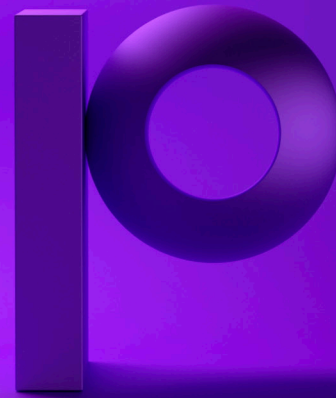




Precisely Spectrum Customer 360°

A 360° view built on an agile modern data management platform



The most critical customer insights are hiding in your data. Unlock greater value with a true 360° view

Better decisions depend on a single view

There's much more you can learn about your customers. The basics sound easy: Name, address, account numbers. Yet, sometimes, getting that right is a challenge.

A complete single view offers more. What they buy. How they shop. Where they spend their time. What they value. Sadly, most organizations can't capitalize on the deluge of data that's available today.

It's time to crush data barriers, connect hard-to-access information and share it across your entire business. Finally, a fully integrated 360° view is within your grasp. Accurate, enriched and accessible, Spectrum delivers the singular Customer 360° view you require – when and where you need it.

The Customer 360° view you need, when and where you need it

Integrating data technology is a major challenge

When critical information isn't connected and available to decision makers, you miss important strategic opportunities. An organization that can't control its data simply can't control its business.

Change is a constant battle

It's not easy to hit a moving target. Place names, street names and people are constantly changing. People get married, divorced, change names and some die.

The challenges don't stop there. With the explosion of social media, people interact with your business across more channels and locations, and some even connect through more than one channel at the same time. Without the right tools, you'll never gain insights based on the most accurate, precise and up-to-date data.

Traditional Master Data Management projects can take years to implement. By the time they're ready, business needs have changed. Fortunately, there's a better way.

Improve business decisions today and tomorrow

- Connect siloed data
- Add context to customer profiles
- Uncover timely, actionable insights
- Create powerful customer experiences
- Satisfy your customers



Success requires a single view

Every day, businesses discover how an agile single view leads to smarter strategic decisions. They're targeting customers in the right place at the right time and serving them better at every point of interaction. This enhanced insight helps them decrease costs, increase profits, improve customer satisfaction, support new regulations and enhance marketing efficiency.

We deliver the Customer 360°

view that works. Now you can quickly connect and virtualize data across your organization and its silos. With Spectrum unified technology platform, its large breadth of capabilities and its modular approach you can connect and enhance the knowledge inherent in internal and external data. Get the trust, speed and agility you need for efficient and effective decisions and actions. You'll gain a flexible 360° view that will help you identify relationships and uncover opportunities that can evolve to your future technologies.

01 Business agility

Instead of hard-coded links, this agile Customer 360° solution takes advantage of new technologies that allow you to uncover obvious and non-obvious relationships, no matter the source, scale or type of data.

02 Greater accuracy

Data quality is an integral part of our Customer 360° solution. We standardize, validate and verify information, bringing greater accuracy to the customer information deployed across your organization.

03 Deeper insights

Enrich your data with over 450 unique geographic, demographic and industry-specific datasets to expand your customer insight. Easily integrate these with Customer 360° view and you'll gain profitable perspectives you can put to work.

Enable contextual views through a knowledge graph

Discover a shareable, multidimensional view of your customers. Our innovative knowledge graphs provide insight and vital information faster and more cost-effectively to create accurate, actionable customer-centric views.

Graph technology enables both understanding and efficiently querying connections between data, as well as providing an initial whiteboard-style modelling exercise that bridges that gap between business and IT. It's very agile, so you don't have to define your entire model upfront, and you can continuously evolve data structures as you connect data across multiple existing systems sources and platforms. This technology supports a fast time to value and allows organizations to uncover hidden relationships and future proof solutions that evolve with your data, information architectures and strategic priorities.



Enhance your insight at every step



Boost value enterprise-wide

Getting everyone on the same page is good for business. Unify customer data across your organization and enjoy the countless benefits of a single, comprehensive and connected view. It's not just executives, every part of your organization benefits, including sales, marketing, operations, customer service, field staff, riskmanagement and compliance. With greater accuracy, agility and context, a true Customer 360° view results in more profitable business outcomes:

- Drive personalized customer interactions
- Create consistent omnichannel experience
- Drive digital transformation
- Tame CRM/ERP data for more productive operations
- Discover faster answers
- Make smarter, more effective decisions
- Reduce online customer-service costs
- Spot risk and mitigate losses

