

Our Training Scenario



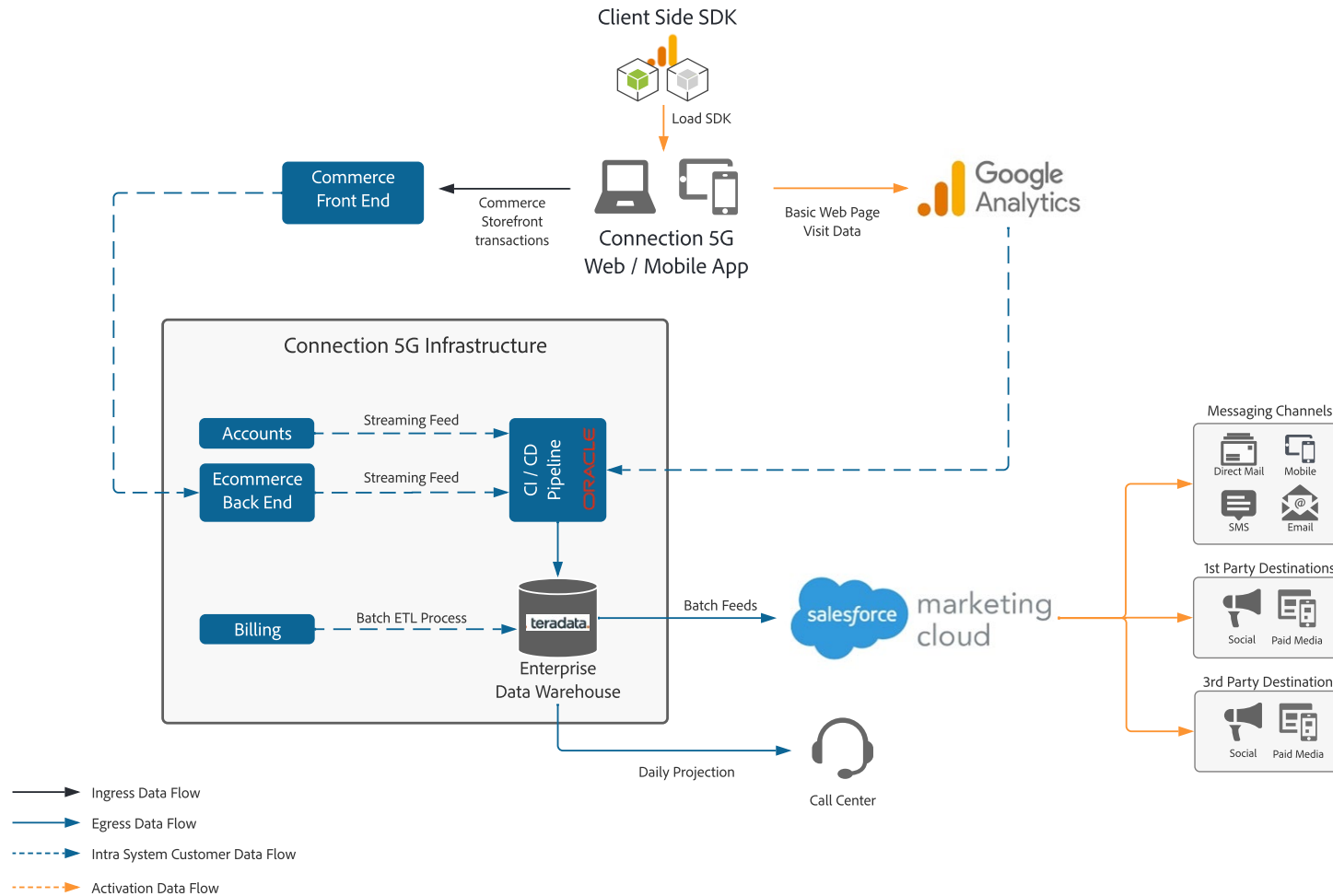
Connection 5G *(Our fictitious customer)*

Industry: Telecommunications

Key Strategic Initiatives:

