Momentum™ for CRM

UNLEASH THE POWER OF CRM WITH INTELLIGENT MESSAGING

Momentum for CRM from Message Systems supercharges your CRM-based marketing and customer outreach, allowing you to fully realize the value of the customer intelligence in your Siebel® CRM implementation by integrating it with intelligent cross-channel messaging.

DON’T GET HELD BACK BY LEGACY MESSAGING

Customer relationship management systems like Oracle’s Siebel® CRM are among the most powerful tools available for interacting with a global customer base. Yet with consumers turning to smartphones and new messaging channels for day-to-day communication, intelligent messaging capabilities have become every bit as business-critical as the customer intelligence in your CRM. You need to be able to instantly reach customers within highly precise time windows. And engage them with targeted, personalized content, whether email or SMS/MMS or a mix of channels. Without an intelligent messaging capability, your customer communications choices are limited, and the value of your customer intelligence remains locked in your CRM.

CUSTOMER INTELLIGENCE + INTELLIGENT MESSAGING = ENGAGEMENT

Momentum for CRM from Message Systems provides intelligent interaction capabilities that are critical for engaging customers through mobile and social messaging channels. Momentum for CRM is built on Message Systems’ industry-leading messaging engine, incorporating features like advanced data integration, scheduled sending and mobile messaging. It also has the response processing and message management capabilities you need to conduct contextually rich two-way conversations with customers and prospects. With the ability to extend customer intelligence to customer interactions, you can execute and manage your messaging programs more successfully than ever before.

Boost Engagement. Craft more effective engagement strategies by customizing email and SMS/MMS messages on the fly using CRM data or outboard data sources or business logic. By targeting customers with customized creative, and structuring campaigns for optimum response, you’ll drive increased revenue growth and brand loyalty, while fostering deeper, more profitable relationships.

Initiate Profitable Conversations. Conduct engaging, real-time conversations with customers through email, mobile messages and other channels using your existing Siebel CRM. Only Message Systems technology enables businesses of all kinds to provide the rich interactive messaging experiences customers demand today.

Improve Performance & ROI. Leverage customer data in any number of innovative ways: segment message streams, support channel preferences, and manage cadence and delivery across time zones to boost response rates, improve the performance of your messaging and optimize the value of your CRM investment.

BLAST THROUGH THE LIMITS

CRM is the centerpiece of customer engagement for most major brands. But there are two parts to effective engagement: a) intelligence: knowing what to do, and b) execution: the capability to act on intelligence. While many CRM systems are great at providing a “single customer view,” and determining what to say to whom, they’re much less effective at extending that intelligence into actual customer interactions. Especially in reaching today’s mobile, smartphone-enabled customers. That’s where Momentum for CRM is the perfect complement to legacy CRM systems. It integrates the customer intelligence contained in your CRM system with the intelligent messaging capabilities that only Message Systems can provide.
DON’T LET CONSTRAINTS HOLD YOU BACK
CRM systems came into widespread use in the 1990s, when digital messaging was still very much an email on desktop PCs phenomenon. Not surprisingly, most legacy CRM systems are effective for basic email management, but few have the kinds of advanced messaging features and integration functions you’ll find in today’s sophisticated marketing and customer engagement hubs. With no easy way to integrate data or compile graphics or code elements from outside sources, it’s difficult to personalize message content for individual customers. Plus, lack of SMS/MMS integration complicates engagement with mobile customers. And without aggregate logging and visibility into message streams, it’s difficult to tune campaigns, calculate response and increase ROI over time.

EXTEND YOUR INVESTMENT IN SIEBEL® CRM
Momentum for CRM from Message Systems will positively impact all your messaging programs — marketing, customer care, email, SMS/MMS messages and more — right away. But Momentum for CRM won’t just improve performance, it also extends the value of the investment you’ve made in your Siebel® CRM — without the high cost and extended implementation times you’d experience with a full CRM upgrade.

✔ Data Augmentation from Outside Sources
Compile messages from multiple components to personalize email content.

✔ SMS/MMS Integration
Engage mobile customers in the messaging channel they prefer.

✔ Targeted High-Volume Messaging
Reach millions of customer and prospects at the right time and place.

✔ Logging & Visibility
Tune campaigns in real-time to boost response & ROI.

