



# Red Hat Process Automation

## Real Time Event Analysis

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# What we'll be discussing today

Streaming Applications  
Architecture  
Customer Personalization Use case  
Live Demo



# Architecture

EVENT

+

CUSTOMER  
CONTEXT

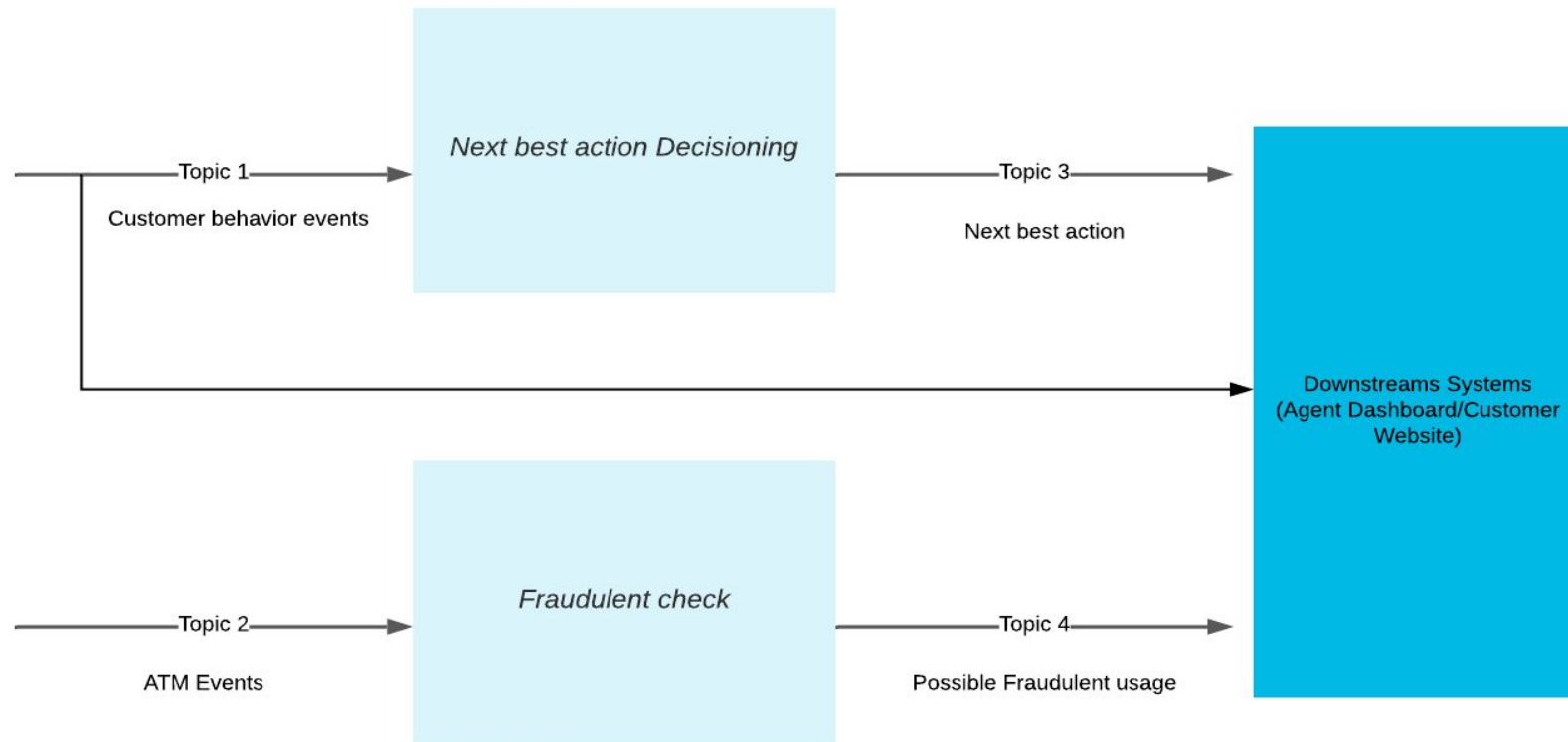
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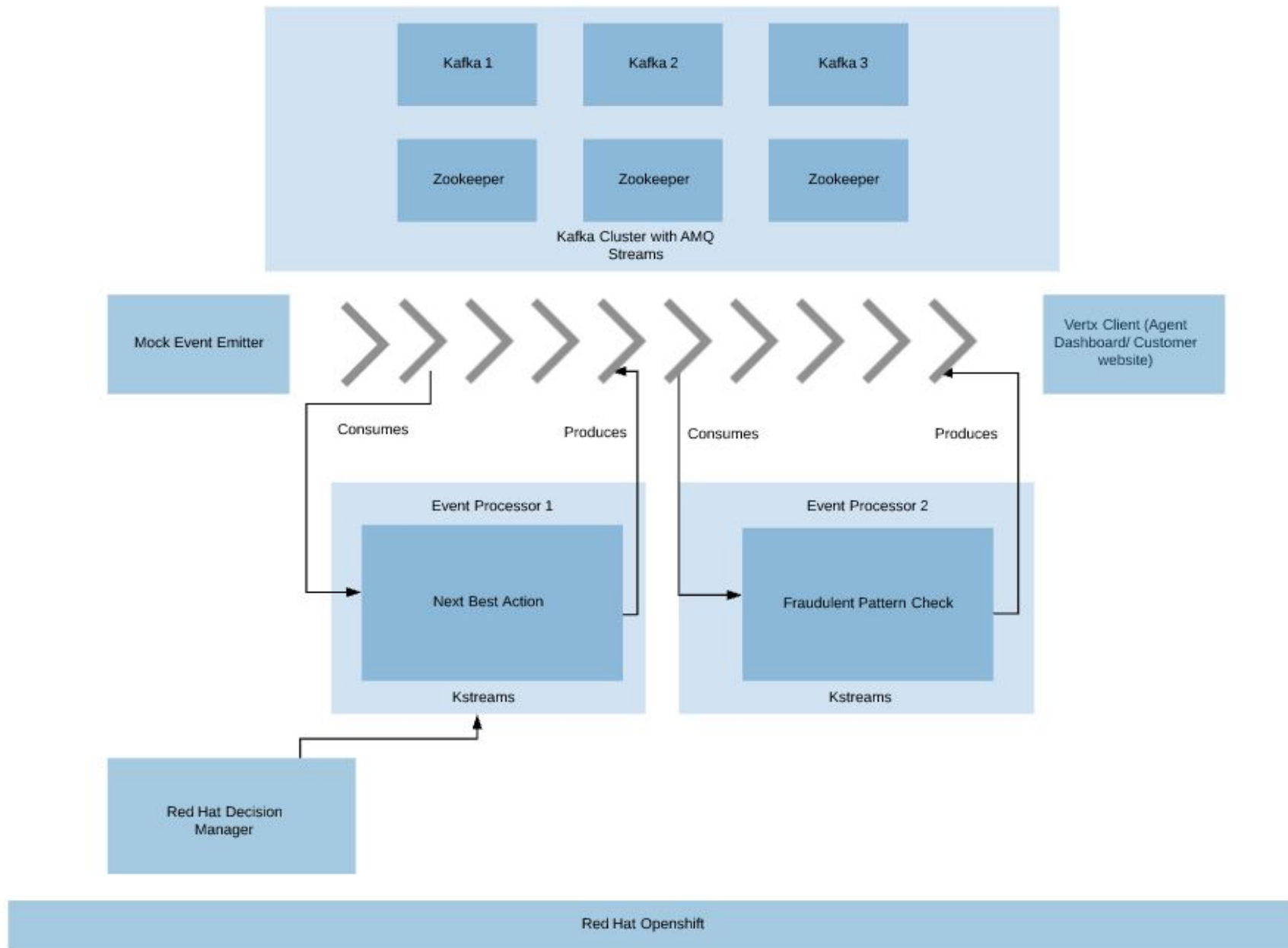
NEXT  
BEST  
ACTION

