

Marketing: Server Architect (Siebel 7.7)

Duration: 3 Days

What you will learn

This course is designed for the person on the implementation team whose major role is to install and configure the Siebel Marketing Server, including the definition and modeling of marketing metadata to be used for analytics processing. The course provides instruction on Siebel Marketing products, the Siebel Marketing architecture, and initialization of Siebel Marketing components. Students use the Siebel Analytics Administration Tool to build a marketing metadata repository to address a fictitious company's business requirements, and then use the Siebel Marketing application to verify and test results. Students create campaign load and list formats; perform tasks related to Siebel Marketing security, cache management, and sampling; and install and configure Siebel Email Marketing. Students are also introduced to performance and scalability guidelines, and troubleshooting tips and techniques.

Functional Implementer
Technical Consultant

Prerequisites

Required Prerequisites

Analytics: Server Architect (Siebel 7.7)

Marketing: Marketing Manager (Siebel 7.7)

Course Objectives

To enable participants to model marketing metadata used for analytics processing

Course Topics

Siebel Marketing Architecture

Initializing Siebel Marketing

Implementation Methodology and Deployment

Building a Siebel Analytics Repository

Developing Segmentation Metadata for Siebel Marketing

Creating Target Levels

Setting Up Cache Metadata

Enabling Sampling

Creating List Formats for Campaign Load and Analytics Data Load

Security and Permissions

Performance and Scalability

Troubleshooting Siebel Marketing

Email Marketing

Bridge to 6.3, 7.0, and 7.5 Siebel Marketing Deployments

Related Courses

Marketing: Marketing Manager (Siebel 7.7)