



HCL Unica

**HCL**



Taking Precision  
Marketing at Scale to  
the Next Level

**Unica V12.1**

With Unica V12.1, HCL are taking great strides to close the gaps with their enterprise competition, and in many areas improving the long term and existing strengths of the Unica platform as a whole. With Unica Deliver and Unica Journey, they are deploying the functionality that marketers expect to be embedded within the marketing automation platform. We're also excited about the simplified pricing model, which we hope will make it easier for our clients and partners to leverage a wider suite of capabilities with a reduced commercial and procurement impact.

**- Andrew Addison, Founder & CEO of Purple Square**



**Unica is a Customers' Choice Award winner for Gartner Peer Insights' Multichannel Marketing Hubs.**  
- Announced Nov. 2020

## What the Industry is Saying About Unica V12.1

This by far is the most exciting and significant release of Unica products we've seen over the last 10 years. With V12.1, HCL has re-imagined the product line and expanded much-needed capabilities such as Unica Journey, Unica Deliver, and Unica Link, clearly taking into account customer feedback.

**- Benoît Stephenson-Barriere, President & CEO of Cleargoes**

Allant Group's MarTech Integration & Enablement Team has long relied upon the Unica platform to enable complex solutions that are easily managed, automated, and executed by marketers—without requiring the need for IT resources. In addition to expanding their own product APIs, HCL continues to grow Unica's product capabilities for integration by embracing open-source platforms, as well as cloud-hosted databases and marketing solutions. Delivering on this vision will enable our clients to consolidate data and events generated by today's channel-specific marketing solutions and data platforms. Allant is tremendously excited about HCL's product roadmap and the additional value it will bring to our mutual customers.

**- Scott Bell, Principal, MarTech Integration & Enablement, Allant Group**

The investment HCL Software has made in the Unica platform is impressive. In the V12.1 release earlier this year they delivered big leaps in functionality, Open Source supported platform, cloud native readiness, and open API support. With this V12.1 release, the Unica Marketing solution becomes a platform that includes Campaign, Interact, Plan and Optimize and three new offerings in one package with a simplified pricing model. HCL is investing in a proven marketing platform and we expect accelerated cloud release cycles to bring future functionality to market even faster.

**- Gerry Murray, Research Director, Marketing and Sales Technology, IDC**



## Unica Overview

The HCL Software Unica Suite is an enterprise class, integrated cloud native marketing platform that delivers precision marketing at scale.

Unica's unique goal-based marketing paradigm empowers marketing strategists to align their strategy and effectively achieve their marketing goals such as revenue targets, increased wallet share, customer loyalty and much more.

With fully integrated nine key modules and in-built optimization, the platform provides marketing practitioners end to end marketing capabilities to engage and deliver highly personalized customer experience across a wide variety of outbound, inbound, social and AdTech channels - direct mail, email, SMS, Push, WhatsApp, website, call center, IVR mobile, ATM, Kiosk, POS, LinkedIn, Google AdManager and Facebook. It simplifies the execution of complex marketing programs with a business-friendly UI/UX and seamlessly integrates with home grown and third-party MarTech applications.

Unica can be deployed through Docker framework or natively, on premise or on any cloud of your choice. This leading marketing automation solution is highly scalable, robust and secure, while providing a single marketing system of record to implement omnichannel marketing strategies.

## Unica Features

**Cloud Native:** Reduce your time to market and overcome the limitations of conventional SaaS solutions with the power of a cloud native architecture that gives you the freedom to deploy anywhere, faster deployments powered by HCL SoFy, choice of diverse technology stack, and the flexibility to scale on demand.

**Integrated Platform:** Plan, execute and optimize your marketing with ease on an open and unified platform with out of the box seamless data flows between all the platform modules, 750 plus open APIs and fast and flexible 3rd party integrations powered by Unica Link, that lets you harness data from anywhere and collaborate across the organization.

**Goal-Based Marketing:** Fast track your marketing goals with a platform that has been designed for today's dynamic marketing needs. With Unica Journey, marketers can orchestrate personalized omnichannel customer engagements, associate goals and milestones, track progress and recalibrate them on the fly.

