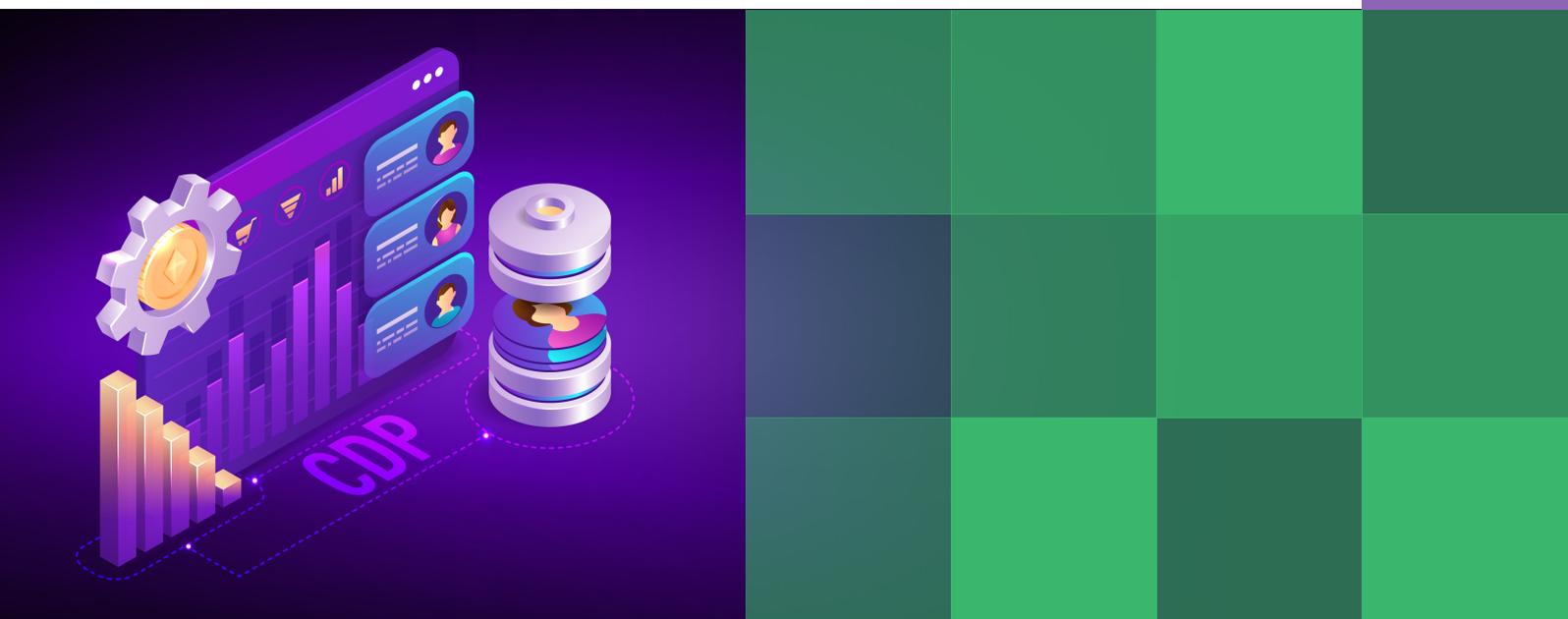


# Ignitho™

# CDP



## Customer Data Platform Accelerator

**Ignitho's CDP accelerator allows implementations in as little as 2 weeks.**

By keeping the AI use cases front and center, the CDP accelerator provides an integrated solution framework. Your CDP implementation is not just an aggregated repository of customer data with visualizations and basic segmentations.



## Key Benefits

### Pre-built AI models

The CDP accelerator is industry specific and comes bundled with predefined AI models to cater to the most important use cases. This ensures that your implementations are rapid and meet a very tangible business need. If additional AI models are needed, they can be added quickly making the accelerator very scalable.

### API based Real-Time Integration of AI Insights

The biggest challenge with AI is the last mile integration with your business applications. Ignitho's CDP accelerator comes with an API layer built in so that the insights can be integrated right into the applications that need them. These can be either operational systems such as customer service, or front-end customer experience systems.

### Advanced What-If Analysis

The CDP accelerator combines AI models and business intelligence as two linked but separate modules. This allows an intuitive what-if analysis of key scenarios such as looking at churn metrics if price is changed, impact of promotions, and so on. The AI based what-if analytics is much more powerful than simple visualization.

### No Data Duplication

Enterprises generally have a global data repository already in place. Depending on how mature that is, duplicating data into a separate CDP may not be desirable. Ignitho's CDP accelerators can cater to both scenarios. It can either work in a federated model or it can integrate with multiple data sources and pull the data into a separate CDP repository. Advanced data integration connectors ensure that any changes in the CDP repository are fed back into the source systems for a 2-way sync.

### Rapid Data Integration with Predefined Schemas

The CDP accelerator comes prepared with a set of predefined AI models. This allows us to define the required data schema in enough detail so that data discovery and integration can proceed quickly.

## Technology Used



Sign up to view a **demo** of the CDP accelerator.

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