- **Unlock New Opportunities:** Continue to drive new customer acquisition and retention but win back lost customers and cross-sell, suppress to save money
- **Hyper-Personalization:** Deliver engaging content through relevant, tailored personalized experiences
- **Increase ROI on Customer Data:** Move towards a unified view of customer by consolidating disparate views of customer accounts, standardize data usage and privacy workflows
- **Cost Optimization:** Reduce operational costs via increased speed, scale and flexibility

Connection 5G Architecture: System View

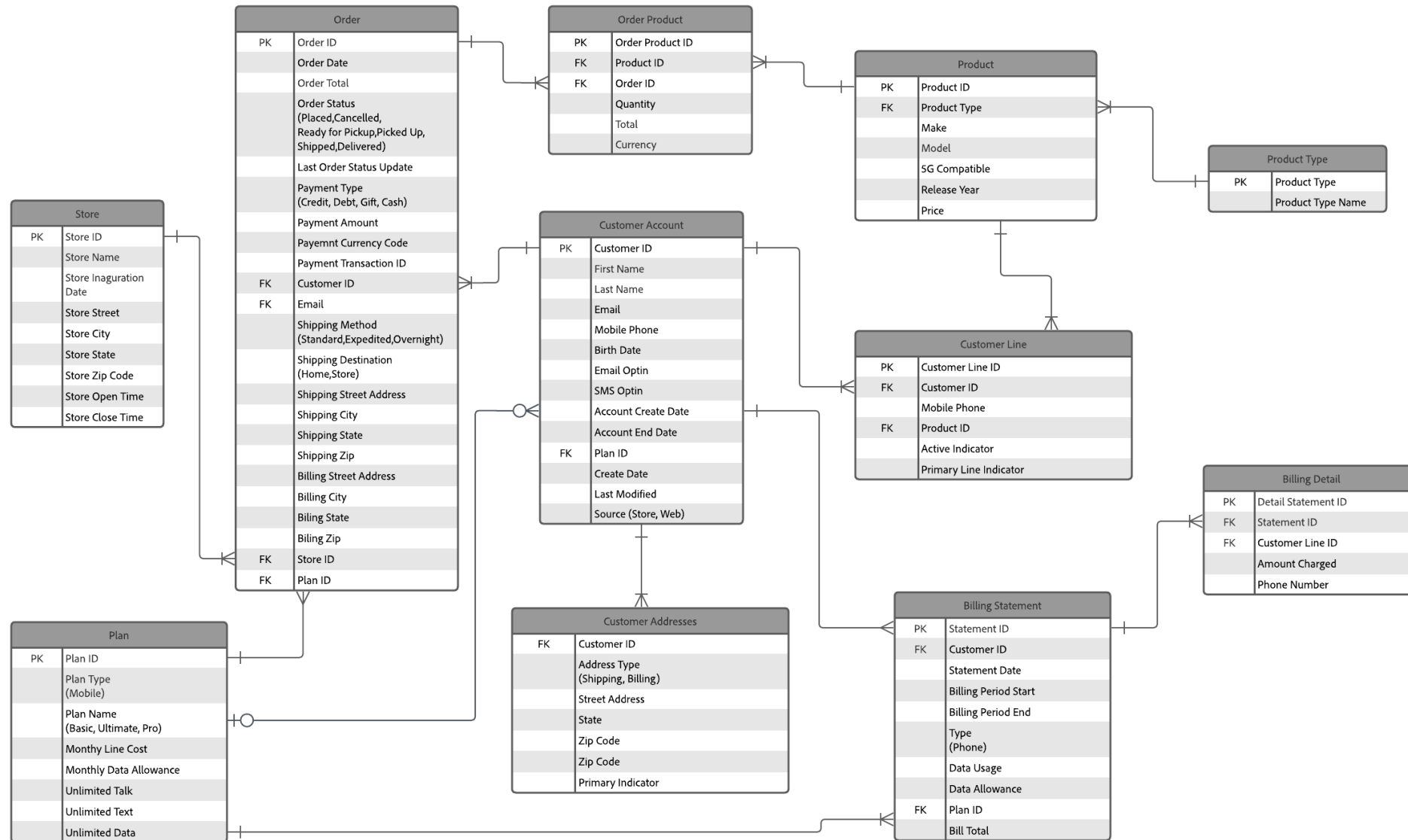


- **Lack of onsite personalization** given no existing architecture is available to expose the warehouse data in a consistent fashion for marketing to leverage
- **Scalability & reliability** are a concern as IT teams are constantly being asked to expose the data within the warehouse to the various marketing applications within the marketing stack. Long term to plans to re-architect the warehouse and move to Redshift or Snowflake
- **Data Governance & privacy** are key priorities with all systems moving forward. Need to centralize all governance and privacy for internal teams and marketing teams when working with the customer data

