EVALANCHE
ENTERPRISE SOLUTION

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PREMIUM ENTERPRISE E-MAIL MARKETING

"The international rollout of e-mail marketing proved an immediate success. Evalanche's unbeatable intuitive usability made it possible to manage 231 international mailings effectively within a short time."

Roger Wondrusch
Head of Project Business, Hansgrohe AG

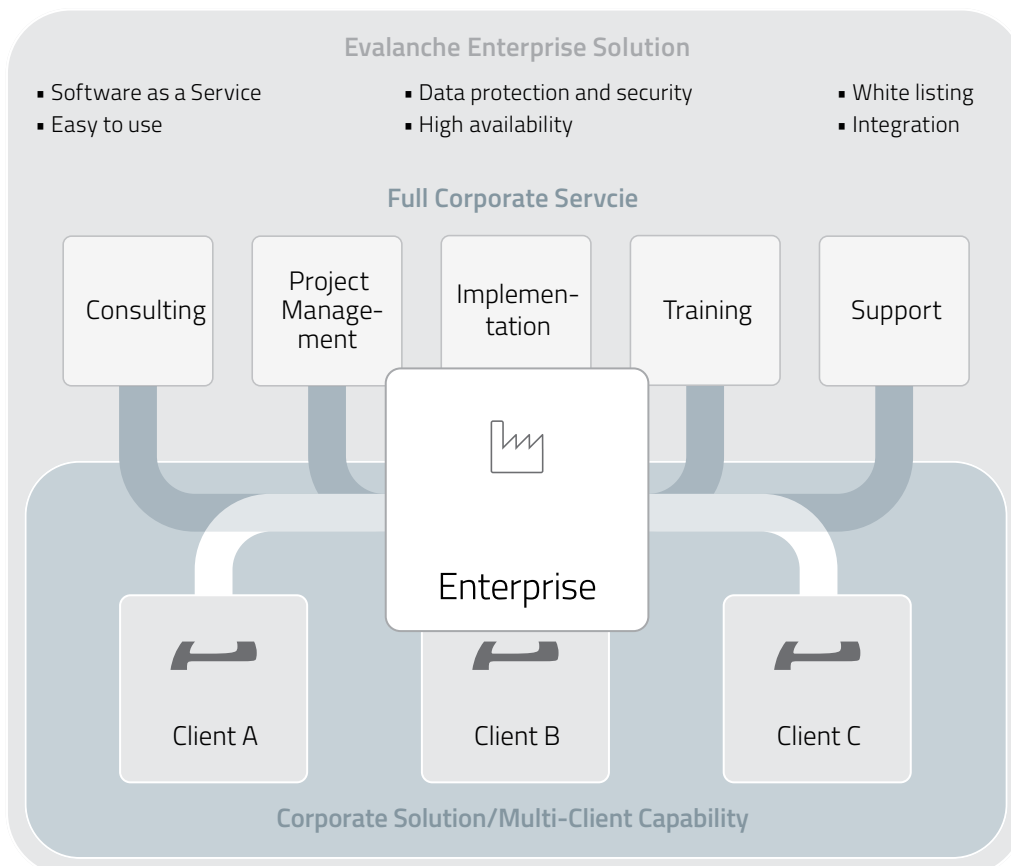**Unique complete solution for customer communication throughout the group**

The comprehensive e-marketing functionalities of Evalanche offer a first-class basis for high productivity, technical efficiency, flexibility and cost-effective work. They are ideally customised to the needs of major corporations' marketing departments:

- Used successfully by over 2,000 big-name customers
- Specialised for international use
- Intuitive usage with flexible multi-client architecture
- Individual IT integration in your company

New benchmarks on a future-proof basis

Evalanche is one of the most advanced e-marketing technologies in Europe. The solution has been certified by TÜV to DIN 27001 standards as well as the Certified Senders Alliance (CSA) and complies with the code of ethics for permission marketing of the German Dialogue Marketing Association (Deutscher Dialogmarketing Verband (DDV)). In addition to a secure and high-performance infrastructure, we offer you qualified development and consulting services from our experts on site for the necessary integration of Evalanche into your existing IT infrastructure.

We see ourselves as specialised consultants and technology partners of our customers.

