



### Streamline the Marketing Process for Timely, Cost-Effective Client Contact

Paragon's IDM Solution brings together state of the art analytics with dynamic assembly and delivery technology to reduce cost and enable marketers to execute campaigns using a single, centralized marketing campaign engine that broadens campaign scope and reach. IDM couples existing marketing processes and assets with a plug 'n' play framework and tools that can help companies achieve:

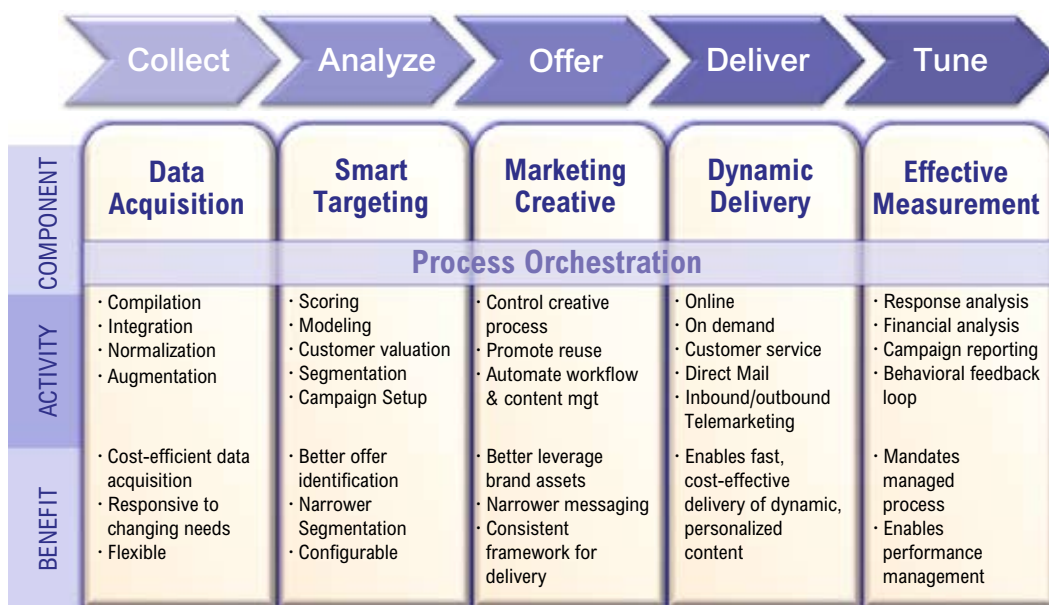
- ▶ Faster Marketing Offer Development
- ▶ Dynamic Offer Bundling
- ▶ Improved Campaign Management
- ▶ Individually Tailored Collateral
- ▶ Multichannel Delivery
- ▶ Lower Cost

### Addressing the Marketing Challenges of the Communications Industry

With an increasingly competitive marketplace, a growing mix of product and service offerings, and numerous forms of media and delivery channels to consider, communications marketers face significant challenges in their efforts to efficiently deliver relevant and effective marketing campaigns.

Paragon Solutions' Intelligent Dynamic Marketing (IDM) framework has been developed to address the fundamental challenges communications marketers face. IDM enables marketers to augment their traditional marketing model to quickly create a powerful solution for campaign design, execution and measurement that efficiently delivers the *right message* to the *right customer* at the *right time* through the *right channel*.

### Paragon's IDM Framework: Implementing an End-to-End Solution



#### Solution Benefits

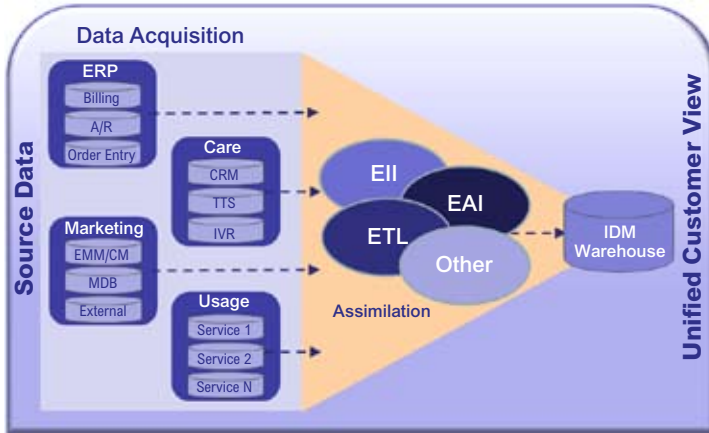
- ▶ Reduce creative development, fulfillment and delivery costs
- ▶ Reduce time to market
- ▶ Lower marketing overhead
- ▶ Improve customer experience
- ▶ Enhance response rates
- ▶ Decrease churn
- ▶ Maximize customer lifetime value
- ▶ Increase up-sell and cross-sell opportunities

## Paragon's IDM Solution Overview

Paragon's IDM framework allows companies to leverage customer care, billing and usage information throughout the customer relationship life cycle to identify and win market share through acquisition, client retention, reducing churn, and increasing customer lifetime value.

### Data Acquisition: Source Data to Unified Customer View

IDM begins by taking a federated approach to data integration of sources across the customer care life cycle. Beyond traditional marketing sources, other data (such as CRM, trouble ticketing, billing, and usage information) may be leveraged to provide unprecedented visibility into the behavior and satisfaction of your customers, creating a unified customer view.



### Smart Targeting: Leveraging Enterprise Assets

Once data is consolidated, sophisticated analytics are leveraged to profile targets and create segments to individual granularity.

### Marketing Creative and Dynamic Delivery

IDM improves the creative process to drive smarter asset management. Brand assets are leveraged across multiple campaigns and offers, as well as across delivery media. IDM's collateral engine automates collateral assembly by marrying narrowed target segments to highly customized offers with personalized messaging. This electronic framework, using EMC's Xpression 3 Suite, may be used to drive email, web or more traditional print channels.



### Effective Campaign Measurement

IDM enables campaigns to be measured through customized and ad hoc components to enable effective campaign management throughout the customer lifecycle.

## About Paragon

Paragon Solutions, a division of Paragon Computer Professionals, is a business and technology consulting firm that specializes in enterprise information management to help clients leverage information assets for better business results. The company does this through its vertical practices and specialized technology service lines that help clients optimize their operations for maximum return on investment.

Paragon works with businesses that are focused in a few key verticals – financial services, insurance, healthcare, life sciences and communications. The industry focused business consulting and delivery teams work with Paragon's competency groups in areas that include Strategy, Business Process Management, Enterprise Content Management, Data Intensive Solutions, Systems Integration and IT Transformation.

For more information, please visit the Paragon Web site at [www.consultparagon.com](http://www.consultparagon.com) or call, 1.800.462.5582.

## Paragon Client Roster

Paragon's client roster includes industry leaders from the financial services, insurance, healthcare, life sciences and communications sectors such as:

### Financial Services

- ▶ Citibank
- ▶ BNY Mellon
- ▶ JPMorgan Chase
- ▶ Merrill Lynch

### Insurance & Healthcare

- ▶ Allianz
- ▶ Blue Cross of Idaho
- ▶ BCBS of North Carolina
- ▶ Emory Healthcare

### Life Sciences

- ▶ Merck
- ▶ Pfizer
- ▶ Sanofi-Aventis
- ▶ Wyeth

### Communications

- ▶ AT&T
- ▶ Comcast Cable
- ▶ Time Warner Cable
- ▶ Verizon

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