



# Customer 360

Cortana Intelligence Suite

There are many variables in the formula for success in business. **The most dynamic and important of these is customers.** How well do you know your customers? This is a challenge for businesses everywhere. **Customer 360 not only helps you know your customer better, but to predict their wants and needs.**

One of the great advantages to the digital age is the wealth of data available to businesses about their customers. Hidden in that data is the answer to questions such as: "Who IS my customer?" and "What do they want or need?". **Customer 360 uses Machine Learning and data from virtually any source, and any format, to answer these questions** by building informed, intelligent profiles that give valuable insight into customers. Enriched profiles can then be used in a multitude of solutions and strategies to improve operations and profit margins.



# The Need for Customer 360



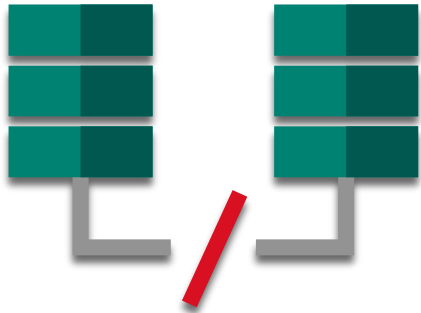
# 81%

of marketers report having  
**challenges achieving a  
single customer view**

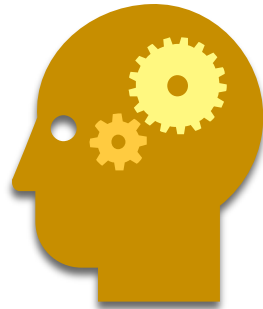
Source: Experian Digital Marketer Report 2016