**Messaging without Limits:** Easily reach your customers on any channel - Email/SMS/Push/WhatsApp with closed loop messaging from a single platform. With Unica Deliver, reliable and scalable digital messaging is just a click away.

**Platform Pricing:** Access the power of the entire Unica marketing solution with Unica Power Pack (UPP), a simple, flexible and transparent consumption based platform pricing that grows with your needs.

**Quick Start Offerings:** Hit the ground running and realize value with our QuickStart offerings for your marketing needs, that can deliver an operational "Goal-Based Marketing" solution in as little as 30 days or provide world class digital messaging with our "Deliver More for Less" offering, or migrate you to the cloud with our "Sail to the Cloud" offering.





## Unica Benefits

**Rich Customer Experience:** Engage your customers with always on journeys and delight them with a rich experience that is continuous, consistent, contextual and omnichannel.

**Deep & Optimized Personalization:** Show your customers you understand them individually by delivering engagement across channels that is personalized based on their historical profile, contextual data, behaviors, dispositions and optimized for resonance and relevance, while ensuring customer privacy and preferences are honored.

**True Omnichannel Messaging:** Reach your customers on any channel – outbound, inbound, digital, social and AdTech with closed loop messaging delivered from a single platform.

**Easy Planning & Execution:** Overcome your silos and collaborate on an open and unified platform that makes planning, and executing your marketing a breeze.

**Powerful Segmentation:** Increase your marketing effectiveness with segmentation that is precise, sophisticated and can handle complexity and scalability with ease.

**Universal Data Connectivity:** With support for multiple data platforms and formats, seamlessly harness your marketing data across multiple sources from a single platform, without the need of expensive data migration and consolidation effort.

**Cloud Native Deployment:** Give marketers fast access to the latest and greatest marketing toolset with a platform that can deploy in minutes, upgrade in hours and run anywhere - on-prem, cloud, or hybrid environments, all built with Cloud Native capabilities like Docker and Kubernetes, a rich set of micro- services, and open-source support.





## Unica - Journey



**Goal-based journey orchestration solution that allows you to visualize, create, execute & measure personalized omnichannel customer experiences.**

**Achieve your Goals Faster:** Track performance of customer journeys and recalibrate them on the fly to meet marketing KPI goals and customer expectations.

**Fast Track your Customer Conversion Cycle:** Shepherd and accelerate customer conversion cycle with curated and integrated next-best actions and closed loop contact and response tracking.

**Increased Brand Loyalty:** Strengthen your brand stickiness and loyalty with targeted journeys that nurture and nourish your customer engagements and drive increased wallet share.

**Seamless Omnichannel Experience:** Deliver consistent customer experience on any channel with orchestration that centralizes engagement across your diverse MarTech eco system.

**Goal-Driven Experiences:** Define goals for your customer journeys, proactively track progress with milestones and recalibrate your engagement strategy accordingly.

**Always-On Engagement:** Completely automated 24x7 execution that is in sync with every step of your customer's brand engagement on any channel.

**Engagements Made Easy:** Easily design, execute and visualize your omnichannel customer engagement on an intuitive canvas backed by a dynamic data layer that can consume interaction data from multiple sources in a variety of formats (File, API, Landing Pages, etc.).

**Integrated Dataflows:** Tap into the power of an integrated platform and seamlessly incorporate real-time customer struggle events (powered by Unica Discover), triggered next best actions (events/event patterns powered by Unica Interact) and outbound target segments (sophisticated segmentation powered by Unica Campaign) in your customer journeys.

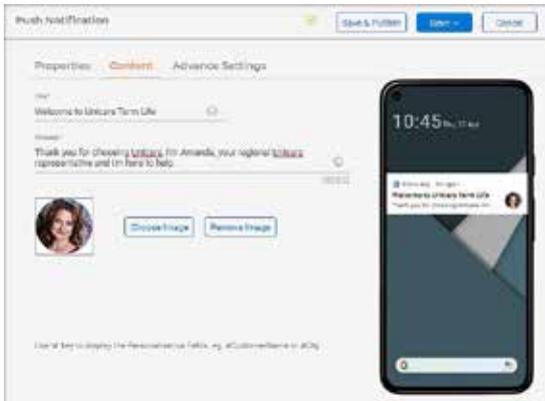
**Unlimited Touchpoints:** Leverage out of the box integrated touchpoints powered by Unica Deliver and Unica Link for digital channels (Email/SMS/Push), social channels (WhatsApp), AdTech (Google AdManager, Facebook, LinkedIn), CRM (Salesforce) or craft a custom touchpoint to seamlessly orchestrate journeys or syndicate audiences across your ecosystem.

