# Customer 360
## Creating  a Complete Profile to Improve Consumer Loyalty

## Industries

+ Retail
+ Consumer Packaged Goods (CPG)
+ Consumer Financial Services
+ Automotive
+ Airlines
+ Telco
+ Manufacturing

## Key Benefits

+ Improve campaign ROI through better segmentation and personalized product offers and marketing messages
+ Listen to and act on customer sentiments on social channels at the right time and on the right platform
+ Activate influencers to create buzz in social channels
+ Two-way relevant engagement model with customer
+ Provide greater sales insight and rapid social lead generation
+ Increase customer loyalty by putting customers at the core of the business
+ Maximize marketing effectiveness and properly inform new campaigns
+ Identify new cross-sell and upsell opportunities

## Solution Overview

Today's top executives realize that incorporating non-traditional content is critical to building effective customer relationship management solutions.  Tapping into new data sources like social media, product reviews, web logs, and purchase history provides a clearer picture of the customer.  What's more, today's tech-savvy customers now demand that their favorite brands demonstrate knowledge of their relationship across a number of channels.  Without this holistic picture, companies can struggle to effectively market, upsell, cross-sell, and ultimately retain a loyal customer base.

Oracle's Big Data Discovery (BDD) helps deliver the complete picture necessary to keep the pulse of the customer while offering the ad hoc discovery features needed to dig deeper into data for previously hidden narratives and trends.

## Business Challenges

+ Non-traditional sources of data are too difficult or costly to "shoe horn" into the data warehouse for analysis
+ New sources of data are often too voluminous or change too often to easily model in traditional repositories
+ Deriving new insight into customer trends or segmentation patterns often means asking unknown questions in an ad hoc manner
+ Unstructured sources of data like reviews and social media aren't leverage-able without costly data mining or NLP approaches

## Potential Data Sources

+ CRM System
+ Social
+ Online Reviews
+ Mobile Devices
+ Web Logs
+ Purchase History
+ Service Center

# Oracle Big Data Discovery

## Key Features

+ Smart, automatic data profiling
+ Built-in transformation capabilities
+ Modern visualizations
+ Fully integrated with the most robust Hadoop distributions on the market
+ Explore and profile all datasets in the Hadoop data lake

## Key Benefits

+ Allow analysts to fail fast in their data analysis pursuits
+ Transform and enrich massive datasets quickly
+ Spend time & resources on analytics and insight instead of data prep
+ Include business analysts on the team to help drive collaborative discovery
+ Process data in place in Hadoop, substantially reducing data movement and management costs

## Other Ranzal Services

Extend your environment with Edgewater Ranzal's additional services:

+ Advisory services help define the priority key metrics and supporting data to include in the solution
+ Custom training provides users with knowledge needed to use the tools
+ Add additional metrics and data to extend the solution
+ Managed Cloud helps to reduce IT costs and resources needed

## About Big Data Discovery (BDD)

Oracle's answer to demystifying the modern data lake, Oracle Big Data Discovery (BDD) harnesses the distributed computing and storage power of Hadoop and adds an interactive layer through which users can easily explore all of their data. Oracle BDD wraps data analysis, transformation, and discovery tools together into a single user interface, and it comes with advanced features like smart, automatic data profiling, built-in transformation capabilities, modern visualizations, and solid integration with Hadoop.

Big Data Discovery provides business users the ability to understand insights in their data by providing visibility into these critical data sources by uniting these sources and providing the user the ability to understand correlations in the data.   By providing further insight into this data, companies can make better informed decisions and improve their business processes and transform their business.

Edgewater Ranzal is especially equipped to help customers prove out potential use cases of BDD as well as architect and build out implementations of the product.  We can work with you on all aspects of implementing BDD from proof of concepts, planning to full life-cycle implementations.

Oracle Big Data Discovery (BDD) helps organizations quickly explore all relevant data

+ Combine structured & unstructured data from disparate systems
+ Automatically organize information for transformation, search, discovery & analysis
+ Rapidly assemble and share easy to use analysis projects that anyone can use
+ Connect to all your data including unstructured and non-normalized data from your Hadoop infrastructure
+ Provides interactive analytics with in-memory enabled performance

## Advantages of Big Data Discovery

+ Find insights in your data as never before by putting the power of analytics into the business users' hands
+ Find answers to questions that your business has not been able to answer
+ Quickly combine data without having to go through costly normalization building data warehouses
+ Complete Enterprise solution that is integrated with Hadoop to leverage your IT investment and provide a solution that can be managed centrally

## About Edgewater Ranzal

Edgewater Ranzal is a full-service Oracle Platinum Consulting Partner with unrivaled expertise in delivering Oracle Hyperion Enterprise Performance Management, Business Intelligence and Big Data solutions. We consistently apply and update leading-practice methodologies to address changing business requirements and take advantage of evolving system capabilities. With resources and clients located throughout the United States, Canada, and Europe, we are one of the largest specialized Oracle Business Analytics partners. To learn more, visit ranzal.com, e-mail info@ranzal.com, or call +1.914.253.6600.

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