

## DATASHEET

### BLUEPRINT FOR BIG DATA SUCCESS:

# Customer 360-Degree View

## Reduce Customer Churn and Identify New Revenue Opportunities

### WHAT IS IT?

- Blending a variety of operational & transactional data sources to create an on-demand analytical view across customer touch points to better surface the customer experience.
- Providing customer-facing employees and partners with information made available inside everyday line-of-business applications.

### WHY DO IT?

- Provide complete customer view to sales and services teams, empowering them to grow upsell/cross-sell revenue opportunities and to better serve the customer.
- To better understand how customers perceive your products & services, while decreasing customer churn.
- To create a single repository that avoids single view integrations, and enables quicker insights and improved access to metrics.

### VALUE OF PENTAHO

- **Staff savings & productivity:** Rapid time to value through drag and drop visual development for Big Data integration making Big Data accessible to all data developers.
- **Operational Intelligence:** Ability to embed analytics into actionable line-of-business applications for each relevant customer-facing role.
- **Broad & robust data connectivity:** Ability to blend traditional data sources with Big Data via the Adaptive Big Data Layer, which protects data flow processes from changes in Big Data technologies, thus reducing risk.
- **Comprehensive analytics:** Comprehensive analytics platform that includes easy to create and easy to use ad hoc analysis, data discovery, advanced visualizations, highly formatted reports, simple dashboards that provide instant access to the right information for all roles.



# Example: Online Shopping Service

## CHALLENGE:

- Needed sophisticated, multi-channel mobile analytics along with traditional Business Intelligence to help measure and improve business outcomes for clients via marketing campaigns.

## SOLUTION:

- Pentaho Business Analytics for reporting, analysis, and dashboards to track marketing analytics.
- Pentaho Data Integration was used to create blended views of information across Hadoop, the Data Warehouse, and other transaction-based sources.

## BENEFITS:

- More rapid analysis against Hadoop (seconds vs. minutes).
- Analysis of massive web click stream data sets against campaign data to understand buying patterns.
- Lowered technical barriers by providing an intuitive extract, transform and load (ETL) process without requiring significant coding training for both big data and traditional data sources.

