

# Ascertain Knowledge Limited



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## Consulting Group - Creating Demand Generation

**“We use UNiQ360™ as a software vehicle in which to deliver our data and marketing services. UNiQ360™ allows us to provide a first class service, and to deliver it quickly and effectively. We couldn’t do what we do without it. It’s become a key part of our infrastructure.” Gary Kemp - Connection2 Limited**

UNiQ360™ is a closed loop integrated marketing solution employed by various sales and marketing companies using the entire spectrum of highly effective pre-CRM Marketing and PRM solutions.

A truly UNiQue pre-CRM solution, UNiQ360™ enables companies to manage their client’s end-to-end marketing activities to maximum effect. Centralized databases can be easily maintained and kept live with the latest information; mail, email and telemarketing campaigns are monitored, managed and refined; allocation of leads to partners can be smoothly controlled using the sales and PRM functionality; responses, opportunities and closures are easily passed over to sales, or integrated into proprietary CRM systems.

Using UNiQ360™ companies can successfully isolate and control key marketing processes and functions, enabling them to deploy and optimize highly competitive marketing campaigns.

The software-as-a-service offering effectively enables us to deliver the services through a hosted, robust and highly flexible pre-CRM system.

UNiQue features and capabilities, alongside on-demand customization services have made our software the choice of many blue chip companies, including one of the world’s largest software providers. Alongside the big names, small to medium sized direct marketing companies use our software and services to help them deliver customized pre-CRM campaigns and partner programmes.

# pre-CRM & PRM Functionality

*“It does everything you would expect of a pre-CRM solution, providing just the right level of technology for our clients.”*

UNiQ360™ delivers a closed loop integrated marketing solution for businesses as a service, via a web based technology platform. Using UNiQ360™, with its entire spectrum of pre-CRM Marketing and PRM functionality, companies can successfully isolate and control key marketing processes, providing them with the technology and solutions to deploy and optimize highly effective campaigns.

- Create marketing campaigns
- Maintain centralized database
- Provide clear visibility into marketing initiatives
- Segment prospect information
- Carry out mail & email marketing
- Automate telemarketing processes & lead identification
- Manage prospects & opportunities
- Handle responses
- Co-ordinate partner management
- Generate reports with SmartSearch sophisticated reporting facility

The screenshot displays the UNiQ360 CRM interface. At the top, there is a navigation bar with tabs for Search, Account, Contact, Enquiry, Report, Smart Search, Campaign, Import, and Admin. The main content area is divided into sections for account management and contact lists.

**Account Details:**

- Group: Mitha Limited
- Company name: UNiQ360 Limited
- Division: Marketing
- Account type: End User
- Customer type: Customer
- Industry: Software & IT
- Size of company: Medium
- Web-site: www.uniq360.com
- Account owner: Asif Mitha
- Street address 1: 9 Appledore
- Street address 2: Tech Park
- Street address 3:
- Street postcode: ss38uw
- Street town: Windsor
- City:
- County/Province/Region: Berks
- Country: United Kingdom

**Contact List:**

Telephone	Contact ID	Firstname	Last name	Telephone 1	Title (Mr, Mrs, Dr)	Job title	Contact mobile phone	e-mail address
<input type="checkbox"/>	8022891	Farah	Kipper	+44 1702306099	Mrs	Director of Digital Services	+447799447991	farah@pre-crm.com
<input type="checkbox"/>	8022981	Asif	Mitha	+44 1702306002	Mr	Managing Director	+447799447999	asif@uniq360.com
<input type="checkbox"/>	8022980	Scott	Ridger	+44 1702306008	Mr	Director	+447799447997	scott@uniq360.com
<input type="checkbox"/>	8021350	Scott	Robinson	+44 1702306002	Mr			info@mitha.com
<input type="checkbox"/>	8023272	tim	tim		mr			

## Integration with CRM & Sales Software

Feedback on campaign outcome is crucial in the development of serial successful marketing campaigns. UNIQ360™ can be integrated with a number of popular sales and CRM suites through a number of constantly updated plug-ins.

Systems can be developed to gather feedback from market or proprietary systems to Ascertain sales conversion rates, customer lifespan, spend profitability and recommendations. The availability of this information enables campaign managers to gather valuable feedback on long term campaign success, offering usable statistics which justify marketing spend and enable more efficient and successful campaign planning.

