

SUPERVISED MACHINE INTELLIGENCE

SINGLE PLATFORM FOR INTELLIGENCE AND AUTOMATION

#CUSTOMER INTELLIGENCE #BUSINESS INTELLIGENCE

#OPERATIONAL INTELLIGENCE #ENGAGEMENT AUTOMATION

#PROCESS AUTOMATION #PREDICTIONS #PROFITABILITY

REAL-TIME INTELLIGENCE FOR ALL KINDS OF USERS



CUSTOMERS



MARKETING
USERS



MARKETING
BOTS



OPERATIONAL
USERS



OPERATIONAL
BOTS



BUSINESS
USERS



SUPERVISED MACHINE INTELLIGENCE PLATFORM
SINGLE VERSION OF TRUTH



PROPRIETARY
SCRIPTS &
SDKS

CRM,ERP,
SCM
APPLICATIONS

ENTERPRISE
DATA
WAREHOUSE

BIG DATA
LAKES

DATA
MINING
TOOLS

THIRD PARTY
CLOUD
WEB SERVICES

AN AUTOMATED ^{REAL-TIME} ENVIRONMENT

WHERE HUMANS JUST HAVE TO..

CONNECT AND AUTO-ORGANIZE

AS SOON AS DATA IS PLUGGED, IT AUTO-ORGANIZES THE INCOMING DATA BASED ON AN INBUILT INFORMATION ARCHITECTURE

SUPERVISE

THE ORGANIZED DATA CAN BE EASILY MANAGED WITH WEIGHT SETTINGS, RULES AND DELIVERY CONTENT TEMPLATES

MONITOR

SIT BACK AND MONITOR PERFORMANCE OR GET ANSWERS AND STATUS REPORTS BY JUST ASKING IN NATURAL LANGUAGE

AUTO-ORGANIZE

PLUG IN /
PLUG OUT DATA

SUPERVISE

WEIGHTS
AND SCORES

RULES &
TRIGGERS

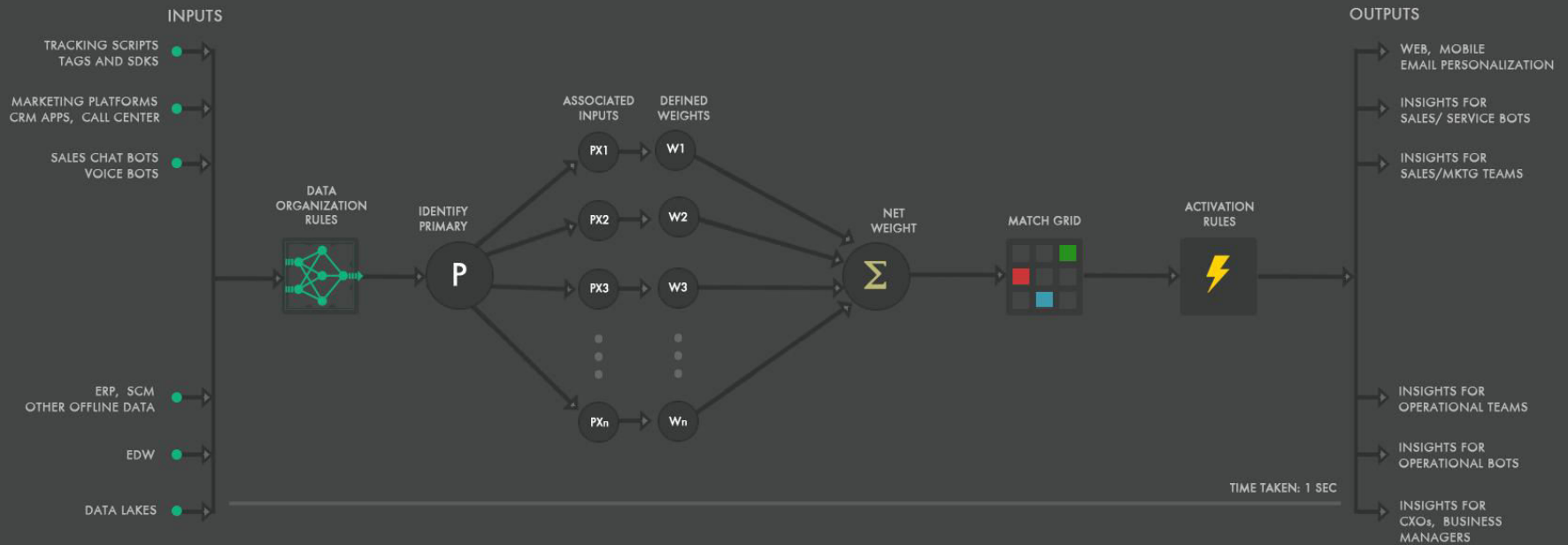
TEMPLATES &
DYNAMIC CONTENT

MONITOR

QUERY ANY
DATA INSIGHTS

HOW DOES IT WORK IN REAL-TIME?

