



MUNVO

companion

for IBM campaign

A Performance Monitoring and Improvement
Solution for IBM® Unica Campaign

- ☑ System resource monitoring & alerts
- ☑ Drill down into flowchart processes
- ☑ Powerful log file analysis
- ☑ Data dependency search function

Designed for IT, Support Staff, Marketing End-users,
and Managers involved with IBM Campaign (formerly Unica®).

60-day trial period • Subscription pricing

MUNVO

The Marketing Solutions Specialists

For a live demo of Munvo Companion for IBM Unica Campaign, please
contact us at info@munvo.com or visit us at munvo.com/contact-us/

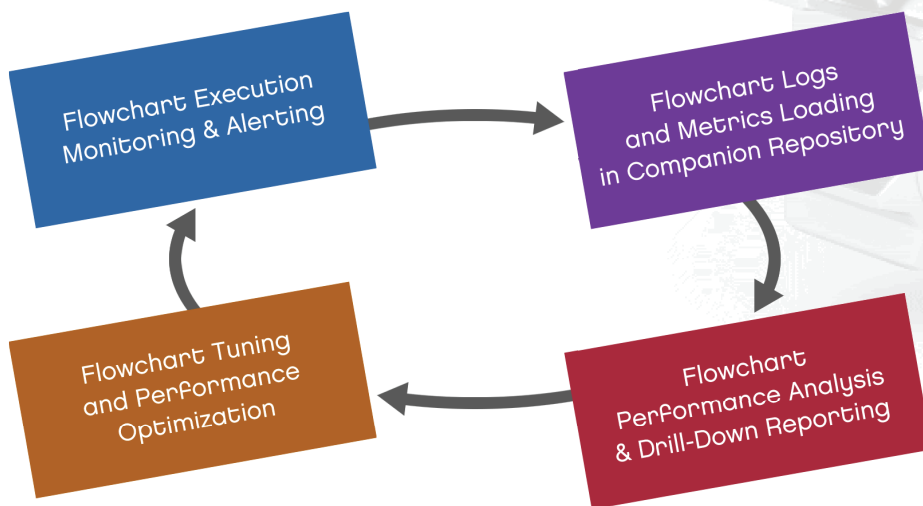
Munvo Companion

Munvo Companion is a powerful solution for monitoring performance and improving processes in IBM Campaign.

Companion provides quick access to IBM Campaign system statuses and lets you drill down to find the information that is key to optimizing your system's performance. Companion also aggregates and enhances IBM Campaign log data to simplify the task of log analysis and help you improve your IBM Campaign efficiency.

Because it simplifies daily IBM Campaign-related tasks for IT, support Staff, marketing end-users, and managers, Companion helps maximize your investment in IBM Campaign.

- Enhance historical production data through powerful analysis of IBM Campaign flowchart log files
- Improve planning for upcoming production campaigns by proactively identifying and avoiding potential performance bottlenecks
- Automate daily performance reports for campaign production jobs
- Monitor and optimize infrastructure resources used by IBM Campaign
- Verify data dependencies before making changes to flowchart process boxes, templates, and datamarts



Try Munvo Companion - It's Easy!

Munvo Companion is an annual subscription-based solution for organizations that use IBM Campaign. Munvo Companion is typically installed and configured within a month.

Munvo Companion shares existing IBM Campaign-related infrastructure – no new hardware is required – and Companion supports IBM Campaign versions 7, 8, and 9.

