

SAP CRM Email Marketing Integration

Simplify campaign execution while achieving superior relevance, deliverability and scale



STRONGMAIL + SAP CRM KEY BENEFITS

- **Ease of integration** with data sources and systems
- **Superior scalability** to grow with your business
- **Optimized deliverability** to maximize inbox placement

"SAP CRM provides powerful campaign management, segmentation and analytical capabilities that integrate well with other enterprise systems."

Jujhar Singh
SVP of CRM Product Management
SAP

CRM solutions are extremely effective at enabling marketers to manage customer data, campaign automation and customer interactions, but they are often much less effective at delivering high-volume communications. This creates an obstacle for many companies, as email is the top channel for 84% of marketers using a CRM solution, according to a 2009 Forrester Research study.

Further complicating the situation, the same study found that integration is the number one concern for marketers implementing a CRM solution. Consequently, marketers need to find a way to overcome these challenges to create, deploy and track highly relevant email campaigns that reflect the entire customer relationship.

SAP CRM Integration with StrongMail Message Studio

SAP and StrongMail have jointly developed an integrated solution that is uniquely designed to meet the demand for a best-of-breed email solution that easily integrates with SAP CRM to provide marketers with streamlined campaign deployment and management.

By integrating the StrongMail Message Studio email marketing solution with SAP CRM, customers can quickly and easily leverage enterprise-grade email capabilities, including sophisticated campaign management, high-volume delivery and advanced targeting.

Maximizing Email Relevancy with Customer Data

This combined solution allows marketers to use their SAP CRM data within Message Studio to identify their most influential and profitable customers and automate relevant marketing programs. Programs can be based on key events within the customer database, web analytics data, purchase activity, or other relevant data attributes.

StrongMail's integration with SAP CRM provide marketers with real-time access to their data for creating timely, relevant and personalized campaigns that facilitate customer loyalty and engagement. StrongMail's in-depth campaign reporting also provides marketers with access to critical success metrics for measuring ROI, including conversion rates and revenue generation.

Unparalleled Scalability and Deliverability

A dedicated and scalable solution that can be deployed on-premise or accessed on-demand, StrongMail Message Studio offers companies complete control over their campaigns. Specifically designed for high-volume delivery, StrongMail can dynamically generate, assemble and deliver millions of messages in a matter of minutes using its patent-pending Burst delivery technology.

StrongMail's innovative delivery engine was built from the ground up to overcome today's deliverability challenges and get business-critical messages delivered to the inbox.

Services Provided by



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About StrongMail Systems, Inc.

StrongMail's online marketing solutions for email and social media enable businesses to reach, engage and influence their target audience using the most powerful channels available to marketers today.

StrongMail gives email marketers the control and support they need to improve campaign performance, boost deliverability and lower costs, while also leveraging the power of social media to extend the reach of their campaigns and brand to new audiences. Combining an easy-to-use email marketing application, high-performance delivery system, viral-marketing tool, social media integration, and a wide range of deliverability, strategic and supporting services, StrongMail makes it possible for companies with all levels of resources and expertise to take advantage of its proven solutions.



About Net Atlantic, Inc.

Established in 1995, Net Atlantic was one of the first email service providers and Web site hosting companies. Net Atlantic's goal is to help businesses and non-profit organizations succeed online with effective email marketing services and Internet tools.

To learn more about Net Atlantic, please visit www.netatlantic.com.

Contact Net Atlantic today.

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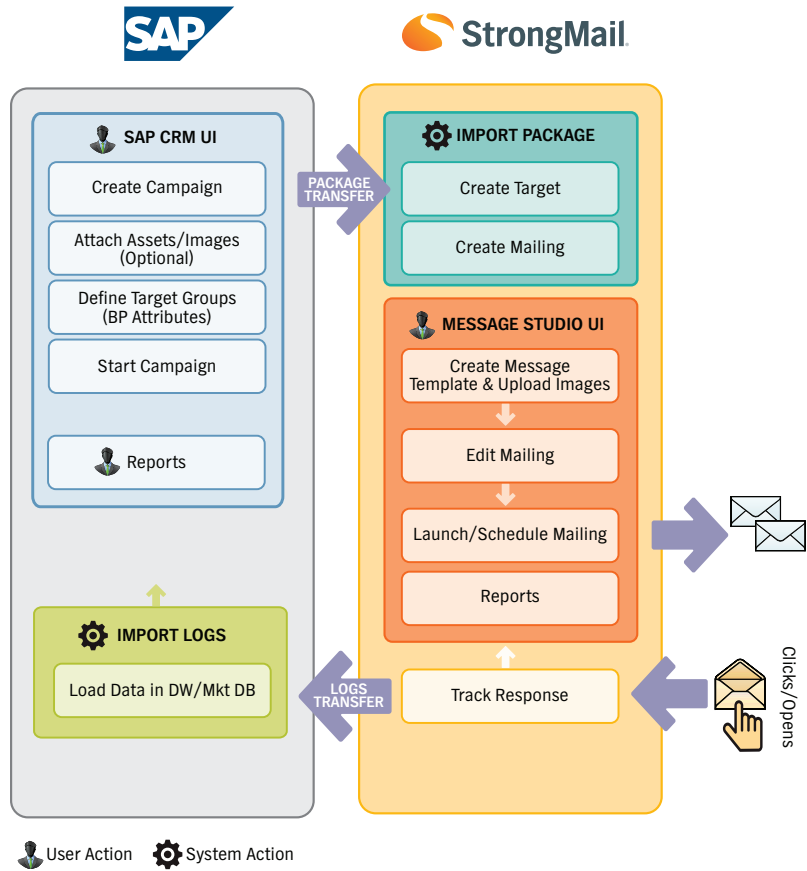
www.netatlantic.com

Proven Integration Simplifies Campaign Execution

SAP and StrongMail have partnered to ensure a seamless integration between the two solutions that eliminates the need to manually upload CRM data and email tracking data.

As illustrated in the diagram below, this integrated solution simplifies the creation and delivery of highly relevant messages by offering the following benefits:

- Minimized data transfer time
- Single source of program data for campaign analysis and further segmentation
- Full-featured dynamic content
- Real-time response tracking
- Sophisticated email delivery and bounce management



Participation in SAP PartnerEdge and EcoHub

StrongMail is an active SAP Software Solution Partner in the SAP PartnerEdge™ program, which facilitates the development and integration of solutions with SAP software. StrongMail is also a member of SAP EcoHub, a community-enabled online marketplace featuring community input, user feedback, ratings and demos.

Learn More

For more information, including prerequisites for the integrated solution, please contact StrongMail at 800-971-0380 or visit the SAP EcoHub solution marketplace at: www.strongmail.com/SAP



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