Run a comprehensive set of capabilities on a single platform

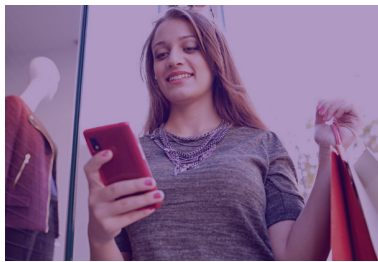


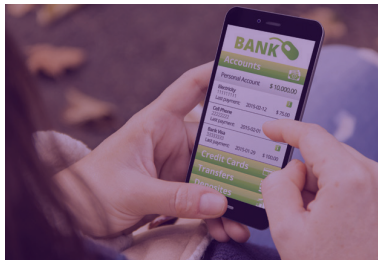

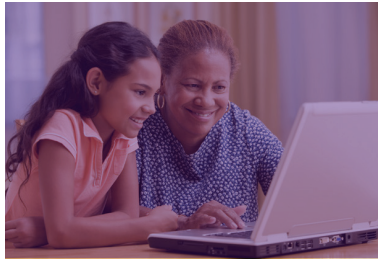
- Link information to deliver new relationship insights.
- Make connections across a wide variety of data sources – RDBMS, CRM, Cloud, Graph, NoSQL, Big Data.
- Enhance traditional data with vital contextual information, including location, demographics and more.
- Inform predictive analytics for more powerful insight.
- Make it easy to manage exceptions to standardize data governance across lines of business.
- Visualize relationships with advanced location intelligence and data visualization.
- Build powerful queries for detecting patterns in business.
- Enable self-service through business focused models.
- Integrate insights into existing workflows and process.

Add precision to customer engagement

The benefits of a single 360° view go beyond smarter decisions. With real-time access to extraordinary insight, your teams can create experiences that are more relevant, personalized and interactive. Our solution makes it possible to provide more efficient, satisfying call-center interactions. Automate self-service on a one-to-one basis. And, customize interactions based on the time, place and context of each engagement.

Plug into accelerated success

Discover valuable insights you can apply in so many profitable ways.

Retail Create powerful customer experiences		<ul style="list-style-type: none">• Inform real-time, mobile interactions• Enable best-next engagement• Place stores in the most profitable locations• Optimize omni-channel sales• Reduce risk and combat fraud
Insurance Profit from a precise perspective		<ul style="list-style-type: none">• Price, assess, manage and mitigate risk• Detect fraud in near real-time• Create personalized customer experiences• Acquire new customers and retain existing customers• Make all customers more profitable
Public Sector Connect with your community		<ul style="list-style-type: none">• Allocate and manage government assets and services• Analyze crime by day, time, location and type• Improve agency efficiency through better citizen service• Take steps to reduce waste, fraud and abuse• Reduce improper payments and investigation costs
Financial Services Increase your share of wallet		<ul style="list-style-type: none">• Comply with anti-money laundering and KYC• Enhance entity resolution to combat financial crime• Create personalized customer experiences• Optimize branch, ATM and online networks• Reduce call center volume
Telecommunications Capitalize on your coverage		<ul style="list-style-type: none">• Optimize wireless confirmed coverage mapping• Assess network assets versus subscriber locations• Plug into big-data opportunities• Optimize cross-sell and upsell activities• Increase customer loyalty
Healthcare Enhance connections and compliance		<ul style="list-style-type: none">• Reduce onboarding time and costs• Improve member/patient satisfaction• Enable collaboration across payers and providers• Identify gaps in care networks• Create comprehensive, compliant customer records

Spectrum offers a smarter, more agile Customer 360° view

Open for business

Built with open architecture that easily integrates with your existing technology, the Customer 360° view powered by Spectrum works seamlessly within your operation. A single view lets you visualize your analytics and take advantage of customer data and insights like never before. With federated connector for Data Hub models, you can now query Context Graph alongside other virtual/federated sources - enabling registry Master Data Management patterns.

Future-proofed

Innovative Knowledge Graphs deploy vital information faster and more cost-effectively. A multi-dimensional view of customers High-performance queries on complex, connected data. No pre-defined schema needed to models complex hierarchies and many-to-many relationships.

A wealth of capabilities within a single platform: Spectrum

We'll help you assemble the best Customer 360° view for your business needs. Distinct components, all within a single, powerful platform, make it possible to achieve extraordinary results.

- Data Federation
- Context Graph
- Data Visualization
- Data Discovery
- Data Profiling
- Data Stewardship
- Business Glossary
- Scorecarding
- Lineage and Impact Analysis
- Name & Address Management
- Data Matching and Linking
- Data Integration
- Machine Learning
- Analytics Scoring
- Entity Extraction

Application Data Management.

Integrate governance and data quality processes at the front-end with our native connectors for Salesforce®, SugarCRM®, NetSuite®, Microsoft Dynamics CRM® and SAP®.

Market leaders rely on us. You can, too.

With a 30-year track record of accuracy and precision, our software and data sets impact performance for today's market leaders:

- 40 of the top 50 telecommunications providers
- Over 300 insurance companies worldwide
- Hundreds of government agencies
- Thousands of corporations

Tap into the big-data goldmine

We can help you integrate big data platforms into an overall view of Customer 360 throughout the enterprise. Pull big data into multidimensional views, enhance and enrich data, and provide the ability to share that information enterprise-wide.

Get the comprehensive customer view you need, when and where you need it. Contact us today and discover how our Customer 360° view can add to your success.

