

Enhancing Teradata with granular Celebrus interaction data

Leading enterprises rely on Teradata solutions to extract value from their data and gain a sustainable competitive advantage. To benefit fully from these best of breed data management, analytics and Real Time Interaction Management capabilities, enterprises must ensure that the data they feed Teradata is of the highest possible quality. Celebrus, the industry leading data capture and customer profiling solution, provides all Teradata clients with a highly integrated means of streaming the highest quality customer interaction data into Vantage and Vantage CX within milliseconds.

Realize the value of granular digital interaction data

Interaction data is data captured from the behaviors of consenting customers who visit an enterprise's digital channels, such as websites, mobile apps and IOT devices. This data comprises everything a customer sees, does and interacts with and is highly valuable for understanding and predicting customer preferences and purchasing behavior.

For most organizations, ensuring that they have access to high quality interaction data is a significant problem. Compliantly capturing customer interactions using conventional JavaScript tagging requires substantial effort and the resulting data is often unstructured and insufficiently accurate and detailed for many use cases.

Celebrus - adding value to Teradata enterprise clients

Over more than a decade of partnership, Celebrus has delivered value to many large organizations who have extensive Teradata deployments and the ambition to drive revenue by leveraging customer data to enhance engagement. Highly innovative Celebrus technology captures 100 percent of customer interactions across all digital channels to orchestrate and feed Teradata solutions with the most granular and highly structured data available. Employing a unique, patented data capture methodology, Celebrus eliminates the need for JavaScript tagging to collect all customer behavior and experience occurring on any digital channel. Customer interactions are captured down to the level of mouse clicks, touch screen gestures and cursor movements and Celebrus can also capture unstructured data such as form fills and chat interactions.

The published Celebrus data model provides a high degree of data structure which other data capture solutions lack. This extensible data format comprising 100+ tables enables data to flow seamlessly into Teradata, eliminating the need for data wrangling.

Teradata clients benefit from the detail, accuracy and speed of Celebrus' individual level customer data, which enables highly successful and profitable personalization, fraud prevention and advanced customer analytics use cases.

Celebrus differentiators

- Only Celebrus can capture all customer behavior and experience data occurring across each of an organization's digital properties: web, mobile app, social media, ATM, card payment and IOT devices.
- Celebrus simply and easily captures all customer interactions and behavior, without the use of JavaScript tags, resulting in the capture of far more detailed data, less operational management overhead and improved performance and security of the client's digital properties
- Unlike traditional data capture solutions, Celebrus moves beyond aggregated data to capture fine details such as individual cursor movements, mouse clicks, mobile gestures and device orientation
- The unique Celebrus data model instantly structures and profiles all current and historical customer interactions, for all known and anonymous users
- Powerful and instant Celebrus signals, derived from real-time rules, enable the most significant patterns of customer behavior (principally opportunities or threats) to be extracted from highly granular datasets to form lightweight data streams which drive immediate actions in Vantage CX
- Interaction data captured by Celebrus flows into Teradata applications within milliseconds, to enable genuine, real-time, personalization, at the individual customer level.
- Unlike other data capture solutions, Celebrus features data security and control capabilities, such as on-premise deployment options and extensive penetration testing, evidenced by our widespread adoption by global financial services institutions

“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, Leading European Retailer

Flexible, integrated joint solutions, enabling a range of use cases to deliver business answers

Teradata and Celebrus have been developing integrated solutions since 2009. Award-winning Celebrus software provides Teradata solutions with a micro batch or real-time stream of detailed, accurate individual-level, to ensure that optimal outcomes are achieved. Celebrus data enables Teradata to drive a variety of marketing, operational and customer-focused business answers within large enterprises, especially within the financial services, retail and travel sectors.

About Teradata Vantage

The Teradata Vantage Data Warehouse is populated directly with interaction data, captured and processed by Celebrus in near real-time (every 60 seconds) to enable best-of-breed customer and product analytics. Data is captured from multiple channels and devices and delivered into the warehouse in a 100+ table extensible data model. This data can be combined with other customer data, to achieve a true single customer view in Vantage. This highly accurate and complete customer view can be leveraged to drive optimal segmentation, customer profiling and data-driven marketing activities.

