

AI ASSISTED ANALYTICS

Enabling Value Realization

In a world where you either love or hate data, there are also more customer platforms than ever before promising to solve all your problems.

The reality is that they're actually causing more problems by:

- Collecting more data and creating more silos
- Costing the earth to store all your data in yet another cloud
- Creating a bigger divide between marketers, developers and data scientists
- Never quite delivering that bottom line benefit that the 'Proof of Concept' had promised

The good news is that Syntasa is not another cloud platform promising to deliver every part of the customer experience. We want to unlock your team's data superpowers. By sitting natively in your own private cloud, Syntasa enables you to bring all of your marketing cloud data into your big data environment, consolidate and produce a unified identity graph, and apply AI models to transform it all into intelligent experiences.

We know that all the privacy concerns circulating in the press lately is making personalization and AI-driven experiences feel like a pipe dream. However, we believe GDPR is integral to CRM in that it will allow brands to refocus their customer relationships so that there is trust, real-value exchange, and data transparency. It all starts with brands taking back control of their data, and that's where Syntasa comes in.

SYNTHESIZER

Behavioral Event Processing

Identity Resolution

Unified Behavioral Schema

Behavioral Analytics

COMPOSER

Training Data Preparation

AI and Machine Learning

Productionizing Models

User-Defined Models

ORCHESTRATOR

Unified Customer Intelligence

Activation Center

Output Adaptors

Serving API

SYNTASA[®] SYNTHESIZER

The marketing stack consists of an increasing number of competing tools, whether it's digital analytics tracking, advertising, eCRM, next generation content management systems, DAM (Digital Asset Management), and so on. Synthesizer lets you consolidate data schemas, blend disparate sources (including clickstream and unstructured log data), and unify data via your own comprehensive ID graph.

With an intuitive user interface, Synthesizer apps can be deployed within your cloud-based GCP, AWS or Azure environment, or within your on-premise Hadoop environment. Enriching this data with a custom Identity Graph and enterprise metadata helps you build a solid foundation for creating business use-case apps in the Composer module, which will ultimately unlock more value from your data. And, by activating the auto-process and automated data auditing features, you will significantly minimize your operational costs.

