



Quaero named a charter member of Unica's new Marketing Resource Management Alliance Program

Business Wire

WALTHAM, Mass. (Nov 06, 2006) Unica® Corporation, a global provider of Enterprise Marketing Management (EMM) solutions, today announced the launch of its Marketing Resource Management (MRM) Alliance. Designed for service providers who offer augmented services and support for Unica's MRM solution, Affinium Plan™, the MRM Alliance expands the professional services and other complementary offerings available for the company's Enterprise Marketing Management (EMM) customers.

Members of the MRM Alliance Program collaborate with Unica in addressing the operational challenges of marketing, such as increasing process efficiency, aligning all marketing activities, and improving the visibility into and measurability of marketing. The MRM Alliance includes companies who already incorporate Affinium Plan into their overall EMM offering as well as a growing list of MRM specialists. Current Alliance members include Acxiom, Bridges Horizon, Epsilon and Quaero.

"We have a long, successful history working with Unica and share Unica's commitment to delivering the most effective and robust MRM solutions to help companies optimize their marketing operations," said Lane Michel, executive vice president of marketing performance management at Quaero, a MRM Alliance member. "The marketing industry continues to evolve and Unica is taking the right approach by uniting experts in marketing strategy, processes and technology to deliver best practices to existing and prospective customers. We look forward to expanding our relationship with Unica through the MRM Alliance Program."

The MRM Alliance Program builds on Unica's 14-year experience working with service providers, including category-leading systems integrators, marketing service providers and channel-specific experts such as internet marketing specialists. Participants in the MRM Alliance Program share a similarly productive relationship with Unica, including an open information exchange designed to accelerate product awareness and adoption and ensure successful implementation by customers.

[MORE»](#)

“Unica recognizes the value of building a strong alliance network to provide the most comprehensive solution for our customers,” said Yuchun Lee, CEO of Unica Corporation. “As today’s marketing environment grows increasingly complex, professional services can extend the value of our software and help marketers transform their marketing operations. This MRM Alliance Program gives our customers the resources they need to ensure the success of their use of Affinium Plan.”

Affinium Plan, Unica’s signature MRM software solution, allows marketers to effectively plan and budget marketing activities, manage production and execution of projects, and track performance. As a centralized collaboration platform, Affinium Plan streamlines the process for aligning strategic goals, defining marketing plans and tracking budgets and helps executives obtain a clearer, more accurate view of marketing operations for improved decision-making and results.

About Unica

Unica® Corporation is a leading global provider of Enterprise Marketing Management (EMM) software. Focused exclusively on the needs of marketers, Unica’s Affinium® software delivers key EMM capabilities, including: web and customer analytics, demand generation, and marketing resource management. Affinium streamlines the entire marketing process for brand, relationship and internet marketing - from planning and budgeting to project management, execution and measurement. As the most comprehensive EMM suite on the market, Affinium uniquely delivers a marketing system of record - a purpose-built solution through which marketers easily manage marketing information and assets, rapidly assemble campaign components, and report on performance. Unica’s EMM solution is to marketing what sales force automation is to sales organizations. Today, more than 400 companies worldwide benefit from Unica’s EMM vision.

Founded in 1992, Unica is headquartered in Waltham, Massachusetts, with additional offices in the United States, Australia, France, Germany, India, Singapore, Spain, and the United Kingdom. For more information, visit www.unica.com.

Unica is exclusive sponsor of The Marketers’ Consortium, an online community that offers a unique opportunity for dialog between marketing executives from across industries. Covering some of the most critical challenges and opportunities senior marketers face today, The Marketers’ Consortium has hosted notable moderators including: Don Peppers from Peppers and Rogers Group, Elana Anderson from Forrester Research, Pat LaPointe from MarketingNPV, and Elizabeth Roche from Customers Incorporated. Visit The Marketers’ Consortium at <http://unicashare.typepad.com>

...

Copyright 2006 Unica Corporation. Unica, the Unica logo, Affinium and NetTracker are registered trademarks of Unica Corporation. All other product names, service marks, and trademarks mentioned herein are trademarks of their respective owners.



1930 Camden Road Charlotte NC 28203 877.570.2199



Forward-looking Statements

The information provided in this press release above contains forward-looking statements that relate to future events and future financial performance of Unica. These forward-looking statements are based upon Unica's historical performance and its current plans, estimates and expectations and are not a representation that such plans, estimates, or expectations will be achieved. These forward-looking statements represent Unica's expectations as of the date of this press announcement. Subsequent events may cause these expectations to change; and Unica disclaims any obligation to update or revise the forward-looking statements in the future. Matters subject to forward-looking statements involve known and unknown risks and uncertainties, including volatility of stock price due to the difficulty in predicting operating results and the long sales cycle for Unica's software; failure by Unica to develop new software products and enhance existing products; failure to retain key staff; failure by Unica to maintain historical maintenance renewal rates; the potential that Unica software will not help a customer streamline its processes or spend less time executing its marketing programs; and failure to properly protect Unica's proprietary rights and intellectual property. These and other factors listed in the Annual Report on Form 10K for the fiscal year ended September 30, 2005 under "Risk Factors" could cause Unica's performance or achievements to be materially different from those expressed or implied by the forward-looking statement

ACCELERATING
MARKETING
PERFORMANCE