Connection 5G: System Description

- **Centralized data warehouse in Teradata used to unify all customer data** but currently lacks many of the marketing application feedback loops
- **Commerce system fully integrated with CI/CD pipeline** but requires IT effort to exposes new events to the business requests
- **Google Analytics deployment exists** but primarily used to understand basic page traffic. Significant interest with gaining access to the data set and feed it back to their warehouse for data science and analysis.
- **Billing system is a batch based daily job that pushes to warehouse** but there are plans to integrate it into the CI/CID pipeline over the long term
- **IVR system currently works off a projection of data from the warehouse** but there is need to make data more accessible to the call center to deliver more contextualized conversations / offers
- **Salesforce** being leveraged by marketing to send email, SMS and mobile communications to customers. Significant investment by marketing into this application but currently heavily batch-based feeds with data coming from the warehouse

Connection 5G – Data Warehouse View



Connection 5G – Streaming Payloads

Orders

```
{
  "orderId": "12345",
  "orderDate": "2017-09-26T15:52:25+00:00",
  "orderTotal": 1045.00,
  "orderStatus": "placed",
  "lastOrderStatusUpdate": "2017-09-26T15:52:25+00:00",
  "payments": {
    "paymentType": "credit|debit|cash",
    "paymentAmount": 1045.00,
    "paymentCurrencyCode": "USD",
    "paymentTransactionID": "PYMNT100"
  },
  "customerID": "C100",
  "shippingDestination": "store|home",
  "storeId": "STR100",
  "shippingstreet": "345 Park Ave",
  "shippingcity": "San Jose",
  "shippingstate": "CA",
  "shippingpostalCode": "95111",
  "shippingMethod": "standard|expedited|overnight",
  "shippingAmount": 0.00,
  "plan": {
    "ID": "PLN100",
    "name": "Ultimate",
    "type": "Phone",
    "monthlycost": 45.00
  },
  "source": "web",
  "productOrders": [
    {
      "productID": "P100",
      "make": "Apple",
      "model": "Iphone 13",
      "quantity": 1.0,
      "price": 1000.00,
      "currencyCode": "USD"
    }
  ]
}
```

Ecommerce Checkout

```
{
  "checkoutDate": "2017-09-26T14:52:25+00:00",
  "customerID": "C100",
  "email": "john.doe@abc.com",
  "purchaseID": "12345",
  "orderStatus": "placed",
  "shipping": {
    "shippingDestination": "store|home",
    "shippingMethod": "standard|expedited|overnight",
    "shippingAmount": 0,
    "shippingstreet": "345 Park Ave",
    "shippingcity": "San Jose",
    "shippingstate": "CA",
    "shippingpostalCode": "95111"
  },
  "productListItems": {
    "productID": "P100",
    "model": "Iphone 13",
    "priceTotal": 1000,
    "quantity": 1,
    "currencyCode": "USD"
  }
}
```

Note:

Real-time data feed directly from the commerce system storefront. These are only web orders shipped to home

