

HCLSoftware

The Future of Marketing is Outcome-Based

HCL Unica+ Marketing Delivered
as a Service. Outcome-Based.
Agent-Driven. Sovereign by Design.



HCL Unica+

Marketing is at a Breaking Point

Today’s marketing teams are expected to move faster, but they’re stuck managing disconnected tools, manual handoffs, and slow execution. The result: complexity grows, while business impact gets harder to prove.

Fragmented Tech Stacks

Siloed tools create duplicated effort and inconsistent data.

Endless Handoffs

Approval chains and dependencies slow execution.

Reactive, Not Real-Time

By the time campaigns launch, market conditions have already shifted.

Disconnected from Outcomes

Activity metrics rise while business metrics stay unclear.

From Campaigns to Outcomes

A fundamental shift is underway: from campaign-centric marketing to **Outcome-Based Marketing**—where business results come first, and execution follows.

Old Marketing: Campaign-Based	The New Paradigm: Outcome-Based Marketing
Build campaigns from scratch.	Define business outcomes upfront
Design customer journeys step-by-step	Discover optimal audiences through AI.
Launch, then optimize later.	Orchestrate adaptive journeys automatically.
Business impact is an anticipated result.	Guarantee business impact through continuous real-time optimization.
Rely on disconnected tools and data silos.	Replace silos with unified orchestration.

Start With the Outcome

In **Outcome-Based Marketing**, everything begins with a measurable business result.

Example Outcome: Increase credit card activation by

15% in 30 days

Once the outcome and guardrails are set, the system determines **who to target**, what to say, **when to engage**, and **how to optimise**, all focused on achieving that outcome.

Introducing Service as Software

Service as Software is the convergence of AI agents, autonomous orchestration, and outcome-driven execution. It is a new operating model where you delegate marketing functions to an intelligent system.

This is delegation – not automation.

Humans Define Outcomes

Marketing leaders set the outcome, guardrails, policies, and brand rules.

Software Delivers Marketing

AI agents autonomously execute campaigns, journeys, and optimizations – at speed and scale.

AI Executes, Humans Supervise

Marketers govern strategy while AI handles operational complexity.

AI Sovereignty: Your Data, Your Rules

As enterprises scale AI-led marketing, sovereignty becomes non-negotiable. Unlike competitors who force clients into mandatory public cloud roadmaps, HCL Unica+ offers true sovereignty:

Own the "Brain"

Keep customer decisioning logic and intelligence as your own intellectual property, rather than locking it inside a vendor's "black box".

Deployment Freedom

Whether On-Premise, Private Cloud, or Hybrid, we validate your right to choose the infrastructure that meets your security policies.

Regulatory Compliance

Built to support the data privacy standards of the regulated industries, including Banking and Telco.

AI executes. Humans govern.

Humans Remain in Control

Autonomous does not mean ungoverned. Enterprise-grade trust is built into every layer of the Service as Software model.

Explainable AI

Every action comes with clear reasoning and data provenance.

Bias & Policy Controls

Built-in guardrails prevent discriminatory outcomes and enforce brand guidelines.

Approval Checkpoints

Critical decisions are routed for human review before execution.

Privacy by Design

Security and compliance are foundational, not bolted on.

Meet Your New AI Agents

The moment you define an outcome, a coordinated network of specialized AI agents springs into action.

Campaign Creation Agent

Structures campaign architecture and channel strategy aligned to outcome

Journey Agent

Orchestrates personalized, adaptive customer journeys in real time

Creative Agent

Generates and tests creative assets, messaging variants, and visual elements

Analytics and Insights Agent

Continuously analyzes performance and provides valuable insight

Optimize Agent

Automatically optimize contact policies on a campaign and cross campaign basis

Segmentation Agent

Discovers optimal audience segments based on propensity and behavior patterns

Offer Agent

Selects and optimizes product offers, incentives, and value propositions

Subject Line & Email Score

Agent Crafts and optimizes email subject lines for maximum engagement

Privacy and Compliance Agent

Ensures Privacy, Compliance & Responsibility

Real Results, Real Impact

Outcome-based marketing powered by **Service as Software** is delivering measurable value for enterprises:

3x

Faster Time to Market

Launch in days or hours, not weeks.

60%

Reduction in Operational Cost

Automating repetitive tasks frees teams for strategy.

45%

Improvement in Conversion

AI-driven personalization outperforms manual segmentation.

24/7

Always-On Optimization

Performance improves around the clock.

(Note: Results may vary based on marketing maturity and system environment).

Why HCL Unica+?

We are the industry's first true Service as Software platform, combining enterprise-proven technology with modern AI agent orchestration.

Enterprise-Proven Foundation
used by Fortune 500 brands.

Advanced AI Orchestration that goes beyond simple workflow automation.

Outcome-First Architecture
built for results, not just activity.

Outcome-Based isn't just how we market - it's how we engage. Commercials are aligned to mutually defined KPIs.

HCLSoftware

Fueling the Digital+ Economy

HCL Unica+ Leading the
Outcome-Based Marketing Revolution.

Schedule a Demo



Ask how our commercials can be
tied to mutually defined KPIs.

About HCLSoftware

HCLSoftware is a global leader in software innovation, dedicated to powering the Digital+ Economy. We develop, market, sell, and support transformative solutions across business and industry, intelligent operations, total experience, data and analytics, and cybersecurity. Built on a rich heritage of pioneering spirit and unwavering commitment to customer success, we deliver best-in-class software products that empower organizations to achieve their goals. Our core values of integrity, inclusion, value creation, people centricity, and social responsibility guide everything we do. HCLSoftware serves more than 20,000 organizations, including a majority of the Fortune 100 and almost half of the Fortune 500. Learn more about how HCLSoftware can help you achieve your goals at <https://www.hcl-software.com/>