TERADATA AND CELEBRUS

OMNI-CHANNEL ONE-TO-ONE MARKETING IN A WORLD OF BIG DATA

Customers and prospects visiting an organization's digital channels should not be thought of as anonymous visitors. Each one is a real person who expects to be treated as an individual, not an aggregated or disjointed version of themselves. In this environment, organizations need granular customer data from across digital channels and devices to deliver the data-driven marketing necessary to make the most of every single opportunity to engage with individual customers and prospects. Achieving a single customer view, and engaging accordingly, requires capturing detailed and accurate customer-specific trans-actional, behavioral and experiential data in real time. That means moving well beyond aggregated data into the realm of true one-to-one personalization and marketing.

With centralized and operationalized digital channel data, organizations can use this highly granular data to power advanced customer analytics, understand individual cus-tomer interactions across channels and engage customers individually in real-time—driving actions that maximize revenue, marketing effectiveness and brand loyalty.

FLEXIBLE, INTEGRATED JOINT SOLUTIONS

Celebrus Technologies and Teradata have worked together since 2009, jointly developing integrated solutions to capture, transform and store individual-level digital channel data. Celebrus' award-winning,

tagging-free data software provides a real-time stream of detailed, accurate individual-level data from online applications, web sites, social media, mobile and rich media applications. The software feeds this highly granular digital big data directly into Teradata's Integrated Channel Intelligence (ICI) Solution, the Teradata Aster SQL-MapReduce® Platform and Teradata Real-Time Interaction Manager (RTIM) in real-time or near real-time.

Through these streaming feeds directly into Teradata's solutions, Celebrus provides a rapidly deployed and flex-ible source of online customer data to drive a variety of marketing, operational and customer-focused applications. As well as capturing and transforming digital channel data, Celebrus also enables true one-to-one real-time website personalization, either through its own proprietary software, which can deliver relevant, targeted content into the user's web page, or by working in collaboration with an incumbent Content Management System (CMS). Together, Celebrus and Teradata enable organizations to create and exploit a 360-degree view of each customer across channels and touch points.

Teradata Integrated Channel Intelligence

Celebrus solutions populate the Teradata Integrated Channel Intelligence (ICI) physical data models directly from captured and processed data in near real-time (five-minute, hourly or daily data feed options). Data is captured from multiple channels and devices, and can be combined with offline data for a true single customer view, in near real-time and over time, to drive optimal customer segmentation, profiling and data-driven marketing.

Teradata Aster SQL-MapReduce Platform

Celebrus feeds data in near real-time (five minutes, hourly or daily) into the Teradata Aster MapReduce Platform, allowing for analysis of all user interactions over their lifetime and across devices, providing a detailed understanding of user actions and behaviors to discover new insights and deepen big data analytics, including:

~ Golden path analysis

~ Marketing attribution analysis

~ Product affinity analysis

~ Abandoned basket analysis

> "Integrating detailed data from every customer interaction channel is vital to shaping more relevant and timely cross-channel customer experiences and driving revenue upwards."
>
> Group Strategy Director, Shop Direct Group

Teradata Real-Time Interaction Manager

Celebrus streams highly granular, individual-level online channel behavioral data in real-time from across websites, mobile apps and social channels directly into Teradata Real-Time Interaction Manager (RTIM). RTIM uses this data for real-time inbound marketing and offer management by analyzing all customer interactions, including during current and previous visits, to drive one-to-one communications and next-best actions for each individual customer while they are engaged. Celebrus software can also be used to deliver the real-time personalization content or can communicate directly with an incumbent CMS.
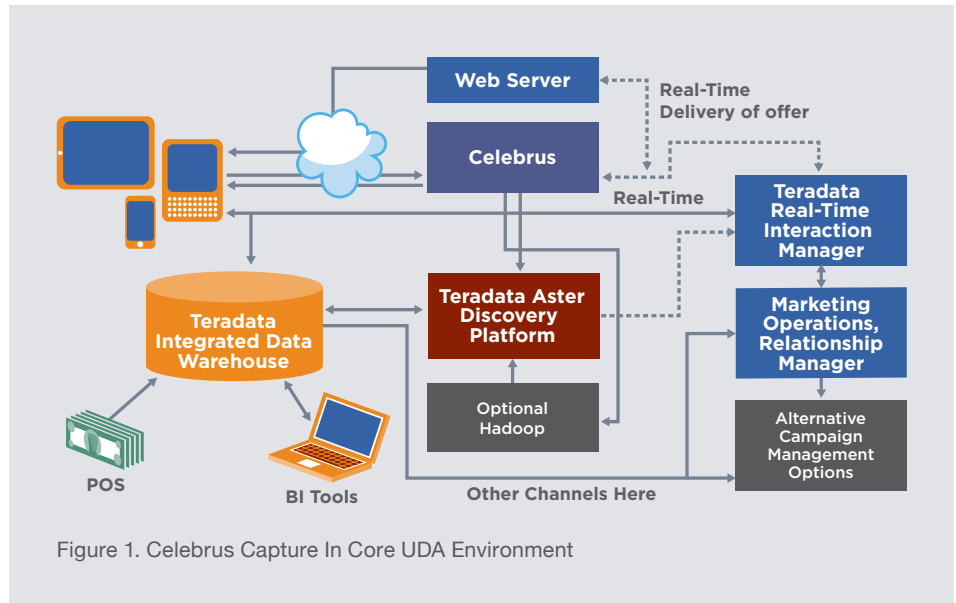

Figure 1. Celebrus Capture In Core UDA Environment

TAGGING-FREE FOR RAPID DEPLOYMENT

Tagging-free technology developed by Celebrus means solutions are simple and quick to deploy because data collection begins with the installation of a single, never-changing, line of code on a website or web-based application. This eliminates the need for time-consuming tag planning and ongoing tag maintenance and means that all the data is captured all the time. The tagging-free solution also allows monitoring of social and mobile channels with very limited additional effort.

ABOUT CELEBRUS

Celebrus Technologies' award-winning tagging-free software delivers complete, real-time data on online individual visitor's behavior, environment and experience across digital channels and devices, enabling cross-channel behavioral targeting, real-time one-to-one personalization, data-driven marketing and customer interaction management. Celebrus also powers one-to-one real-time website personalization through its own real-time software suite or in conjunction with a CMS. Celebrus' systems represent a new approach to the integration of online channel data into an enterprise's information architecture. This approach provides a definitive, flexible and reusable source of customer, behavioral, process and performance data from any online application to drive actions that maximize revenue, marketing effectiveness and brand loyalty.

ABOUT TERADATA

Teradata is the world's largest company focused on analytic data solutions through integrated data warehousing, big data analytics, and business applications. Only Teradata gives organizations the advantage to transform data across the organization into actionable insights, empowering leaders to think boldly and act decisively for the best decisions possible. For more information, contact your Teradata representative or visit **Teradata.com**.

"This platform is supporting hundreds of business insight projects, each of which will deliver improved conversion of customers."

CIO, JD Williams

TERADATA

THE BEST DECISION POSSIBLE™