

Frequently Asked Questions:

Teradata's Intent to Acquire eCircle

The purpose of this document is to address questions and provide additional insight about Teradata and Aprimo's intention to acquire eCircle. To view the full press release, please click [here](#).

April 30, 2012

News Overview

1. What is being announced today?

Teradata, the leading analytic data solutions company, and Aprimo, a Teradata company and the global leader in Integrated Marketing Management (IMM) software, are announcing the signing of a Definitive Agreement to acquire Munich-based [eCircle](#), the European leader in cloud-based digital marketing.

Once the acquisition is completed, eCircle will become part of Aprimo. eCircle's current senior leadership team will join Aprimo and continue to serve key leadership roles. eCircle's CEO Volker Wiewer will be joining both the Teradata EMEA Leadership team and the Aprimo Leadership Team as VP EMEA Aprimo. In this role, he will report to Hermann Wimmer, President of Teradata EMEA and Bob Boehnlein, President of Aprimo.

The completion of the transaction, which is subject to applicable regulatory clearances and other customary closing conditions, is expected to occur in the second quarter of 2012.

2. Who is eCircle? What do they do?

eCircle is widely considered to be the leading full-service digital marketing solutions provider in Europe. The company provides cloud-based solutions for social, mobile, web and email marketing and offers digital marketing professional services including opt-in lead generation, content creation and email services. Company headquarters are in Munich, Germany with offices in all major countries across Europe.

3. Why is Teradata acquiring eCircle?

To better serve our customers, and the markets we're shaping.

eCircle's digital marketing applications will enhance Aprimo's Integrated Marketing Management strategy and enable marketers to deliver highly targeted, consistent and personalized campaigns that are integrated across all channels.

This acquisition will also extend Aprimo's current IMM Solutions, and will position Aprimo as an even stronger leader in digital marketing. It will synergistically broaden the addressable customer base, accelerate growth, and fuel innovation for both Aprimo and eCircle customers.

The addition of eCircle more than triples the size of Aprimo's European team, adding expertise and reach in all major European countries, creating the largest marketing applications provider in Europe and enabling the delivery of eCircle solutions globally.

4. What is the value for Teradata? How does this map to their business strategy?

The addition of eCircle to Aprimo and Teradata fits with Teradata's strategic focus to provide the industry-leading data warehousing, big data analytics and integrated marketing management solutions on premise or in the cloud. Specifically, the acquisition maps to Teradata's strategy in three ways:

1. Integrated Marketing Management (IMM) is one of Teradata's three strategic market opportunities, and Teradata continues to invest in cloud-based IMM – where Aprimo is the leader
2. This move also enhances Teradata's big data analytics strategy. Marketing organizations remain key to helping corporations better understand, retain and grow their customer base, and marketing is the entity helping lead the growth of big data analytics, as marketers look to gain greater customer insight by analyzing all data types.

3. Digital marketing -- comprising social, web, mobile and email -- is a critical component of Aprimo's IMM solutions, and the acquisition of eCircle positions Aprimo as a leader in digital marketing.

5. What is Digital Marketing and why is it important?

Consumers today are increasingly interacting with brands across digital channels: social, mobile, web and email. These channels empower marketers to deliver highly targeted and personalized campaigns integrated across all channels. According to a recent Forrester¹ report, digital marketing represents one of the largest and most strategic areas of investment for most companies and is a critical focus for marketers. It is expected to grow to \$16 Billion by 2016².

6. How will eCircle fit into Teradata?

Upon close, eCircle will become a part of and be integrated into Aprimo, maintaining its current business operations and fully supporting its customer base. Once the acquisition is final, eCircle's CEO Volker Wiewer and his current senior leadership team will continue serving key roles within both Teradata EMEA and Aprimo.

Technology

7. How will eCircle's software and services fit with Aprimo's solutions?

eCircle will accelerate Aprimo's digital marketing strategy as part of a powerful and integrated Campaign Management offering. Customers will be able to leverage big data analytics to deliver highly targeted and personalized campaigns across all channels, and will be able to access all of their marketing applications -- including digital, campaign and operational marketing applications -- via the cloud.

¹ Forrester report titled *Revisiting the Online Marketing Suite*, February 2011.

² Forrester Research Inc., *US Interactive Marketing Forecast*, 2011 To 2016, August 2011

Combining eCircle with Aprimo offers several important benefits:

1. Faster acceleration of our roadmap for email and digital marketing – a critical component to our overall multi-channel campaign management strategy,
2. A team of 350 resources focused on digital marketing to complement our existing global team.
3. eCircle also offers marketing advisory services through their media services unit.

8. Why eCircle versus other digital marketing/email marketing vendors?

Three reasons: Culture, Quality and Vision.

1. eCircle is a great company. It has the same kind of customer-focused, employee-empowered culture as Teradata and Aprimo, and like these, it's known as a great place to work.
2. eCircle's solutions are well known to be high quality and high performance.
3. eCircle is the leading digital marketing provider in Europe, and will allow Aprimo to accelerate progress against our product development roadmap. In short, it's a perfect fit from both the product strategy, and marketplace vision standpoints.

9. Will eCircle continue implementing its current product roadmap?

Both companies will continue with their normal course of business until the acquisition closes. Once that happens, there will be some work over the next few months to integrate the respective product strategy and roadmaps together. The good news is that there is already a lot of synergy.

10. How soon will eCircle be integrated with Aprimo?

Both companies will continue with their normal course of business until the acquisition closes. Once that happens, planning will begin and we will provide an update.

11. Will this change the roadmap for Aprimo solutions?

Both companies will continue with their normal course of business until the acquisition closes. Once that happens, planning will begin and we will provide an update.

12. Will we continue to support the existing eCircle applications and current Aprimo solutions?

We plan to continue to develop, innovate and support all eCircle and Aprimo solutions as we develop a joint roadmap to integrate eCircle into Aprimo's IMM suite. Both Aprimo and eCircle customers stand to benefit as we combine the best of both digital marketing solutions.

Customers and Partners

13. How will Aprimo's customers benefit from this acquisition?

Digital marketing is a critical revenue driver for today's marketers. Adding eCircle's solutions to Aprimo's portfolio will help customers deliver highly targeted, consistent and personalized campaigns through multi-channel digital marketing. The addition of eCircle also adds over 350 people focused on digital marketing to the Aprimo team, which will benefit customers with faster innovation, time to market, and access to deeper best practices expertise.

14. How will eCircle's customers benefit from the acquisition?

eCircle customers will continue to benefit from eCircle's technology as well as from the extended resources of Teradata. As eCircle is integrated into Aprimo, eCircle customers will have the opportunity to take advantage of Aprimo's Integrated Marketing Solutions for campaign management and marketing operations – extending the products and services available to them to help drive their strategic marketing efforts.

15. How will business partners benefit?

Both eCircle and Aprimo will continue to proactively expand strategic partnerships and build a partner ecosystem that will enable us to deliver enterprise class IMM solutions to and through our partners.