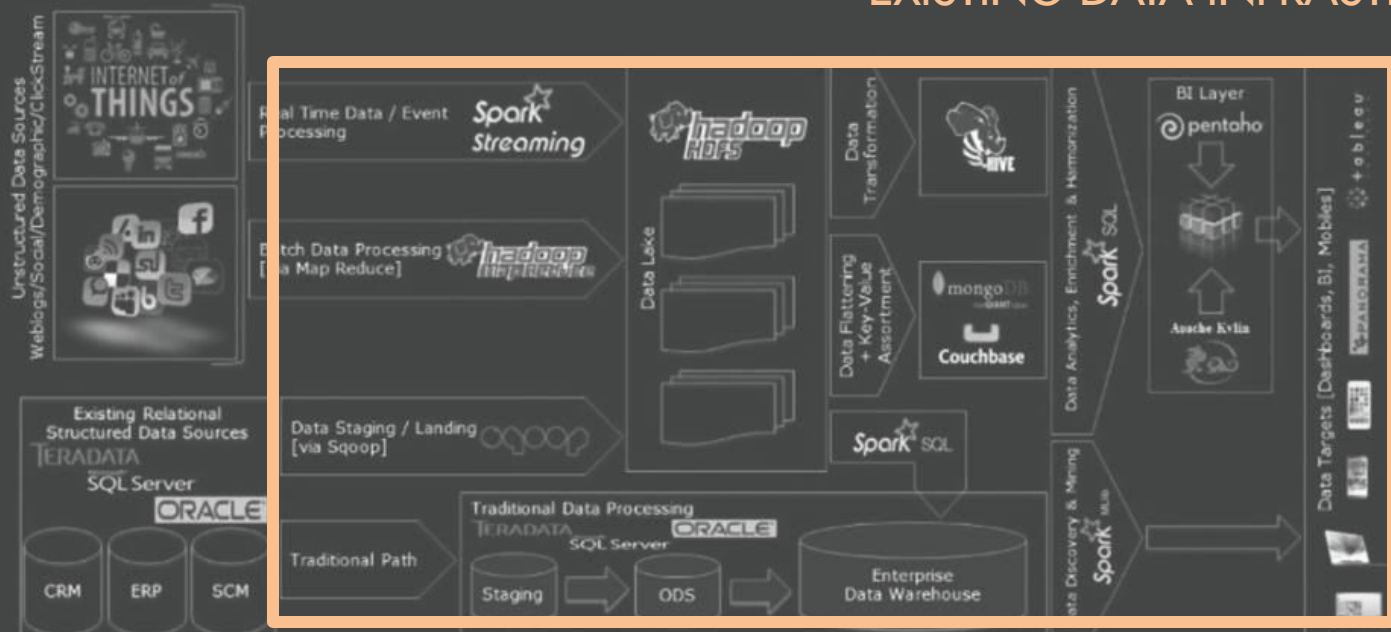
INTEGRATED MODELS WORK ON REAL-TIME SCORING TECHNIQUES TO ARRIVE AT DECISIONS INSTANTLY