**Insights and Analysis:** With extensive out of the box funnel, wave and drill down reports, gain powerful insights on journey performance and analyze goal, milestones, audiences and channels. Alternatively, leverage the open data model, to integrate with any third-party reporting solution of your choice.





## Unica - Deliver



**A reliable & scalable digital messaging solution that delivers personalized and closed loop messaging on Email/SMS/Push and WhatsApp channels.**

**Faster Overall Send Time:** Digital messaging that is 20% faster to execute than the competition, from deployment to delivery.

**Maximize Customer Engagement:** Drive higher opens, clicks, and conversion with sophisticated rules engines and advanced personalization.

**Leading Industry Expertise:** Access to key industry experts for in-depth deliverability monitoring, analysis, and support for your digital messaging.

**Streamlined Messaging:** Consolidate your digital messaging initiatives and eliminate expensive integration effort with a single platform that is natively integrated and has the broadest channel coverage.

**Increased Efficiency:** Increase marketing resource efficiency with powerful lights out automation of digital campaigns.

**Digital Messaging at Scale:** Deliver high volume personalized digital messages with an architecture purpose-built for performance and reliability.

**Broadest Channel Coverage:** Seamlessly integrate with digital messaging touchpoints, including email, real-time, SMS, Push and WhatsApp.

**Deliver with Agility & Confidence:** Leverage integrated local and global deliverability insights and the agility of enhanced QuickBuilder messaging editor for a fast and reliable email build and send experience.

**Optimized Email Design:** Deliver a great email experience to your customers with the ability to preview and tweak the rendering of your emails across multiple devices.

**Closed Loop Digital Messaging:** End to end digital messaging that leverages the power of Unica Marketing Platform's integrated capabilities such as goal-based journey orchestration (powered by Unica Journey), sophisticated segmentation (powered by Unica Campaign) and triggered next best actions (powered by Unica Interact) and a centralized offer, contacts and responses repository.

**Flexible Communication Automation:** Provides powerful lights-out productivity tools to automate complex digital campaigns plus the flexibility to efficiently support simple ad hoc campaigns.

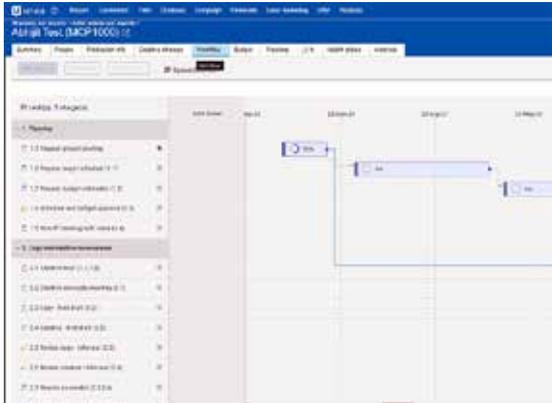
**Powerful Email & Landing Page Analysis:** Precise application of personalization rules with a quick and easy preview of data-driven messages and landing pages.

**Intuitive A/B Testing:** Quickly configure and conduct A/B testing to determine the most effective email design and message content for your audience.

**Insights and Analysis:** With extensive out of the box reports for all channels, gain powerful insights on digital campaign performance and analyze sends, opens, link clicks and bounces. Alternatively, leverage the open data model, to integrate with any third-party reporting solution of your choice.



## Unica - Plan



**Comprehensive marketing resource management solution that provides a collaborative environment for end-to-end planning, execution and management of your marketing initiatives.**

**Increased Productivity:** Streamline your marketing process, ensure compliance, implement best practices and standardize your planning data.

**Reduced Cycle Time:** With integrated data flows and efficient UI/UX, launch marketing campaigns and programs, getting them into market faster.

