Digital Data-driven Selling: Enabling TIBCO Connected Intelligence for SAP and Marketo

Digital transformation has drastically changed B2B consumer behavior. Most marketing engagements today take place online, and personalization and targeted marketing are key to a packed sales pipeline. This shift requires bidirectional connectivity between data sources and intelligent marketing channels—and alignment of the sales and marketing process around customer data.

Modern marketing platforms that address a person's real-time needs, interests, and behaviors can boost total sales by 15 to 20 percent, and digital sales even more while significantly improving the ROI on marketing spend across channels, from mobile apps to websites and call centers to social media.
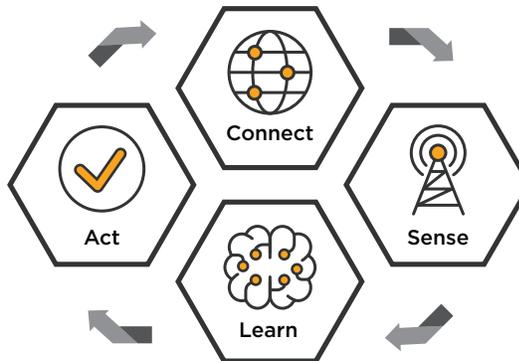
The problem is that data locked in enterprise CRM systems like SAP cannot be easily used by modern marketing platforms like Marketo. Often the challenges associated with integrating data and applications prevent you from realizing a strong ROI.

TIBCO CONNECTED INTELLIGENCE

TIBCO® Connected Intelligence technologies accelerate your time to value by enabling platforms like Marketo to leverage traditional enterprise CRM and other systems. This seamless integration can help you quickly realize greater value from investments and the business outcomes you hope for.

The TIBCO Connected Intelligence Platform quickly integrates on-premises or on-cloud CRM systems such as SAP using lightweight API capabilities. It enables bidirectional data synchronization and data intelligence, so you can create value-added services for your end customers—and value-added apps to help you with customer engagement, tracking, and fulfillment.

TIBCO technology helps you make sense of all your data. From federating disparate data sources housing data in various types and formats to analyzing these sources for integrity and insights, TIBCO can help you every step of the way.
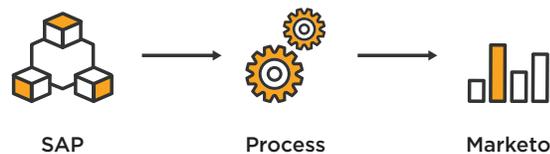

CONNECTIVITY ACROSS ALL CHANNELS

Marketing platforms need to provide value added applications to tech savvy marketers over social, mobile, and other channels.

Analytical marketing via the best-in-class visualization and analytics tools can:

- Help you get a better understanding of your customer
- Enable you to analyze and track outcomes
- Equip you to better design campaigns using the power of data science

SOLUTION FEATURES

SAP   Process   Marketo

DATA & PROCESS INTEGRATION

- Visually design and debug your process flows
- Create new business processes in minutes or seamlessly integrate existing ones
- Integrate opportunities with deals

ANALYTICS

- Gain 360 degree insights across your SAP and Marketo systems
- Visualize your SAP and Marketo data with best-in-class visualizations
- Make better and faster decisions using real-time analytics that provides up-to-the-minute data refreshes

ENTERPRISE-READY

- Run securely on-premises, on-cloud, or a hybrid
- Depending on your use case, setup in a matter of days or weeks