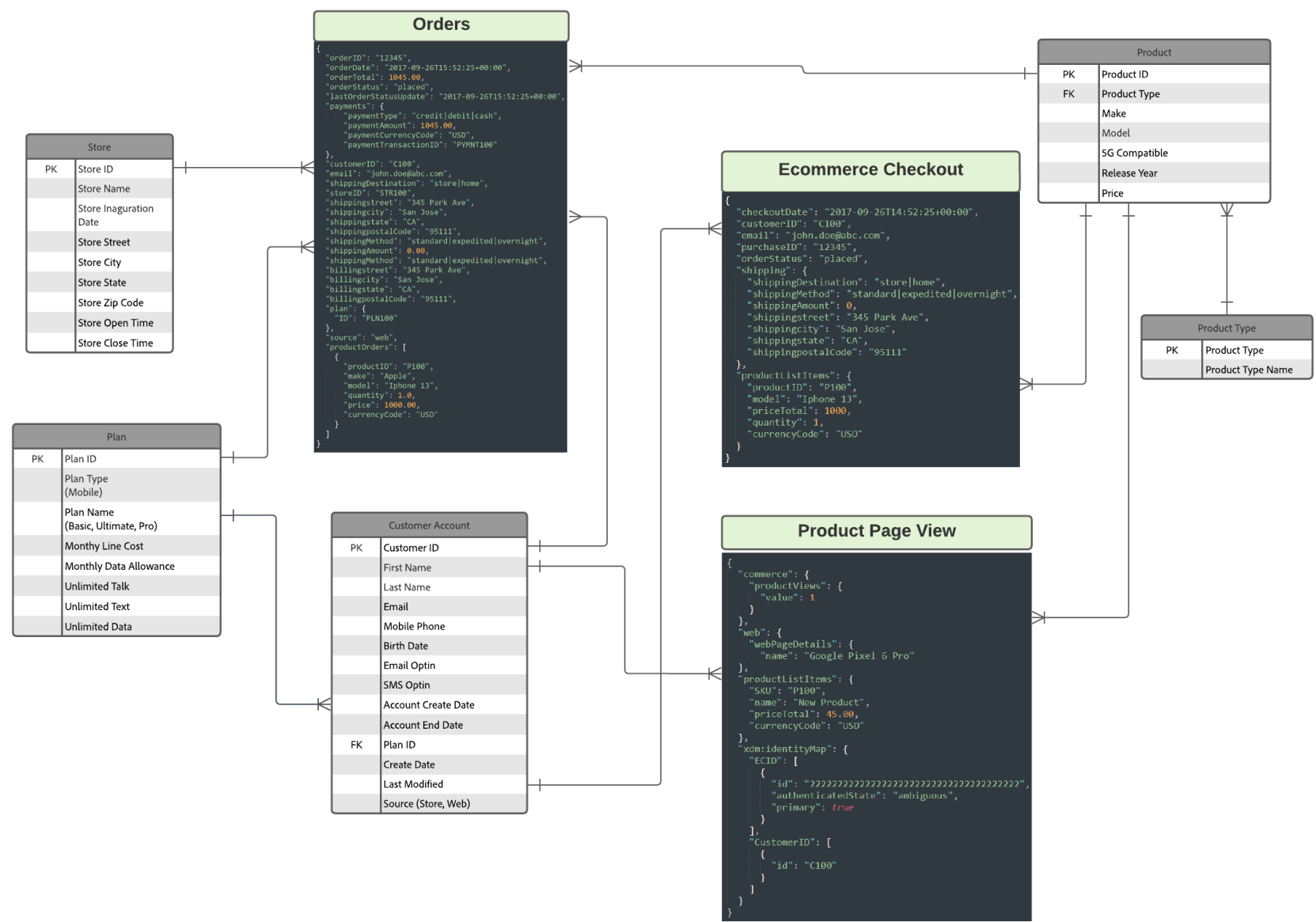
Product Page View

[illegible]

Note:

Real-time data feed from the Adobe Web SDK capturing page view traffic

Connection 5G – Streaming Payloads ERD





Proposed Connection 5G Architecture

Connection 5G Use Cases



JOURNEY OPTIMIZER

Orchestrate the curb-side / in-store pickup communication process starting from when an order is placed to when an order has been picked up

Channels

Email, Push, SMS



REAL-TIME CDP (RE-MARKETING)

Activate all profiles who have visited an iPhone 13/Pixel 6 product page and no order exists for that device or that device is not currently an active line on the customer's account

Channels

Social Media / Advertising
(1st Party Advertising)



REAL-TIME CDP (UPSELL)

