

# Alterian Positioned in Enterprise Marketing Management (EMM) Magic Quadrant

**Alterian offers breadth of marketing capabilities across campaign management, MRM, and e-mail marketing**

CHICAGO, Ill. and LONDON, England – June 29 (SEND2PRESS NEWSWIRE) – Alterian, the leading global enterprise marketing platform provider, announced today it has been positioned in Gartner’s Magic Quadrant for Enterprise Marketing Management, (EMM) 2Q07(1) report. This announcement occurs on the heels of Alterian’s inclusion in the Magic Quadrant for Multichannel Campaign Management, 1Q07 and Magic Quadrant for Marketing Resource Management, 1Q07(2).



**Send2Press® Newswire**

Gartner describes enterprise marketing management as, “(providing) a platform for the entire marketing department, including all roles, functions and processes.” The report continues by saying that, “EMM encompasses the business strategy, process automation and technologies required to effectively operate a marketing department, align resources, execute customer-centric strategies and improve marketing performance. This includes functionality for campaign management, lead management, MRM and analytics.

However, EMM is more than simply the sum of 'parts' (such as campaign management plus MRM). EMM also emphasizes the architecture and platform for role-based distribution of information, content, functionality, data and analysis for performance management."

"Marketers are on a journey to achieve customer centricity by integrating their marketing functions and leading all of their activity with analysis. We believe this report draws greater attention to that journey," said David Eldridge, CEO, Alterian. "We're thrilled that it's coming just as we've introduced our next generation of products – the Alterian Marketing Services Platform – which is the culmination of substantial research and development activity and over \$10MM spent in acquiring complementary technology in the past year."

The Alterian Marketing Services Platform, announced last week at DM Days in New York, is the first enterprise marketing management (EMM) platform to incorporate three key marketing functions – database, digital and operational marketing – at both the database and application level, allowing marketers to design, plan, execute, analyze, report on and even budget for multi-channel campaigns using one workflow and a common user interface.

"We believe our inclusion in Gartner's Magic Quadrant is a clear indication of the market share Alterian and our partners are gaining, with around a hundred new end user organizations adopting the technology in the last year alone," concluded Eldridge. In addition to new customers, Alterian has significantly expanded its partner community, grown North American revenues by 69%, and entered several new markets including Australia, South America and India in the past year.

Gartner, a research and advisory firm based in Stamford, Connecticut, released the Magic Quadrant for Enterprise Marketing Management, 2007 on June 25, 2007.

### **About Alterian**

Alterian (LSE: ALN) helps marketers improve results through its enterprise marketing software platform and global partner community of leading marketing service providers, agencies and systems integrators.

Alterian takes marketers on a journey to become analytically led and to integrate their marketing processes, creating value for both the customer and the company. By combining database, digital, and operational marketing applications on a shared data infrastructure, the Alterian Marketing Services Platform makes it practical and cost effective for marketers to gain insight into their data, and use this to execute an integrated marketing strategy across online and offline channels.

Software alone does not enable better marketing. Alterian has cultivated a global community of over 70 marketing service providers, agencies and systems integrators such as Accenture, Acxiom, Allant Group, Carlson Marketing, Experian, Epsilon, InfoUSA, Merkle, Ogilvy One and Euro RSCG Worldwide, who deliver Alterian software alongside their own value-added services. These solutions empower market leaders like Princess Cruises, General Motors,

Zurich, HSBC, Limited Too, Dell, Amnesty International and Vodafone, to drive competitive advantage through improved marketing performance and customer satisfaction.

Alterian was founded in 1997 and trades on the London Stock Exchange (ALN). With offices throughout North America and Europe, Alterian software is used in over 20 countries worldwide.

For more information visit [www.alterian.com](http://www.alterian.com).

### **About the Magic Quadrant**

The Magic Quadrants are copyrighted June 25, 2007 and February 21, 2007 by Gartner, Inc. and are reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

#### References:

(1) Gartner "Magic Quadrant for Enterprise Marketing Management, 2Q07" by Kimberly Collins and Adam Sarner. June 25, 2007.

(2) Gartner, Inc., "Magic Quadrant for Marketing Resource Management, 1Q07" by Kimberly Collins, Feb. 21, 2007

All trademarks acknowledged.

News issued by: Alterian

# # #

Original Story ID: (2995) :: 2007-06-0629-001

Original Keywords: Gartner's Magic Quadrant for Enterprise Marketing Management, Alterian, Magic Quadrant for Multichannel Campaign Management, LSE: ALN, Alterian Marketing Services Platform, David Eldridge CEO, database, digital and operational marketing, software Alterian