CAPABILITIES

Plug and play app builder

Automated data preparation

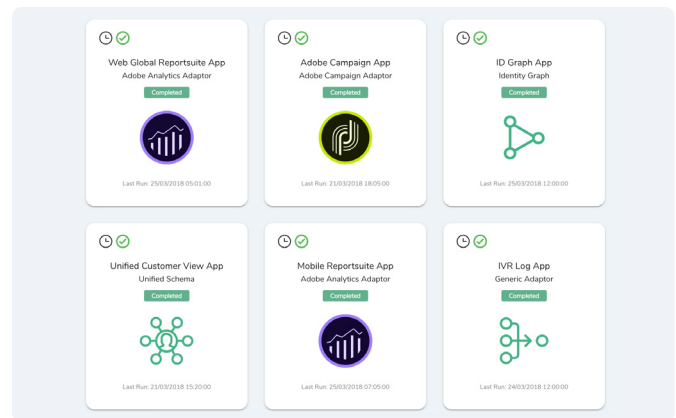
Configuration construction journal

Schema quality audit

Standardizing schema

Unify online and offline data

Join impression and clickstream data



INTEGRATION APP TEMPLATES

Adobe Analytics

Adobe Audience Manager

Adobe Campaign

Adobe Livestream

Coremetrics

Eloqua

Enterprise Data

Generic CRM

Generic DMP

Generic Email Marketing

Generic Streaming

Google Analytics Premium

Identity Graph

Marketo

Oracle BlueKai

Salesforce

Unified Schema

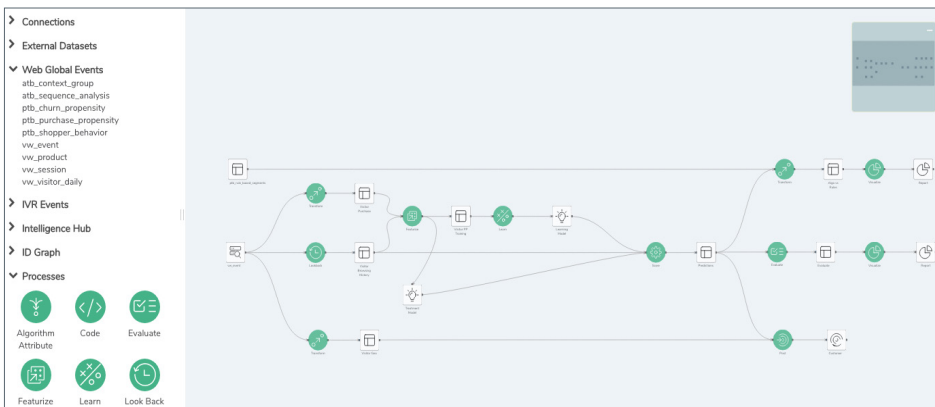
ENVIRONMENTS



SYNTASA[®] COMPOSER

Imagine being able to truly transform your unified enterprise data into contextually relevant use cases and activating it at scale without cost-prohibitive, volume-based pricing. You'll be happy to know that Syntasa is the catalyst for business change at speed, bringing together the data science, engineering, developer, and marketing disciplines to collaboratively design use case-based, data-driven experiences, and leverage the power of AI assisted customer intelligence. Composer lets you transform your data with AI assisted, customer use case models which are delivered centrally, agnostic of any platform, so that you can finally:

- Hold the keys to your own bespoke cross-channel models
- Discover real-time customer pain points
- Deliver recommendations and real-time decisions in context, not isolation
- Centralize all your models and enable all data scientists to truly collaborate and ensure that experiences are driven from a single version of truth
- Deploy and test multiple models from any source, whether it's built directly in Composer or imported from any other model studio
- Escape the trap of decisioning in silos across multiple marketing technologies (because even if they let you bring your own algorithm, it's still a silo!)



APP TEMPLATES

Propensity Scoring

Recommendations

Product Affinity

Behavioral Segmentation (Clustering)

Internal Site Search

Journey Analytics

Anomaly Detection

Success Attribution

USE CASES

Churn reduction

Product affinity analysis

Multi-channel attribution

Algorithmic retargeting

Call center deflection

Next best action

Content recommendations

Purchase path friction

Cross-channel journey analysis

Net promoter score enhancement

Customer clustering

CAPABILITIES

Plug and play analytics app builder

Automated data preparation

Automated learning and scoring

Model diagnostics visualizations

Model construction journal

Active model quality monitoring

Text handling algorithms

Temporal data handler

Ability to run on non-Syntasa created datasets and tables

Custom training data and predictive time windows

Compatible with multiple libraries and languages (Python, R, Spark ML, Tensorflow, and more)

SYNTASA[®] ORCHESTRATOR

Transforming data silos and event streams into patterns and actionable customer behaviors via AI assisted algorithms is clever, but in order to unlock your data superpowers, real action needs to be taken.

Orchestrator enables the delivery of near-instantaneous action on learned behaviors and the models you constructed in Composer. Without the constraints of marketing clouds and stack platforms, you now have zero-limitations with the channel, technology or format you wish to activate a decision on. The Unified Customer Intelligence (UCI) hub automatically delivers attributes and decisions through outbound connectors to marketing automation, data management tools, your internal systems, and generic adaptors for any other use case.

