

Apama Customer Experience Management

Engage customers with real-time personalized promotions

In today's highly competitive environment, personalized customer engagement at the right time and through the right channel is a key differentiator. A personalized and contextualized customer engagement model—the "Segment of One"—is the emerging standard to dramatically increase revenue and customer loyalty.

Rise above commoditized products and services. Personalize your marketing and customer offers by using Apama. With Apama, you can implement a genuinely customer-centric business strategy by matching customer preferences and transactions to marketing campaigns in real-time. It is so effective, that it typically generates a 10x increase in positive response rates to promotions compared to mass distribution of more generic offers.

Features

At the core of this event-based customer engagement platform is an award-winning Complex Event Processing (CEP) engine. The engine captures, processes and acts on high-volume customer interactions, such as financial transactions, location services data, social media, call detail records, service center data. Once events are detected, Apama applies business rules to determine the appropriate action or offer and the manner in which it should be delivered to the customer.

Platform features include:

Real-time customer engagement

- Immediate and personalized marketing promotions
- Context-aware promotions based upon real-time location and activity information
- Instant identification and remediation of service level issues

Campaign management

- Built-in campaigns aimed at geo-fenced, same merchant up-sell and nearby merchant cross-sell
- Flexibility to rapidly build and deploy custom campaign types
- Fully dynamic environment in which real-time promotions and customer care scenarios can be immediately adjusted, even on an individual customer basis

Integration

- Social media aware with integration to both Twitter® and Facebook
- Integration with existing CRM and campaign management systems

Reporting

- Real-time reporting and data visualization to track campaign progress

Key Benefits

Build customer loyalty

Gain real-time visibility into customer interactions across all channels. Understand the timing and nature of transactions, customer profile data and buying preferences. Then use this insight to create personalized campaigns and engage with customers in real-time.

Deliver scalable personalized services to millions

Manage highly target campaigns—a “Segment of One”—for largest customer bases, such as those found in retail banking and telecommunications. The platform allows business events, captured and analyzed in real-time from live data streams, to be correlated and managed by campaign scenarios.

Monetize your data

Apama integrates with your existing CRM and campaign management systems so you can extract untapped value from customer profiles, customer transactions, service outages or interruptions from any of your operational data.

Create more profitable campaigns

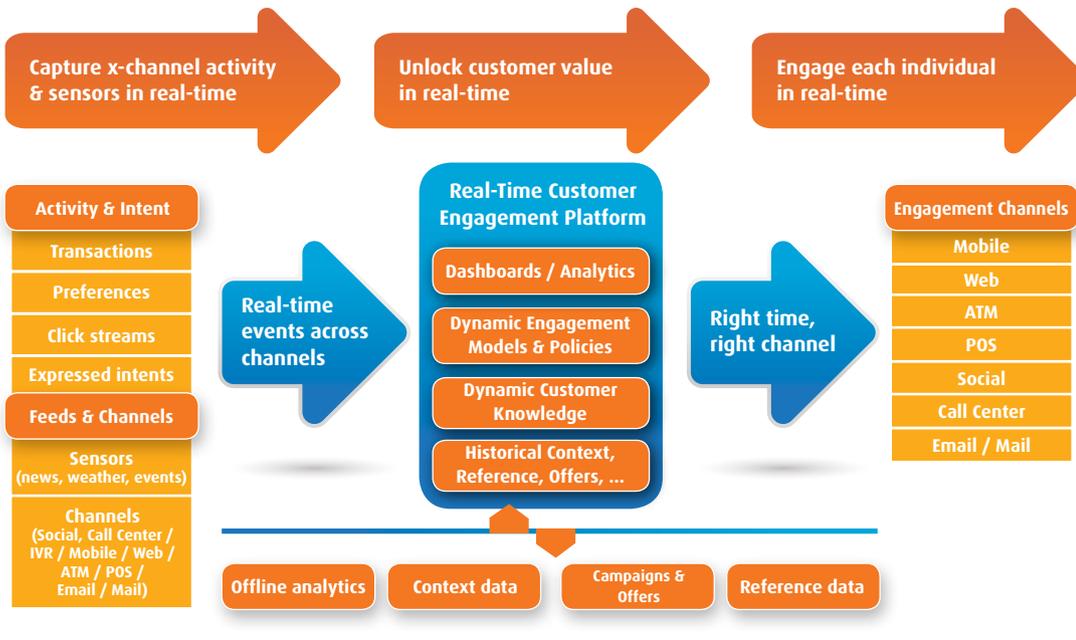
Increase revenue by building and modeling multiple campaign scenarios to identify and act with the right response. Continually measure effectiveness of promotions in real-time and manage the target audience accordingly.

Interact with customers in new ways

Rapidly test and deploy new marketing promotions with no system downtime.

Get up and running fast

Apama requires no change to your IT infrastructure. You can integrate it quickly and easily with your existing CRM and campaign management systems.



Deliver personalized, context-sensitive product and service offers in real-time through the right channel.



Find out how to power up your Digital Enterprise at www.SoftwareAG.com

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