# Challenges in Leveraging Data for Customer Profiles



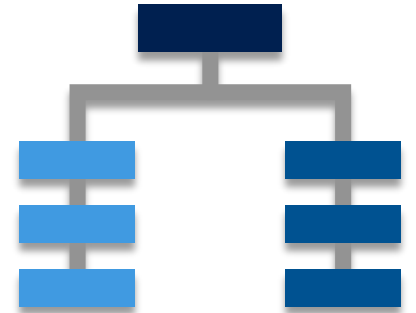
Unable to  
connect  
data sets



Expertise is  
unavailable



Tools are  
cost-prohibitive



Siloed  
organizations or  
departments

# 97%

of organizations are looking to  
**achieve a complete view  
of the customer**



# Implementing Customer 360



# Challenges in Implementing Customer 360

Interpreting data and analyses...  
...to find meaningful insight

Leveraging insights...  
...to enrich customer profiles

Validating the solution...  
...properly and accurately

Accessing technology...  
...to build customer profiles

Retrieving data...  
...from multiple disparate sources





# Benefits

INCREASE Customer Retention



REDUCE Overall Costs



IMPROVE Sales/Revenue



BETTER Customer Experience



PREDICT Customer Behavior



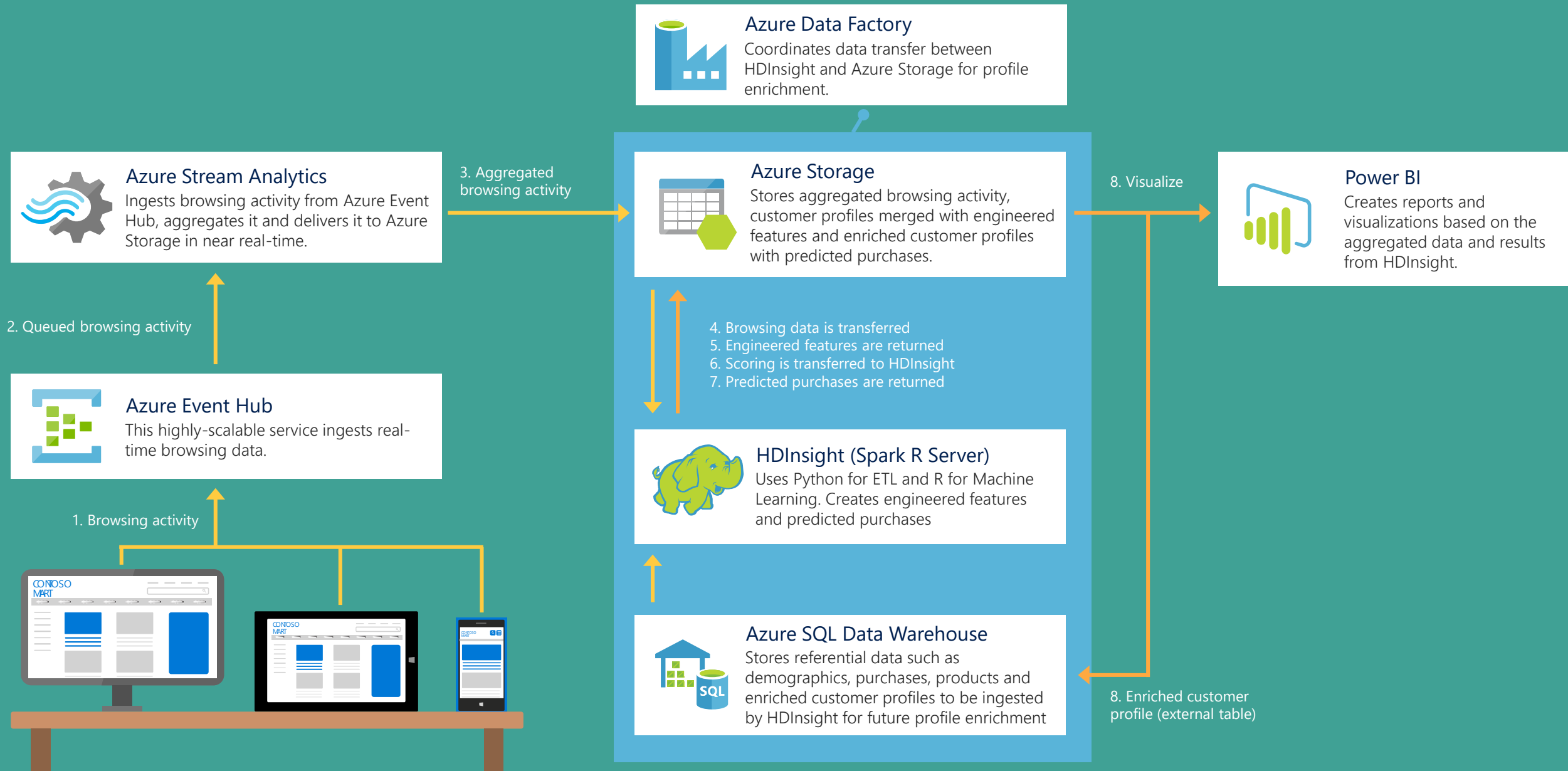
IDENTIFY Future Prospects



Inform Strategic Decision-making



# End-to-end Data Flow



# Sample Dashboard



# Cortana Intelligence Suite



# Cortana Intelligence Suite | Overview

Cortana Intelligence is a fully managed **big data and advanced analytics suite** in the cloud that **transforms data into intelligent action**.

Cortana Intelligence...

- Allows you to collect, manage, process and store all your data that can seamlessly and cost effectively grow over time in a **scalable** and **secure** way.
- Provides **easy** and **actionable** analytics powered by the cloud that allow you to predict, prescribe and automate decision making for the most demanding problems.
- Enables **intelligent** solutions through cognitive services and agents that allow you to see, hear, interpret and understand the world around you in more contextual and natural ways.

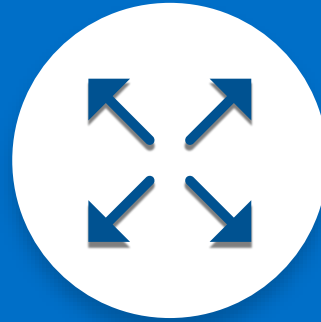


# Cortana Intelligence Suite | Advantages



## COST

There are no upfront costs or COGS (Cost of Goods Sold) component costs associated. Meaning there is no need to invest in hardware, software, and/or IT maintenance. This translates into a substantial reduction in business risk.



