

# Product Architecture

ZineOne Customer Engagement Hub for Real-Time Personalization

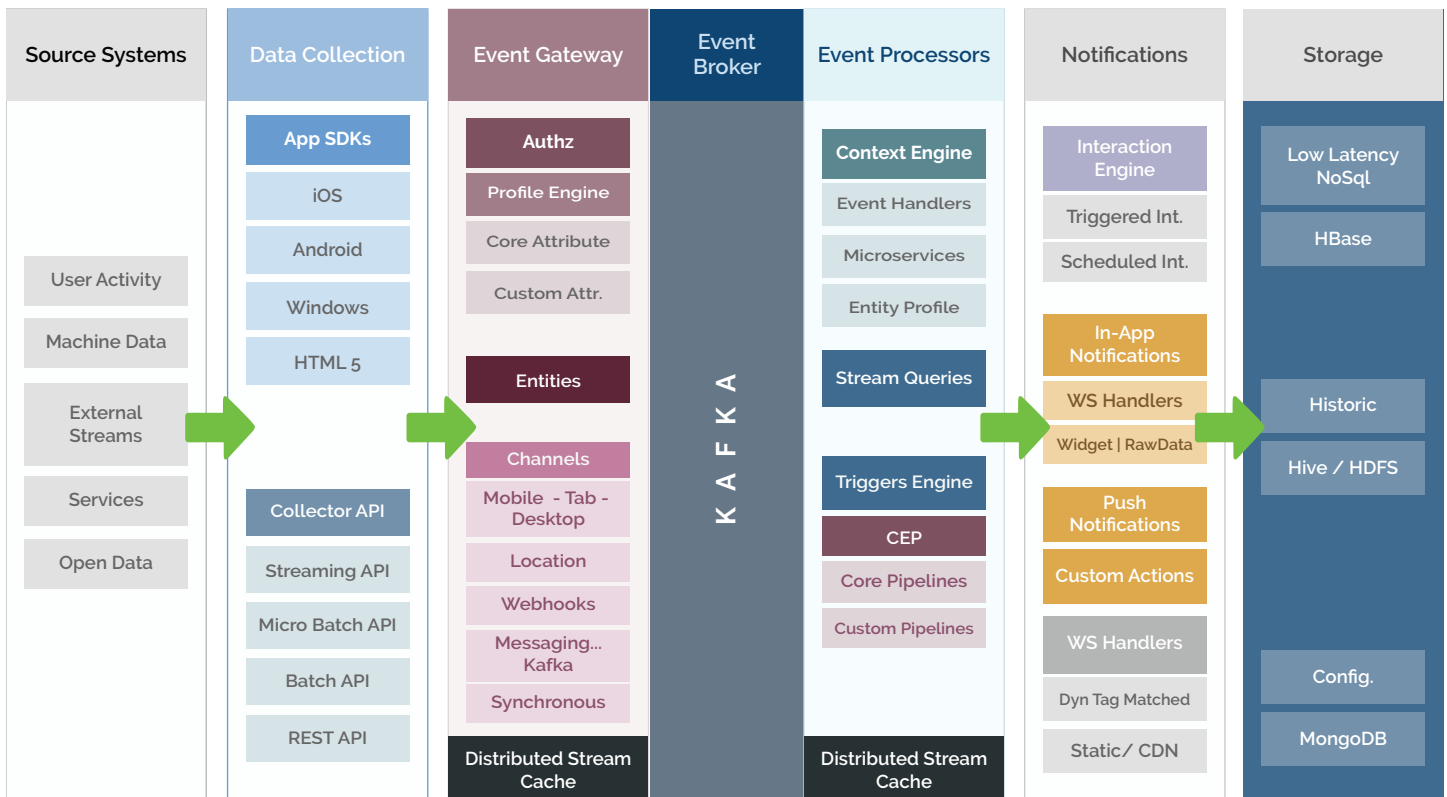
## ZineOne Customer Engagement Hub Architecture

ZineOne's Customer Engagement Hub provides a foundation to build the next-generation of AI-driven engagement applications that can analyze continuous interactions between customers and their environment, learn from these interactions and take adaptive actions in real-time. The system has been designed ground-up with a low latency, event-driven architecture to:

- process high velocity of events coming from digital channels and IoT devices,
- build a cross-channel layer to maintain the individualized state of millions of customers,
- analyze incoming event streams across both immediate & historical timespans to identify triggers,
- and use those triggers to initiate instant actions with the customer wherever they may be.