CAPABILITIES

ML-based customer profiles

Plug and play outbound app builder

Plug and play UCI builder

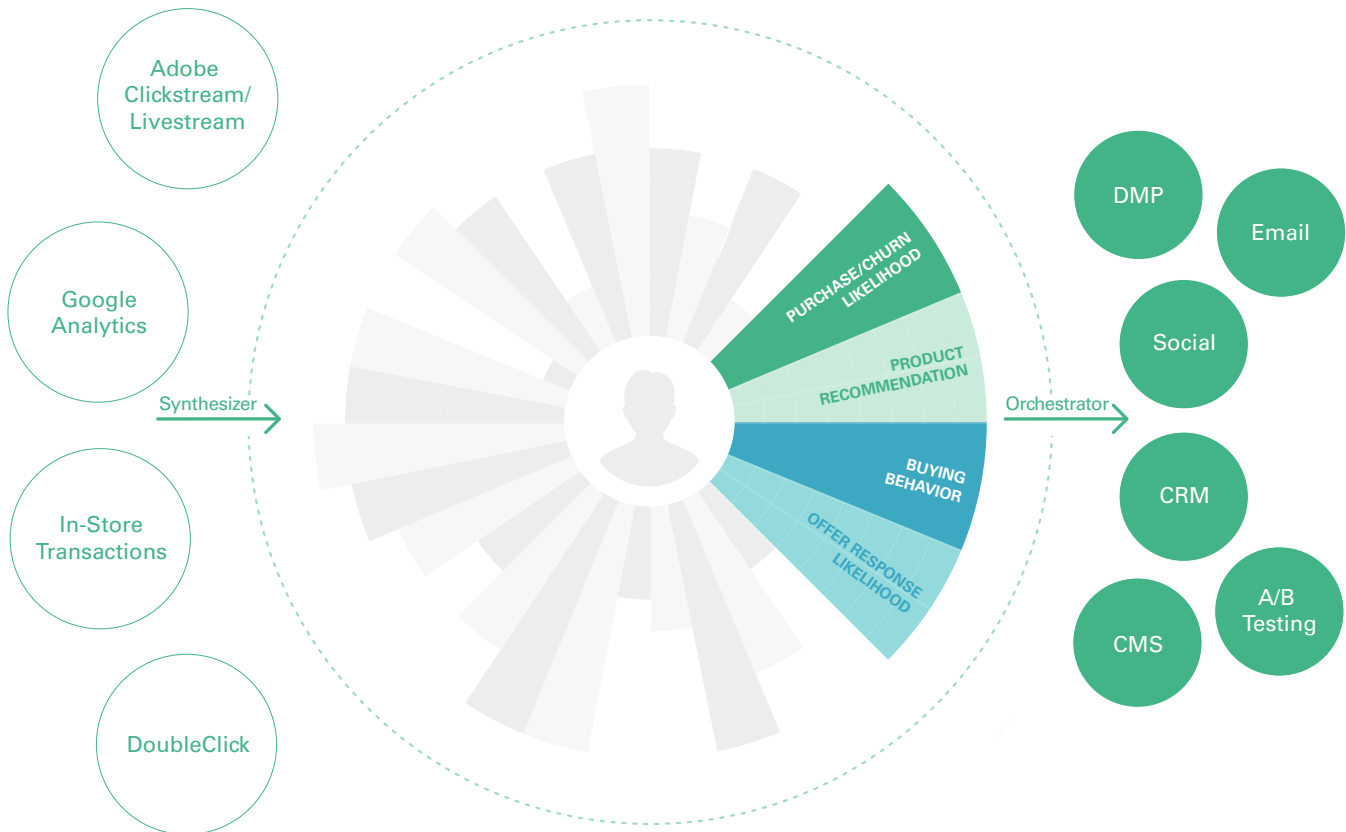
Automated data push

End-to-end monitoring

Multiple endpoint connections

Drag and drop setup

Adaptor construction journal



OUTBOUND APP TEMPLATES

Unified Customer Intelligence

Adobe Audience Manager

Adobe Campaign

Adobe Target

Eloqua

Generic CMS

Generic CRM

Generic DMP

Generic Email

A/B Testing

Marketo

Oracle BlueKai

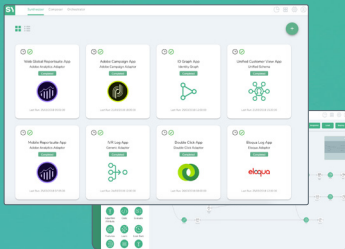
S3/GCS/HDFS

Salesforce



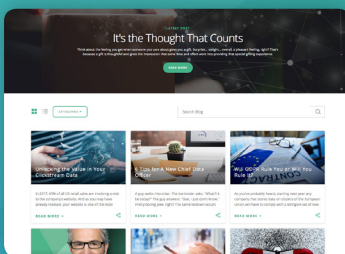
Learn how Lenovo is utilizing AI Assisted Customer Analytics for algorithmic retargeting, saving enormous time and resources

WATCH THE VIDEO



See what an AI Assisted data-driven enterprise looks like in action

SCHEDULE DEMO



Follow the latest AI data trends and insights from our data science team

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