a leading provider of integrated enabling technologies for financial service institutions throughout the United States, Canada and other international markets

"Aprimo's vision from day one has been to give marketers a single solution to integrate all marketing functions, processes, channels, technology and people, from budget and spend management to demand generation and email marketing. We're seeing increased demand for our on demand solution that leverages the power, reliability and economies of scale of cloud computing," said Bill Godfrey, President of Aprimo. "The success of our on demand product with many of the world's largest companies and foremost marketing organizations is evidence that the Aprimo name stands for the best in integrated marketing, whether on demand or on premise."

"Aprimo Marketing Studio On Demand has allowed our disparate group of marketers to come together as a team, collaborate on assets in real time, and track all our work in a single system that gives visibility into what everyone is doing," said Dawn Bradshaw, director of marketing services for DeVry University (<http://www.devry.edu>), one of the largest, private sector universities in North America. "For us so far, the biggest impacts of Aprimo Marketing Studio On Demand have been on productivity and efficiency, and that it allows us to be much more proactive, so we can look forward into what we should be doing, not just what we need to do to catch up."

Aprimo Marketing Studio On Demand customers have collectively marketed to more than 42 million individuals, completed more than 1.4 million unique tasks and created more than 100,000 reports within the system. Unlike other marketing software solutions that focus exclusively on select functions, Aprimo Marketing Studio On Demand addresses marketers' challenges across functions. Built with the knowledge that companies grow and needs change, Aprimo Marketing Studio On Demand is configurable so that marketers can add modules as needed.

Aprimo offers both on-premise and cloud solutions for comprehensive integrated marketing management. Regardless of delivery method, Aprimo solutions support marketers' efforts from campaign to cash, with capabilities including: spend management, workflow and project management, marketing asset management, performance management, event marketing, campaign management, email marketing, lead management and social marketing.

About Aprimo:

Aprimo (<http://www.aprimo.com>) is a leading global provider of marketing software and services that enhance the productivity and performance of marketing organisations. The company's integrated marketing software, AprimoMarketingStudio® forB2C (http://www.aprimo.com/Solutions_B2C.aspx?id=497) and AprimoMarketingStudio® forB2B (http://www.aprimo.com/Solutions_B2B.aspx?id=495), enables marketers to navigate the changing role of marketing, by taking control of budget and spends, eliminating internal silos with streamlined workflows, and executing innovative multi-channel campaigns to drive measurable return on investment. Founded in 1998, Aprimo is headquartered in Indianapolis with offices worldwide. For more information call 0118 9779 700 or visit <http://www.aprimo.com>.

Teradata (<http://www.teradata.com/t>) (NYSE: TDC), the world's largest company solely focused on data warehousing (<http://www.teradata.com/t/enterprise-data-warehousing>) and enterprise analytics (<http://www.teradata.com/t/business-needs/data-mining-and-analytics>), acquired Aprimo, in January, 2011.

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