The screenshot displays the UNIQ360 web application interface. At the top, there is a navigation bar with links for 'Welcome coadmin', 'Home', 'Customer Care', and 'Logout'. Below this is a secondary navigation bar with buttons for 'Search', 'Account', 'Contact', 'Enquiry', 'Report', 'Smart Search', 'Campaign', 'Import', and 'Admin'. The main content area is divided into a left sidebar with 'Cust Care' and 'Help' buttons, and a central dashboard. The dashboard includes a 'Messages' section with a 'What is UNIQ360™' text block and a 'UNIQ360™ delivers' section. Below this is a 'Campaigns' section with a table showing 9 records. The table has columns for 'Activity Name', 'Total', 'Delivered', 'Failed', 'Clicked', and 'Unsubscribed'. The bottom of the page shows a 'Done' button and an 'Internet' icon.

Activity Name	Total	Delivered	Failed	Clicked	Unsubscribed
UNIQ360_Campaign	5	4	0	4	0
UNIQ_Follow Up	2	2	0	2	0
UNIQ360_Follow Up_2nd	5	0	0	4	0
1st_Step	7	4	0	4	0
2nd_step	1	0	0	0	0
Step1	6	0	0	0	0
1st_wave	6	0	0	0	0
LeadGen1	6	0	0	0	0
STEP2	1	0	0	0	0

# UNiQ360™ Hosting Solutions

A hosted solution, UNiQ360™ is accessible to users all around the world. This versatility enables marketing department to use UNiQ360™ as the prospect management database, from which they can then feed information directly and automatically into sales and customer management systems.

The screenshot displays the UNiQ360 Smart Search interface. At the top, there is a navigation bar with options like Search, Account, Contact, Enquiry, Report, Smart Search (highlighted), Campaign, Import, and Admin. Below this, a sidebar contains 'Cust Care' and 'Help' buttons, and a 'Find' section with input fields and a 'Go!' button. The main area is titled 'Smart search' and includes options to 'Save as new', 'Save', 'New', 'Delete', and 'Run'. It features a 'Name' field with 'Lead report' and a 'Select from' dropdown set to 'Companies and contacts with or without enquiries'. There are sections for 'Table' (listing 'Company', 'Contact', 'Enquiry') and 'Field' (listing various address and account fields). Other settings include 'Count label' (Records), 'Access control' (By company), 'Owner' (sa), 'Target report' (unchecked), 'Roll up' (checked), and 'Show form' (checked). At the bottom, a 'Report Fields (6)' table is shown with columns for Field, Table, Display, and clause1 through clause6.

Field	Table	Display	clause1	clause2	clause3	clause4	clause5	clause6
<input type="checkbox"/> format_type (Country format)	Company	True	<a href="#">New</a>					
<input type="checkbox"/> type (type)	Enquiry	False	= <a href="#">Lead</a>	<a href="#">New</a>				
<input type="checkbox"/> status (Enquiry status)	Enquiry	True	= <a href="#">W</a>	<a href="#">New</a>				
<input type="checkbox"/> status (Enquiry status)	Enquiry	True	= <a href="#">O</a>	<a href="#">New</a>				
<input type="checkbox"/> status (Enquiry status)	Enquiry	True	= <a href="#">V</a>	<a href="#">New</a>				
<input type="checkbox"/> status (Enquiry status)	Enquiry	True	= <a href="#">L</a>	= <a href="#">CN</a>	<a href="#">New</a>			

## **Customization, White Label & Licensing**

### *UNiQ360™: Consulting Global Customisation Services*

“In terms of customization, UNiQ360™ has the edge. Modifications can take place very promptly, in a matter of days, rather than weeks. This gives us a significant competitive advantage... We were recently able to deploy a campaign for one client in under two weeks. If we hadn't *known* we could do this, we wouldn't have won the business, which was worth ½ a million Euro. Crucially, the customization on the software enabled us to meet our client's targets.”

### **Customization**

Every marketing campaign and partner programme will come with its own processes and distinct conditions. To enable you to respond to your clients' unique requirements, Consulting Group provide UNiQ360™ customization services, helping you translate customer roles and processes into functions which themselves constitute end to end marketing cycles.

In delivering these functions, our aim is to provide fast, low risk solutions that your campaign managers can deploy to achieve your client's marketing targets.

Our customization services are some of the fastest and most efficient available, giving our clients a significant competitive advantage in the marketing services that they provide.

Every Global Services consultant has over 10 years experience in dealing with CRM and Pre-CRM packages. By taking a specification and translating it into technical requirements we can ensure that you and your clients get the functionality you need in order to run a cost effective, efficient marketing or partner campaign.