**Lower Marketing Costs:** Gain greater visibility and control over marketing budgets and expenses.

**Improved Collaboration:** Bring together marketing teams and process enabling greater cooperation and higher efficiency.

**Streamlined Operations:** Through dashboards, analytics, and calendars achieve greater insight, oversight and management of all aspects of marketing.

**Operations Management:** Manage your marketing plans and programs with rich meta data, calendaring and dashboards. Collaborate and coordinate across projects, resources and teams with workflows, checklists, to-do's and approvals.

**Financial Management:** Allocate and track top-down or bottom-up marketing spend across plans, programs and projects and manage all aspects of marketing expenses from cost center definition to purchase order generation to invoice processing.

**Asset Management:** Manage the creation, distribution, and approval of the organization's digital assets in a secure asset library with powerful searching, graphical views, and version control.

**Campaign Planning:** Transform briefs to meta data that flows seamlessly between planning and campaign execution. Define and approve targeting cells, and review cell counts for targeting.

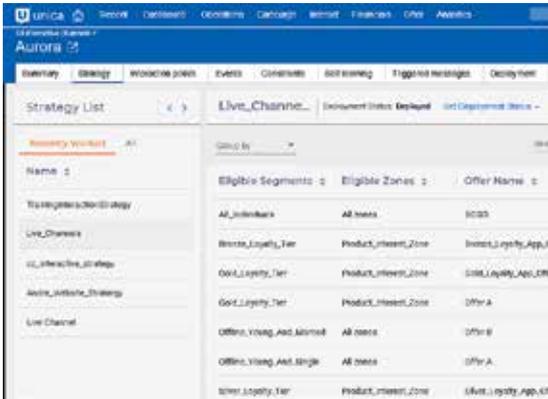
**Offer Lifecycle Management:** Create and organize simple to complex call to actions end to end for your campaigns and manage them through review and approval cycles.

**Insights and Analysis:** With extensive out of the box reports, gain powerful insights on marketing plan/program/project performance and analyze resource utilization. Alternatively, leverage the open data model, to integrate with any third-party reporting solution of your choice.





## Unica - Interact



**Sophisticated real-time personalization solution for determining the next best action for customer engagement across various channels such as websites, call centers, point-of-sales, ATM's, kiosks and more.**

**Real-time Personalization at Scale:** Scales to meet your growth with powerful performance throughput: 100,000s of concurrent sessions with response times in few milli seconds.

**Increased Response Rates:** Deep personalization and advanced analytics maximize the relevancy of messages presented during live interactions, increasing response

rates.

**Improved Customer Experience:** Personalizing the experience of interacting with your brand real time can have a major positive impact on perception and loyalty.

**Transform your Inbound Channels:** Targeted personalization adds to the ROI of websites, call centers and other inbound channels originally built for operational reasons.

**Align your Inbound & Outbound Channels:** Connects and coordinates inbound marketing with outbound campaigns, on the same platform sharing audience data, offers and dispositions.

**Leading Edge Personalization:** Engage known and anonymous visitors, consider behaviors and current activity patterns, and personalize interactions leveraging both online and offline data, including in-depth historical knowledge of customers to deliver targeted call to actions such as cross-sell offers, editorial content, service options, and coordinated banner messages.

**Smart Personalization Strategy:** Validate and optimize your personalization strategy with simulated coverage tests, A/B testing, advanced eligibility rules and FlexOffer mappings for bulk and dynamic personalization.

**Intelligent Offer Recommendation:** Augment your personalization strategy with inbuilt cognitive learning that can recommend offers that have a high likelihood of acceptance.

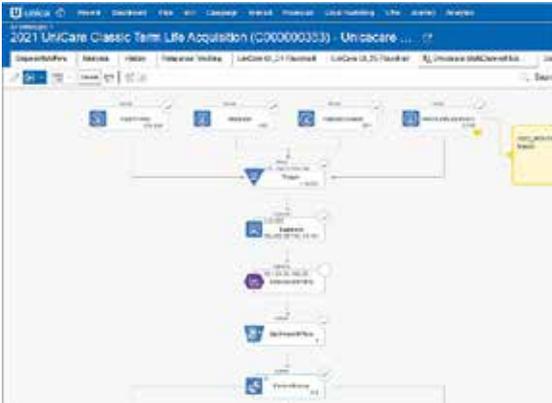
**Omni Channel Coverage:** Plugs into any customer touchpoint: website, call center, kiosk, point-of-sale, ATM and bridges customer engagement through delivery of personalized offers across channels without losing context and continuity.

