



## Starling

### Unite your data to keep guests at the heart of what you do

Starling is Cendyn's next-generation customer data platform. It unites, transforms, cleanses, and enriches millions of data points from all your technology solutions, giving you the ability to take control of your data and keep guests at the heart of what you do.

For the first time, Starling puts you in control of your data, regardless of the technology solutions you use. Application agnostic, Starling's open APIs are flexible and agile so you can easily connect any data source into the platform.

Building on our extensive library of existing data integrations, Starling's open APIs are flexible and agile so you can easily connect any data source into the platform. Data portability ensures you can use Starling data anywhere you need it, across your entire enterprise.



## Highlights



### UNITE

Starling unites all your technology solutions and millions of guest data points across your enterprise.



### CONTROL

Application agnostic, Starling puts you in control of your data, regardless of the technology solutions you use.



### PORTABLE

Data portability ensures you can use Starling data anywhere you need it, across your entire enterprise.



### OPEN

Building on our extensive library of existing data integrations, Starling's open APIs are flexible and agile so you can easily connect any data source into the platform.



### TRANSFORM

Data can be messy, Starling consolidates, cleanses and enriches your data, providing a central source of truth.



### TRUST

View the audit trail and history of changes to your data, have trust and confidence in your ability to adhere to global privacy regulations.

Want to see **Starling** in action?  
Contact us below for more information.

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