
TECHNICAL POSITIONING

SAS Customer Intelligence 360

CI360 OMNI-CHANNEL ENVIRONMENT

Website



Mobile App



Email



Javascript API
(one line of script)

Mobile SDK
(Android & IOS)

Customer Intelligence 360

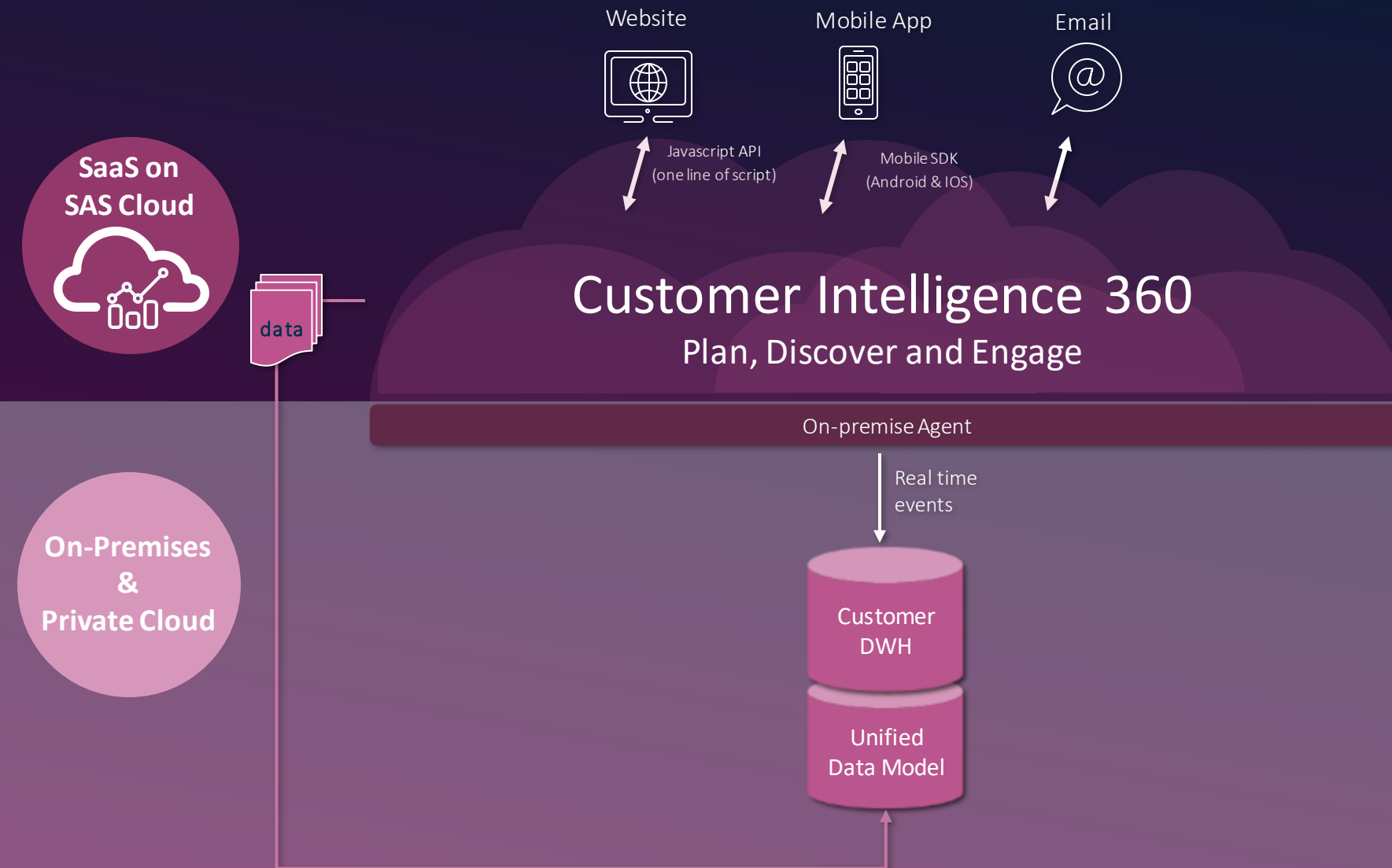
Plan, Discover and Engage

SaaS on
SAS Cloud

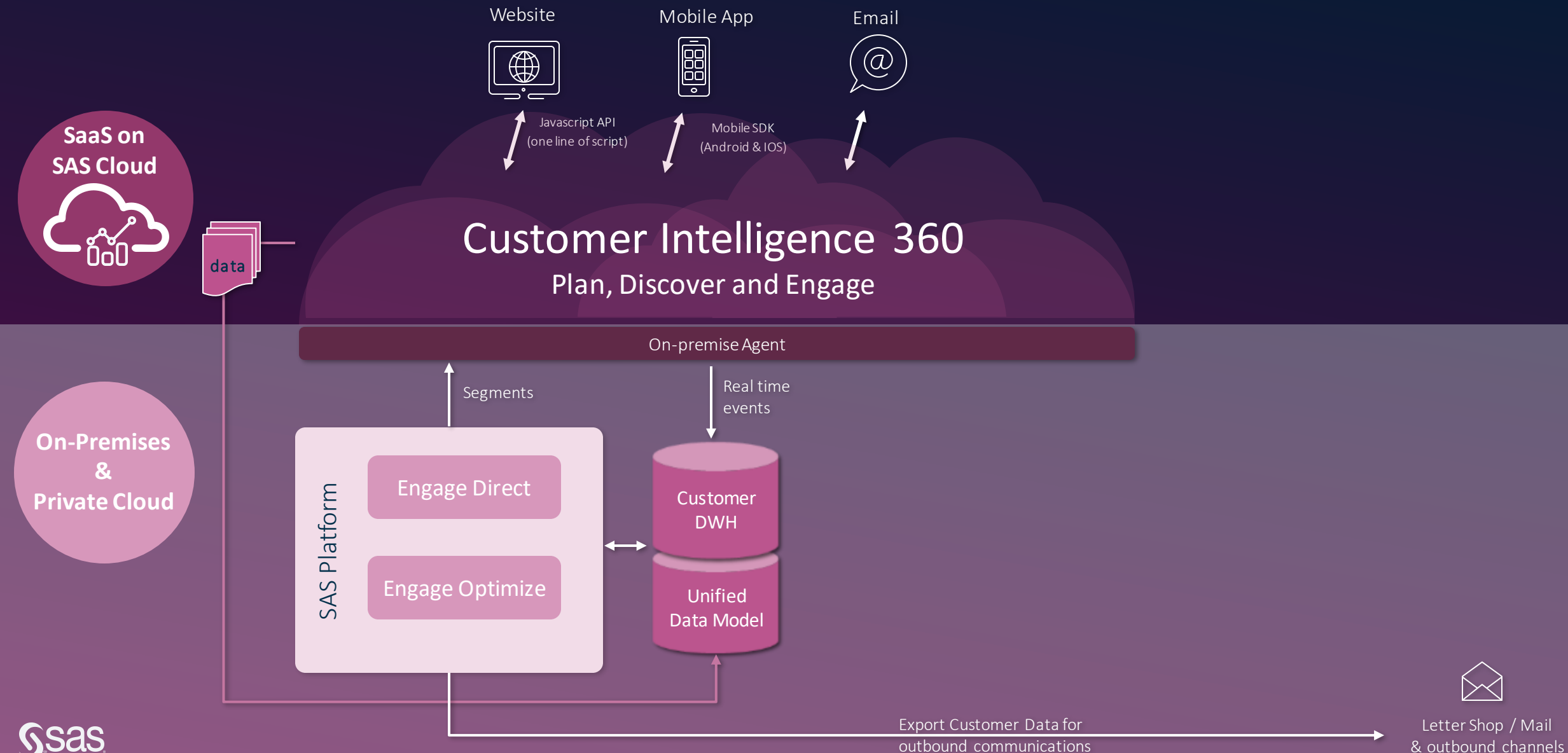


On-Premises
&
Private Cloud

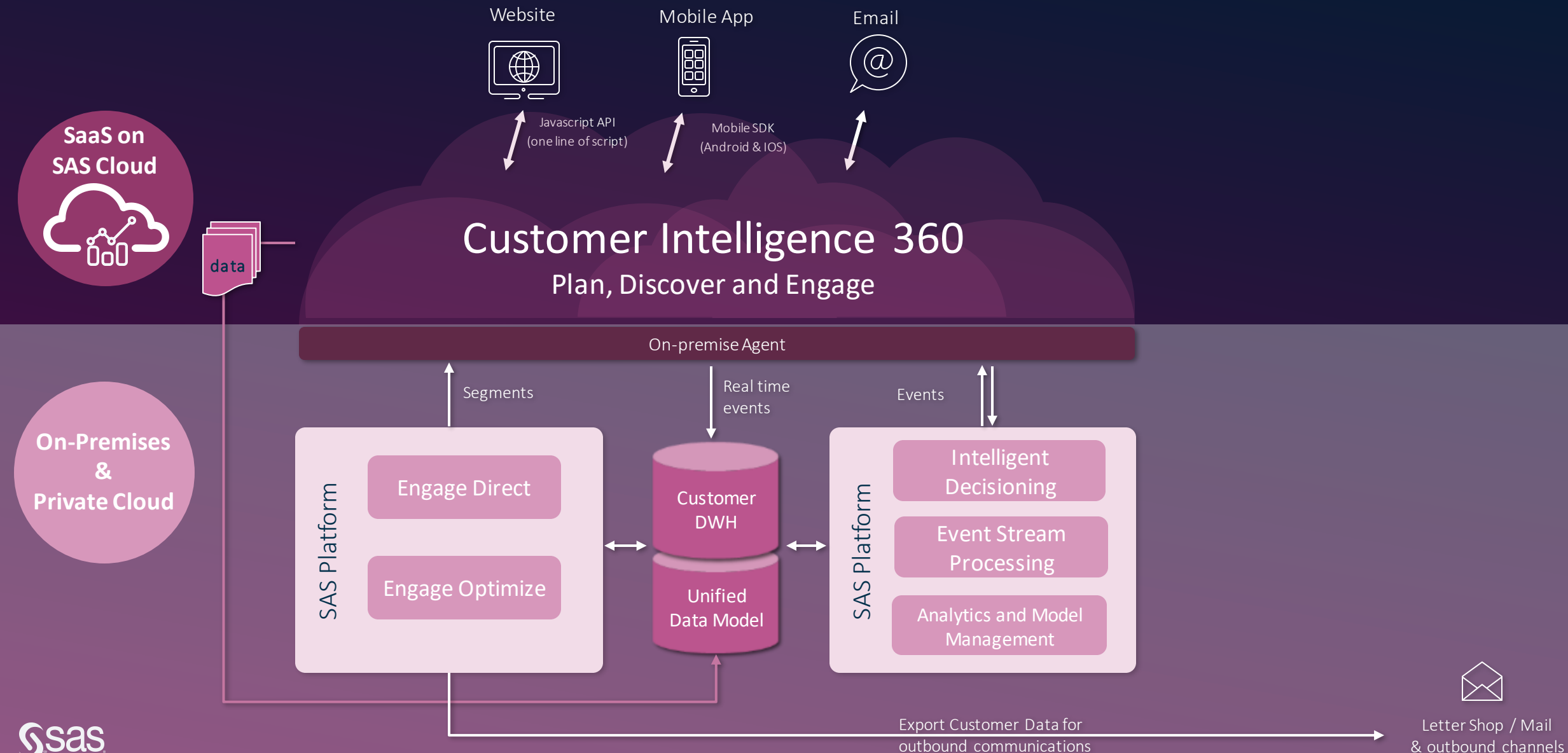
CI360 OMNI-CHANNEL ENVIRONMENT