**Insights and Analysis:** With extensive out of the box reports, gain powerful insights on personalization strategies, segments, offer performance and analyze channel activities and A/B tests Alternatively, leverage the open data model, to integrate with any third-party reporting solution of your choice.





## Unica - Campaign



**Advanced campaign management solution for precision customer targeting at scale with powerful segmentation capabilities for outbound, multi-channel, multi-wave batch campaign execution and tracking.**

**Increased Response Rates:** Execute targeted campaigns with velocity and increase your response rates by 10%-50%.

**Shorter Campaign Cycles:** Reduce your time to launch campaigns and decrease customer acquisition cost by 25%-75%.

**Strong Brand Value & Loyalty:** Strengthen loyalty and retention with targeted campaigns that increase lift and your overall campaign ROI by 15%-30%.

**Audience Segmentation:** Leverage a powerful, flexible, easy-to-use flowchart user interface to build and manage segments through audience selection, suppressions and inclusions.

**Audience Syndication:** Perform sophisticated offline audience segmentation and seamlessly syndicate it to omni channel journeys, outbound/digital campaigns (Direct Mail/Email/SMS/Push), inbound campaigns (Websites, ATM, Kiosks, POS) and AdTech platforms (Facebook, LinkedIn, Google AdManager) for follow on targeting and engagement.

**Centralized Offer Management:** Centralize and standardize the creation and management of offers and associate 3rd party content and cognitive tags with the flexibility, security and agility to personalize at scale.

**Automated List Generation and Output Formatting:** Access audience data from multiple repositories and schedule list pulls, multiple campaign waves, and output it in nearly limitless formats.

**Contact Data Management:** Associate personalized offers to audiences, track and manage contact data with great efficiency and scale, while ensuring compliance for GDPR/CCPA.

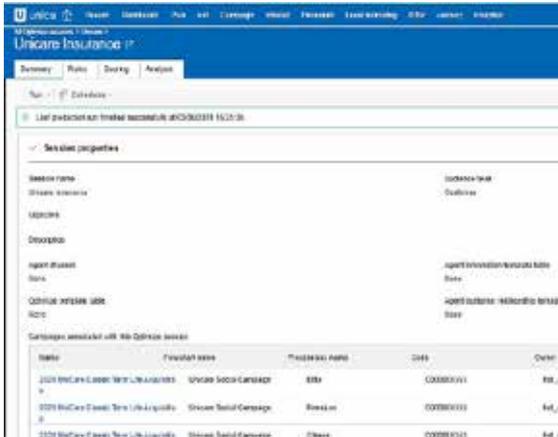
**Interaction History & Attribution:** Close the loop on your customer or prospect engagement with attribution that is built on a rich and complete interaction history including contacts made, offers presented, response actions along with campaign details.

**Insights and Analysis:** With extensive out of the box reports, gain powerful insights on campaign, segment, offer performance and analyze ROI, Lift and What-If scenarios. Alternatively, leverage the open data model, to integrate with any third-party reporting solution of your choice.





## Unica - Optimize



**Superior campaign optimization solution to determine the optimal contact strategy for each customer across time, offers, channels and multiple marketing campaigns.**

**Best Brand Experience:** Deliver a delightful contact experience for your customers, based on interaction history, offer details, channel preferences, time frame, business constraints and rules and marketing objectives.

**Improved Customer Loyalty:** Respect customer privacy and preferences and drive customer relationship to the next level.

**Optimal Messaging:** Minimize customer contact fatigue by mathematically determining the best communication for each customer.

**Optimized Resource Usage:** Optimize usage of limited budget, channel capacity, and inventory resources.

**Increased ROI:** Maximize marketing profitability and ROI through improved response rates by sending the best offers to each customer.