Shown here in a deployment architecture with an enterprise service bus, Momentum for CRM is the quick, cost-effective way to upgrade your CRM’s messaging capabilities.
## Feature Focus: Powerful, Innovative Messaging Technologies

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<tr>
<th>Feature Focus</th>
<th>Description</th>
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<tr>
<td><strong>High Volume Delivery</strong></td>
<td>Send much higher volumes of messages, with far greater precision and control. Even large global campaigns can be held for delivery at specific times, or staged across time zones to hit inboxes and handsets at the times most likely to elicit responses.</td>
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<td><strong>Email + Mobile Integration</strong></td>
<td>Engage customers in two-way interactions through email or SMS/MMS messages or a mix of channels. With the ability to transform message content between channels on the fly you can fully leverage mobile, and your customers can too.</td>
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<td><strong>Mobile Message Management</strong></td>
<td>Automated policy-based routing makes it easy to work with multiple mobile aggregators, and ensure that your SMS/MMS messages get sent through the mobile partner that best meets your budget and delivery needs.</td>
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<td><strong>Timed Sends / Cadence Management</strong></td>
<td>Ensure optimum ROI by sending email and mobile campaigns at specific times when response rates are highest and your messages are most likely to get read.</td>
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<td><strong>Data Augmentation</strong></td>
<td>Pull data from any source and use it to modify any part of a message. You can work around limitations in the Siebel® email template system to customize messages with graphics or other content stored in external databases.</td>
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<td><strong>Logging &amp; Reporting</strong></td>
<td>Gain visibility into metrics on messages in queue, messages sent, bounces, volume trends and more. You can monitor campaigns in progress and also generate comprehensive reports when sending is complete.</td>
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<td><strong>Response Processing</strong></td>
<td>Intelligent message disposition and response capabilities allow you to facilitate true two-way, cross-channel communication with your customers regardless of whether interactions start in email or mobile text.</td>
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<td><strong>Centralized Management</strong></td>
<td>Manage your messaging programs from Siebel® just as you do currently, but now you can provide centralized operational controls across any number of campaigns, business divisions or marketing teams to ensure company-wide priorities are met and costs are better controlled.</td>
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<td><strong>Proactive Deliverability Management</strong></td>
<td>Optimize delivery, guard your reputation and improve the effectiveness of your messaging programs by proactively managing in-progress campaigns with intelligent, automated features that lower the rate of email bounces, blocks and other incidents.</td>
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<td><strong>Safe, Secure Messaging</strong></td>
<td>Create a safe, secure messaging environment by implementing industry best practices for reputation management and security with DKIM and SPF authentication, the emerging DMARC standard and other techniques for safeguarding both your inbound and outbound messaging streams.</td>
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HIGH PERFORMANCE MESSAGING TECHNOLOGY FROM THE INDUSTRY LEADER

In today’s always-on environment of smartphones, tablets and wireless networking, customers expect and demand communication experiences that provide real value right now. Momentum for CRM from Message Systems comprehensively boosts Siebel® CRM’s messaging capabilities, enabling you to reach your customer base across channels and in real time, for the kind of engaging experiences that drive revenue and increase brand loyalty. Message Systems has helped top global brands to provide their customers with exactly these kinds of experiences for many years. Many of the most innovative companies in social media, telecommunications, daily deal sites, online retail and financial services rely on our technologies to drive their customer engagement strategies. These brands trust Message Systems because our industry-leading Momentum messaging engine has been proven in hundreds of implementations worldwide as the most powerful technology available for cross-channel email and mobile messaging.

MESSAGINGPOWERED BY BUSINESS INTELLIGENCE

Momentum is the only technology on the market today that truly deserves to be called a message management engine. That’s because only our high performance, next-generation solution can serve as the central integration and processing point for all forms of digital messaging within your infrastructure. That same proven technology lies at the heart of Momentum for CRM. It gives you the ability to manage all your diverse messaging operations from your existing Siebel® implementation, sync your messaging with other apps and data sources, and apply business rules to message streams so you can dynamically adjust to new intelligence on the fly. The result is that you have a much greater degree of control over the flow of messages through your CRM system. These are the kinds of flexible capabilities that will quickly transform your Siebel® CRM into a cross-channel customer engagement powerhouse.

TECHNICAL SPECS

- **Protocol Support:** SMTP, SMPP, MM7 and REST
- **Pluggable Data Source Integration:** LDAP, ODBC, PostgreSQL, MySQL, flat file formats
- **Scriptable Message Policy:** Sieve, Lua, C
- **Message Conversion:** Lossless, just-in-time content conversion using smart unified templates, or through scriptable conversion
- **Delivery Reports:** Integrated DLR processing for SMS and MMS
- **OS Support:** Linux, Solaris

About Message Systems

The industry leader in messaging technology, Message Systems offers a family of software solutions and services that addresses the digital communications needs of today’s most innovative companies. Telecommunications carriers, ISPs, marketing services providers, cloud computing firms and social media companies rely on Message Systems software to power the message-based communications driving their critical business initiatives. Message Systems solutions get billions of unique messages to the right place at the right time every day through the full range of channels: email, SMS text, MMS messaging and more. Founded in 1997, the company is headquartered in Columbia, Maryland, with offices and a network of partners throughout North America, Europe and Asia Pacific.

Extend Your Intelligence with Momentum for CRM

Call Message Systems today toll-free at 877-887-3031 or learn more at www.messagesystems.com.