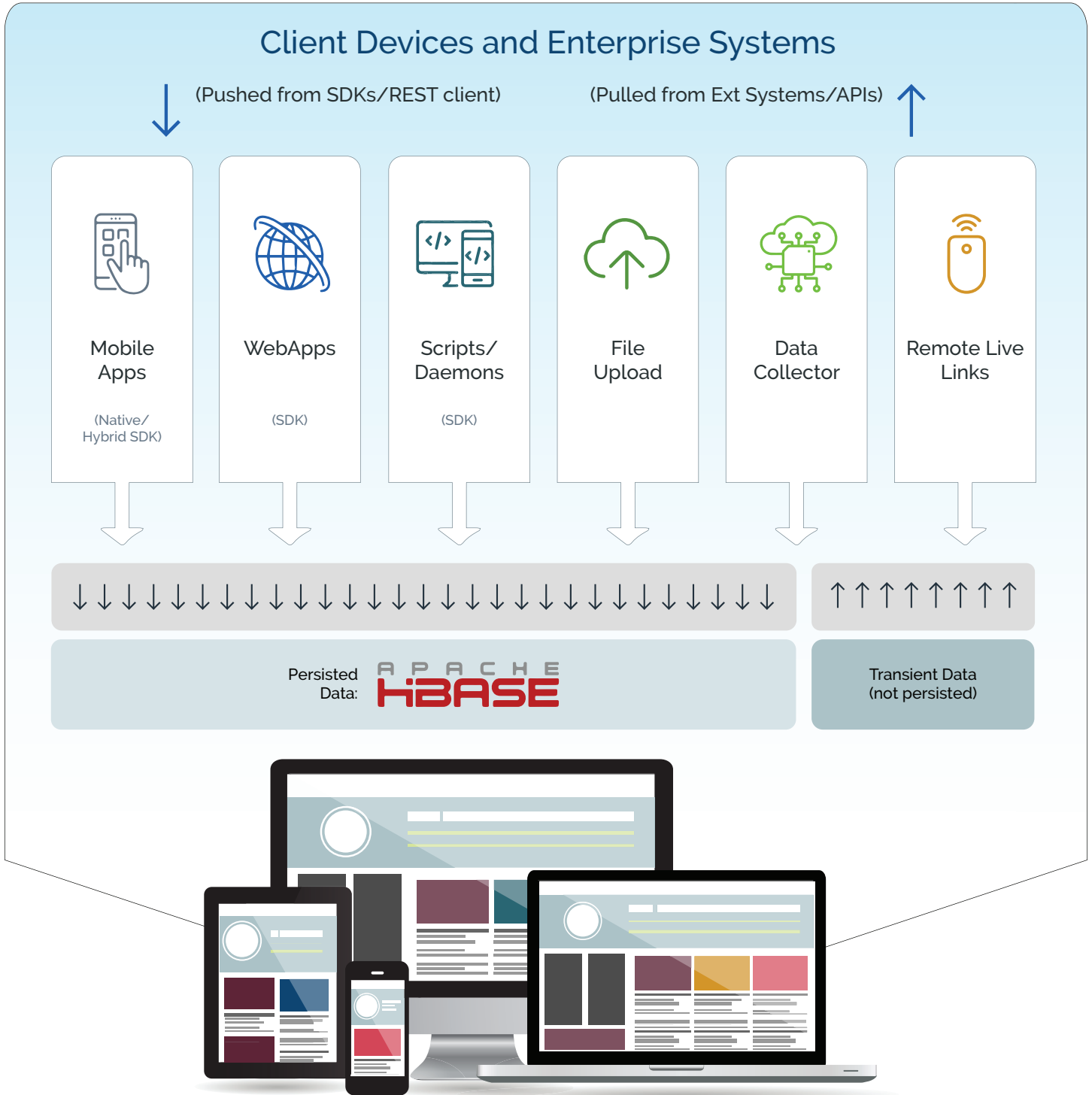
A key technical differentiation is ZineOne's deep support for cloud-based instrumentation of events on all digital channels – both web and native apps. This allows dynamic injection of events, leading to new triggers and actions without touching the application codebase or going through a release cycle. This allows enterprises great agility to initiate and test new use cases entirely from ZineOne's cloud console.