**Customer Optimization:** With limited opportunities to communicate with your customers, determine what offers to give to which customers while managing contact fatigue.

**Offer Optimization:** Determine which customers get what offers, when you have only a limited number to distribute.

**Time Optimization:** Ensure offers don't conflict with each other, offers are not repeated and offers are prioritized.

**Budget Optimization:** Determine how to allocate your budget across different campaigns, offers, or customers.

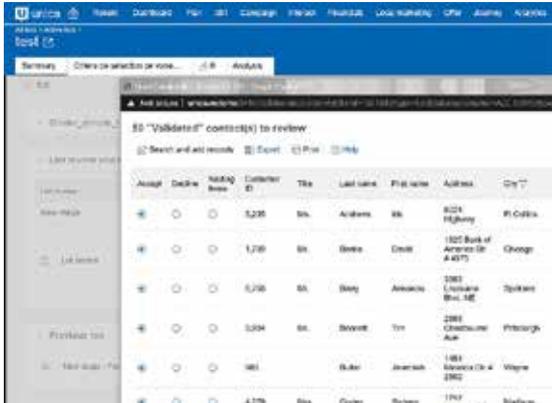
**Channel Capacity Optimization:** With fixed channel capacity, identify which channels to use to communicate with which customers and when.

**Goal-Based Optimization:** Score offers for your customer based on marketing objectives such as potential value, revenue, profit exposure, probability of response and more.





## Unica - Collaborate



**Collaborative solution that allows marketing organizations to distribute the execution of centrally managed marketing campaigns throughout the enterprise with control over corporate standards and business rules while enabling field marketers to add “last mile” relevance and personalization.**

**Increased Response Rates:** Empowers field marketers (agents, franchise owners and dealerships etc.) to tailor or provide input to the campaign for greater local customization and relevance, ultimately increasing response rates and revenue.

**Shorter Campaign Cycles:** Accelerates the time to market by providing mechanisms to facilitate the creation, review and approval of the associated lists by the corporate and field marketers.

**Improved Brand Value & Loyalty:** Field marketers’ involvement with “last mile” campaigns increase brand relevance with the customer and improves loyalty and retention.

**Self-Serve Marketing:** Provide “self-serve” marketing capabilities for less technical-oriented marketers and individuals closest to the customer, without compromising corporate rules, goals, or objectives.

**Field Compliance:** Allow marketing decision-making and campaign management to be handled by field marketers, while corporate marketers manage corporate marketing communication and policies.

**Campaign Subscriptions:** Field marketers can subscribe their customers to corporate campaigns or opt to not participate based on their understanding of their market.

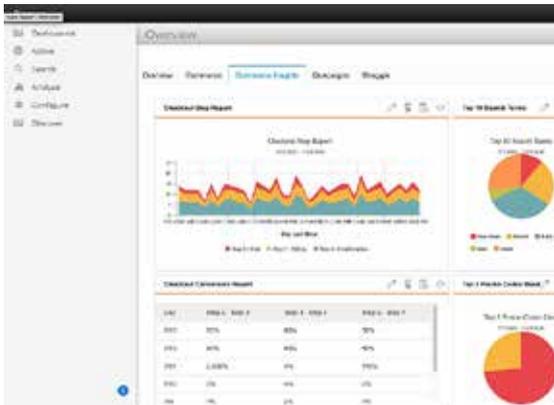
**Automated List Generation:** Field marketers can easily generate lists specific to their region or area of ownership using templates and customize the criteria for their on-demand campaigns.

**Contact Data Management:** Field marketers can include customers into a previously created list for a corporate or an on-demand campaign they know would be pertinent and exclude customers for whom they know the offer or content would not be relevant.





## Unica - Discover



**Solution that provides deep behavioral insight into the online user journey, allowing you to deliver the kind of optimized experience that improves conversion and makes users want to visit again.**

**Struggle Resolution:** Identify pain points, leverage in-session messaging and activate marketing recovery campaigns in real-time.

**Rich Behavior Insights:** Ability to capture and analyze behavioral data to improve user experience, deliver engagement analytics and reduce time to ROI.

**Business Impact Analytics:** Leverage user shopping data and site analytics to detect customer behavior changes, reveal revenue enhancement opportunities and understand true business impact.

