

The logo for Seeking Alpha, with the text 'Seeking Alpha' in white and a Greek letter alpha symbol in orange, all on a dark red background.

Unica Corporation F2Q09 (Qtr End 3/31/09) Earnings Call Transcript

Question-and-Answer Session

Operator

(Operator instructions). We will take our first question from Tom Ernst with Deutsche Bank.

Nandan Amladi – Deutsche Bank

Hi good afternoon, and this is Nandan Amladi on behalf of Tom. Thanks for taking my question. I have a kind of a big picture question about your road map to an on demand architecture, and you said the some of the customers are preparing in service clearly that the bright spot here on your results, if you can have plan longer term to migrate completely to an on demand architecture?

Yuchun Lee

That's a good question so, I want to make sure we are clear that the transaction we've talked about of companies buying subscription license on Unica those are for on premise for the exact same set of software that typically will be sold at the potential license on premise solution so, it's the same solution, if I step back and make sure to answer your question, we believe the market EMM base had the mix of needs for technology from all of our research we showed that this base has many characteristic that some of the buyer naturally will prefer, on premise other will be naturally prefer on-demand and part of the reason for it, is marketing is known to be a category of application that had very complex integration need to other IT systems. They touch large volume of customer data, transactional data and marketing data. And because of this fact many companies especially the large ones, depends on the full solutions on-premise with the preference by perpetual license along with that. Now, for mid market, there is a preference for on-demand solutions, and also for departmental purchases of solutions, there is also a preference for on-demand solutions as well. So our strategy as a company is to address both of the segments and to provide a full set of suite that provide both on premise solution and on-demand solution. Now on the on-demand side, while we have a number of capabilities along web analytics and on line marketing. We also have capability around our MRM solutions to a marketing essential. Our plan has always been to provide a full suite on-demand for EMM for our target market. And the architecture behind our system supports both solutions and they have offer service mostly on-demand and an on-premise highly customizable and configurable enterprise solutions. So that is basically our trajectory.

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