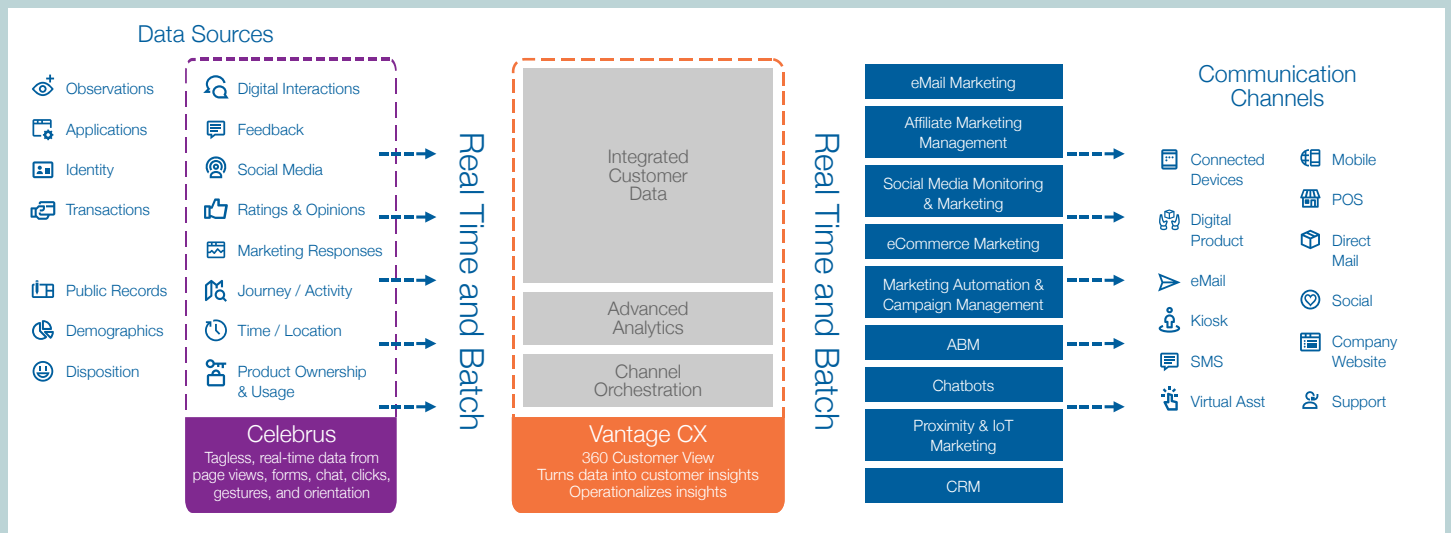
Celebrus is committed to feeding Teradata solutions in an increasing variety of ways to enable diverse use cases which drives better business answers. New developments are focused on enhancing the way customers connect interaction data to ML scoring models and the Natural Language Processing capabilities within Teradata Vantage, in addition to enabling the flow of experimental data workloads between the Data Explorer within Celebrus and Vantage production workloads.

About Teradata Vantage CX

Celebrus enables real-time, one-to-one personalization, within any digital channel by streaming digital data into Teradata Vantage CX. Our real-time Vantage CX connector enables the instantaneous flow of signals of opportunity or threat, extracted from the granular data captured by Celebrus milliseconds previously. This highly efficient, millisecond data feed to Teradata Vantage CX, has been proven to enable content to be personalized to an individual customer, in significantly less time than it takes for a page to load, regardless of the device or channel. Personalized content can either be delivered in collaboration with an incumbent Content Management System (CMS), or Celebrus can serve the content directly to the web browser or application.

Interaction data captured by Celebrus and connected to Vantage CX can also be leveraged to:

- Identify and prevent fraudulent behavior
- Drive personalization through real-time web chat analytics
- Enhance the effectiveness of visitor retargeting
- Optimize the efficiency of campaigns through enhanced marketing attribution



About Celebrus

Celebrus is the leading instant data capture and customer profiling solution from D4t4 Solutions, and we provide the most complete view of your digital customer in the industry today without the need for any tagging. Our four core competences are: behavioral data capture; creation of detailed customer profiles augmented with your other 1st party solutions; millisecond data connections to best-of-breed enterprise systems of insight and engagement and industry leading enterprise control features to ensure 100% compliance for your enterprise.

Visit <https://celebrus.d4t4solutions.com/>

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