



Upgrading to Unica v12 unlocks EMM tracking capability, amongst 100+ new features



Upgrade from
Unica v10 to v12



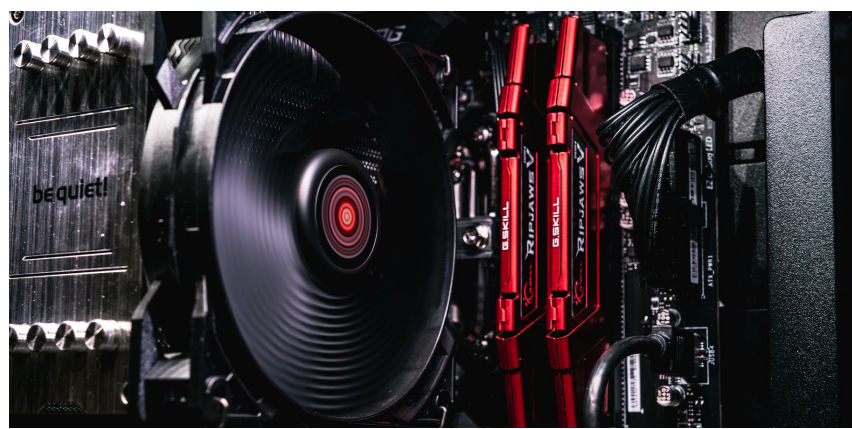
Track 6000+
marketing projects
in Unica Plan



100+ enhancements
enabled by Unica
upgrade

The client

is an IT solution provider that sells both hardware (computers, hard drives, peripherals) and solutions (cloud services, etc). With around 11,000 employees and insufficient bandwidth to support upcoming projects, they needed external staff augmentation services.

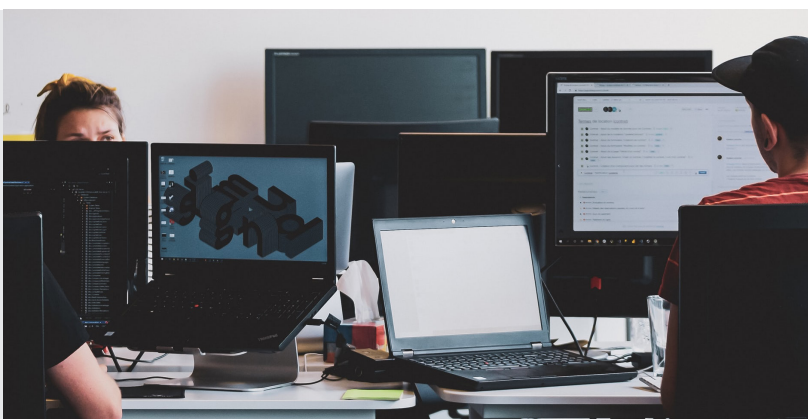


The organization's goal

was to upgrade unica v10 to v12, enable the new capabilities of Unica Plan, increase the number of marketing projects delivered by the tool, and maintain support by using the most current version. The need for staff augmentation services stemmed from a difficulty in finding product owners that were knowledgeable and comfortable with the technical details of Unica tools.

With staff augmentation services,

Munvo provided support in four areas: technical expertise, leadership, soft skills and, business/risk analysis. Focusing on project management, we tracked hours, facilitated meetings, and opened tickets. We implemented a set of testing requirements as well as training and documentation. Munvo hosted regular town halls allowing the client to submit ongoing feedback and updates.



Upgrading to Unica v12

enabled new capabilities and maintained Unica support by using the most current version. Their tech stack now supports an EMM application (Unica Plan) allowing over 200 users to track marketing project statuses, details, and deliverables.



Results

Munvo's staff augmentation services which include effective agile planning as well as ROI and risk assessment enabled the client to focus on valuable enhancements and bridge the gap between business and tech teams.

200

users now use an EMM
Application (Unica Plan)

6000+

marketing campaigns
tracked in EMM Application
(Unica Plan)

100+

enhancements
enabled in Unica v12

v12

Unica V12 upgrade
from v10

100%

uptime with no
product outages