

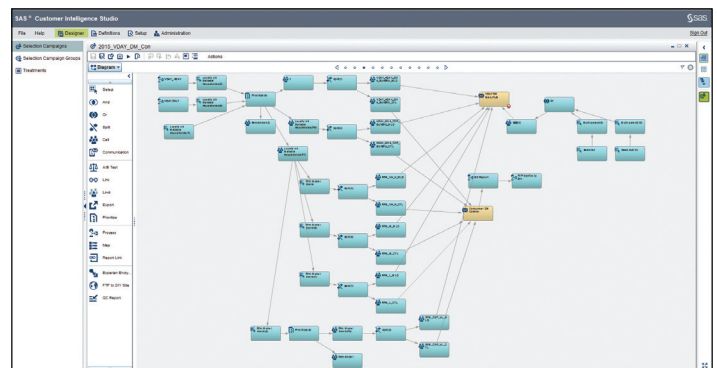
SAS MARKETING AUTOMATION

Improve Customer Engagement Across Channels

Clients trust 89 Degrees and SAS to deliver the infrastructure critical for designing, deploying, and analyzing the marketing campaigns needed for higher customer engagement and retention. With our deep marketing strategy and industry expertise, including our proven marketing database – with vertical specific data schema ideal for retail, automotive, financial services, and more – 89 Degrees is able to reduce development costs and quickly implement SAS Marketing Automation for better personalization, timely communications, and omnichannel campaign execution. From database development and data mining to predictive modeling and enterprise system integration, 89 Degrees' services enable clients to more effectively target and engage customers across all channels.

BENEFITS

- Fastest path to timely, relevant, and personalized communications across all channels
- Test and learn approach to drive continuous campaign improvement
- Lower-cost, faster implementation with 89 Degrees' vertical specific marketing database
- Hosting options with standardized deployments to satisfy any requirements



Easily design and deploy omnichannel campaigns with better results.

HOSTING OPTIONS

1

89 DEGREES PRIVATE CLOUD

Multi-tenant distributed environment; high performance with quick, scalable implementation

2



Blueprint guided implementation

3

ON-PREMISE

Custom implementation in client-owned data center with dedicated licensing

IMPLEMENTATION SERVICES

- **STAND UP SOFTWARE:** Quick, reliable system provisioning and stand-up according to selected deployment option
- **INFOMAP & SAS COMMON DATA MODEL:** Create and implement data load to SAS platform
- **CAMPAIGN AND REPORTING DEVELOPMENT:** Create quick start campaign templates aligned with primary marketing objectives and tailor campaign reporting as needed
- **SYSTEM DOCUMENTATION:** Comprehensive reference materials for ongoing use

OPTIONAL SERVICES

- **DATA ARCHITECTURE & DESIGN:** With the 89 Degrees marketing database, clients define requirements and adapt the vertical specific data model as needed; deliverables include complete data schema and supporting documentation
- **DATA ETL:** Optimize data structure to ensure performance and meet client requirements



89 DEGREES
MARKETING DB

WHY 89 DEGREES MARKETING DATABASE

- **DATA WAREHOUSE INTEGRATION:** The 89 Degrees marketing database (89MDB) provides an efficient way to manage existing data from a corporate data warehouse, creating a customer and marketing centric platform from which to implement and track high performing marketing campaigns
- **SOURCE SYSTEM INTEGRATION:** 89MDB can process data in batch or real time from a wide range of source systems, including transactional data, clickstream data from web or email campaigns, and data enrichment sources
- **DATA HYGIENE:** Using SAS Data Quality, 89MDB offers Data Hygiene & Customizable Householding, Standardization, International Validation/Hygiene with Global Data Libraries, Merge/Purge, Data Enhancement and Data Governance

ONGOING SUPPORT

- **TRAINING:** Onboard and train campaign developers, managers and power users
- **SYSTEM ADMINISTRATION:** Whether the solution is hosted or deployed on-premise, our remote SAS administration services are available to ensure system is properly maintained
- **USER SUPPORT:** Ongoing user support packages provide expert resources to address challenging use cases, add data feeds from additional channels, and implement custom solutions