Contact us to get started today

- info@munvo.com
- <http://munvo.com/contact-us/>



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for ibm campaign

6 Ways to Improve Your IBM Campaign Efficiency

Real-time Performance Monitoring

Daily Health Check Reports

Performance Analysis

Proactive Alerts & Automated Resolution

Powerful Data Dependency Search

Process Improvement Tool

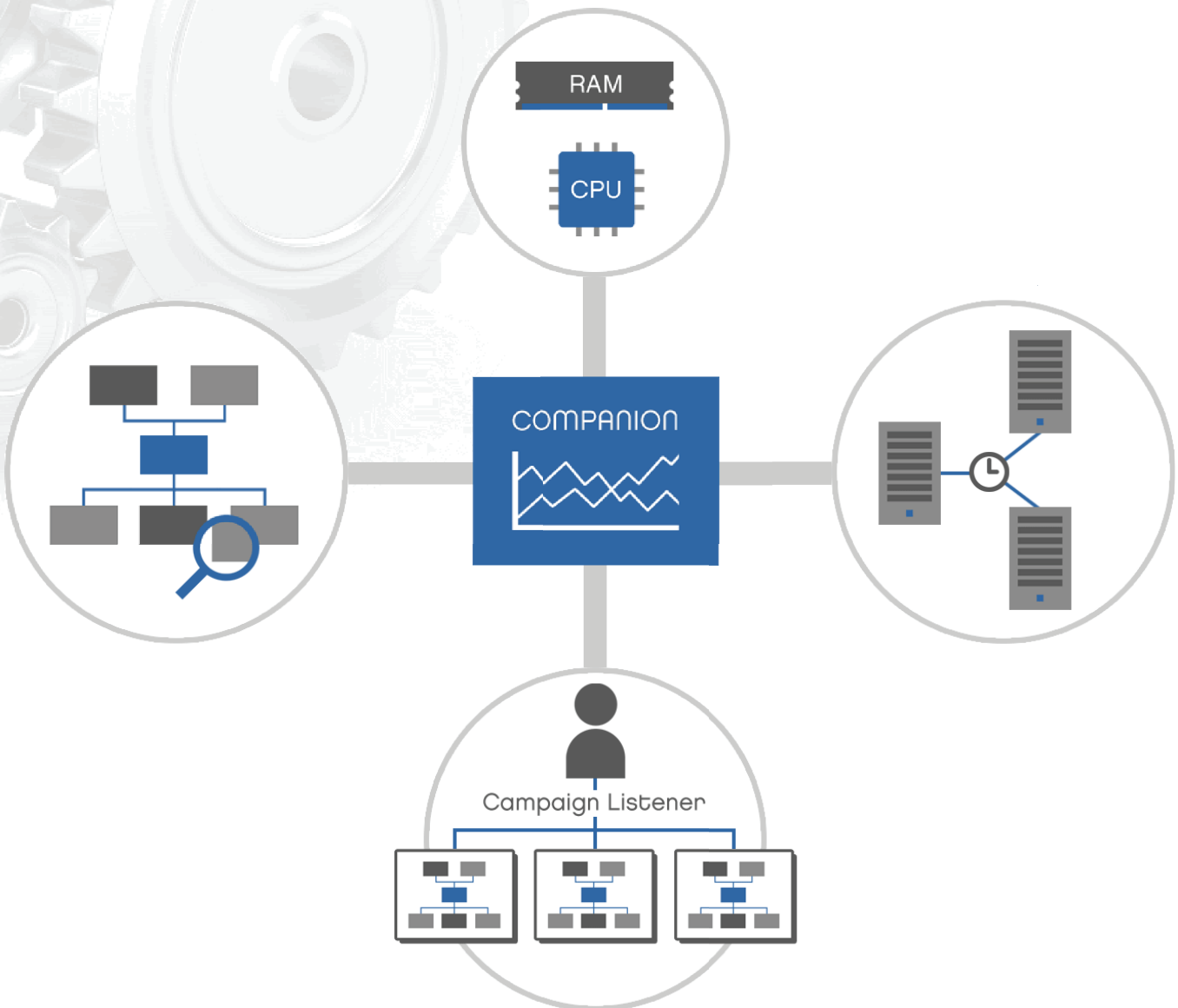
Real-time Performance Monitoring

Quickly Identify and Resolve Performance Issues

Munvo Companion provides performance details at a glance so you can quickly and easily identify flowchart, system, network, and listener resource issues.

Get instant access to data on your system's CPU, physical RAM, and memory usage swap with Companion. Compare past performance of active flowcharts with a single click.

Drill down to process-level operations to track developing issues, view and manage active flowcharts, start and stop the Campaign listener, delete temp and extract tables, access and analyze crash reports – all in one easy-to-use Web interface.