### ZineOne Customer Engagement Hub – Key Components

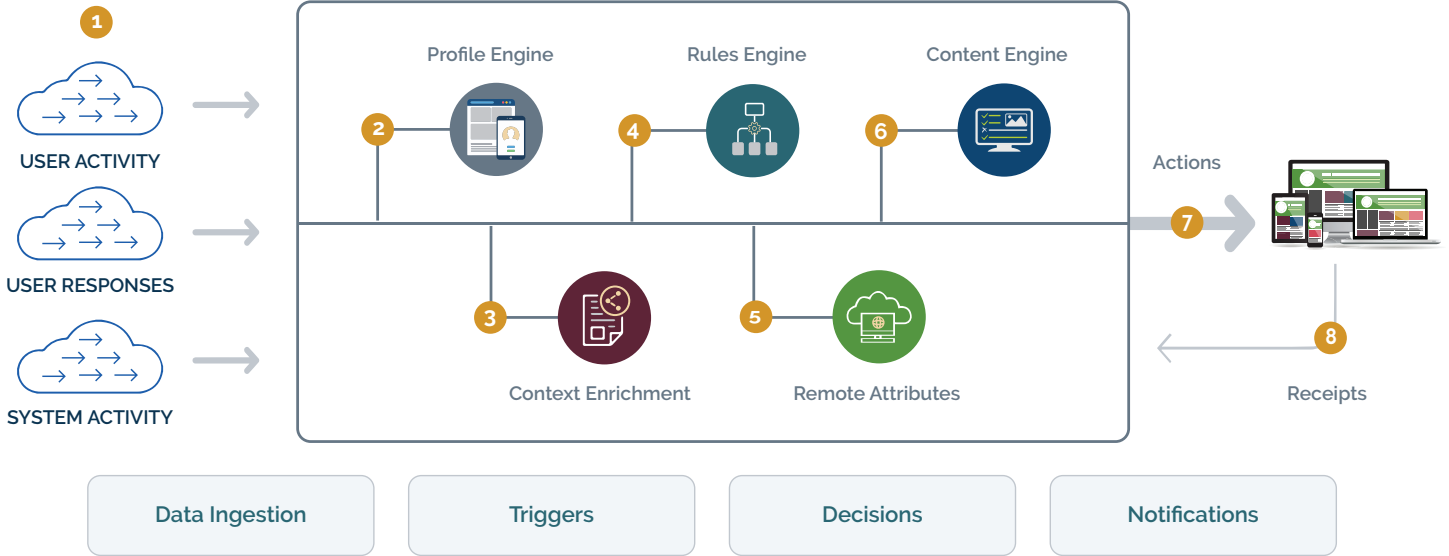


## ZineOne Customer Engagement Hub Integration

- Configure real-time streaming data sources and batch uploads
- User-friendly, UI-driven Developer Workbench to configure ETL pipelines and custom data sources
- Connect to a wide variety of structured and unstructured data sources
- Integrate internal and external REST & SOAP endpoints
- Interface with data governance, security, and risk management solutions



# ZineOne PLATFORM



1. **Input Streams:** user activity, user responses, and system activities
2. **Profile Engine:** Automatic customer profile development, best channel, best time
3. **Content Enrichment:** Real-time data enrichment
4. **Rules Engine:** Configure rules
5. **Flexible Attributes:** Integrate additional attributes from external sources
6. **Content Engine:** Manage campaign collaterals, preview and serve content
7. **Actions:** Push/In-app/App box/Web push/Conversational UI support
8. **Receipt:** Metrics for campaign effectiveness and analytics

## Developer SDKs

- Simple events instrumentation via SDK across devices and data channels
- Quickstart first integration with tags on iOS, Android, and Web
- Dynamic events instrumentation feature from ZineOne C3 Console

## Rich SDKs on 6 Platforms + REST Services



In the realm of digital transactions, predictive responses need to be immediate and accurate. [ZineOne's](https://www.zineone.com) Intelligent Customer Engagement platform enables business users to understand and respond in-the-moment with relevant 1:1 customer engagements to encourage desired outcomes. Recognized by Gartner as a "Magic Quadrant for Personalization Engines" provider, ZineOne's platform has quickly positioned the company as a leading AI personalization provider that is delivering nearly \$1 billion dollars in new revenue while respecting and preserving margins for companies who seek to provide consumers with superior shopping experiences. The patent-pending platform and its continuous learning models provide deep insights into each and every visitor across digital and physical channels while delivering intelligent customer experiences in key moments that delight customers, foster loyalty, and increase revenue. Learn more at [www.zineone.com](https://www.zineone.com).