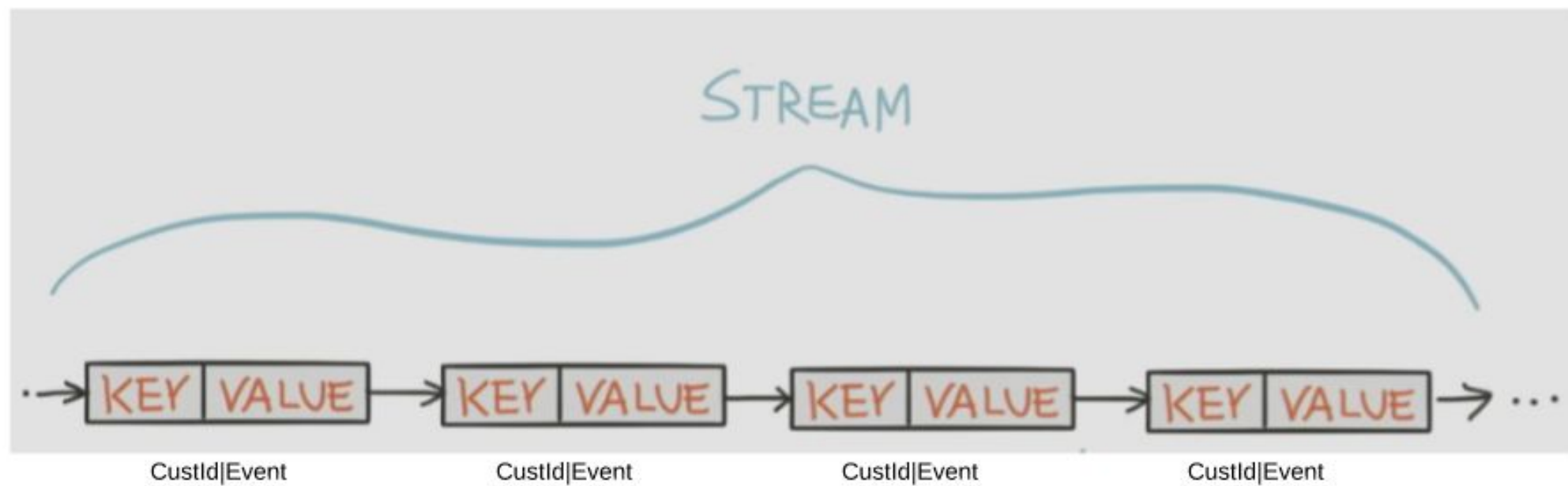
ATM Events



In a 2 Minute Window:  
No of ATM Withdrawals  
KStreams









Personalization.gdst - Guided Decision Tables

Save
Delete
Rename
Copy
Validate
Edit
View
Insert
Latest Version
Hide Alerts
Download

Model
Columns
Overview
Source
Data Objects

Personalization						
#	Description	event : Event		cust : CustomerHistory	eventanalysis : eventAnalysis	
		Category	Value	Customer Attribute	Effectiveness	Response PayLoad
1	Late Payment Fees Waiver	CC_BALANCE_PAYMENT	LATE_PAYMENT	CUSTOMER_GOOD_STANDING	ALERT	You have been a valued customer, hence the late payment fee has been waived
2	Upgrade for a airline Premium card	CC_TRANSACTION	AIRLINE_PURCHASE	OFFER_UPGRADE	OFFER	Upgrade to Gold Premium Card today and enjoy airline benifits
3	Offer for Balance Transfer	CC_BALANCE_PAYMENT	MIN_DUE	HIGH_BALANCE_DEBT	OFFER	Consider making use of our Balance Transfer option today.
4	Speedy resolution for dissatisfied customer	DISPUTES	CASE_CREATED	DISSATISFACTION_QUOTIENT	ALERT	Expedite Resolution Process
5	Avoid user delinquency before it happens	ONLINE_ACCOUNT	PAYMENT_FAILURE	DELINQUENCY_INDEX	REMINDER	Late payment because of failed attempt, broadcast to all channels

