USE CASE

InfiniteGraph
Powered by Objectivity

Telecom: Real-time Recommendation Engine

Value: Reach mobile customers in real-time with incentives which deliver increased sales.

PROBLEM

In the fiercely competitive mobile and broadband services market, leading providers recognize the importance of understanding subscriber preferences, demographics and purchasing habits. The ability to use all the distributed information available to not only better serve the customer, but also effectively cross-sell and up-sell is a significant advantage. Today, technology advances enable providers to collect massive amounts of geolocation information. The challenge is effectively processing this data and combining it with existing customer intelligence to improve the success of marketing campaigns, in near real-time.

SOLUTION

InfiniteGraph is able to analyze massive amounts of profile information, location data, survey information and responses to offers from specific advertisers, partners and brands. The solution uncovers and visualizes hidden intelligence, giving marketers unprecedented insight into response rates, purchasing patterns and opportunities in order to optimize campaigns and increase returns on advertising investments and revenues.

INNOVATION:
Real-time geolocation based marketing and advertising programs that are beneficial to the consumer and increase revenues.

CHALLENGE:
Connect consumer preferences with geolocation data in real-time to offer convenient and relevant services and incentives for increased ROI.

SOLUTION: InfiniteGraph enables service providers with the ability to leverage CRM, networks and geolocation data in real-time to take advantage of real-time, personalized interactions with consumers to increase revenues and improve customer service.

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VALUE PROPOSITION

Understanding connections between customer profiles, behaviors and location information enables service providers and advertisers to deliver highly targeted marketing messages, rapidly respond to competitor campaigns and quickly take advantage of market opportunities. The ability to map and identify the relationships within complex customer data sets leads to improved relevancy in marketing efforts, better segmentation, increased customer loyalty and increased revenues.

Blending real-time geolocation, network and customer data enables providers to reduce advertising costs while increasing revenues and customer loyalty.

ADVANTAGES

In a cluttered market with increased consumer expectations for personalized, value-added interactions and offers, companies that figure out how to effectively leverage the wide array of customer information available are positioned to outperform their competitors. The power to find relationships within huge amounts of customer data enables advertisers to maximize their market budgets, increase sales and improve margins. By enabling highly targeted marketing efforts, Company offers advertisers the ability to cut through the clutter, lower acquisition costs, build loyalty and drive revenue.

About Objectivity, Inc.

Since 1988 Objectivity, Inc. has been the Enterprise NoSQL leader, helping customers harness the power of Big Data.

Our leading edge technologies: InfiniteGraph, The Distributed Graph Database™ and Objectivity/DB, a distributed and scalable object management database, enable organizations to discover hidden relationships for improved Big Data analytics and develop applications with significant time-to-market advantages and technical cost savings, achieving greater return on data related investments.

Objectivity, Inc. is committed to our customers' success, with representatives worldwide. Our clients include: AWD Financial, CUNA Mutual, Draeger Medical, Ericsson, McKesson, IPL, Siemens and the US Department of Defense.

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