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## **ASSETLINK SIGNS STRATEGIC PARTNERSHIP WITH TERADATA**

### **Assetlink to power Teradata's branded solution for Marketing Operations Management**

**Pleasanton CA, - October 4, 2007** – ASSETLINK, a leading provider of integrated Marketing Operations Management (MOM) solutions, today announced a strategic partnership with Teradata Corporation (NYSE: TDC), the global leader in enterprise data warehousing.

This partnership will enable Teradata to provide its customers with Marketing Resource Management capabilities, in addition to its current Customer Management Solutions (CM) portfolio. The re-branded and ported Assetlink product, called Teradata MRM powered by Assetlink®, will be available in both - an OnDemand and an On Premise model.

Long seen as a cost center, marketing executives are struggling to significantly improve the effectiveness of their organization, drive cost efficiencies and show a ROI on their program spend. However, in most organizations, planning functions for marketing programs are still driven manually with little consistency in the process or its outcome. As a result of increased emphasis on personalized marketing communication, growth in the number of channels, and proliferation in customer touch-points, there has been a significant increase in the volume of programs being managed within a marketing organization. In order to scale and meet this growth challenge, companies are trying to streamline their marketing operations. Assetlink's

MOM solution provides a comprehensive framework to manage all aspects of marketing, enabling marketers to:

- Streamline the planning and budget allocation process for marketing programs and help managers to easily track and reconcile their program spending
- Simplify the definition, monitoring, coordination and execution of multi-channel campaign tasks
- Manage an organization's Digital Assets and its distribution.
- Provide all stakeholders with visibility into key performance metrics of the marketing organization.

Companies have reported annualized cost savings of more than a million dollars by implementing the Assetlink system, while dramatically improving the effectiveness and accountability of their marketing operations.

Teradata MRM will integrate the above Assetlink capabilities with its customer management portfolio to provide a closed loop marketing operations management process for its customers and enable them to better plan, orchestrate, automate and measure the impact of their marketing spend. Teradata and Assetlink already share common customers where such an integrated approach has been successfully deployed and proven.

"The Teradata CM solutions portfolio, when enhanced with the Assetlink's marketing operations management capabilities, provides a compelling end-to-end and closed loop marketing system and addresses the serious process challenges faced by today's marketers," said Sam Gragg, vice president of Teradata Customer Management Solutions Marketing. "After an extensive evaluation of various vendors, we selected Assetlink and look forward to offering their solution, branded as Teradata MRM, to our customers"

"Assetlink is delighted to partner with Teradata and provide its market-leading Marketing Operations Management capabilities to Teradata customers," said Chetan Saiya, CEO of Assetlink. "This partnership continues to demonstrate the product leadership that Assetlink enjoys in the market. Today many leading brands across the globe are streamlining their marketing operations using Assetlink."

Assetlink and Teradata will be sharing detailed information and live demonstrations of the Teradata MRM functionality at the annual Teradata PARTNERS User Group Conference and Expo, slated for Oct. 7-11, 2007.

[www.teradata.com/teradata-partners.](http://www.teradata.com/teradata-partners.)]

### **About Assetlink**

Assetlink Corporation ([www.assetlink.com](http://www.assetlink.com)) offers a powerful marketing operations management (MOM) solution that serves Global 2000 companies worldwide. Its comprehensive software offering, Assetlink MOM, enables companies to improve their marketing efficiencies with process automation, achieve marketing effectiveness via rigorous marketing planning tools, measure and improve ROI through integrated marketing budget and procurement management, and communicate business impact of marketing by tightly integrating with ERP and CRM systems. For further information or to request a demonstration, visit [www.assetlink.com](http://www.assetlink.com) or e-mail at [info@assetlink.com](mailto:info@assetlink.com)

### **About Teradata Corporation**

Teradata Corporation ([www.teradata.com](http://www.teradata.com)) (NYSE: TDC), is the global leader in enterprise data warehousing. Organizations around the world rely on the power of Teradata's award-winning solutions to get a single, integrated view of their business to enhance decision-making, customer relationships and profitability. As a growing business, Teradata is always looking for outstanding talent. To learn more about Teradata career opportunities, visit [www.teradata.com/careers](http://www.teradata.com/careers).