

Kalido and Aprimo Relationship Manager

Your customer data warehouse is the critical link for executing personalized and timely marketing campaigns. With the Kalido Information Engine on Teradata, deploying Aprimo Relationship Manager with accurate and consistent customer data can be done faster than ever before.

Customer Data and Marketing

It's no secret that effective marketing campaigns require accurate customer data. What makes your multi-channel campaign effective is creating personalized and relevant messages and offers, delivered via the right channel at the right time, which will drive your customers to the next best action. Collecting, integrating and storing the data about customer preferences and historical interactions from both traditional CRM and SFA systems, and new social-based sources, into a customer data warehouse can be time-consuming and resource-intensive. But Marketing needs timely interactions with customers. How can you accelerate creating this critical backbone for effective marketing campaigns?

Kalido builds data warehouses fast. The model-driven Kalido Information Engine makes it easy to capture the data needed to power ever-changing marketing campaign requirements and automates many of the time-consuming processes of building the customer data warehouse on Teradata. Additionally, Kalido automatically generates the views for Aprimo Relationship Manager, saving further manual development effort and cost. The result? A significantly less expensive and faster time to deploy so you can begin more effective marketing campaigns sooner.

Rapid Time to Value

Kalido's partnership with Teradata is committed to delivering rapid time to value. Customers can more quickly generate new Kalido-based, model-driven Teradata enterprise data warehouses and marts to serve enterprise-wide analytical needs.

Better Business & IT Collaboration — Kalido running on Teradata enables rapid prototyping, allowing stronger collaboration between IT and business. Kalido's business-model-driven approach gives you the ability to rapidly translate business requirements into building new Teradata customer data marts in weeks, not months. As a result, requirements move from design to production in less time than ever before. With enhanced agility, you'll be dramatically more responsive to business needs.

Automate for Speed

Automatically Generate Aprimo Relationship Manager Views

— When deploying Aprimo Relationship Manager (ARM), you can structure your customer information any way you need it. But you must conform to certain rules to define access layer views Aprimo uses to access the data. Kalido automatically generates these views from the model-driven Kalido warehouse. This automation dramatically compresses the time needed to deploy ARM by removing the need for manual programming.

Model-Driven Automation — The Kalido Information Engine simplifies data integration and significantly reduces the dependency on separate ETL tools for data integration and loading tasks, accelerating deployment. Kalido uses an ELT design approach to exploit the Teradata high performance architecture, delivering linear load performance as you add nodes.

Keep Pace with Marketing's Needs

Rapid Response to Change — Campaigns frequently change, requiring new data and new views. Kalido manages ongoing maintenance so when the model changes to meet marketing demands, the ARM views are re-generated with the updated model, delivering the agility marketers need to deploy relevant, timely and precise marketing campaigns.

About Kalido

Kalido is a product brand of Magnitude Software, a leading provider of Enterprise Information Management software that drives real business value for customers. Magnitude Software offers a family of award-winning products, from business intelligence and data warehousing to master data management, reporting and analytics.

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