



Customer Data Hub

Service Definition

Contact Information

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2. Executive Summary

Acquisition, integration, analysis and actioning of customer data is key for providing those customers the best experiences with our clients' platforms, services, and products. Best of breed Customer Data Platforms provide the bulk of what might be needed by providing frameworks for ingesting, segmenting, processing, exporting and acting on that data. However, enterprises want the flexibility to do more, to own more of the data, to develop novel approaches to analysis and intervention, to join data to non-customer sources, and build their own customised integrated customer data hub to develop a competitive edge. We integrate with these Customer Data Platforms at each stage - using them to ingest data from the web, using their existing customer profiles, and feeding data back to them for familiar analytics and real-time actioning. Our clients get the best of both worlds.

Imagine a full 360 view of a customer, integrated and queryable. Imagine understanding those customers both individually and collectively and using that knowledge to constantly improve the way you interact with those customers and build your business processes.

Imagine customers receiving personalised experiences based on the sum of the data available across all channels such as call centres and web applications, in addition to data available in non-customer channels such as product stock. Imagine that they receive these experiences based on the most up to date data available.

3. Service Overview

We work with our clients to design the customer data hub that would work best for them; through a series of workshops and discovery we work with our client to understand both their current data capabilities, but also the business problems they are solving; we help work to understand their customers' journeys and understand how the customer data hub may (or may not) be the tool to give these customers better experiences, engage them in our clients' offerings, and give everybody the value. We might integrate with existing data platforms, upgrade and improve on them, or build a solution from scratch. What we end up doing is a product of the collaboration - which continues throughout the project.

Daemon's customer data hub solution starts with ingest connectors across a variety of possible data sources. In the case of retail, for example, these would include e-commerce, mobile applications, customer support, call centres, logistics, field support, loyalty programs, and more. A data lake exists to hold unstructured and structured data from these ingest connectors at near infinite scale. Structured data is queryable immediately and data pipelines incorporate out of the box or custom analytics for getting this data into queryable form. AI/ML solutions can obtain insights from the unstructured data. A data warehouse is plugged in along with BI solutions to give fast querying and visualisation. Data access is designed and restricted; privacy and security is built in. Optionally, a graph database-supported analytics and transactional engine supports non-conventional querying designed to exploit the connections across this data, allowing us to exploit long distance

connections in the data efficiently. Real-time pipelines are also available for fast response. Downstream connectors and solutions allow us to simply push this data to downstream analytics or engines such as external data warehouses, BI tools, or marketing automation, or to act on it - for example, by integrating customer facing web platforms with the customer data hub.

This service incorporates full implementation, migration and licensing of the data lake and its components as per scope defined in service scope section.

We begin with a series of collaborative workshops and discoveries, building out a roadmap for the best customer data hub architecture for you, along with the most high impact set of use cases and integrations. Designing this roadmap we usually aim to deliver first those parts of the platform necessary to support the use cases with the highest impact/effort ratio, with the full architecture and solution as the end point. We continue to work with you during development and handover to uncover the highest value use cases for you.

The service outcomes are as such:

- Data collection.
- Batch ingestion.
- Stream and real-time ingestion.
- Transformation and schema deployment.
- Structured and unstructured query.
- Data security.
- Data lifecycle.
- Real-time analytics
- Data lake governance.
- GDPR awareness and conformation.
- Integration with customer systems, marketing automation, CDPs, etc.
- Custom ingest connectors.
- Customer profile creation.
- Customer identity mapping.
- Downstream connectors and APIs to enable integration and use cases.
- Use case development: we offer much more than just “data”.
- Machine learning options.
- BI + analytics.
- Graph database powered analytics and transactional capabilities.

5. Engagement Model

We usually employ Daemon Solutions standard programme and project engagement model, which is tailored from the Managing Successful Programmes (MSP), Prince 2, Project Management Institute (PMI) PMBOK. We can align processes to customers for specific engagements, if needed.

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