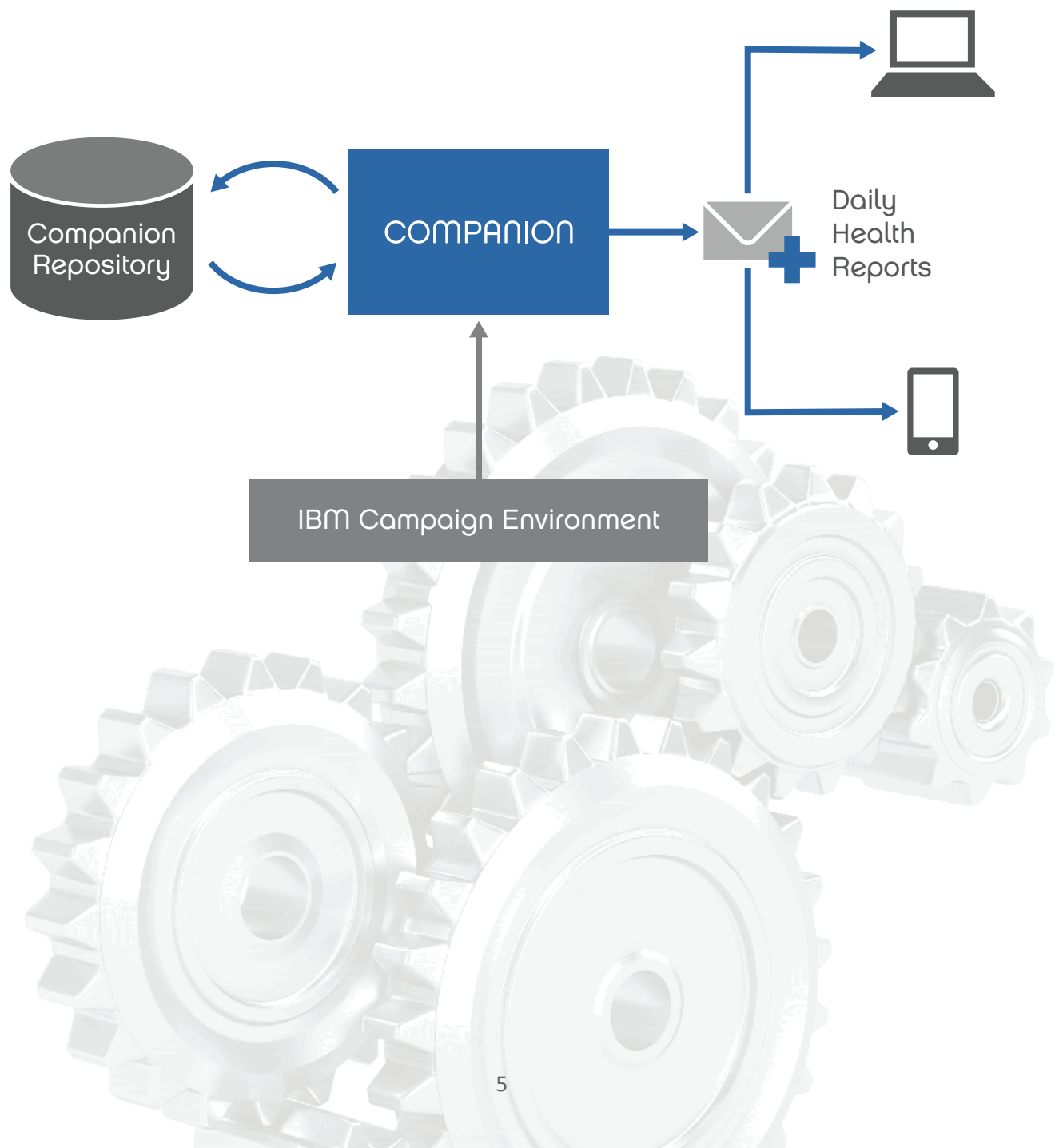
Daily Health Check Reports

Automated Reporting on Key Performance Metrics

Narrowing down the problematic areas of an enterprise environment is challenging - let Companion help you solve the problem.

