CUSTOMER 360
Powered by Zero2Hero

Industries

Financial Services
Retail/eCommerce
CPG
Pharma

Website
www.cloudera.com/solutions/gallery.html

Product Overview
Cloudera has partnered with Bardess, Qlik and Trifacta to jointly bring you a complete platform for customer 360 workloads available on the Microsoft public cloud in minutes.

Cloudera's platform enables organizations to better understand their customers, learn from their behavior and deliver personalized interactions based on all available data. By leveraging data of all types, sizes and velocities users can build a truly comprehensive view of their customers across multiple online touch points and enterprise systems. By combining Cloudera's modern platform, utilizing Trifacta's data wrangling along with Qlik's powerful, agile business intelligence suite users can uncover insights in their data.

Solution Highlights
Customer 360, powered by Zero2Hero, is a pre-built data processing and analytics stack of exceptional tools. Bardess accelerators, preloaded with relevant industry data, are designed to solve modern scale problems and deliver rapid value.

_ Apply Artificial Intelligence (AI), Machine Learning (ML), predictive, prescriptive and geo-spacial capabilities to further leverage your data assets

_ Identify patterns, relationships and outliers in vast amounts of data in visually compelling ways

_ Democratize your data further by empowering business users to prep their data for analysis

_ Modernize your architecture to take advantage of a 'schema-on-read' data lake approach to data storage and massive parallel processing of Cloudera Enterprise

The Challenge

Your data is across multiple systems, in multiple data silos making key customer insights impossible. 56% of customer interactions happen during a multi-channel, multi-event journey. How can you create a unified view of customer activity and behavior, both from formal and informal interactions, and turn them into actionable insights?

And what if on top of those actionable insights you could take advantage of machine learning to automate newly imagined business processes?

Putting the power of predictive data analytics in the hands of marketers.

The Solution

The goal is to provide a holistic, 360-degree view of customer records that captures different types of data from across channels and systems, aggregates the data to put the important information up front and applies analytics to deliver personalized, engaging customer experiences.

Bardess puts your data at the heart of the solution, and for good reason. The Customer 360 Zero2Hero^{TM} stack is a pre-built, integrated analytics powerhouse with:

_ Best-in-class technologies
_ Bardess accelerators that leverage open architectures and big data frameworks
_ Built-in industry data to solve problems rapidly and at scale while delivering Customer 360 insights.

Differentiation

The Customer 360, powered by Zero2Hero[TM] solution is built on Cloudera's modern platform for machine learning and analytics optimized for the cloud. Trifacta's Data Wrangling rapidly prepares data for analysis while Qlik identifies patterns, relationships and outliers in visually compelling ways. This solution enables organizations to better understand and engage their customers through targeted marketing and personalization, churn prevention and customer retention, and proactive care.

- Stand up a functional POC cluster in less than 2 hours on the Microsoft Azure Cloud
- A full marketing insights platform certified on Cloudera
- Quickly implement popular customer sources (Microsoft Dynamics, Salesforce, Oracle Sales Cloud, Adobe Analytics, Google Analytics, Twitter, Facebook, Instagram, LinkedIn)
- Scales to meet new use cases with incremental investment

Solution Benefits

Targeted Marketing & Personalization: Creating a unified view of customer data helps uncover behaviors and insights. Micro-segmentation, next best offers and recommendation models are only as useful as the data behind it. This solution ensures your data quality for the best campaign and geo-location analytics results.

Churn Prevention & Customer Retention: Good data can model and predict churn, and the more data you can bring to bear on the model, the better. Customer 360, powered by Zero2Hero, takes social churn and sentiment analysis to give you insight into customer lifetime value.

Proactive Care: Data empowers marketers to reach out to customers before they churn. A proactive care dashboard can give real-time alerts, subscriber analytics and Quality of Service analytics.