

Unica 2011 Marketing Innovation Summit Features Latest in Marketing Technology and Innovation

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Tremendous Roster of Global Marketing Influencers and New IBM Smarter Commerce Initiative Highlight This Year's North American and European User Conferences

London, Berlin and Waltham, MA – April 27, 2011 – Unica, an IBM Company and a recognized leader in marketing software solutions, has announced the agenda and other highlights for its annual user conference, the Marketing Innovation Summit (MIS). MIS brings together hundreds of marketers from around the world to share and learn about the latest marketing trends, best practices, and marketing technology innovations. MIS features nearly 100 breakout sessions, hands-on workshops, product demonstrations, best practices, and more.

This year's featured presenters include leading marketers from Air France/KLM, Best Buy, E*Trade, First Tennessee, Forrester Research, IBM, ING, and Marriott International, among many other global organizations. Additional conference highlights include the Marketing Success Awards, which recognize users of Unica solutions that have achieved significant business results, and a Partner Showcase comprised of many of the top marketing service providers.

MIS 2011 follows the recent launch of IBM's exciting Smarter Commerce initiative, which is focused on helping companies swiftly adapt to rising customer demands in today's digitally transformed marketplace. Smarter Commerce—and IBM's continued focus on the CMO—will play a considerable role at MIS.

“What an exciting year it's been for Unica, for our customers and partners, and for the marketing industry in general; and as we embark on this next chapter—with the incredible power and reach of IBM—we're clearly defining the future of marketing technology,” said Yuchun Lee, founder of Unica and general manager, IBM Enterprise Marketing Management Group. “We've once again assembled a ‘who's-who’ of the best, brightest and most innovative marketers and can't wait to cut the ribbon on MIS 2011.”

Unica would like to extend sincere thanks to the sponsors for this year's MIS, including Acxiom, Covalent Marketing, Epsilon, Merkle, Pinpoint Systems Corporation, Harte-Hanks, Slalom Consulting, AmberLeaf, b.telligent, CLEARGOALS, Client Spectrum, Customer Centria, MarketSphere, Mobile Messenger, Oxyrna, RiverPoint, Saepio, SmartBase Solutions, Targetbase, and Tembit. Additional thanks to IBM Pavilion sponsors including Coremetrics, IBM Business Analytics, IBM Smarter Commerce, and Netezza.

About Unica

Unica, an IBM Company, is a recognized leader in marketing software (<http://www.unica.com/marketing-software.htm>) solutions. Unica's advanced set of enterprise marketing management (<http://www.unica.com/products/enterprise-marketing-software.htm>) and cloud-based marketing solutions (<http://www.unica.com/products/on-demand-marketing-software.htm>) empowers organizations and

individuals to turn their passion for marketing into valuable customer relationships and more profitable, timely, and measurable business outcomes. These solutions integrate and streamline all aspects of online and offline marketing (<http://www.unica.com/online-marketing-solutions.htm>). Unica's unique interactive marketing (<http://www.unica.com/solutions/interactive-marketing-solution.htm>) approach incorporates customer analytics (<http://www.unica.com/products/customer-analytics.htm>) and web analytics (<http://www.unica.com/solutions/web-analytics-solution.htm>), centralized decisioning (<http://www.unica.com/dmacentralized.htm>), cross-channel execution (<http://www.unica.com/cross-channel-marketing.htm>), and integrated marketing operations (<http://www.unica.com/solutions/marketing-operations-solution.htm>). More than 1,500 organizations worldwide depend on Unica for their marketing management solutions.

Unica is headquartered in Waltham, Massachusetts with offices around the globe. For more information, visit www.unica.com.

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