Companion sends an automated Daily Health Report via email every morning that is compatible with both PC and mobile devices.

The Daily Health Check report contains key metrics that provides insight into the most significant changes in your environment and recommends key elements that should be further investigated to maintain optimal performance.

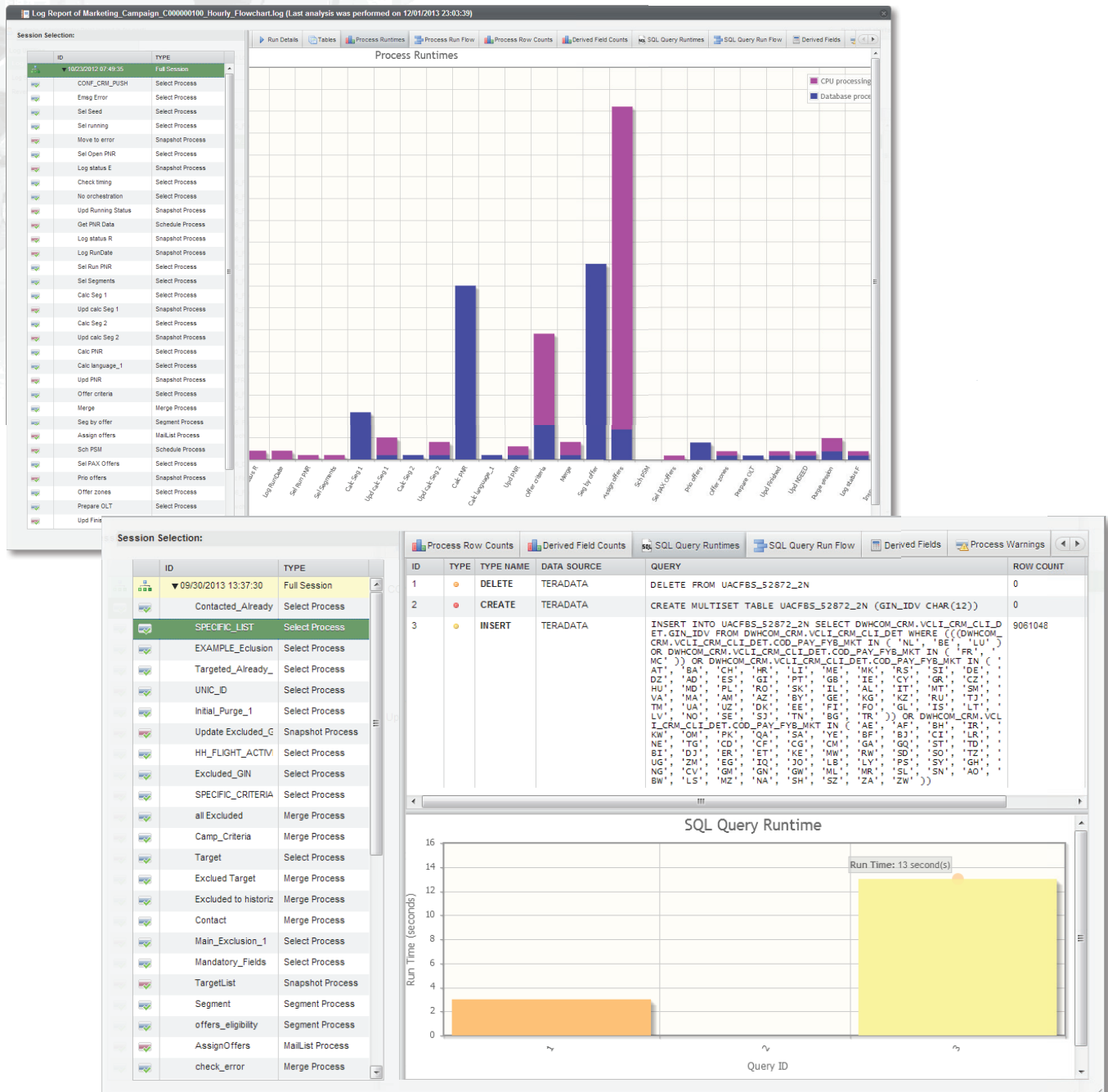


Performance Analysis

Flowchart Analysis Made Easy

Quickly make sense of cumbersome log data and find the needle in the haystack. Munvo Companion enables automatic downloading of complex IBM Campaign log files, extracting and storing key data in the Companion repository, so it is always accessible.