THE BIG DIFFERENCE

COMPARING EXISTING DATA INFRASTRUCTURE TO PLUMB5

EXISTING DATA INFRASTRUCTURE



TOP LINE EFFECTIVENESS

- # DATA RELATIONSHIP INCOMPLETE
- # INACCURATE INSIGHTS
- # LATENT DELIVERY
- # LOW REVENUE CONVERSIONS

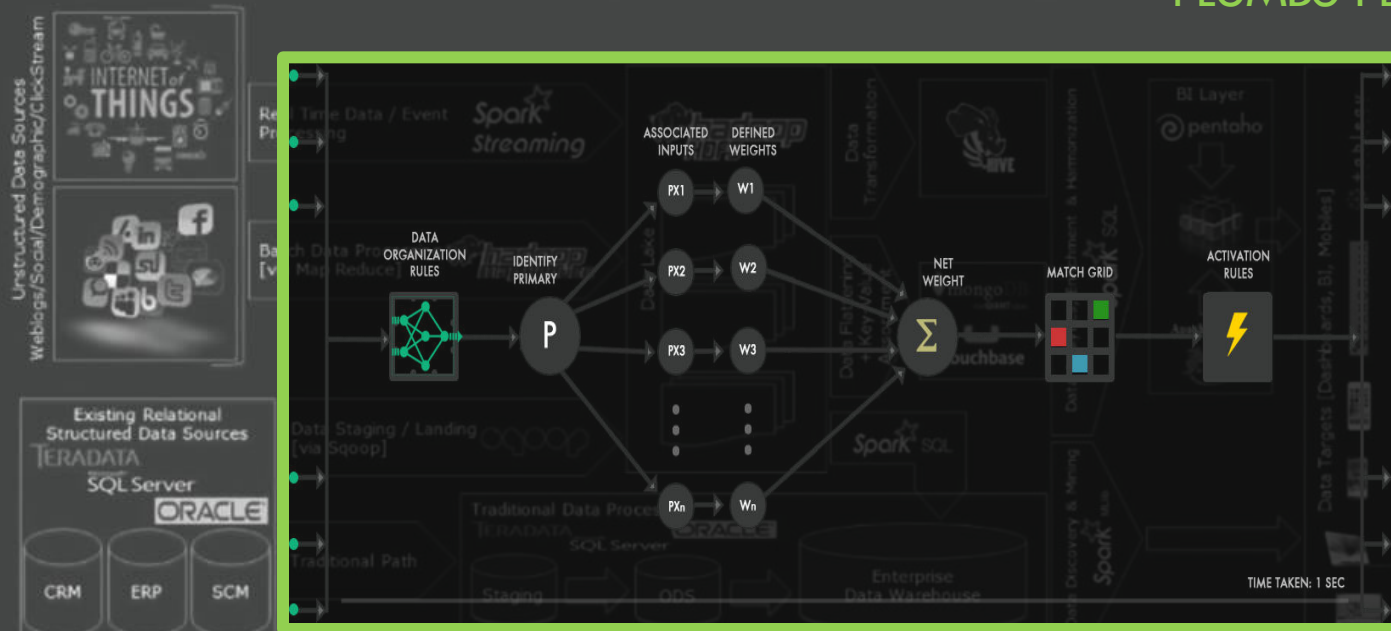
BOTTOM LINE EFFECTIVENESS

- # SYSTEM OVERHEADS
- # REDUNDANT DATA OVERHEADS
- # INTEGRATION OVERHEADS

THE BIG DIFFERENCE

COMPARING EXISTING DATA INFRASTRUCTURE TO PLUMB5

PLUMB5 PLATFORM



TOP LINE EFFECTIVENESS

- # DATA RELATIONSHIP COMPLETE
- # ACCURATE INSIGHTS
- # REAL-TIME DELIVERY
- # HIGHER REVENUE CONVERSIONS

BOTTOM LINE EFFECTIVENESS

- # REDUCED SYSTEM OVERHEADS
- # NO REDUNDANCY
- # NEGLIGIBLE INTEGRATION COSTS

PLATFORM FEATURES

THE PLATFORM IS INTEGRATED WITH FEATURES THAT ALLOWS REAL-TIME COMPUTATION AND SEAMLESS DATA AUTOMATION

PRE-BUILT DATA MODEL

A HOLISTIC DATA MODEL ALLOWS DATA INPUTS TO ORGANIZE DATA BASED ON HIERARCHICAL RULES

DATA CONNECTORS

AN EASY INTERFACE TO IMPORT AND MAP DATA COLUMNS TO THE DATA ARCHITECTURE FOR PROCESSING

SCRIPTS AND APIS

INSIGHTS CAN BE SERVICED TO TOUCH-POINTS THROUGH SCRIPTS/SDKS OR THROUGH WEBSERVICES FOR EXTERNAL APP.