Find all profiles who have a total billing data usage in the last 6 months > 140 GB, have a rolling 6-month average monthly data usage ≥ 20 GB and are not on the ultimate phone plan

Channels

Social Media / Direct Export
(1st Party Advertising)

Phase 1 – Connection 5G Use Cases



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Email, Push, SMS



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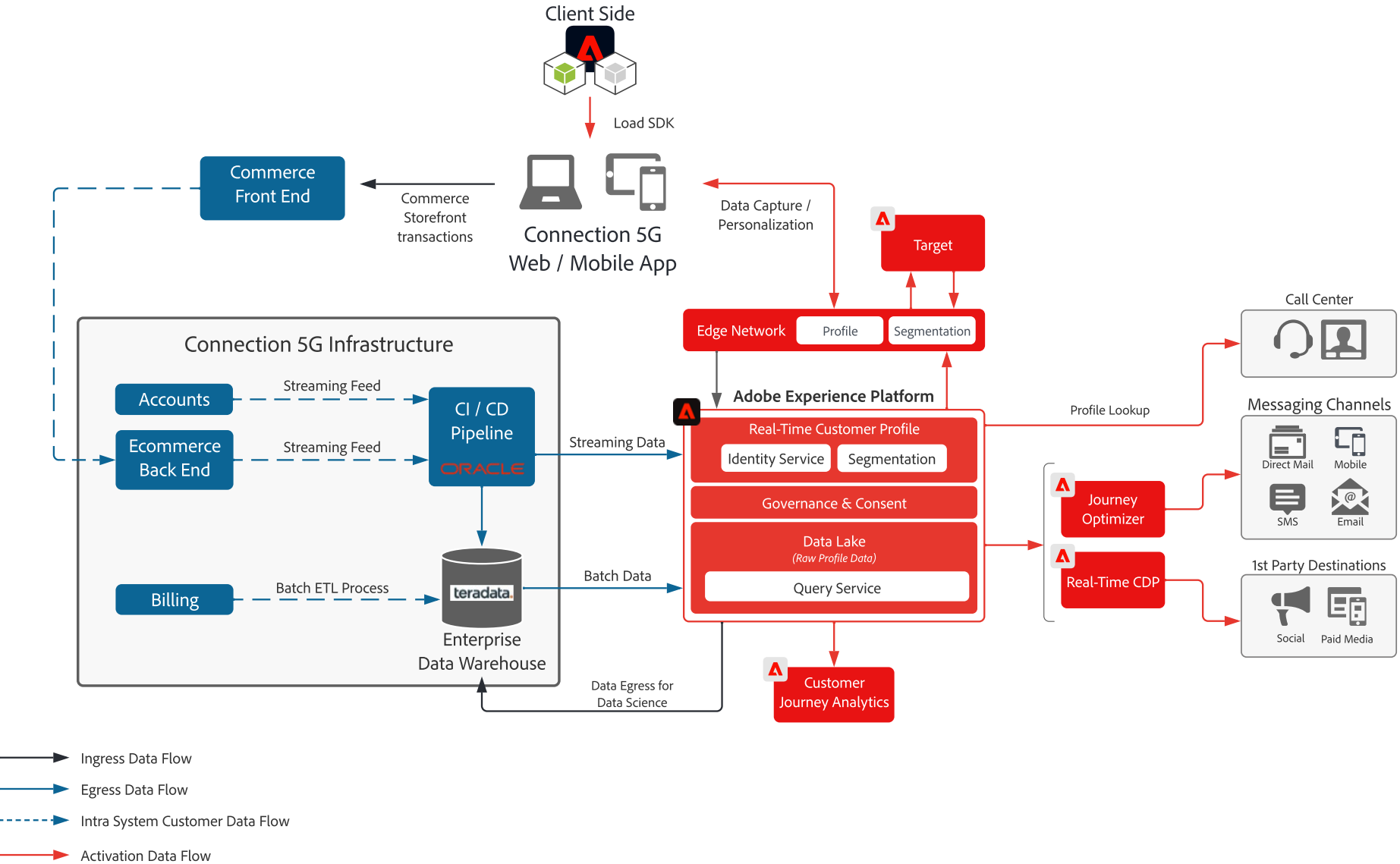
