

SOLUTION OVERVIEW: QUAEROCARE FOR UNICA

Increase Marketing ROI By Outsourcing Support to the Experts

Unica's Affinium® Campaign suite™ software provides best-in-class capabilities to hundreds of leading marketers. Are you getting all the benefits you could from this powerful application?

- Could you use more Unica expertise than you can hire?
- Do you struggle to meet the peaks in your campaign schedule?
- Does your staff leverage all the tools in Unica on a daily basis?
- Would you like more people trained on Unica?
- Could you use more "How To" help desk support?

There's never been a more important time to ramp up marketing ROI while reducing your campaign operating costs, and QuaeroCare can help you do it.

Leverage Our Expertise

QuaeroCare is the customized outsourced solution that knowledgeably and cost-effectively augments your own Unica design and support staff.

Quaero is a Platinum Unica partner and the industry's leading expert in marketing automation solutions, with more Enterprise Marketing Management (EMM) implementations than any other company.

QuaeroCare leverages this experience to help you get more out of your Unica investment – whether you need help desk support, customized training, or just want to tap into the expertise of the leading Unica experts.

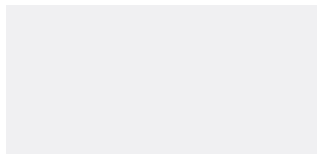
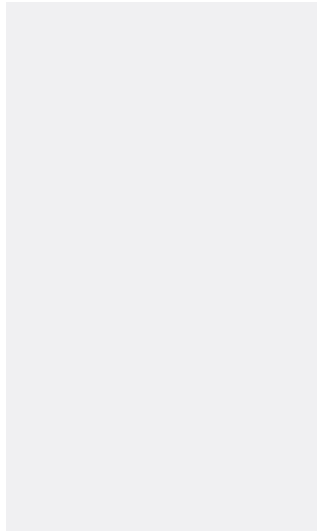
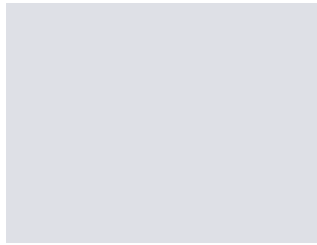
Choose the Services You Need

QuaeroCare can help you with a variety of support services, either on-site or remotely to reduce your costs and accelerate service. We can customize your mix of services to match

Benefits

- Reduce staffing pressures
- Accelerate 'ramp-ups'
- Ensure successful adoption of tools and processes
- Improve end-user support
- Utilize more Unica capabilities
- Meet peak campaign demands
- Reduce support costs
- Increase marketing agility





ACCELERATE
CUSTOMER
VALUE

your needs and reach your marketing goals and budget requirements. QuaeroCare services include:

Design and Build

- Complete campaign and flowchart design
- Applying schedules and triggers
- Development of custom macros
- Report development
- Creation of reusable components
- Support for adoption of new systems

Staff Augmentation

- Augment staff during deployment and 'ramp-up'
- Expand capabilities during peak times
- Audit, execute and monitor existing campaigns
- Support new marketing initiatives
- Fill temporary gaps in personnel

Help Desk

- Remote end-user support
- How-to's, troubleshooting, etc.
- Industry-leading expertise when needed

Training

- Educate and mentor your Affinium team
- Remote web-based courses
- On-site customized courses
- Reusable training materials

QuaeroCare at Work

Entertainment:

An international hospitality firm lost three key marketing operations associates. QuaeroCare provided an immediate solution to the staff shortage, while bringing new personnel up to speed through web-based and formal instruction.

Pharmaceutical:

One of the world's largest pharmaceutical companies was converting to a new Unica system. QuaeroCare trained the staff and managed the transition of campaigns from legacy systems, enabling the firm to hit the ground running with the new technology.

Healthcare:

A major Pharmaceutical Benefits Management firm needed help ramping up their campaigns. QuaeroCare provided a team that worked remotely to build over 1,000 campaigns in only a few months.

Finance:

A leading bank needed training for its international staff. QuaeroCare evaluated their needs, developed a custom curriculum, and provided comprehensive on-site classroom training leveraging their own data and infrastructure.

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About Quaero

Quaero, a CSG solution, uses customer intelligence to help clients shift from traditional campaign-driven marketing to real-time, multichannel customer interaction. Quaero experts blend strategy and analytics with performance management and technology to establish dialogues that improve the customer experience while increasing overall customer value.

Headquartered in Charlotte, NC, the Quaero solutions group provides marketing services to category-leading clients within the Financial Services, Pharmaceutical/Healthcare, Travel and Leisure, Media, Consumer and High Tech industries. For more information, call 1-877-570-2199 or visit www.quaero.csgsystems.com.