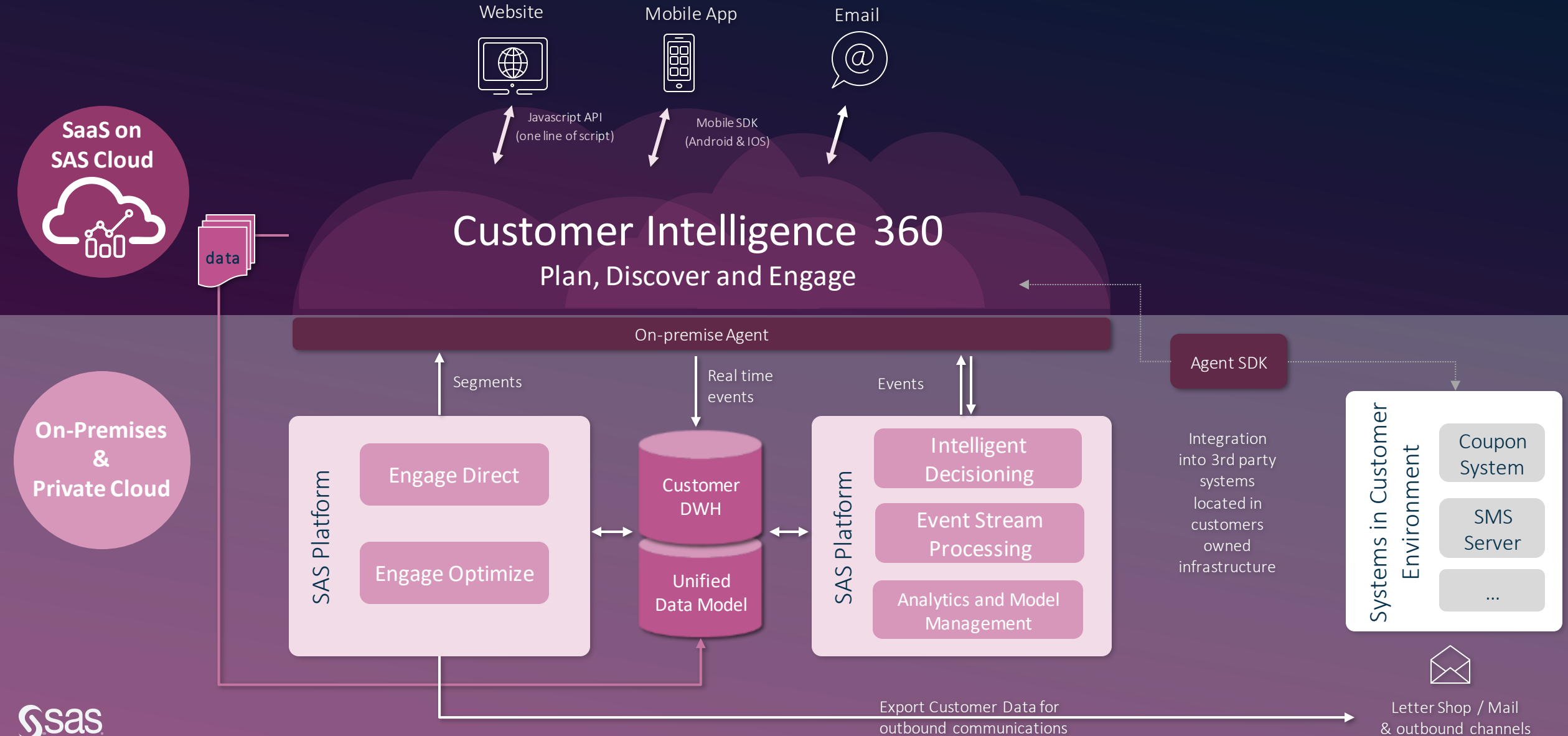
CI360 OMNI-CHANNEL ENVIRONMENT



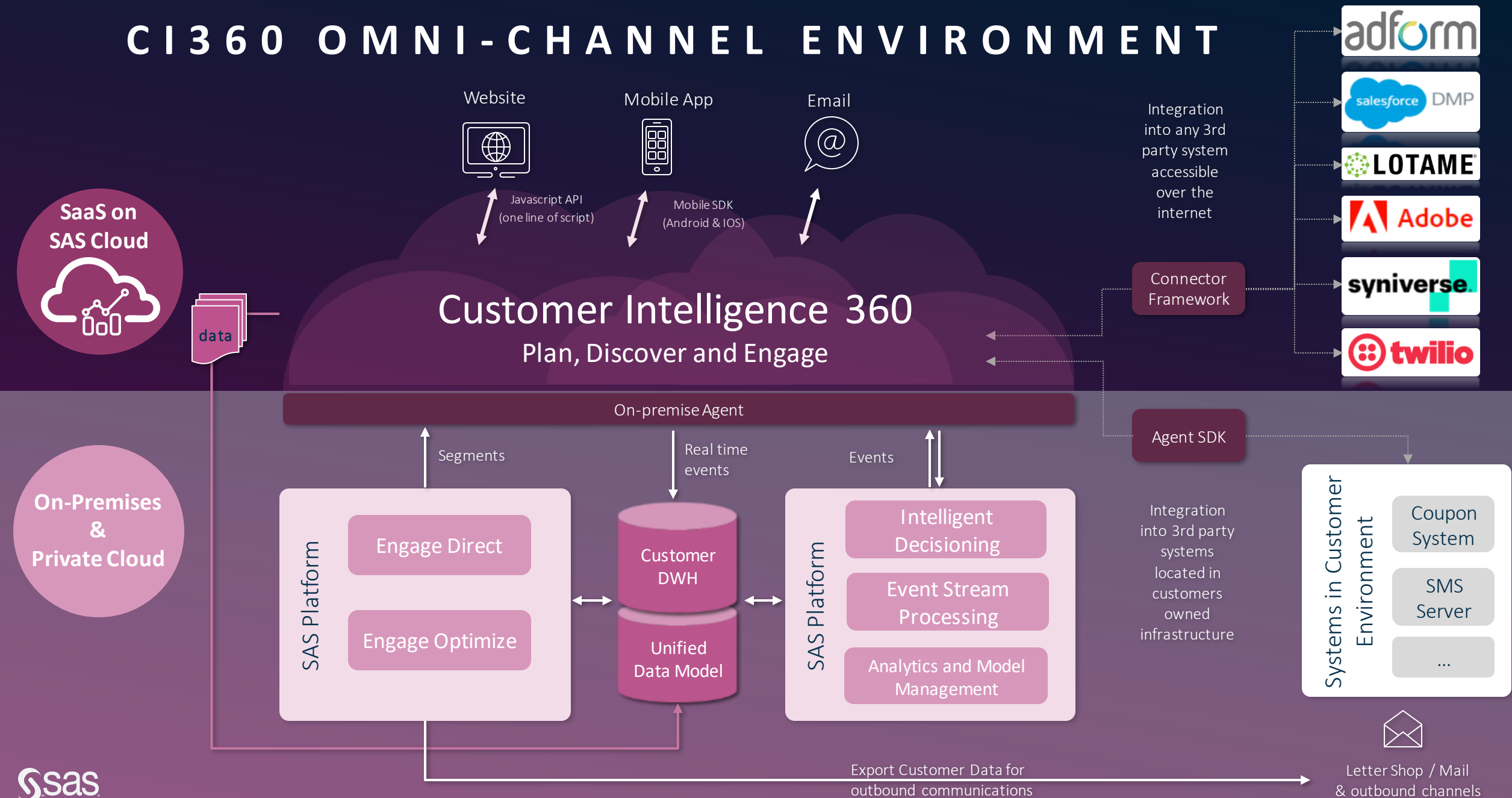
CI360 OMNI-CHANNEL ENVIRONMENT



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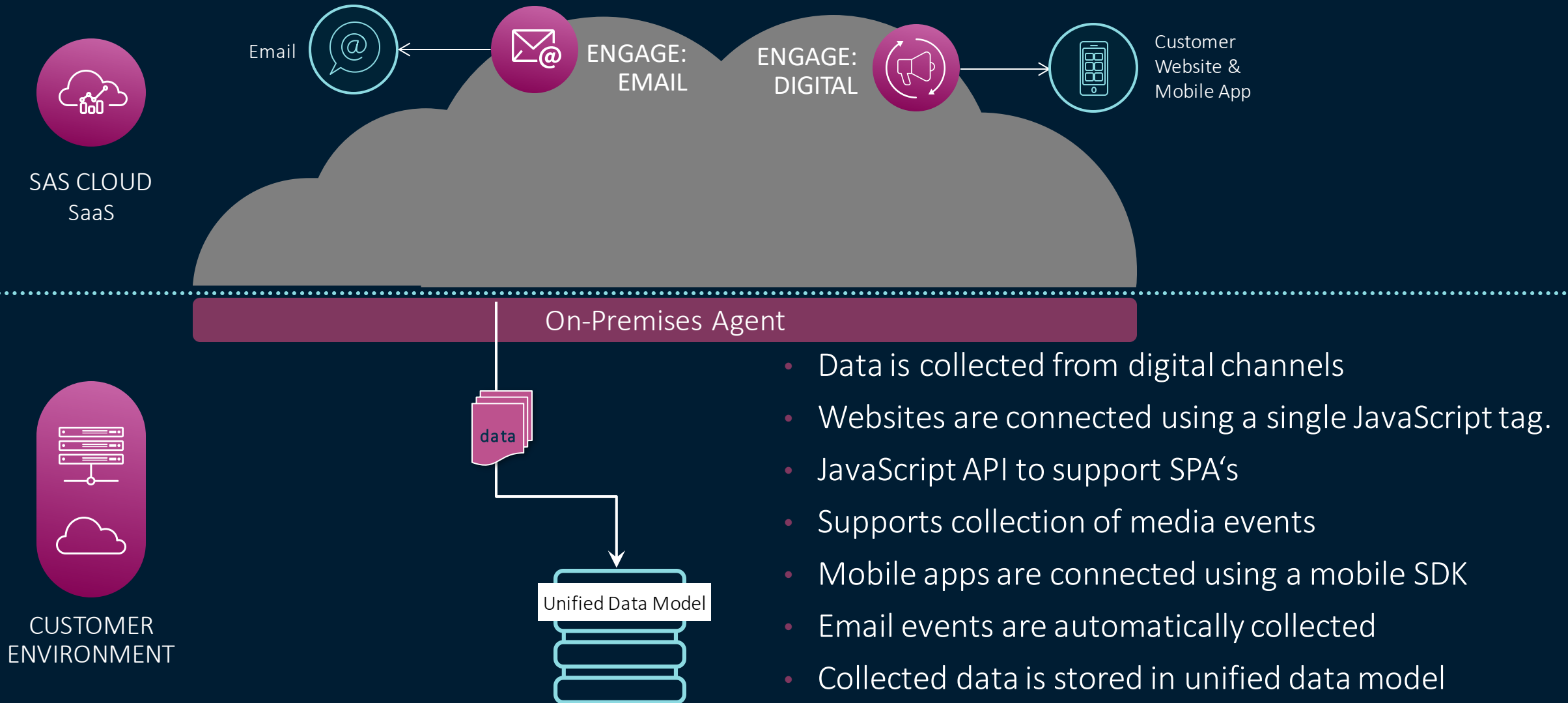