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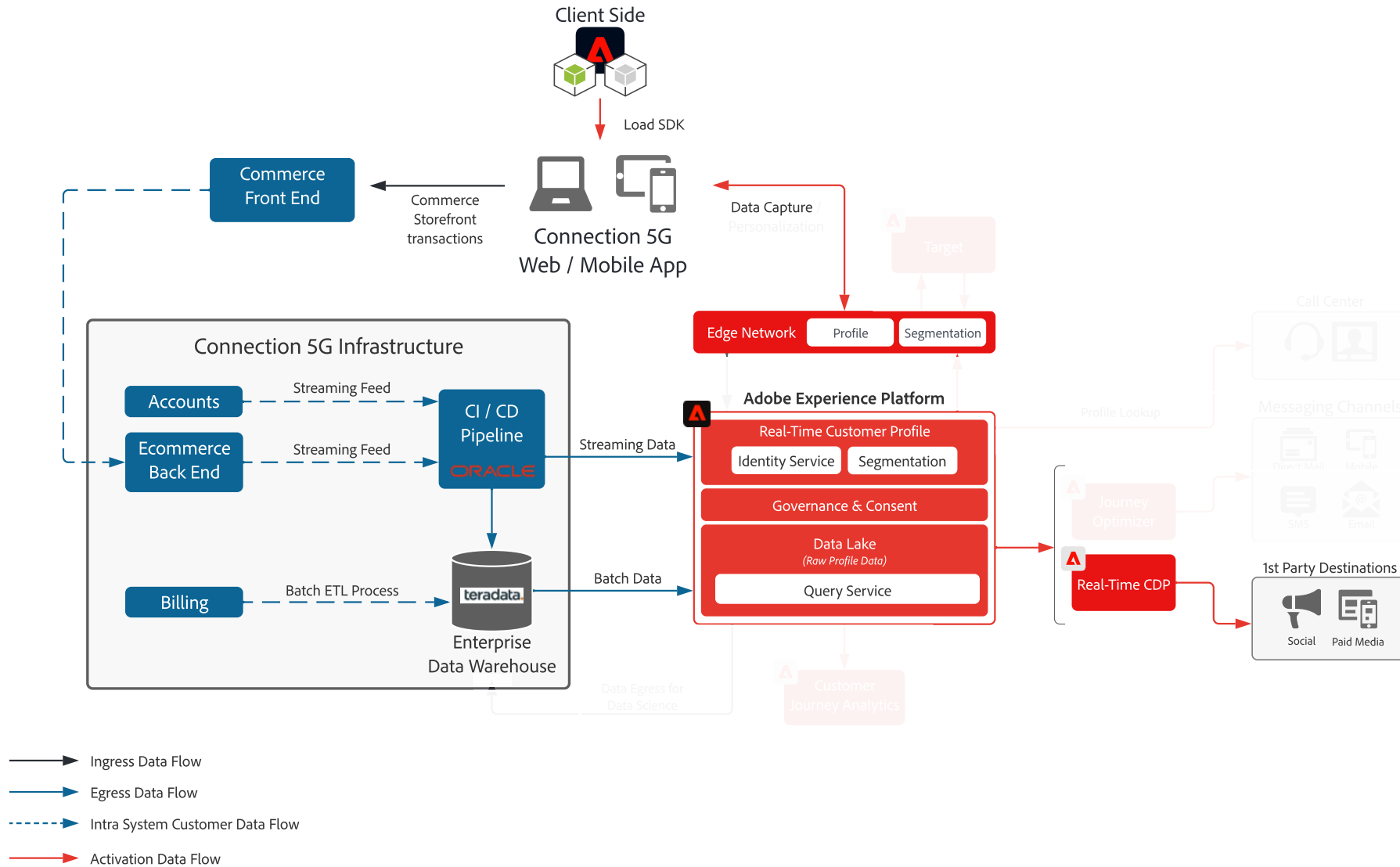
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Social Media / Direct Export
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Proposed North Star Architecture Connection 5G



Proposed Phase 1 Architecture Connection 5G



Proposed Data Pipeline Architecture