## SCALABILITY

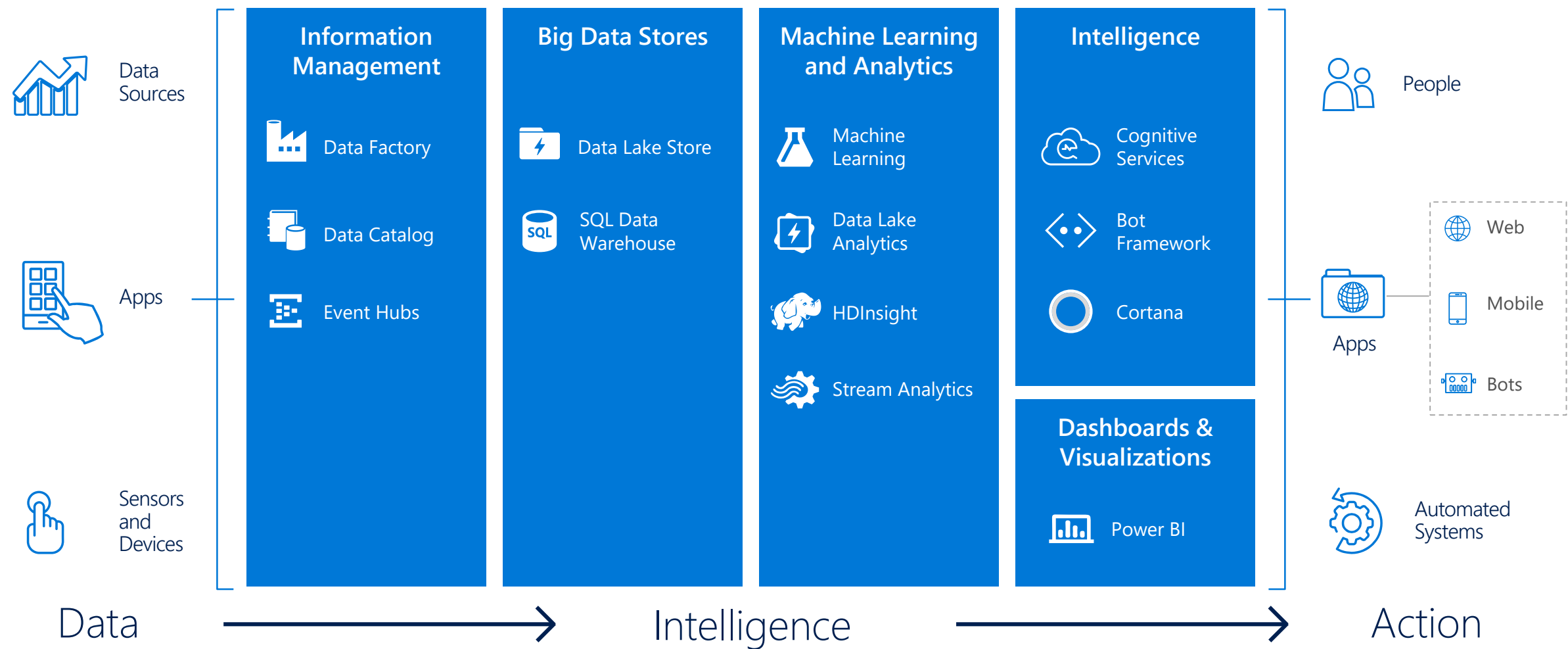
Servers for computing and/or storage can be deployed and scaled on an as-needed basis and can be done quickly and easily. This effects the cost efficiency advantage of a cloud-based solution with a pay-for-what-is-used policy.