### **Flexible Licensing**

UNiQ360™ is available on a per-license or flexible license basis, ensuring that every deployment is cost effective. For companies who wish to own the rights to their own software, the source code license can be made available for purchase. Having bought the source code, customers are entitled to make their own changes and modify the software according to their needs, offering increased flexibility and security. Additionally, with the source code license, the modified software can also be sold on to clients as a marketing resource, transforming the software investment into a profitable asset.

## **White Label Solutions**

Global Services is committed to providing truly tailored, fully integrated solutions. To ensure maximum effectiveness in every campaign, UNiQ360™ can be delivered as white labeled software, enabling you to deliver branded solutions to your clients. UNiQ360™ can be fully branded with your own or your client's logo, colors and corporate style, making UNiQ360™ one of the only data-driven marketing software services available as a fully white-labeled marketing resource, available in any language.



## Data Management Services

### *Consulting Group data acquisition & maintenance*

As part of our commitment to your success, consulting provides Global Services, a unique data service designed to help you successfully launch and maintain new marketing solutions to your clients.

The process essentially transfers control of your customers marketing data directly to your representatives, enabling you to deliver highly targeted campaigns to previously unrefined datasets, ensuring that new marketing data is fed back into the database to refine your campaigns.

Key to the success of managing the transfer is the comprehensive transmission of information from pre-existing data-structures to one centralized system. In order to streamline that process, Consulting provides a unique data-management service. We take on management of the customer's data, which can be received in a number of different forms. Through several processes this data is organized and optimized, and delivered back to you in the form of the UNiQ360™ hosted database, from where the data is immediately available to feed marketing, sales and CRM cycles.

After initialization, control of the data within UNiQ360™ can be retained by your representatives, ensuring that your client is reliant on the use of your system for their data. Alternatively control can be handed over directly to the customer.

Once released the fully populated UNiQ360™ hosted database offers all the benefits of a secure central database, from which all campaign functions can be operated, and from which you and your customers can access key information and demographic reports.

We offer services to meet two primary requirements:

- Transferal and optimization of pre-existing customer data within the UNiQ360™ database
- Integration of feedback from marketing campaigns

# UNiQ360™ Case Study

## *Connection2 Testimonial*

### **Customer Profile**

Connection2 is a marketing services company specializing in the application of digital, direct and database marketing techniques to support client projects and campaigns. Much of their work is focused around partner program and channel projects, delivering measurable partner identification, recruitment, engagement and go-to-market campaigns.

### **Software Deployment**

Connection2 are currently using UNiQ360™ in a deployment for a major world-wide software vendor. UNiQ360™ enables Connection2 to offer their client a white labeled, web-based software platform for lead generation and prospecting activity, using the hosted database as a repository for a number of different partner, and prospective partner datasets. Connection2 built the database from a number of sources and manage communications with a range of contacts in partner organisations, all the time enabling the client to take a full view of their database, the partner communication activities and the results of the project.

In other deployments, the focus is on direct marketing and sales, with Connection2 managing marketing campaigns and pre-sales qualification. The UNiQ360™ database offers Connection2 all the necessary pre-CRM functionality to allow this to be done quickly and effectively. The host of features supports pre-sales agents in engaging in an interactive discussion, building a profile of individuals and prospects, identifying and qualifying business activities, before the opportunities are passed into the sales pipeline.

### **Testimonial**

“Before using UNiQ360™, we had worked with off-the-shelf CRM packages and other custom solutions, but neither was satisfactory. The off-the-shelf packages were often overly complicated for our clients needs and with rigid licensing, expensive customization fees and lengthy customization waiting periods, we just didn't have the flexibility that our clients' projects demanded. Our customized solution was similarly expensive and the inevitable on-site fixes and spiraling support fees meant we had to find another solution.

We came across UNiQ360™. It does everything you would expect of a CRM solution, providing just the right level of technology for our clients. The user interface is very intuitive, which makes the software very easy to use for both our own and our clients' sales and marketing staff.

In terms of customization, UNiQ360™ has the edge. The software allows us to be very quick to respond to our client's changing requirements. Modifications can take place very promptly, in a matter of days, rather than weeks. This gives us a significant competitive advantage. In terms of the customization process, the consultants at UNiQ360™ are very good at translating business

requirements into a technical specification. We were recently able to deploy a campaign for one client in under two weeks. If we hadn't *known* we could do this, we wouldn't have won the business, which was worth ½ a million Euro. Crucially, the customization on the software enabled us to meet our client's targets.

**Having something that works like UNiQ360™ is essential to the development of our business. We use UNiQ360™ as a software vehicle in which to deliver our data and marketing services. UNiQ360™ allows us to provide a first class service, and to deliver it quickly and effectively. We couldn't do what we do without it. It's become a key part of our infrastructure."**