Get True Customer 360 Insights with Big Data Analytics

Integrate multiple data sources to improve customer engagement, experience, and retention

“By 2020, organizations able to analyze all relevant data and deliver actionable information will achieve an extra $430 billion in productivity benefits over their less analytically oriented peers.”
— IDC

Industry Strategic Challenges
With ever-expanding mobile and social use, today’s customers are consuming information through many different channels and they expect businesses to communicate with them over the channels they prefer. Businesses now need to include a growing number of customer touch points, like in-store, online, by phone, or via mobile app. And customers expect consistent, relevant experiences across all of them. To stay competitive, companies must really know their markets and deliver compelling experiences with highly personalized offers and service based on this knowledge. An increasingly popular model is a complete 360-degree view of the customer, known as customer 360. This is a full-circle, holistic view across products, systems, and time periods—contextualized, personalized, and micro-segmented.

Businesses have access to a wealth of data to gain this complete view. Customers are using more devices, touching more channels, and sharing more information than ever. In addition to traditional internal data sources, companies can now use continually emerging external sources including research, financial, regulatory, clinical, demographic, and social media data. This rich pool of data represents an unprecedented opportunity to learn about customers and offers the promise of insight-driven marketing decisions. The challenge for businesses is determining how to harness all of that data and put it to work.

The reality is that the volume of data is overwhelming. By 2020, 35ZB of data will be produced each year—a 4300 percent increase from 2010. Not only does customer data come from a range of different sources, it’s in a mix of formats, is stored in silos, and is dynamic in nature. All of this makes it near impossible to gain holistic meaning without the proper technology tools and resources. In addition, data storage and processing costs are prohibitive.

Businesses need a way to deal with, and benefit from, all this data so they can better target their marketing, proactively provide better resolution to customer issues and minimize churn. With the cost of attracting a new customer five times greater than keeping an existing one, there’s a lot at stake—and retention is key. Companies across all industries are turning to big data analytics solutions for help.

Business Drivers and Desired Outcomes
- Increase data effectiveness by integrating, storing, and analyzing high volumes of disparate data, securely, efficiently, and cost-effectively
- Make data actionable by centralizing and streamlining data management and analytics
- Get insight quickly to improve decision-making, target marketing more precisely, increase competitiveness, and reduce churn
• Improve marketing campaign efficiency with complete, accurate, micro-segmented customer profiles based on comprehensive, consistent, reliable data
• Increase customer engagement, loyalty, and retention through better tailored customer experiences, products, and services

**Digital Transformation and Business Innovation**

Businesses can transform how they collect, analyze and use data. Taking advantage of the latest technology allows them to:

- Go from static information to dynamic understanding (from collecting to connecting)
- Go beyond the status quo of traditional data flow
- Go beyond internal data to incorporate new sources and increase insight
- Go from limited history to real-time data
- Go from silos to integrated data

**Enabling Transformation**

Intel is working with industry partners to develop cost-effective, end-to-end solutions that transform data management and analytics to let companies take advantage of the latest marketing trends and customer retention strategies. Big data analytics solutions built on Intel® technology provide seamless data integration with performance, security focus, and scalability. These solutions are open and flexible, allowing companies to keep their existing data analytics tools and have more choice of platforms.

**Customer or Partner Evidence**

Integrating and analyzing multiple data sources benefits a range of industries, including:

- **Retail**: Offer highly targeted promotions
- **Banking**: Alert customers to potentially fraudulent purchases
- **Insurance**: Offer money-saving bundled packages
- **Healthcare**: Craft personalized wellness plans with incentives

**Solution Summary**

This solution provides the hardware and software to integrate data sources more easily, securely, and consistently; store them more cost-effectively; and analyze them more accurately—to gain a 360-degree customer view that will help improve customer understanding, targeting, engagement, service, and retention.

**Solution Ingredients:**

- Intel® Solid State Drives
- Intel® Xeon® processor-based servers
- Hadoop® data repository software framework
- Data Management Platform (available from third-party vendors)
  - Cloudera® Enterprise data hub
  - MarkLogic® Enterprise NoSQL data management platform
- Third-party delivery applications

**Strategic Solution Partners**

- Dell
- Intel
- Cloudera
- MarkLogic

**Where to Get More Information:**

Please visit intel.com/bigdata

---

Customer 360 is a holistic view, based on data from a variety of sources, that delivers valuable understanding of individual customers’ needs, preferences, and behaviors.

---

2. Lee Resources International, Inc.

Intel technologies’ features and benefits depend on system configuration and may require enabled hardware, software or service activation. Performance varies depending on system configuration.

No computer system can be absolutely secure. Check with your system manufacturer or retailer.

Intel, the Intel logo and Xeon are trademarks of Intel Corporation in the U.S. and/or other countries. Other names and brands may be claimed as the property of others.

© 2017 Intel Corporation   Printed in USA   0117/JGAL/MIM/PDF   © Please Recycle   335419-001US