ACCENTURE MULTIMEDIA ADVERTISING PLATFORM (AMAP)

OMNI-CHANNEL MARKETPLACE
- SELF SERVICE PORTAL
- DIRECT SALES
- PROGRAMMATIC

B2B CRM
- ACCOUNT/OPPORTUNITY MANAGEMENT
- SALES PERFORMANCE MANAGEMENT

MULTIMEDIA MANAGEMENT
- MULTIMEDIA ADV PRODUCT CATALOGUE
- MULTIMEDIA ADV DEAL/ORDER

DATA MONETIZATION
- ANALYTICS
- INTELLIGENT ENGINE
- NEXT BEST ACTION
- FOUNDATION LAYER

INTEGRATION LAYER

DATA MONETIZATION WAS THE MODULE DEPLOYED AT MANZONI OMNI-CHANNEL MARKETPLACE