This enhanced log data includes important metrics for system performance, flowchart activity, and database function, so you can drill down to find the processes and database queries that are at the root of performance issues.

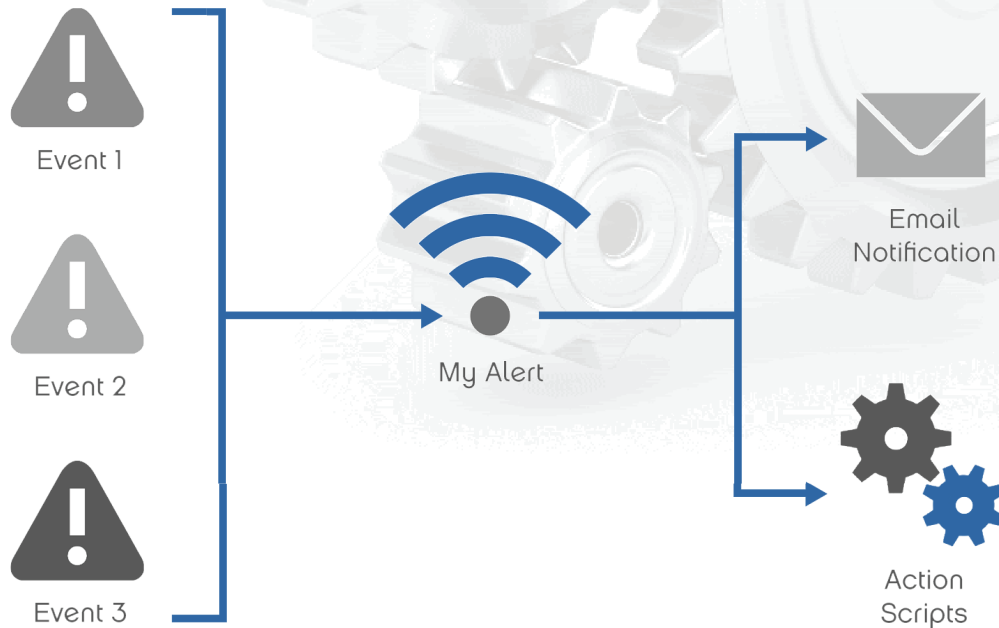


Proactive Alerts & Automated Resolution

Detect Issues Before They Escalate

Avoid Campaign execution delays with fully configurable Companion alerts that help you resolve issues before they affect your overall performance. Define system events to create Alerts based on the performance criteria that fit your operation, including system resource strains or when a flowchart or other component is running longer than expected.

Alerts can be set up to automatically send emails to teams or individuals when specific actions are required. Companion Alerts can also tie-in with existing marketing automation scripts and corporate systems such as IBM® Cognos and other reporting tools.



COMPANION Monitoring Reports Database Flowchart Control Log Utilities Work Queue Alerts User Admin Configuration About Logout

admin (Administrator Role) logged in for partition1 445 recent alerts.

Alerts
Alert History
Alert Configuration
Event Configuration
Script Configuration
Email Configuration
Email Format Editor

NAME	DESCRIPTION	LAST FIRE DATE	LAST EMAIL DATE	EVENTS	SCRIPTS
Sizing Alert	This alert is for sizing	11/01/2013 11:01:02	03/04/2013 10:09:47	[Folder Size Event], [test]	
Destination Server Down Alert	Our destination server is down, please have infrastructure team check this server.	09/13/2013 10:39:31	05/30/2013 20:38:54	[Destination Server Down]	
Flowchart 7 Running Longer than Average	Flowchart 7 is running longer than it would normal take to run. Please review this flowchart.	05/14/2013 19:41:40	05/14/2013 19:41:41	[Flowchart 7 Running Longer than Average]	[Run External Notification Script]
Campaign Flowchart Log Directory Size Alert	Unica Campaign flowchart log directory size is greater than 1 GB. This is too large, please inform the UNIX administrator: /mnt/efs1/ibm/Unica/Campaign/partitions/partition1/ is greater than 1GB.	11/01/2013 10:16:00	09/04/2013 13:56:19	[Flowchart Log Directory Size Larger than 1 GB]	[Run External Notification Script], [Script 1367348443024]
Latest Alert 1377633532157		11/01/2013 03:07:43	08/27/2013 15:00:07	[Flowchart Log Directory Size Larger than 1 GB]	
Alert 1377632942980		-	-	[CPU Processor Usage High]	

