

BlueVenn 2017.2

Technical Fact Sheet

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DocumentID:EN-GB_Bluevenn 2017.2_Technical Factsheet.Docx



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1. Product Overview

Version	V2017.2
Product type	HTML5 based browser application hosted on Windows IIS
Installation	Standard Windows installer packages.

1.1. Product Description

BlueVenn is the next generation of Blue Group's intelligent marketing software suite that offers high speed marketing analytics integrated with campaign\journey management and marketing automation.

BlueVenn allows users to follow a "train of thought" utilising powerful and specialised marketing analytic functions to gain valuable insight. Specialised functions and wizards allow users to easily measure and identify segments based on marketing best practice. The application provides visualisations of standard marketing functions including acquisition, cross-sell, up-sell, recency, frequency, monetary value, retention, response and conversion.

Specialised marketing insight can be seamlessly integrated and used within intuitive campaigns and customer journeys. Campaigns and customer journeys are defined using an intuitive flow chart interface. The interface allows users to easily visualise the structure and progress of the contacts through the process.

Campaign and customer journeys can be executed across multiple channels including direct mail, email, push messaging and social. BlueVenn automatically manages and the storage of both outbound and inbound communications. For ESP channels responses can be gathered in near real time. Campaign and journey progress is automatically summarised into standard reports. Specialised functions allow users to easily analyse campaign and journey progress and build the results into future activities.

Marketing activity can be easily automated and scheduled by users and displayed on a calendar\ gantt view to provide an overview of all marketing activity within the system.

1.2. Features and Functions

Deployment	On Premise	Multi or single tier server options
	Hosted	Managed hardware or cloud deployment
	Saas	Support planned for later releases
Analysis Database	BlueVenn ADS	<ul style="list-style-type: none"> • ADS 4.8 or later
	Other	Support planned for later releases
	SQL Server	<ul style="list-style-type: none"> • SQL Server 2012 • SQL Server 2014 • Express edition and above <p>Precise SQL requirements are defined by number of contacts and campaigns.</p>
Metadata and Campaign Management Database	MySQL	Support planned for later releases
	Other	Support planned for later releases
	Supported Browsers	<ul style="list-style-type: none"> • Google Chrome (Latest Stable Version) • Internet Explorer (version 11)
User Interface	Responsive Design	<ul style="list-style-type: none"> • Minimum 1024x768 resolution • Application scales to support larger displays
	Multi Window Support	<ul style="list-style-type: none"> • Up to 4 active panes
	Wizards & Automation	<ul style="list-style-type: none"> • Birthday/Anniversary Campaign • Welcome Campaign • Venn Behaviour Periods

Analysis	Internationalisation	<ul style="list-style-type: none"> • Unicode data support • English language user interface <p>Support for other languages in planned in future releases.</p>
	Venn	<ul style="list-style-type: none"> • 1-5 segments • Master filter \ domain support
	Pivot	<ul style="list-style-type: none"> • X and Y axis with multiple dimensions • Master filter \ domain support • Grid Display • Table Bar Chart • Grid Heat Map • Row Heatmap • Col Heatmap • Measures (Sum, Mean, Standard Deviation, Maximum and Minimum) • Row, Column and Grid percent display.
	Derived Fields	<ul style="list-style-type: none"> • Create simple expressions for inclusion in campaign output • Access existing derived fields created in BlueAnalyzer • Commit fields into BlueVenn ADS
	Bandings	<ul style="list-style-type: none"> • Create new parametric bandings • Access existing derived fields created in BlueAnalyzer
	Queries	<ul style="list-style-type: none"> • Create new queries • Access existing queries created in BlueAnalyzer

Modelling	Data Grid	<ul style="list-style-type: none"> • Field Lists • Expression • Queries
	Charts & Graphs	<ul style="list-style-type: none"> • Vertical and Stacked Vertical Bar • Horizontal and Stacked Horizontal Bar • Line Graph • Area Chart • Pie Chart
	Mapping	<ul style="list-style-type: none"> • Heat Map • Pin Map • Rectangular Selection • Circular Selection • <i>Freeform selection planned for later releases</i>
	Profiling	<i>Support planned for later releases.</i>
	Regression	<ul style="list-style-type: none"> • General Linear Regression
	Clustering	<i>Support planned for later releases.</i>
Reporting and Dashboards	Charts	<ul style="list-style-type: none"> • Homepage Dashboard • Active Campaigns • Campaign Summaries
	Templates	<i>No support in version 2017.2</i>

Campaign Management	Workflow Interface	<ul style="list-style-type: none">• Multiple Audience nodes• Yes/No Split• Field Split• Volume Split• Query Split• Seed List Step• Communication Step• Dedupe Step• Response Split• Dynamic Split• Integration Step• Wait Step• Merge Step• Control Step• Tag Step• Exit Step
	Multi-Wave	<ul style="list-style-type: none">• Multiple waves within single campaign• Use wave responses with other campaigns
	Multi-Channel	<ul style="list-style-type: none">• Direct Mail• Email• Social• Generic Text File Output• FTP• SMS
	Scheduler	<ul style="list-style-type: none">• Immediate Execution• Scheduled 1 time execution• Reoccurring scheduled execution
	Near real time support	<ul style="list-style-type: none">• Outbound through frequent campaign execution schedules• Inbound collection of responses