## CUSTOMER PROFILES



John

Frequent Flyer  
Good Credit

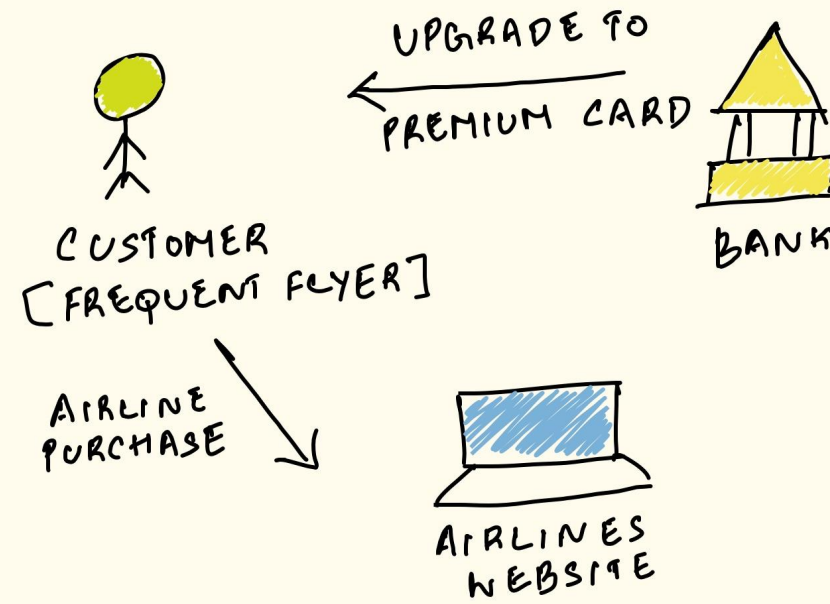
Qualifying tag for  
OFFER\_UPGRADE

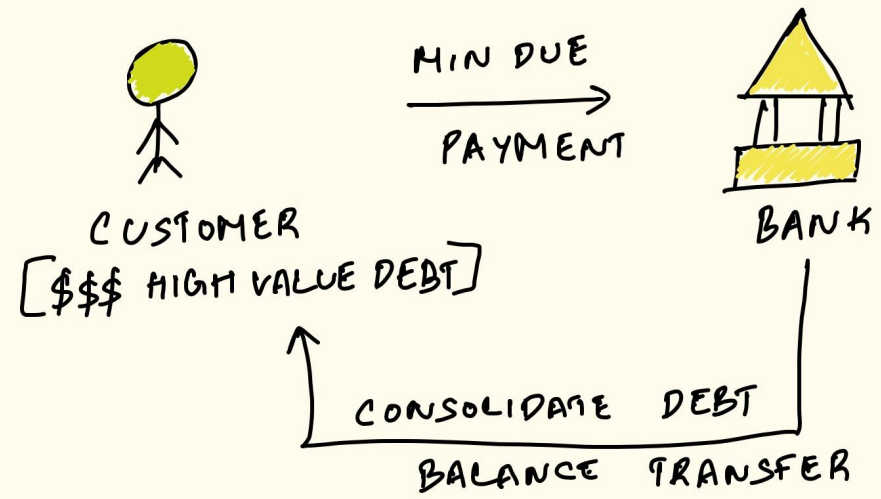


James

Often makes Min Due  
Payment  
Outstanding Balance

Qualifying scenario for  
HIGH\_VALUE\_DEBT







# Horizontal Scaling