Evalanche Enterprise Solution

- Software as a Service
- Easy to use

- Data protection and security
- High availability

- White listing
- Integration

Full Corporate Servcie

| Consulting | Project Manage-ment | Implemen-tation | Training | Support |

Enterprise

| Client A | Client B | Client C |

Corporate Solution/Multi-Client Capability

AREAS OF USE

Evalanche has been used by big-name companies for more than 15 years – with demonstrable success in a range of regional and international e-marketing campaigns in the following areas:

- Corporate communication with PR releases and newsletters

- Corporate marketing with address structure and profiling

- Corporate sales with e-mailings, cross- and up-selling, acquisition and lead management

- Development of partner structures for channel marketing and content sharing

E-mail and newsletter marketing
Evalanche supports you with all functions for planning and implementing e-mail marketing campaigns for:

- Cross-media newsletters

- Stand-alone and info mailings

- Multi-stage e-mail campaigns (life-cycle mailings)

- Birthday mailings (trigger mailings)

- Confirmation e-mails (transaction mailings)

- E-cards and online voting

- Coupon mailings with QR-code

- Press releases and investor relations

- Seminar and training registrations

- Podcasts, audio and video mailings, e-briefs

Address generation and profile structure
Evalanche offers convenient and flexible campaign management enabling you to have a dialogue with existing customers and to acquire new ones, including:

- Marketing automation and lead management

- Individual landing pages

- Profile building and scoring

- Contact enquiries and online registrations

- Order and booking enquiries

- Market and customer surveys

- Competitions and prize draws

- Call-back and info service

- Cooperation campaigns

- Online applications

- My Profile Centre (profile updating)

"Evalanche ensures maximum flexibility thanks to certified interfaces to external systems such as SAP CRM. What is more, it also offers central management of multi-variant and multi-language templates – for uniform international communication."
Dr. Andreas Bauer
Director Marketing, KUKA Roboter GmbH

KEY FEATURES AND HIGHLIGHTS

QUALITY ASSURANCE & INTEGRATION

Integrated test functions uncover any errors in a timely manner before dispatch. Nasty surprises can thus be avoided. Spam checker, depiction check for current mail clients, attention analysis, W3C conformity, flow charts, inbox monitoring and more ensure the necessary transparency.

Integration in the existing IT infrastructure
One of the most demanding disciplines in the field of e-mail marketing is automated data synchronisation. Information gained during campaigns is communicated by Evalanche to existing CRM, ERP or shop systems. Solutions for data synchronisation with, for example, Salesforce CRM, SAP CRM (SAP-certified) or Sugar CRM are being used successfully.

Our expert team of developers will support you to meet your individual requirements.

Comprehensive quality checks
Professional newsletter campaigns consist of a large number of individual objects and dependencies.

MULTI-ACCOUNT MANAGEMENT

Multi-client usage
The special features of Evalanche making it particularly suitable for major corporations that are based, i.a. on the concept of multi-client capability, which has been consistently applied from the start. Under one corporate account, any number of accounts for company divisions, subsidiaries, etc., can be set up. These are clearly separated and protected against unauthorised access. This is ensured by a differentiated system of rights and account management with billing via the respective cost centres.

Content syndication
Evalanche offers cross-client content sharing with access to central articles and news. Existing website content can also be imported with this and used for campaigns. An overarching media library simplifies the cross-company access to released images, videos and more.

OPEN ARCHITECTURE
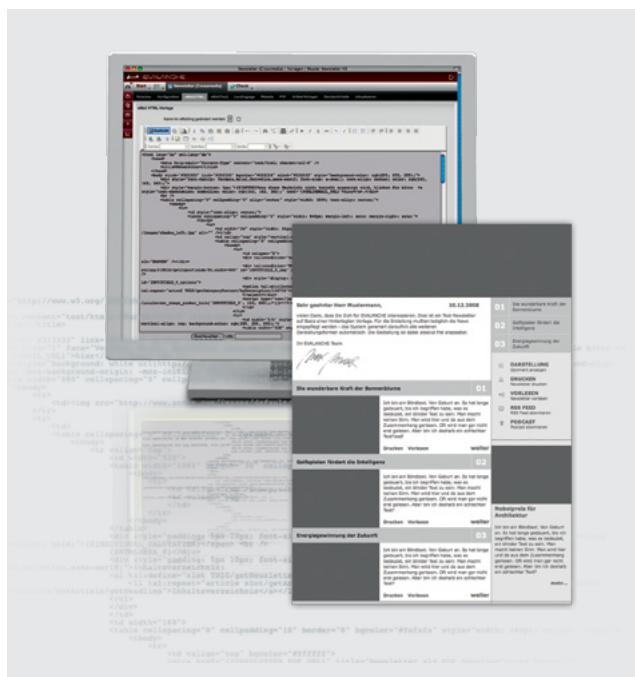
Openness for international communication

Evalanche has been designed from the outset to be used in an international environment. That is, companies with international operations can use all current languages and international character set codings across all formats, including Russian, Chinese, Japanese and Arabic, among others.