**Deep Visibility Into the User Experience:** Understand how your users navigate through their online journey by using session replay to visualize their actual experience.

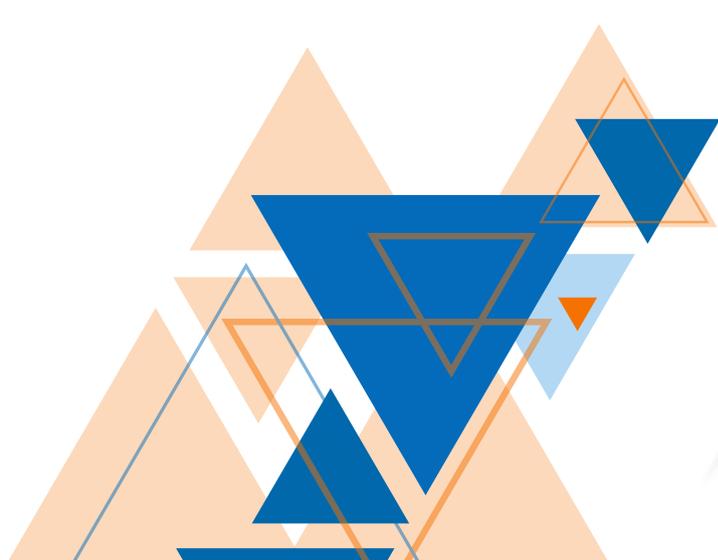
**Quickly Diagnose and Resolve Customer Struggle:** Gain clarity on where your users struggle, identify patterns and pro-actively address issues before amplification.

**Reporting Based on Contextual Data:** Provide context to errors and events within your user experience through session replay and develop data segmentation reports, revealing why struggle has occurred.

**Flexible Segmentation of Data:** Segment and filter audiences on multiple data points enabling you to engage with individuals or segments who have experienced the same journey.

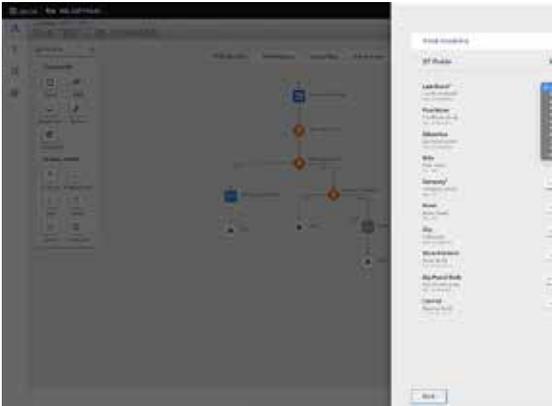
**Quantify Business Impact & Opportunities:** Explore and uncover opportunities to improve conversion, retention, revenue generation and brand perception.

**Real-Time, Event-Based Messaging:** Enhance personalization and targeting by leveraging behavioral data for real time in-session updates and marketing campaigns.





## Unica - Link



**A low code, open, point and click integration framework for fast and flexible connection to 3rd party touchpoints, AdTech and other martech systems.**

**Integration Simplified:** Quickly and easily integrate your MarTech ecosystem, including Unica and 3rd party applications.

**Unleash the Power of your Data:** Broad set of powerful and modern connectors to easily access data from the marketing ecosystem and make it available to marketers.

**Agility in Time to Market:** Reduce your overall costs and accelerate the time to develop and deploy integrations for your marketing projects.

**Point & Click Marketer Function:** With modern, code-free, drag-and-drop user experience, marketers can connect campaigns or customer journeys in a few clicks without the exposure to the underlying mechanics and mappings between applications.

**Open API Driven Framework:** Standard and simplified tooling that powers rapid development and deployment of 3rd party integrations.

**Persona Based Features:** Caters to the needs of different user personas like developers, administrators, and marketers with granular access controls and applicable functions.

**Service Assurance:** Provides robust integration and execution between applications including authentication, throttling and retry strategies.

**Industry Leading Connectors:** Avail pre-built connectors for leading Email (MailChimp) /SMS (Twilio)/CRM (Salesforce)/AdTech (Google AdManager, Facebook and LinkedIn) vendors plus the flexibility to build your own connectors.





