



IBM Software Training

IBM ExperienceOne

Omni-Channel Campaign Management Administrator Training Path

Role

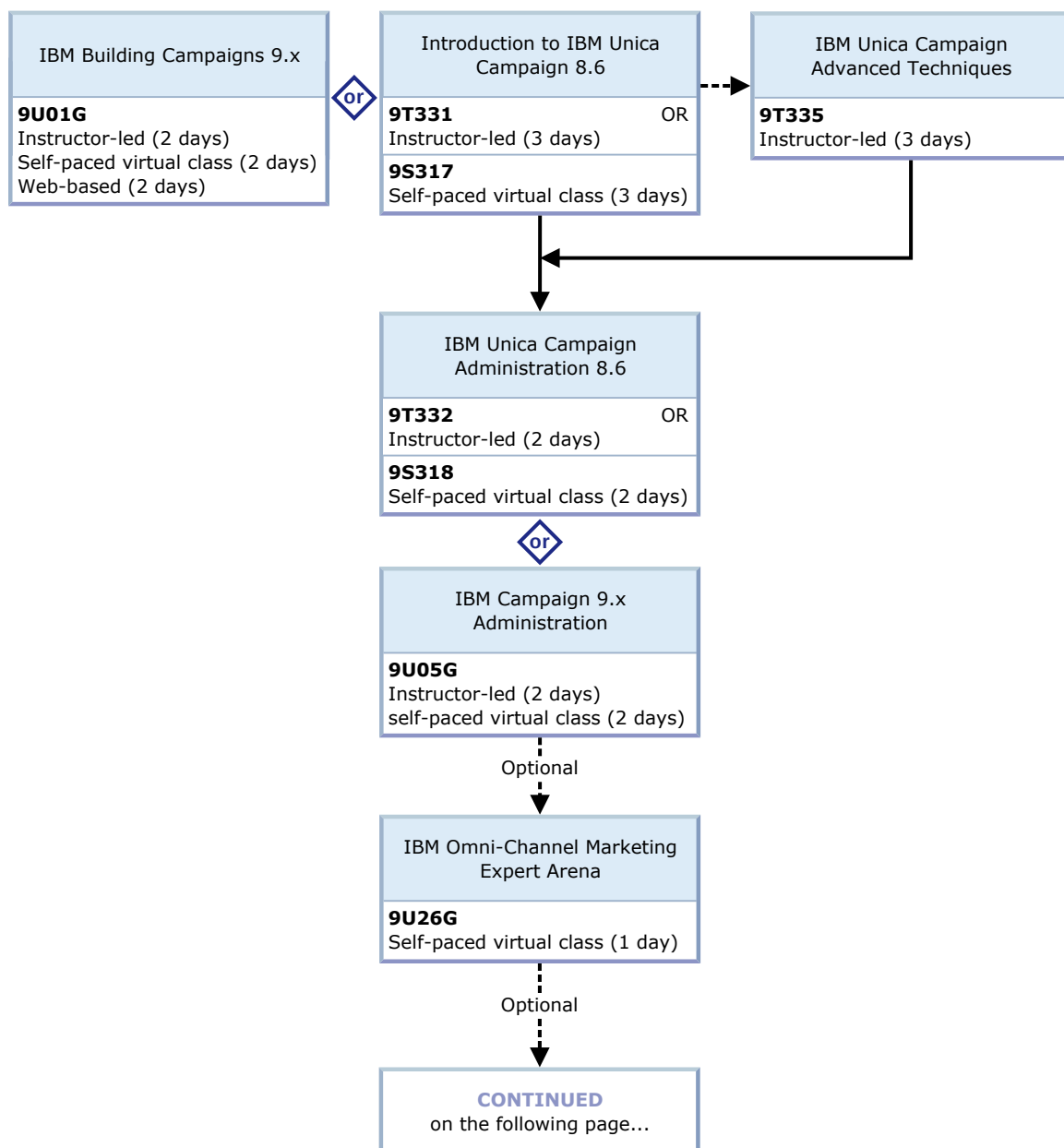
The Business Administrator/System Administrator configures the IBM Unica Campaign or the IBM Unica Marketing Operations application, creates templates, sets up security, administers reports, and optimizes performance with the tools available within the application.

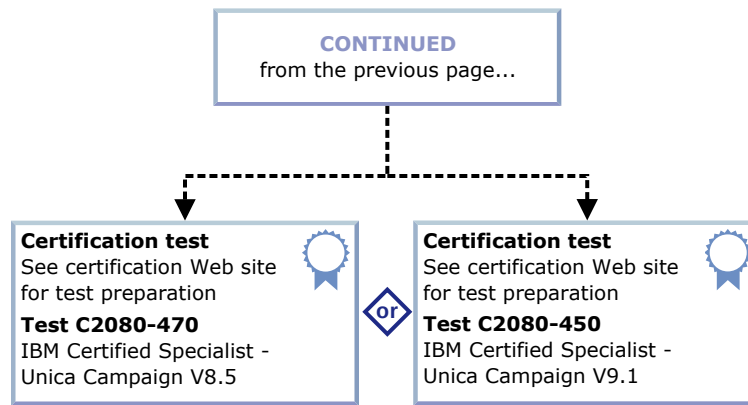
Assumptions

It is assumed that the individual following this roadmap has basic skills in the following areas:

- Working knowledge of underlying operating system platforms and database platforms
- Fundamental knowledge of their organization's business processes

1 IBM Campaign





2 IBM Marketing Operations

