



# Development of a Next-Generation SaaS Marketing Automation Platform

Creating an award-winning product throughout the 10+ years  
of successful partnership

**Industry:** Software & Hi-Tech    **Location:** Denmark    **Employees:** 70+

**Website:** [www.agillic.com](http://www.agillic.com)



# Development of a Next-Generation SaaS Marketing Automation Platform

## Business Challenge

Develop a modern cloud-based application for flexible management of marketing campaigns across all digital media channels.

## Solution

Implemented a SaaS marketing automation platform with a user-friendly interface and an array of advanced features for customer engagement across inbound and outbound marketing channels.

## Business Value

Reduced cost of ownership of IT platforms and customer care. Decreased time-to-market of new product releases. Boosted cross and up-sales. Contributed to the customer's winning of several product awards.

### Technologies:



J2EE



AJAX



EJB



JSP



XML



BEA



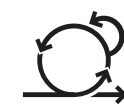
WebLogic



Oracle



HyperSonic SQL



SCRUM

## Client Background

Agillic is a European leading interactive integrated marketing execution company, focused on bringing automation and behavioral marketing to a wide client audience.

Working with some of the marketing teams, both in-house and agency-side, Agillic provides customers with the tools and the expertise they need to re-invent their marketing processes for maximum ROI.

## Business Challenge

In 2005, Agillic was looking for the reliable service provider to help them develop their key product, a marketing automation solution, and approached Infopulse. The challenge itself was to implement a modern SaaS application for flexible management of marketing campaigns across all digital media – web, mobile, email, and SMS – a system with an array of proven and ready-to-use marketing programs.

## Solution

In Infopulse, Agillic found a highly competent solution provider that was ready to meet short time-to-market goals.

Infopulse developed a cloud-based platform with a user-friendly interface and a range of advanced features for customer engagement across inbound and outbound marketing channels:

- **Automation of Marketing Workflows:** using preset or customizing automation workflows in just a few clicks
- **Behavior-Triggered Campaigns:** for customers when they are “ready to buy”
- **One-to-one Marketing:** personalized campaigns aimed at maximum interaction
- **Customer Lifecycle Marketing:** creating dynamic customer relationships that evolve over time
- **Integrated Customer Profiles:** maintaining behavioural, profile, transactional or contextual data for each customer profile

# Technologies



## Business Value

Agillic is highly satisfied with the results of the partnership and the added values delivered by Infopulse:

- Reduced cost of ownership of IT platforms
- Cut costs for customer care – due to enabling self-care features
- Reduced time-to-market of new product releases
- Boosted cross & up-sales, new service sales, and new segment offerings

- Contributed to Agillic's winning of product awards for B2C clients in Retail, Automotive, Transport, Media, E-commerce and Financial industries

Currently, Infopulse maintains and supports the platform by improving existing features, adding new features and functionality, optimizing performance, and resolving issues.



### Customer quote

On behalf of Agillic, we would like to thank our partner Infopulse for the excellent work that has been proven by 10+ years of the mutually beneficial collaboration! The marketing automation solutions, which we started developing together with Infopulse back in 2005, has evolved a lot over the course of our productive partnership with your company. As a result, today we can offer the most comprehensive, flexible and user-friendly platform on the market for contemporary omnichannel marketing purposes. I can surely say that the collaboration with Infopulse has been an important factor so far. We are really excited about our future joint endeavors and projects!



**Jesper Valentin Holm**

CEO



## About Infopulse

Infopulse, part of the leading Nordic digital services company Tietoevry, is an international vendor of services in the areas of Software R&D, Application Management, Cloud & IT Operations, and Cybersecurity to SMEs and Fortune 100 companies across the globe. Founded in 1991, the company has a team of over 2,300 professionals and is represented in 7 countries across Europe and the Americas.

Infopulse is trusted by many established brands, such as BICS, Bosch, British American Tobacco, Credit Agricole, Delta Wilmar, ING Bank, Microsoft, Offshore Norge, OLX Group, OTP Bank, SAP, UkrSibbank BNP Paribas Group, Vodafone, Zeppelin Group, and others.

For more information, please visit [www.infopulse.com](http://www.infopulse.com)

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