HCL Unica

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## **HCL Software Deepens Commitment to Cloud Native with Support for HCL SoFy and HCL Now in the Unica 2021 Summer Release**

HCL Unica, the marketing automation platform that helps customers achieve precision marketing at scale, is immediately available as a cloud native-as-a-service offering - HCL Unica on HCL Now. It is powered by the HCL SoFy, the Solutions Factory for HCL Software.

HCL SoFy is the foundational Cloud Native experience platform that allows clients to deploy HCL Unica on their cloud of choice, without vendor lock-in, and scale to enterprise needs. Customers can experience Unica (and other products from HCL Software) by browsing through the catalog of products, and demo packs and accelerators, deploy them in a matter of minutes on the SoFy sandbox or on a local environment, try new features & functions and could even easily complete a proof of concept to help them to decide faster on adoption of newer releases and features.

HCL Now is cloud-native-as-a-service offering that unlocks the full potential of Unica's cloud native marketing platform on a Cloud of client's choice. This offering is designed for companies that need the convenience of SaaS but want to avoid cloud vendor lock-in, prevent data-sharing with competitors, and gain more control of their security and compliance.

Check out the official press release ( <https://www.hcltech.com/press-releases/press-releases-business/hcl-launches-sofy-the-cloud-native-solution-factory-cloud-native-as-a-service-offering> ) to know more about HCL SoFy and HCL Now.

### **Further with the V 12.1.1 release, Unica continues to deliver more on its Cloud Native roadmap.**

- Deployments are more automated with fully Dockerized capabilities and open-source stack support with Tomcat App server.
- Managing deployments is now more efficient with search and visualization tools built on an Elasticsearch, Logstash and Kibana (ELK) stack and integrated CI/CD capabilities.
- With its open platform philosophy, Unica continues to expand its 750-plus value driven REST APIs with new, curated audience and transactional mailing APIs.

The Integrated Goal based Marketing capabilities of Unica have received practical yet powerful updates, including enhanced Journey orchestration controls and integrations to Centralized Offers & Interact. This gives marketers a much better chance to meet their goals by virtue of being able define the exact moment to move customers forward in their journey with “next best call to action”. Marketers can now make customer journeys more effective with deep personalization that is contextual, cognitive and scalable.

Lastly, building on the theme of Messaging Without Limits, Unica has elevated the whole messaging experience from build to send to delivery. Updates include an enhanced QuickBuilder editor for crafting SMS messages faster, powerful send-time analytics built on Unica's open data model, and integrated privacy compliance for delivery opt outs. Delivery of on demand Push notifications can now also be triggered through Unica Interact's Deliver gateway.

“This is an exciting milestone for HCL Unica customers as we continue to deliver high-value innovations to our customers,” said Raj Iyer, SVP of Product Management. “With this release, we have delivered on our commitment to maturing Unica's Cloud Native capabilities by making it available on HCL SoFy and HCL Now, thus empowering our customers to transition to the cloud of their choice in a way that best meets their specific business objectives. We have also continued to provide deeper levels of goal based marketing capabilities and digital messaging without limits to continue to help our customers meet and beat their marketing goals.”





**HCL Unica**



## About HCL Software

HCL Software, a division of HCL Technologies (HCL) that operates its primary software business. It develops, markets, sells and supports over 20 product families in the areas of DevSecOps, Automation, Digital Solutions, Data Management, Marketing and Commerce, and Mainframes. HCL Software has offices and labs around the world to serve thousands of customers. Its mission is to drive ultimate customer success with their IT investments through relentless innovation of its products.

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## About HCL

HCL is a leading global technology company helping forward looking enterprises re-imagine & transform their businesses. Founded 1976 we have cultivated a deep tradition of partnering with large scale enterprises to drive innovation into real world applications. Today we are focused on providing an integrated portfolio of technology products, solutions and services driven by our Mode 1-2-3 growth strategy:

### Mode 1

Applications  
Infrastructure  
BPO and Engineering services  
R&D

### Mode 2

Digital & Analytics  
IoTWORKS™  
Cloud Native Services  
Cybersecurity & GRC services

### Mode 3

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