CI360 OMNI-CHANNEL ENVIRONMENT

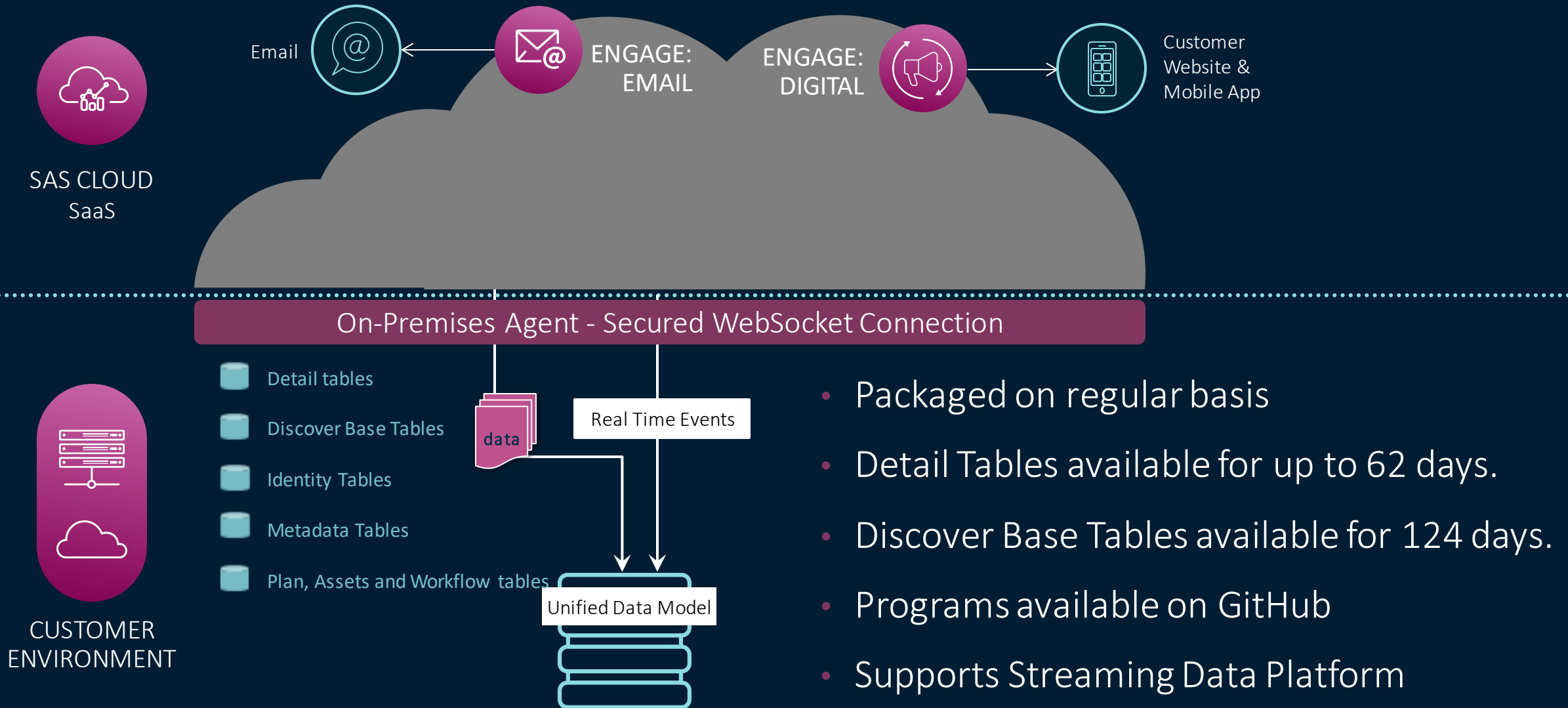


DATA PROVISIONING & DECISIONING

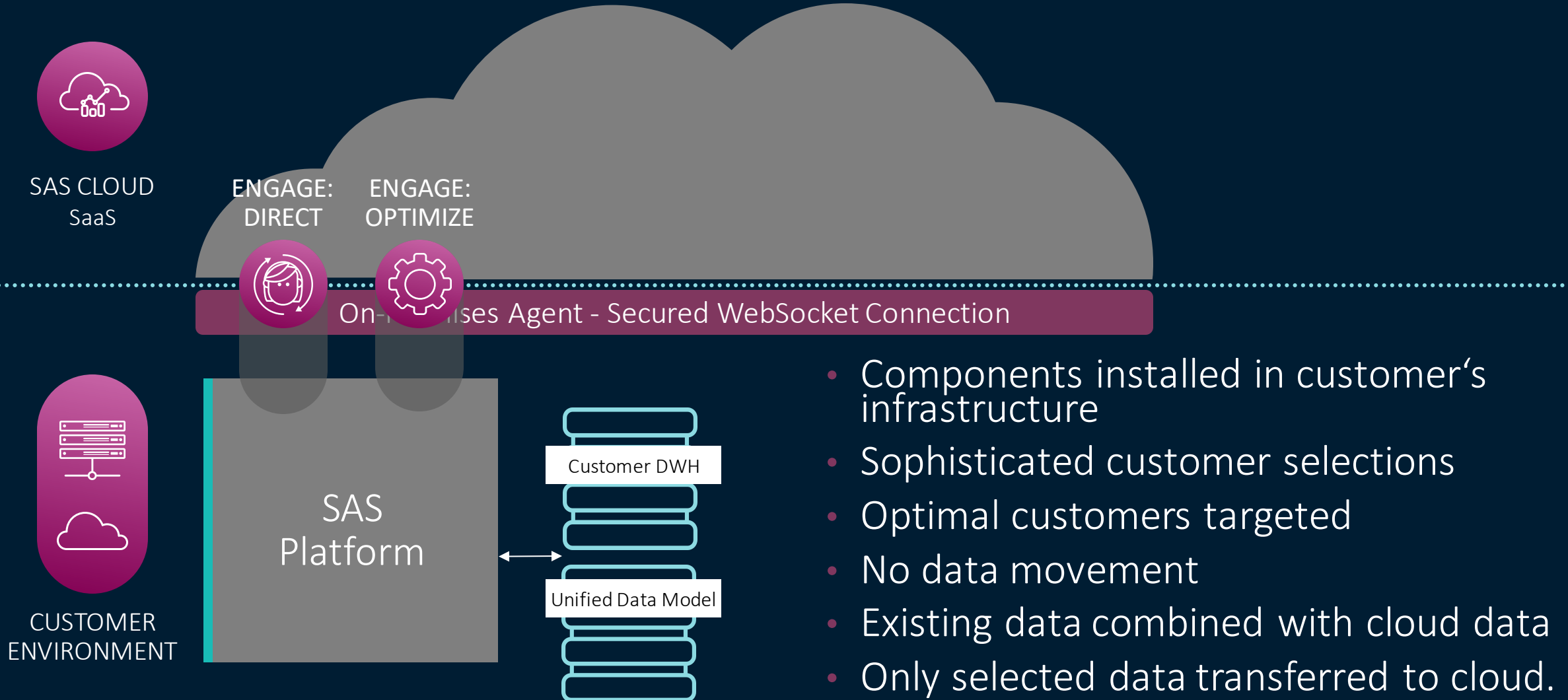
DATA COLLECTION



DATA COLLECTION & STREAMING DATA PLATFORM

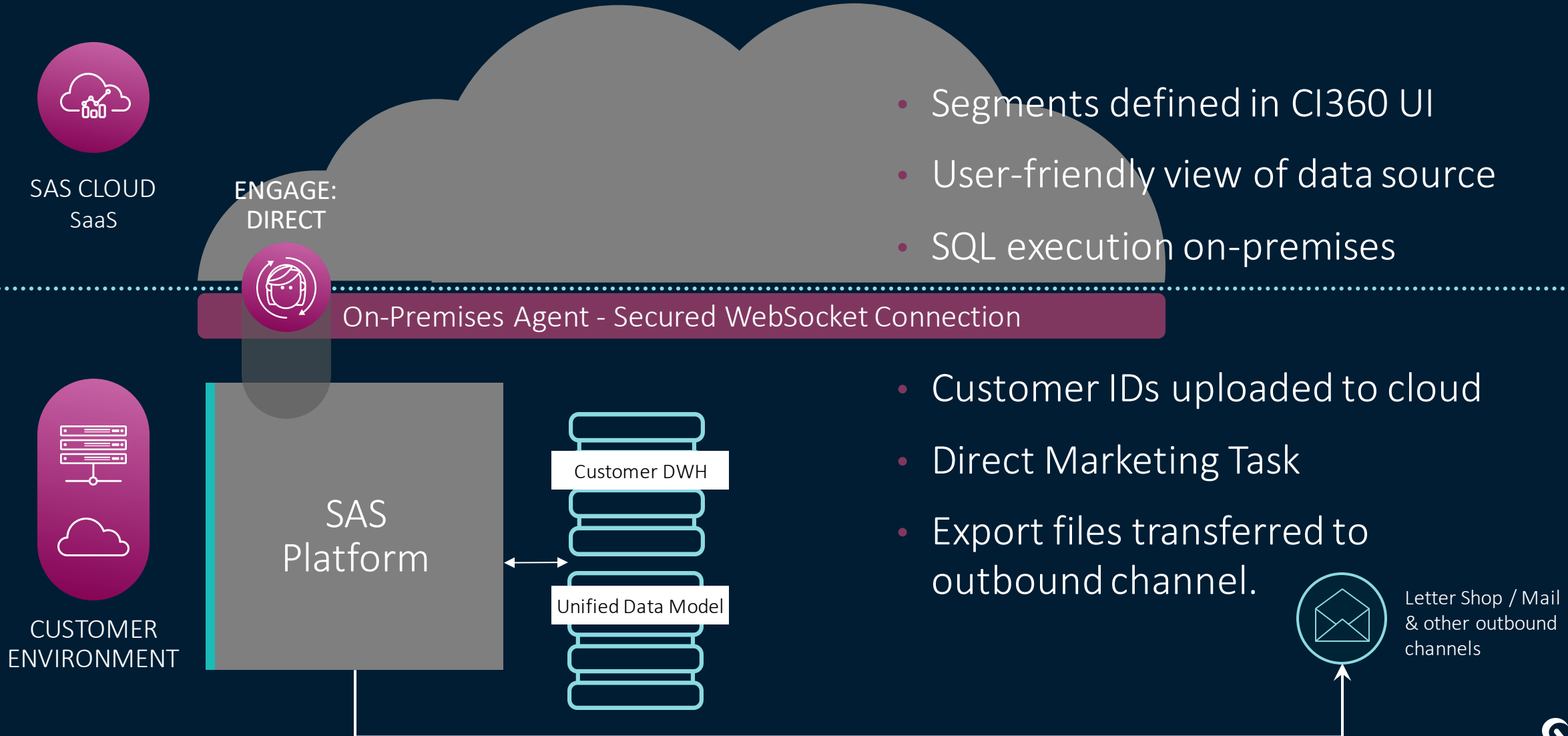


ON-PREMISES SEGMENTATION



- Components installed in customer's infrastructure
- Sophisticated customer selections
- Optimal customers targeted
- No data movement
- Existing data combined with cloud data
- Only selected data transferred to cloud.