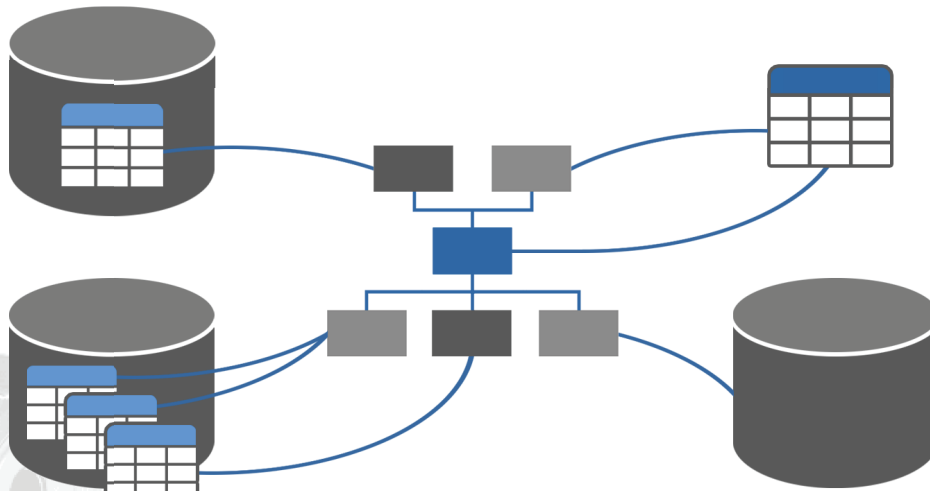
Create Alert Modify Alert Delete Alert

Powerful Data Dependency Search

Understand How Flowcharts Interact with Your Data Model

Munvo Companion allows you to search through flowchart dependencies to find key flowchart metrics, such as the most- or least-used flowchart data elements, flowchart run history, and commonly used tables, fields, and queries.

This information is useful for maintaining your organization's data model, leaving no questions about which components are current, outdated, or unused.



COMPANION Monitoring Reports Database Flowchart Tools Log Utilities Work Queue Alerts User Admin Configuration About Logout

admin (Administrator Role) logged in for partition.

Log Utilities
Log Analyzer
Log Search

Reverse Table Lookup

Enter string to perform a substring search on all queries within the Companion repository:
TIME