## GROWTH

Features, components, and capabilities are consistently being introduced and evolved in Cortana Intelligence Suite. As such, they can easily and quickly be implemented in a cloud-based solution.

# Cortana Intelligence Suite | Overview



# Appendix

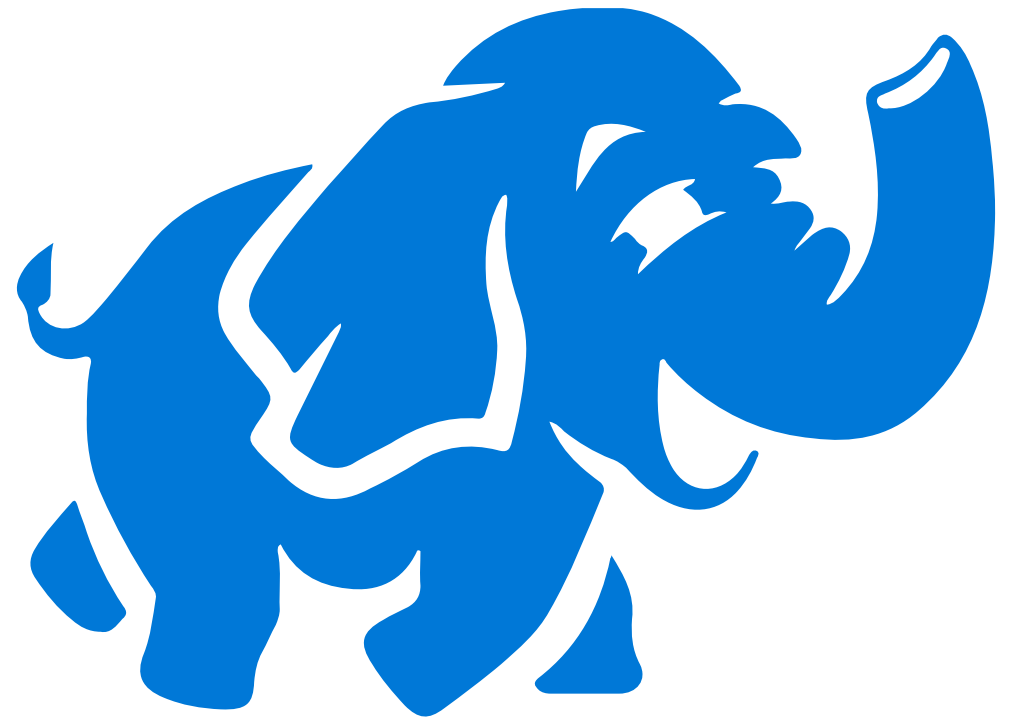




# Cortana Intelligence Suite | Used in this Solution

## HDInsight

HDInsight allows you to easily spin up **enterprise-grade** open source cluster types guaranteed with the industry's best **99.9% SLA and 24/7 support**. We guarantee this SLA for the entire big data solution, not just the VM instances. HDInsight is architected for **full redundancy** and **high availability** including **head node replication, data geo-replication**, and **built-in standby NameNode** making HDInsight resilient to critical failures not addressed in standard Hadoop implementations. Azure also offers cluster monitoring and **24x7** enterprise support backed by Microsoft and Hortonworks with **37 combined committers** for Hadoop core, more than **all other managed cloud providers combined** to support your deployment and the ability to **fix** and **commit code** back to Hadoop.



# Cortana Intelligence Suite | Benefits

Cortana Intelligence Suite enables you to realize your business outcomes by providing tools to transform data into intelligent action. It transforms entire systems of production, management and governance by enabling you to reap business benefits such as:



Improve visibility  
and prediction  
accuracy



Get the right  
products to the  
right places  
efficiently



Offer customers  
exactly what they  
want, when they  
want it



Fix problems  
proactively before  
they start



Capture new  
business  
opportunities

Use Cortana Intelligence Suite to improve outcomes and solve challenges across all aspects of your business.