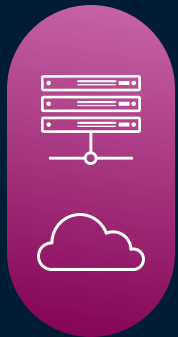
ON-PREMISES SEGMENTATION



ANALYTICAL DECISIONS

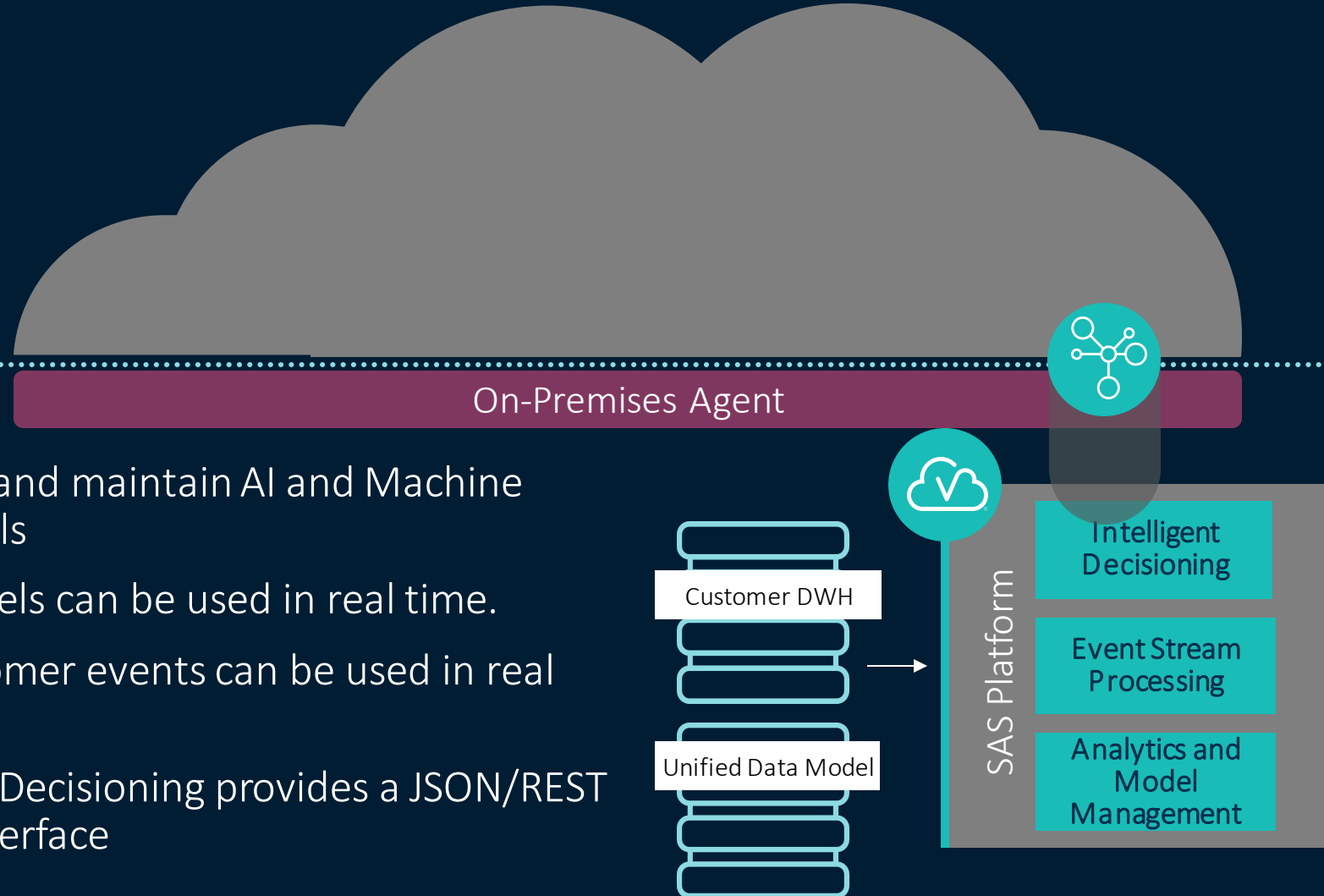


SAS CLOUD
SaaS



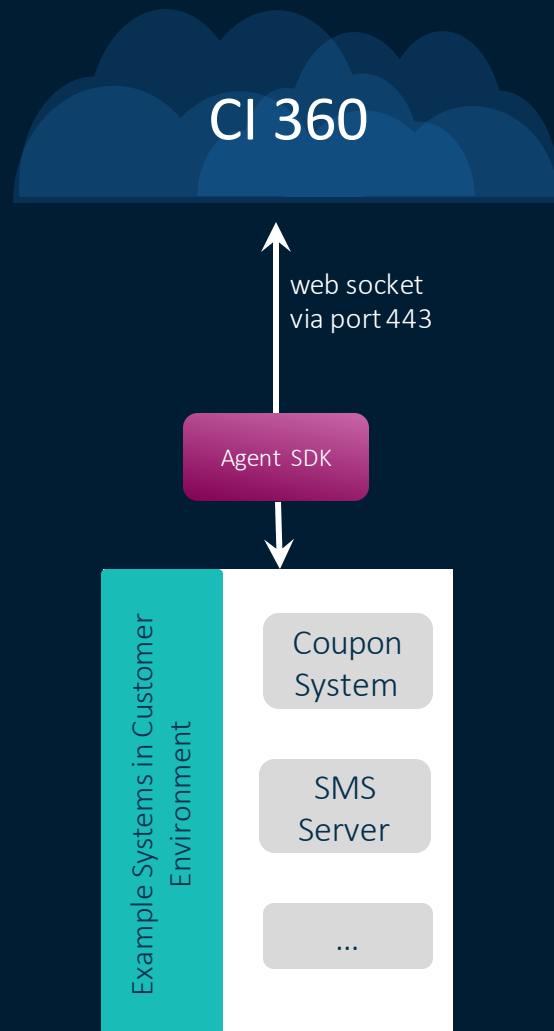
CUSTOMER
ENVIRONMENT

- Develop, train and maintain AI and Machine Learning models
- Analytical models can be used in real time.
- Detected customer events can be used in real time.
- SAS Intelligent Decisioning provides a JSON/REST Webservice interface



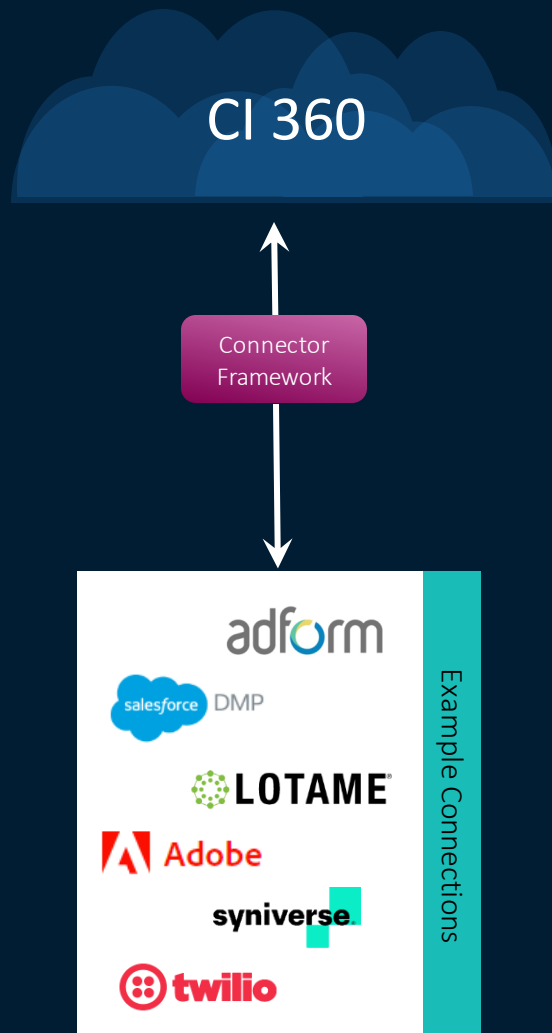
FLEXIBLE SYSTEM INTEGRATION

AGENT INTEGRATIONS



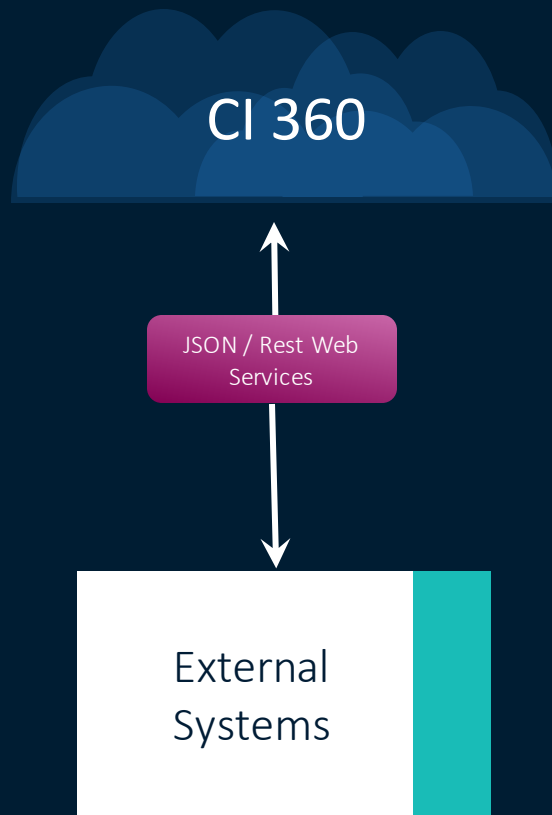
- The agent opens a secured WebSocket (TLS 1.2+) connection over https (port 443)