Search Results

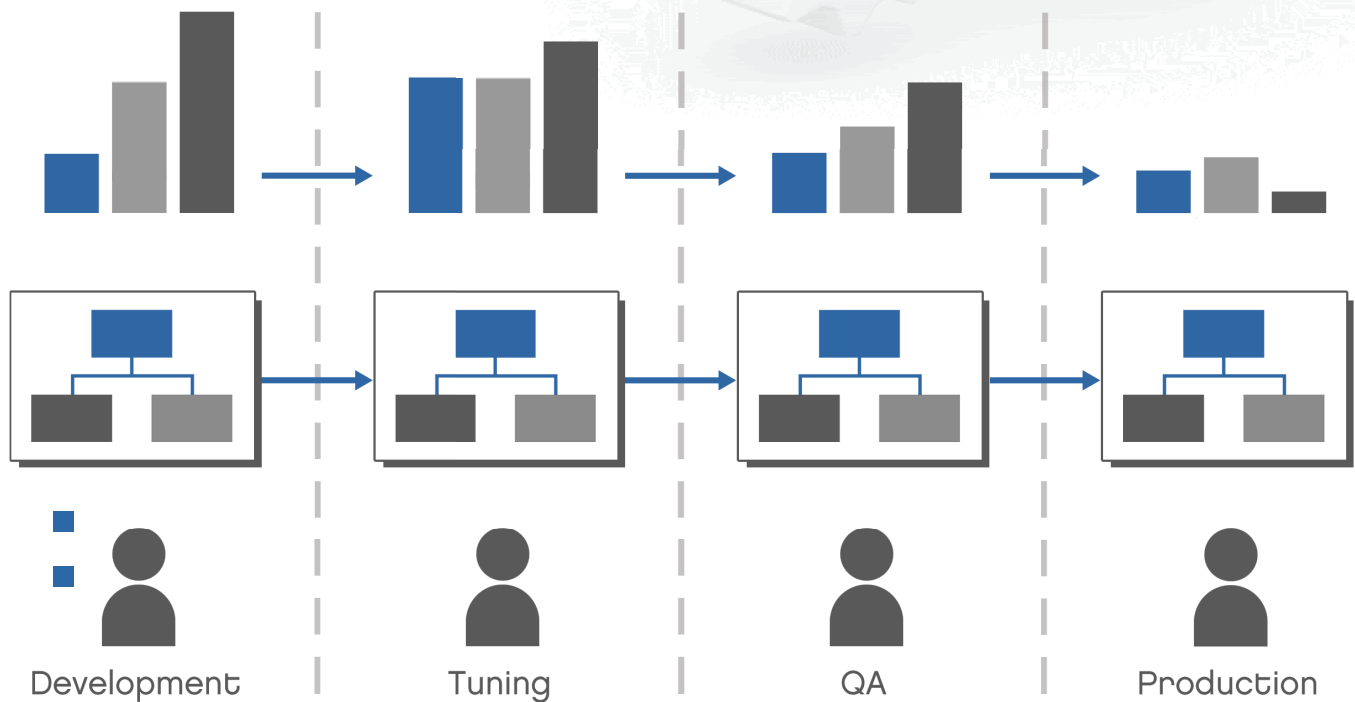
LOG FILENAME	FLOWCHART NAME	PROCESS NAME	QUERY	QUERY DATE
Customer_Up- Sel_Campaign_CAA00_00171_F_HH_Promotion.log	F_HH_Promotion	Income Range	SELECT CAMPAIGN.UA_TARGETCELLS.CELLID, CAMPAIGN.UA_TARGETCELLS.CELLNAME, CAMPAIGN.UA_TARGETCELLS.CELLCODE, CAMPAIGN.UA_TARGETCELLS.CONTROLCELLID, CAMPAIGN.UA_TARGETCELLS.ISCONTROL, CAMPAIGN.UA_TARGETCELLS.CAMPAIGNID, CAMPAIGN.UA_TARGETCELLS.FLOWCHARTID, CAMPAIGN.UA_TARGETCELLS.OFFERLISTID, CAMPAIGN.UA_TARGETCELLS.CREATEDATE, CAMPAIGN.UA_TARGETCELLS.CREATEBY, CAMPAIGN.UA_TARGETCELLS.UPDATEDATE, CAMPAIGN.UA_TARGETCELLS.UPDATEBY, CAMPAIGN.UA_TARGETCELLS.ISTOPDOWN, CAMPAIGN.UA_TARGETCELLS.ISREADONLY, CAMPAIGN.UA_TARGETCELLS.RETIRED, CAMPAIGN.UA_TARGETCELLS.APPROVED, CAMPAIGN.UA_TARGETCELLS.CELLCOUNT, CAMPAIGN.UA_TARGETCELLS.LASTRUNTYPE, CAMPAIGN.UA_TARGETCELLS.LASTRUNBY, CAMPAIGN.UA_TARGETCELLS.LASTRUNTIME, CAMPAIGN.UA_CELLATTRIBUTE.CELLID, CAMPAIGN.UA_CELLATTRIBUTE.ATTRIBUTE, CAMPAIGN.UA_CELLATTRIBUTE.STRINGVALUE, CAMPAIGN.UA_CELLATTRIBUTE.NUMBERVALUE, CAMPAIGN.UA_CELLATTRIBUTE.DATETIMEVALUE FROM CAMPAIGN.UA_TARGETCELLS LEFT OUTER JOIN CAMPAIGN.UA_CELLATTRIBUTE ON CAMPAIGN.UA_TARGETCELLS.CELLID = CAMPAIGN.UA_CELLATTRIBUTE.CELLID WHERE CAMPAIGN.UA_TARGETCELLS.CELLID = 2340 ORDER BY CAMPAIGN.UA_TARGETCELLS.CELLID	02/28/2013 11:37:28
Marketing_Campaign_C000000100_Hourly_Flowchart.	Undefined_1e7070e521f295188bf8c1b9a83ba79	Upd Running Status	SELECT UNICACAMPAIGN.UA_TARGETCELLS.CELLID, UNICACAMPAIGN.UA_TARGETCELLS.CELLNAME, UNICACAMPAIGN.UA_TARGETCELLS.CELLCODE, UNICACAMPAIGN.UA_TARGETCELLS.CONTROLCELLID, UNICACAMPAIGN.UA_TARGETCELLS.ISCONTROL, UNICACAMPAIGN.UA_TARGETCELLS.CAMPAIGNID, UNICACAMPAIGN.UA_TARGETCELLS.FLOWCHARTID, UNICACAMPAIGN.UA_TARGETCELLS.OFFERLISTID, UNICACAMPAIGN.UA_TARGETCELLS.CREATEDATE, UNICACAMPAIGN.UA_TARGETCELLS.CREATEBY, UNICACAMPAIGN.UA_TARGETCELLS.UPDATEDATE, UNICACAMPAIGN.UA_TARGETCELLS.UPDATEBY, UNICACAMPAIGN.UA_TARGETCELLS.ISTOPDOWN, UNICACAMPAIGN.UA_TARGETCELLS.ISREADONLY, UNICACAMPAIGN.UA_TARGETCELLS.RETIRED, UNICACAMPAIGN.UA_TARGETCELLS.APPROVED, UNICACAMPAIGN.UA_TARGETCELLS.CELLCOUNT, UNICACAMPAIGN.UA_TARGETCELLS.LASTRUNTYPE, UNICACAMPAIGN.UA_TARGETCELLS.LASTRUNBY, UNICACAMPAIGN.UA_TARGETCELLS.LASTRUNTIME, UNICACAMPAIGN.UA_CELLATTRIBUTE.CELLID, UNICACAMPAIGN.UA_CELLATTRIBUTE.ATTRIBUTE, UNICACAMPAIGN.UA_CELLATTRIBUTE.STRINGVALUE, UNICACAMPAIGN.UA_CELLATTRIBUTE.NUMBERVALUE, UNICACAMPAIGN.UA_CELLATTRIBUTE.DATETIMEVALUE FROM UNICACAMPAIGN.UA_TARGETCELLS LEFT OUTER JOIN UNICACAMPAIGN.UA_CELLATTRIBUTE ON UNICACAMPAIGN.UA_TARGETCELLS.CELLID = UNICACAMPAIGN.UA_CELLATTRIBUTE.CELLID WHERE UNICACAMPAIGN.UA_TARGETCELLS.CELLID = 10060 ORDER BY UNICACAMPAIGN.UA_TARGETCELLS.CELLID	10/23/2012 07:49:46

Process Improvement Tool

Build Robust Flowcharts and Facilitate QA

Learn to build more robust flowcharts and prevent repeated flowchart performance degradation with Companion by using powerful analysis tools to reveal data and usage patterns that otherwise remain hidden.

This information gives you the power to build better processes in IBM Campaign. You will be able to pinpoint recurring performance issues and refine the processes that cause them. With Companion, you can also analyze flowcharts to check if you are fully leveraging reusable campaign components.





About Munvo

Munvo is a leading consulting firm helping clients improve their marketing capabilities through a combination of technology implementations, management consulting and marketing run services. In addition, Munvo Lab develops products and connectors Adobe, Evergage, IBM and SAS Marketing Solutions.

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For more information, contact us at:

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MUNVO

The Marketing Solutions Specialists

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