

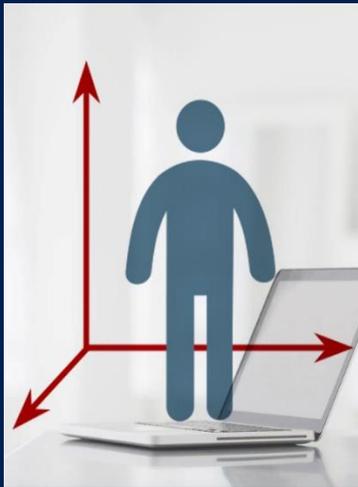


RedPoint Interaction™ Offers Cross-Channel Campaign Management Capabilities to Boost Customer Engagement on Microsoft Azure

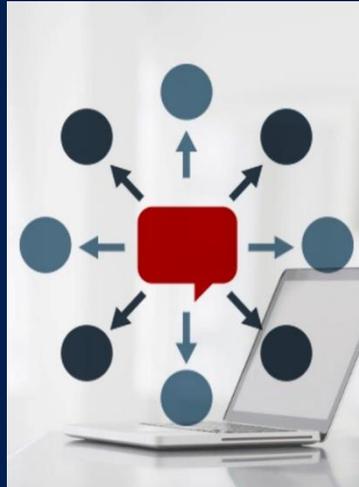
MICROSOFT AZURE ISV PROFILE: REDPOINT GLOBAL

RedPoint Global empowers marketers to bring together all the customer data they need to create precise one-to-one interactions with customers across any and all marketing channels. RedPoint Interaction, our customer engagement solution, enables users to quickly access customer data, create highly personalized messaging, and deliver it through any channel.

WHAT WE OFFER



Create highly-targeted customer interactions with RedPoint. Build audience profiles from virtually any source, including enterprise databases, third party sources, and even unstructured or “big data.” Customize offers and leverage response data to trigger next-best actions and offers.



Simplify multi-channel campaign orchestration. Coordinate your messages over time and across channels – digital, traditional, inbound, and outbound – from a single, easy-to-use graphical user interface. RedPoint’s reusable campaign building blocks facilitate rapid scale-up.



Leverage a digital communications hub. Connect easily with an ever-expanding array of communication channels via pre-built integrations with leading email service providers, mobile messaging services, social media, digital asset management systems, and more.



Stay flexible and run lean. Deployment, adoption, and operations require a fraction of the time and cost associated with traditional enterprise marketing solutions. Integrated planning and collaboration tools facilitate teamwork and promote sharing of best practices.

WHAT OUR CUSTOMERS ARE SAYING

“RedPoint’s campaign management tools put all the power in the hands of our marketers – not just the hands of a few people with deep technical skills.” – Cate Twohill, Senior Director and Managing Partner of CRM Services, WGBH

LEARN MORE

For more information visit www.redpoint.net or email contact.us@redpoint.net.

Microsoft Azure

Microsoft Azure is an open and flexible cloud platform that enables you to quickly build, deploy, scale, and manage applications across a global network of Microsoft data centers. You can build applications using multiple languages, tools, and frameworks.



KEY USE CASES

WEB APPLICATIONS

Build anything from lightweight websites to multi-tier cloud services that scale up as your traffic grows.

CLOUD STORAGE

Rely on geo-redundant cloud storage for backup, archiving, and disaster recovery.

BIG DATA & HPC

Get actionable insights from your data by taking advantage of a fully compatible enterprise-ready Hadoop service.

MOBILE

Accelerate your mobile app development by using a backend hosted in Microsoft Azure. Scale instantly as your install base grows.

MEDIA

Create, manage, and distribute media in the cloud – everything from encoding to content protection to streaming and analytics support.

FLEXIBLE APPLICATION MODEL

Microsoft Azure provides a rich set of application services, including SDKs, caching, messaging, and identity. You can write applications in .NET, PHP, Java, node.js, Python, Ruby, or using open REST protocols. This is all part of Microsoft's promise to let you build using any language, tool, or framework.

ALWAYS ON, ALWAYS HERE

Build resilient applications with automatic operating system and service updating, built-in network load balancing, and geo-redundant storage. Microsoft Azure also proudly delivers a 99.95% monthly SLA. You can rely on decades of experience in data center operations and trust that everything Microsoft Azure offers is backed by industry certifications for security and compliance.

DATA CENTER WITHOUT BOUNDARIES

Microsoft Azure makes it easy for you to integrate your on-premises IT environment with the public cloud. Migrate your virtual machines to Microsoft Azure without the need to convert them to a different format. Use the robust messaging and networking capabilities in Microsoft Azure to deliver hybrid solutions, and then manage your hybrid applications from a single console with Microsoft System Center.

GLOBAL REACH

With data centers around the globe, a massive investment in data center innovation, and a worldwide Content Delivery Network, you can build applications that provide the best experience for users, wherever they are.

Learn more: www.microsoftazure.com

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