- Need JWT token to establish the connection
- Multiple agents can connect to CI360
- Events are queued up to 7 days in the cloud
- Typically used to connect customer systems

CONNECTOR FRAMEWORK



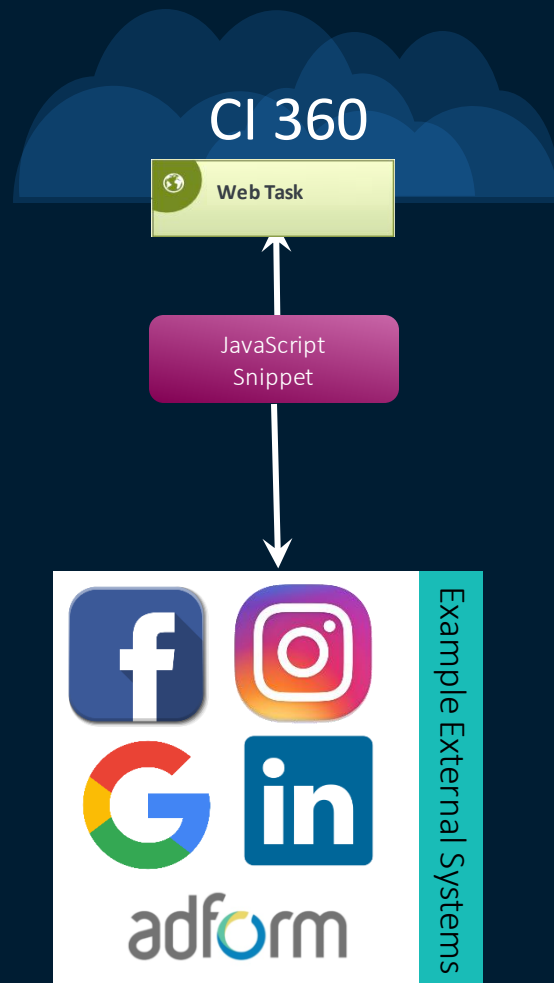
- Allows connections to external API's using serverless scripts like AWS Lambda or Microsoft Azure Functions
- Supports
 - Variety of programming languages
 - Integration with custom properties
 - Integration with external channels for individual customer events
- More suitable for integrating with external, cloud-based systems like Google, Facebook, Syniverse, Twilio, etc.

