AI ASSISTED ANALYTICS

Product Overview

Syntasa is not another cloud platform promising to deliver every part of the customer experience. Syntasa's solution will unlock your team's data superpowers. By sitting natively in your big data environment, Syntasa enables data scientists, analysts, and engineers to quickly build intelligent use case apps.

Embracing the flexibility of open-source allows you to bring all of your marketing cloud data into your big data environment, consolidate that data, produce a unified identity graph, and apply AI models to transform it all into intelligent experiences.

BENEFITS

· Realize value in weeks not months

· Privacy by design (GDPR ready)

· Free-form and templated app builder

· Centralize, deploy, and test models

· Discover real-time customer behaviors

· Embraces open-source with no black box

USE CASES

· Product Recommendation

· Marketing Attribution

· Call Center Reflection

· AI Merchandising

· Churn Reduction

· Journey Analytics

SYNTHESIZER

Automated data preparation

Unified ID Graph

Unified event schema

Temporal data handler

COMPOSER

Productionizing models

AI and Machine Learning

Model diagnostics and selection

Version control

ORCHESTRATOR

Unified Intelligence Hub

Activation center

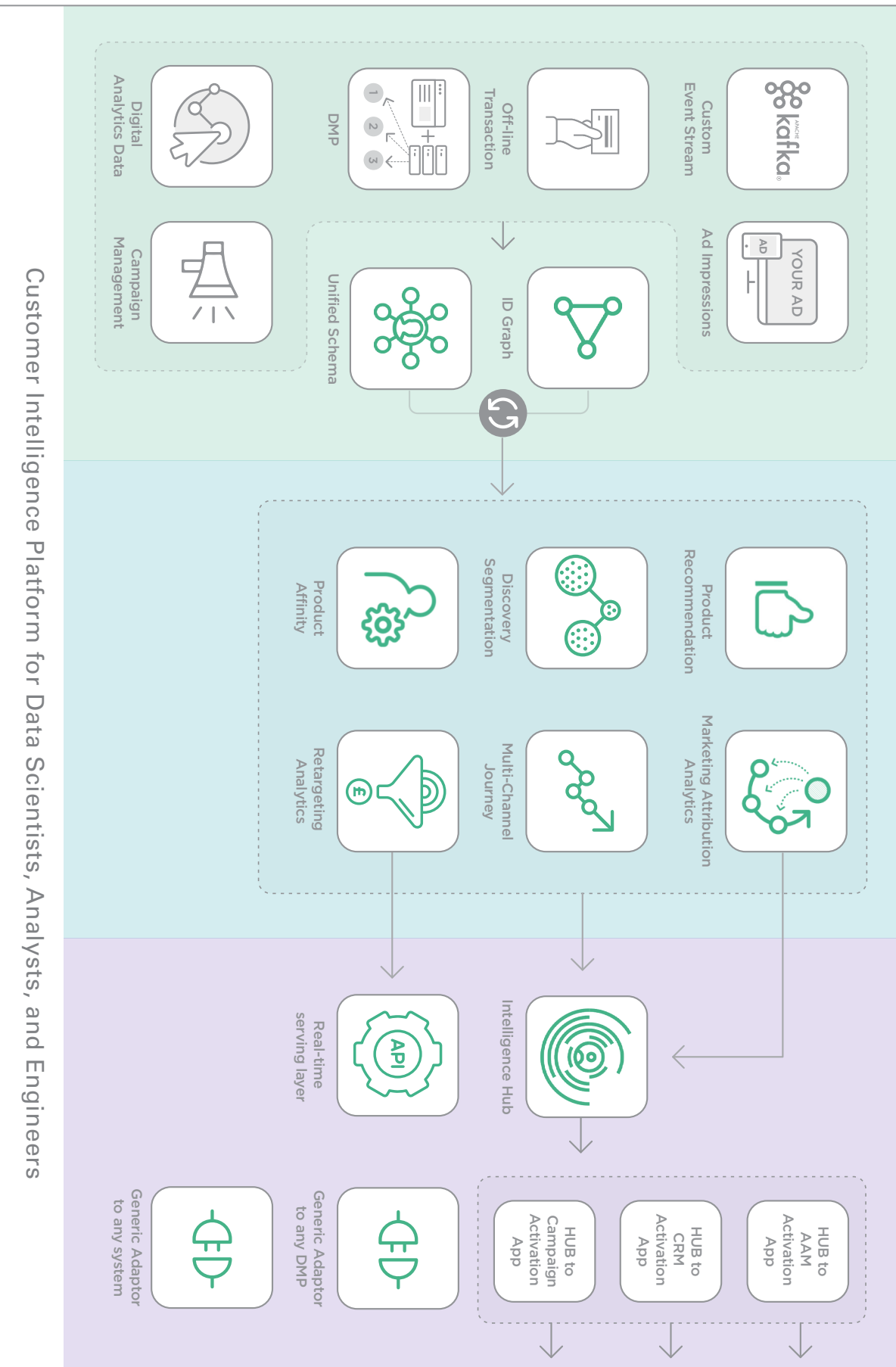Output adaptors

Real-time serving API

SYNTHESIZER
Data Apps (On-premise / Private Cloud)

Digital Analytics Data

Campaign Management

DMP

Off-line Transaction

Custom Event Stream

kafka APACHE

Unified Schema

ID Graph

Ad Impressions

YOUR AD

COMPOSER
Use Case Apps (On-premise / Private Cloud)

Product Affinity

Discovery Segmentation

Product Recommendation

Retargeting Analytics

Multi-Channel Journey

Marketing Attribution Analytics

ORCHESTRATOR
Activation Apps

Real-time serving layer

Intelligence Hub

Generic Adaptor to any system

Generic Adaptor to any DMP

HUB to Campaign Activation App

HUB to CRM Activation App

HUB to AAM Activation App

Customer Intelligence Platform for Data Scientists, Analysts, and Engineers

SYNTASA®