

Integrated Software for the Marketing World

In the closing years of the last millennium, William M. Godfrey and Robert W. McLaughlin realized that the marketing world was on the cusp of revolutionary upheaval and change. Customers were beginning to control brand information and product communication empowered by Web-enabled networks. Products and services were



Bill Godfrey, President

merging

as customers redefined what constitutes value. What had been successful marketing strategies in the past were not going to work in the future. Companies would have to rapidly adapt or fall by the wayside.

To meet the challenges of that future, Godfrey and McLaughlin established Aprimo in 1998 as a marketing resource management firm focused on offering state-of-the-art integrated marketing software for both business to consumer (B2C) and business to business (B2B) marketers. Aprimo now specializes in on-demand marketing software to manage several aspects of marketing, including campaign management, lead management, brand management, e-mail marketing, event management, performance management, social marketing, spend management, and workflow and project management.

The ability that Godfrey and McLaughlin had for foreseeing the future in marketing trends and responding to customers' needs has been phenomenal. Just two years after opening the doors to Aprimo in Indianapolis, the company opened its first international office in London. Continued growth led to the opening in 2006 of an office in Singapore to serve the Asia-Pacific market. Still headquartered in Indianapolis, Aprimo now has offices in Australia, The Netherlands, Germany, France, and Canada. The company has become the first recognized industry leader in Marketing Resource Management (MRM) and the first recognized visionary in Enterprise Marketing Management (EMM).

THE RIGHT PRODUCTS, THE RIGHT PEOPLE

Single point marketing solutions can handle one-off problems, but a web of incompatible

products leads to ineffective silos, sub-optimal processes, lost data, missed opportunities, and productivity drains. Aprimo offers a holistic approach – an Integrated Marketing Management approach – that focuses the strength of combined resources in powerful new ways.

Integrated Marketing Management combines demand generation and marketing operations into a single, unified force that can dramatically increase Return on Marketing Investment. It also effectively measures campaign effectiveness by integrating leads and campaign management along with all other marketing activities and channels.

The marketing professionals at Aprimo provide modular, easily configurable integrated marketing software to move their clients' programs forward. The company's user-friendly software is designed so that clients can focus on marketing instead of technology. Aprimo professionals provide the unique tools to assist clients in:

- ▶ Analyzing market conditions to better understand the shifts in how audiences interpret and respond to marketing messages.
- ▶ Adopting new and smarter ways to leverage changing media tools and streamline internal marketing processes.
- ▶ Breaking down traditional silos for greater collaboration and flexibility, allowing clients to turn marketing change into a competitive advantage, one step at a time.

Team Aprimo Corporate Challenge Participants 2010



- ▶ Measuring and analyzing client programs to deliver increased and measurable ROI.
- ▶ Moving from traditional monologues to developing an ongoing, anywhere, anytime customer dialogue.
- ▶ Creating more meaningful, more efficient interactions with their customers anywhere.

Managing a client's brand assets with Aprimo solutions can eliminate the lost productivity associated with searching for digital assets. Aprimo Brand Management allows clients to maintain a centralized library of marketing assets enabling even remote team members to log on and download the latest versions of marketing collateral to squeeze more value out of already produced assets.

Equally as important as the company's cutting edge products is the insight and expertise of Aprimo's B2B and B2C marketers. They navigate constant change, keeping their clients abreast of the marketing world's ever-changing landscape and turn that change into a competitive advantage.

Aprimo's professionals embrace a set of core values that serve as guiding principles for how they manage their business and respectfully treat customers, partners, and colleagues. Those core values have served as the underpinnings of Aprimo's positive culture since the company's inception and continue to be a key ingredient in fostering the passion they have to serve their clients and to build the most innovative software products for marketers. Those core values also serve as the DNA behind Aprimo's brand promise of client success.

Aprimo currently has 28 technology and implementation partners, including Microsoft, Salesforce.com and Omniture,

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who align with the company to provide additional products and services to marketers.

PROVEN SUCCESS

William Godfrey co-founded more than just a new business in 1998. His vision for a software company focused on digitizing the end-to-end marketing value chain helped create the market now known as Integrated Marketing Management. Godfrey's passion for customer success and innovative solutions has led to Aprimo's continuing market leaderships as rated by Gartner, Forrester Research, and other top research firms.

Many of the most recognized names in business in more than 40 countries around the globe have turned to Aprimo to help them meet the challenges of the Twenty-first Century:

- ▶ Merrill Lynch reduced wasted time from double entry of data by 71 percent.
- ▶ Warner Brothers exceeded its total ROI estimates of project payback in just twelve months.
- ▶ ESRI improved its ROI by 1,134 percent and launched an ongoing campaign that converted hundreds of pre-qualified leads per year.
- ▶ Bank of America processed 33 percent more invoices and shortened project approval timelines by 27 percent.

"In late 2010, Aprimo was acquired by Teradata, effectively marrying Aprimo's integrated marketing solutions with Teradata's world leading data warehousing and enterprise analytic capabilities. Teradata's data, coupled with Aprimo's integrated marketing management (IMM) products, provide companies with customer insights that ensure the delivery of the right messages to the right people at the right time. This has allowed Aprimo to accelerate its growth, fuel innovation and rapidly expand globally while maintaining its Indianapolis roots, where it continues to draw from Indiana's talented workforce," states Lisa Arthur, CMO.

Aprimo, Integrated Marketing Software, offices in Indianapolis.