Flexible and independent

We have disclosed all templates for newsletters and e-mailings, web forms and landing pages. You can adapt and extend these to your environment independently and as you wish. We also offer you interfaces and programming languages in order to meet special tasks and connections in your company. This makes you independent across the board.

CROSS-MEDIA ONE-TO-ONE COMMUNICATION

Automated and cross-media

With Evalanche, marketing professionals can plan, implement and manage their campaigns independently and intuitively. They are thus largely independent of support from IT specialists. Many processes, e.g. the creation of cross-media e-mailings in different formats, are standardised and can be completed in just a few steps. The different output formats HTML, text, PDF, text-to-speech and XML are integrated in the template and can be used in automated form.

Quality addresses and segmentation

Successful e-mail marketing requires qualified customer profiles: The more specific, the higher the quality. For this purpose, Evalanche offers diverse functions in order to develop detailed profiles. You can also create several data pools under one account and link them with one another via a target group configurator to dynamic target groups with individualisation and personalisation for campaigns with low wastage.

CUSTOMERS WHO ALREADY TRUST EVALANCHE

COMPANIES

▪ Affilinet	▪ Bruker	▪ Electronic Partner	▪ Holzmann Verlag	▪ Kärcher
▪ Agfa	▪ Compo	▪ Erdgas Zürich	▪ Hansa	▪ Kapsch
▪ Allianz	▪ Deutsche Messe	▪ Gabor	▪ Hansgrohe	▪ Kuka
▪ AOK	▪ Dr. Oetker	▪ Generali Bank	▪ Harman	▪ Kyocera Document
▪ Avery Zweckform	▪ Dürr	▪ Germanischer Lloyd	▪ Helsana	Solutions
▪ Baumer	▪ E.ON Ruhrgas	▪ GO! General Overnight	▪ Johann Lafer	▪ Manpower

- Miele
- Miltenyi Biotec
- NEC
- Öko Test
- Palfinger
- Philipp Plein

- Phoenix Contact
- Red Bull
- Red Hat
- Salzburg AG
- Sennheiser
- Steiermark

- Süddeutsche Krankenversicherung
- SWR
- Tirol Werbung
- Wacker
- Wago

- and many more well-known companies.

WHAT DO WE DO TO HELP YOU SUCCEED?

As a specialised provider of premium e-mail marketing automation services, we guarantee high system availability, top performance, the highest security standards, and fast service reaction times. Our Customer Care advisers and developers are also there for your company's specific requirements.

Data protection, back-up and performance
Evalanche runs as SaaS (software as a service) in TÜV-certified data centres, which meet the highest security standards. All the rules and measures we have established with regard to internal and external security and data protection are laid down in a detailed security document.

International whitelisting
Our membership in the German Direct Marketing Association (DDV), the Certified Senders Alliance (CSA) and our close relationships with major service providers ensures you maximum quality and a very high mail delivery rate thanks to white-listing.

Support, maintenance and administration
We offer free and comprehensive user support by e-mail and telephone. If required, we can also provide emergency support until the problem has been resolved – within four hours.

Design, template programming and presets
Our experts will be happy to help you set up your Evalanche account. They produce the required framework for the planned mailings with appropriate default settings, templates, import profile data and generate further accounts for the different company divisions underneath the company account.

Training courses and webinars
Our customer advisers and experienced trainers ensure that your staff members learn how to use Evalanche through training courses, on-the-job training, and webinars.

Strategic consultancy and integration
We offer you further consulting services for the necessary strategic planning and for automated data synchronisation with third-party systems based on the Evalanche web services. This means that Evalanche can be integrated almost seamlessly into any existing IT infrastructure.

CERTIFIED QUALITY

The certification to ISO/IEC 27001 and the certification for data security and functionality from TÜV SÜD represent an independent recognition of the quality of services offered by Evalanche. Customer-oriented core competence for software maintenance and further development directly on site in Germany is the guarantee for first-class service – with rapid response times. Evalanche is hosted in TÜV-certified computer centres and stands for state-of-the-art e-mail marketing for the international market.

ISO 27001
ISO/IEC 27001:2013

TÜV SÜD

SAP® Certified
Powered by SAP NetWeaver®

CSA Certified Senders Alliance

DDV Ehrenkodex E-Mail Marketing

SecurITy made in Germany
TeleTrusT Quality Seal
www.teletrust.de/itsmig

DDV Deutscher Dialogmarketing Verband e.V.

cloud services MADE IN GERMANY

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