Security	Customer Journey	Basic support though campaign workflows
	Triggered	<i>Support planned for later releases.</i>
	Transactional Level	<i>Support planned for later releases.</i>
	Omni-Channel	<i>Support planned for later releases.</i>
	Active Directory	Integration with Window Active Directory for security accounts and system access.
	Object Sharing	Objects accessible to all users
	Object Security	<i>Support planned for later releases.</i>
	Identity Management	<i>Support planned for later releases.</i>
Platform Management	Deployment Console	A full set of tools to support administrative installation and configuration.
	User Management	Management of users in the system to support access and functionality.
	Metadata	The data system comes with a metadata implementation which allows for definition of commonly used metrics and measures which can be used in wizard and reporting.
	Licensing	A basic licencing model is included to control which functions and features are available for use within BlueVenn.
	ETL	<i>Support planned for later releases.</i>
	Monitoring	<i>Support planned for later releases.</i>
	Billing	<i>Support planned for later releases.</i>

Integration (Third-Party)	Vertical Market Templates	<i>Support planned for later releases.</i>
	dotMailer	<ul style="list-style-type: none"> • Campaign Execution from within BlueVenn • Automated response gathering
	Triggered Messaging	<i>Support planned for later releases.</i>
	Salesforce Marketing Cloud	<ul style="list-style-type: none"> • Campaign Execution from within BlueVenn • Automated response gathering
	Salesforce	<i>Support planned for later releases.</i>
	eCommerce	<ul style="list-style-type: none"> • Magento support indirectly through BlueVenn Magento Connector
	Social	<ul style="list-style-type: none"> • Twitter Direct Message execution
	Instiller	<ul style="list-style-type: none"> • Campaign Execution from within BlueVenn • Automated response gathering
	IBM Marketing Cloud	<ul style="list-style-type: none"> • Campaign Execution from within BlueVenn • Automated response gathering
	Adestra	<ul style="list-style-type: none"> • Campaign Execution from within BlueVenn • Automated response gathering
	GiveX	<ul style="list-style-type: none"> • Update loyalty card points from within BlueVenn campaigns

2. Hardware and Software

2.1. Production Deployment

Production deployments split components over a number of different tiers. The table below shows indicative specifications for each tier that can be subject to change following a design or scoping.

Web Browser Tier	<ul style="list-style-type: none"> • Google Chrome (Latest Stable Release) • Microsoft Internet Explorer (Version 11)
IIS Tier	<ul style="list-style-type: none"> • Windows Server 2012 R2 x64 (any edition) • Processor: 4 or more logical cores • Memory: 8 GB • OS Drive: 100 GB • Network to BlueVenn Server: 100Mb
BlueVenn Server Tier	<ul style="list-style-type: none"> • Windows Server 2012 R2 x64 (any edition) • Processor: 4 or more logical cores • Memory: 8 GB • OS Drive: 100 GB • Network to IIS Tier: 100Mb
Campaign History and Metadata Tier	<ul style="list-style-type: none"> • Microsoft SQL Server 2012 or later <ul style="list-style-type: none"> – Windows Server 2012 R2 x64 (any edition) – Processor: 4 or more logical cores – Memory: 16 GB – OS Drive: 100 GB – Network: 100 Mb • Other <ul style="list-style-type: none"> – Support planned for later releases
Analytical Datastore Tier	<ul style="list-style-type: none"> • BlueVenn ADS 4.8 or later <ul style="list-style-type: none"> – Windows Server 2012 R2 (any edition) or 2008 R2 SP1 (any edition) – Processor: 4 or more logical cores – Memory: 16GB – OS Drive: 100 GB – Data Drive: 5 * ADS Live directory size – Network: 100Mb • Other <ul style="list-style-type: none"> – Support planned for later releases

2.2. Demonstration and Evaluation Deployment

Demonstration and evaluation deployments allow all components to be installed on a single machine.

Supported Operating Systems	<ul style="list-style-type: none"> • Windows 7 X64 (any edition, excluding home editions) SP1 • Windows 8 X64 (Pro or Enterprise Editions) • Windows 10 X64 (Pro or Enterprise Editions) • Windows Server 2012 R2 x64 (any edition)
Hardware	<ul style="list-style-type: none"> • Processor: 4 or more logical cores • Memory: 8 GB • OS Drive: 100 GB
Web Browser	<ul style="list-style-type: none"> • Google Chrome (Latest Stable Release) • Microsoft Internet Explorer (Version 11)
Campaign History and Metadata	<ul style="list-style-type: none"> • Microsoft SQL Server 2012 Express or later • Other <ul style="list-style-type: none"> – Support planned for later releases
Analytical Datastore	<ul style="list-style-type: none"> • BlueVenn ADS 4.8 or later • Other <ul style="list-style-type: none"> – Support planned for later releases