EVENT GATEWAY



- The SAS Customer Intelligence 360 solution provides an external event gateway
 - URL: `https://<ci360-server-domain>/marketingGateway`
 - It is a JSON/Rest web service interface
 - You need a JWT token for authentication
- This gateway can be used to inject events from external systems like a retail store to collect customer's offline purchases or a CRM system like Salesforce to kick off customer journey in CI360

3 R D P A R T Y W E B S I T E R E T A R G E T I N G

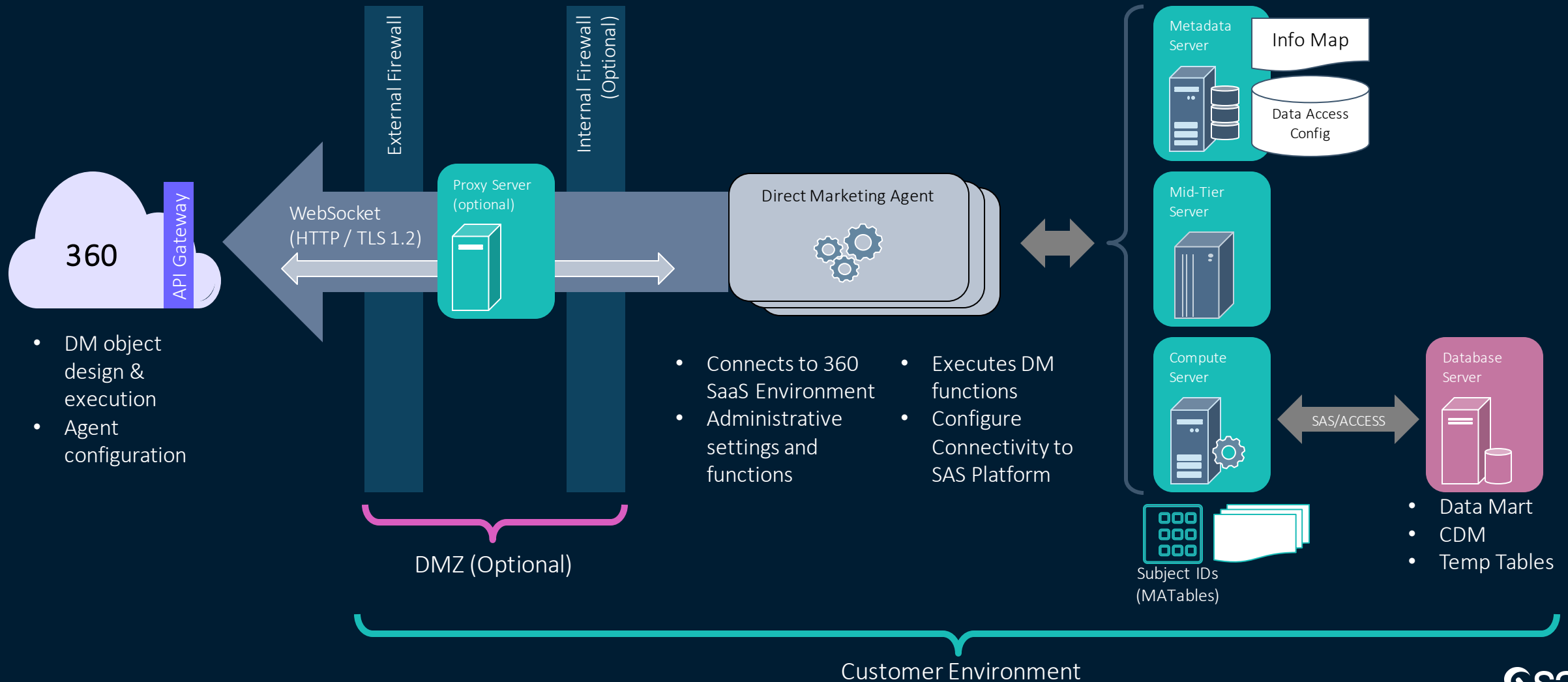


- External Martech Systems provide JavaScript snippets for retargeting on 3rd party websites
- The SAS Customer Intelligence 360 solution provides a web task to execute 3rd party JavaScript snippets
- CI360 allows you to
 - Manage what kind of snippet you want to execute
 - Decide when it should be executed
 - Decide for which group of customers it should be executed based on events, segments, history, probability scores, etc.
 - Collect response information to understand which customers have clicked-through on 3rd party website to come back to your 1st party website

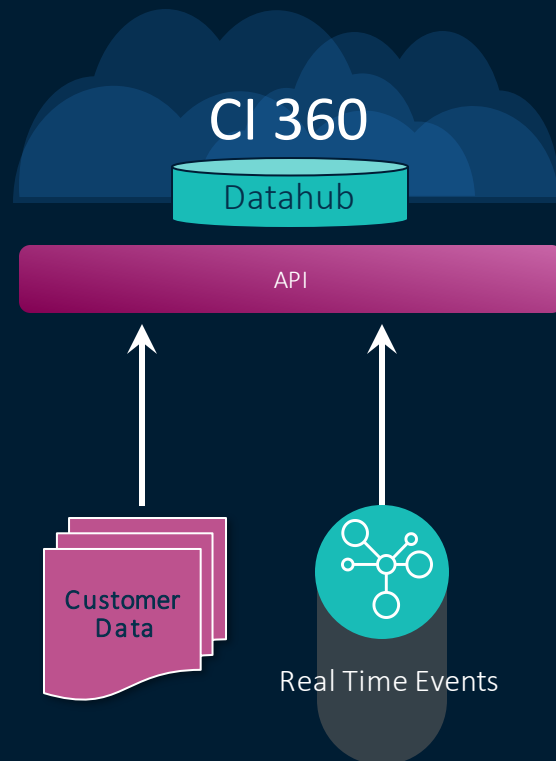
BACKUP

LOGICAL ARCHITECTURE

ENGAGE DIRECT ON-PREMISES



SECURITY



- Data at rest is encrypted using AES256
- Data in transit is secured using TLS 1.2+
- Upload data using descriptors
 - Create a data descriptor of type “transient”
 - Upload a file with customer data
 - Data of this transient descriptor is automatically deleted after it is processed
- Send an external event
 - Create an external event
 - Add attributes used for customer data and mark them as PII
 - Data is not stored in the cloud, only used to process the communication