



## At A Glance

Year Founded: 1988

### Regional Offices:

- Chicago
- Kansas City
- Omaha

### Business Practices:

- Enterprise Marketing Management
- Project Management
- Network Support Services
- Professional IT Staffing

### Vertical Industry Expertise:

- Associations & Non-Profits
- Education
- Marketing & Advertising
- Healthcare
- Insurance
- Government

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## Enterprise Marketing Management Solutions

*Fully integrated solutions that target your customers' needs, increase their loyalty and fuel revenue growth*

### Transforming data into information that drives results

RiverPoint's Enterprise Marketing Management (EMM) services enable organizations to achieve high-performance marketing by delivering integrated technology solutions that provide the analytics, information and insight needed to reach targeted customers. The EMM platform delivers personalized offers, content and campaigns that increase acquisition and retention while lowering marketing costs through marketing automation.

We help clients conduct personalized campaigns across multiple communication channels, analyze their performance, fine-tune and modify the marketing mix to both increase response and provide significant ROI. We transform our clients' into customer-centric organizations.

### End-to-end solutions provider

Our comprehensive EMM solution allows clients to integrate and optimize their entire marketing campaign life cycle from consolidation of multiple sources of customer data into operational marketing data marts to customer segmentation to campaign development and beyond.

Whether your company needs to upgrade, implement or enhance one component of its marketing management operation or develop an end-to-end life-cycle solution, RiverPoint will partner with you to ensure project success.

Our significant experience enables RiverPoint to apply the most effective tools, techniques and resources for every component of your EMM system. Our team specializes in implementing, optimizing and integrating these core EMM functions:

<b>Data Warehouse</b>	<ul style="list-style-type: none"> <li>- Design and Implement DW Architecture</li> <li>- Build ETL, Matching and Merge Processes</li> <li>- Transform Data for Marketing Purposes</li> </ul>
<b>Business Intelligence</b>	<ul style="list-style-type: none"> <li>- Provide a 360° View of Customer</li> <li>- Implement Reporting Portals and Dashboards</li> <li>- Enable Tactical Data Visualization</li> <li>- Perform Predictive Analytics and Segmentation</li> </ul>
<b>Multi-Channel Marketing</b>	<ul style="list-style-type: none"> <li>- Build Complex, Multi-Channel Campaigns</li> <li>- Integrated E-Marketing Platform</li> <li>- Enable Ad Management and Revenue Tracking</li> <li>- Consolidate and Report ROI Across all Channels</li> </ul>
<b>Web Content Management &amp; Analytics</b>	<ul style="list-style-type: none"> <li>- Deploy Content Management and Web Applications</li> <li>- Search Engine Optimization and Taxonomy</li> <li>- Analyze Web Content and Effectiveness</li> </ul>

## Full-service capabilities

RiverPoint's team of versatile, senior-level professional consultants have significant experience delivering projects on time utilizing data analytics and campaign management software. We provide implementation services, infrastructure support and ongoing mentoring to ensure project success.

**EMM assessment:** We work with clients to clearly understand and define their objectives, current marketing campaign management methods, data sources, tools and technologies to identify best practice solutions that enhance and automate their processes. *The result?* Heightened visibility, improved functionality and accelerated marketing performance.

**Systems integration:** For nearly two decades, RiverPoint has successfully managed complex software integration projects. We architect solutions that seamlessly connect existing systems to new technologies, giving clients the ability to access multiple data sources concurrently and leverage all enterprise information including data marts and data warehouses.

**Vendor software selection:** Our extensive software evaluation experience enables RiverPoint to help clients make wise technology investments. We apply our experience, knowledge and proprietary tools to pinpoint business requirements and recommend applications that will best support your unique organizational needs. RiverPoint works with all major technology platforms and assures that our client's vendor recommendation will maximize their return on technology investment.

**Project management:** To ensure project success, we employ a proprietary project management model that incorporates industry best practices, essential planning and reporting tools, and a proven risk mitigation methodology. This highly scalable and adapted model enables RiverPoint to deliver projects that are on time, on budget and of value.

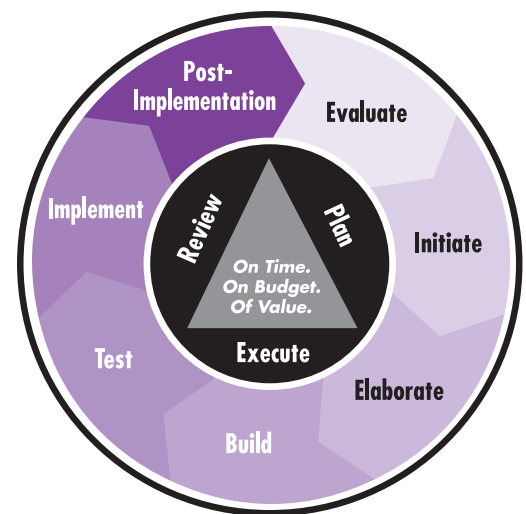
## A partner you can rely on

RiverPoint works closely with our clients to assess needs and create custom EMM solutions that meet their unique requirements. We share responsibility for the project with our clients by providing leadership and direction, and transfer our knowledge to their teams to ensure long-term viability of the solutions we deliver.

RiverPoint is deeply committed to exceeding the expectations of our clients. Our consultants maintain the very highest standards of business integrity. We are trusted partners known for our professionalism, dedication and honesty. Regardless of your marketing management challenge, we will help you solve it.

## Why RiverPoint?

- We're a full-service systems integration firm that offers end-to-end EMM solutions
- We leverage our significant business, analytical and technical expertise to deliver high-value solutions that address your unique needs
- We partner with you to select and implement technology that enables you to achieve business objectives
- We deliver custom solutions that drive ROI



RiverPoint's Project Management Methodology

To learn more about RiverPoint Enterprise Marketing Management Solutions, call 800.297.5601 or visit [www.riverpoint.com](http://www.riverpoint.com).