INBUILT LEARNING MODEL

PROPENSITY MODELS, ATTRIBUTION MODELS ALLOW IN WEIGHT ALLOCATION AND DISTRIBUTION FOR REAL-TIME LEARNING

DATA MANAGEMENT

AN EASY INTERFACE TO MANAGE WEIGHTS, RULES, WORKFLOWS, DYNAMIC TEMPLATES TO MANAGE DATA AND INSIGHTS

INTEGRATED MESSAGING

THE PLATFORM IS INTEGRATED WITH EMAIL, SMS AND CTI SERVICE PROVIDERS FOR INSIGHT DELIVERY TO PREFERRED TOUCH-POINTS

PLATFORM APPS

THE PLATFORM SERVES INBUILT APPS WHICH ARE INTEGRATED WITH TAGS FOR COMPLETE CUSTOMER JOURNEYS

ANALYTICS

THE ANALYTICS MODULE ALLOWS USERS TO QUICKLY BROWSE THROUGH INSIGHTS ACROSS METRICS

CUSTOMER MANAGEMENT

USERS CAN VIEW UNIFIED CUSTOMER INSIGHTS AND MANAGE CUSTOMERS GOAL PATHS OR SETUP FOLLOW-UP MESSAGING

OMNICHANNEL ENGAGEMENT

THE PLATFORM IS INTEGRATED WITH ALL CUSTOMER TOUCH-POINTS SO ENGAGEMENT AUTOMATION CAN BE DELIVERED IN REAL-TIME ACROSS CHANNELS

PERSONALIZATION

THE PERSONALIZATION MODULE PRESENTS A COMPREHENSIVE RULE ENGINE FOR TARGETING 1:1 MESSAGES

RECOMMENDATIONS

USERS CAN CONTROL AND MANAGE RECOMMENDATIONS ACROSS VARIOUS BEHAVIOR TYPES OR CREATE CUSTOM RECOMMENDATIONS

DATA VISUALIZATION

THE DATA MANAGEMENT MODULE ALLOWS USERS TO CREATE AND SHARE DASHBOARDS AND CUSTOM REPORTS OF THEIR CHOICE, ON ANY DATA-SET AVAILABLE ON THE PLATFORM

BUSINESS ADVANTAGES

THE BUSINESS BENEFITS FROM BOTH TOP-LINE AND BOTTOM-LINE GROWTH WHICH RESULTS IN INCREASED PROFITABILITY AND SUSTENANCE

DATA INTEGRATION

AN EASY PLUG AND PLAY ENVIRONMENT
ALLOWS THE BUSINESS TO IMPLEMENT FASTER
AND REDUCE INTEGRATION OVERHEADS

NLP BASED DATA SEARCH

BUSINESS CAN GENERATE ANY DATA REPORTS
USING NATURAL LANGUAGE AND REMOVE
CUSTOM REPORT JOBS OUT OF THE EQUATION

UNIT ECONOMICS

THE UNIFIED DESIGN ALLOWS THE BUSINESS
TO TRACK THEIR REVENUES AND SPENDS AT A
UNIT LEVEL, ALLOWING THEM TO MEASURE AT
A MICRO-SCALE

DEEP LEARNING

BUSINESS CAN INCORPORATE FACE, MOOD,
SENTIMENTS INTO THE LEARNING MODEL TO
DELIVER CONTEXTUAL EXPERIENCES

DATA OPERATIONS

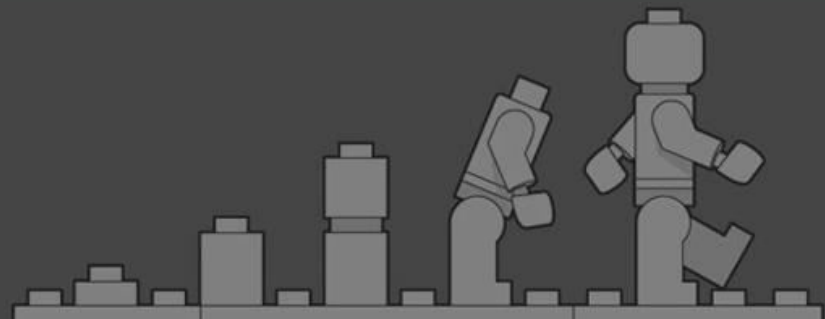
REDUCED MANUAL HUMAN TASKS ARE
AUTOMATED ALLOWING HUMANS TO FOCUS
ON STRATEGY

GROWTH AUTOMATION

WITH INSIGHT LED AUTOMATION, FOLLOWUP
COMMUNICATIONS ARE TIMELY AND
RELEVANT ENSURING FASTER TIME TO
REVENUE

PLATFORM EVOLUTION

5 YEARS OF PROGRESSIVE EFFORT TO SIMPLIFY DATA COMPLICATION



AGILE BUSINESSES NEED FUTURISTIC AGILE PLATFORMS

PLUMB5 CAN SERVE REAL-TIME INSIGHTS TO CUSTOMER SERVICE ROBOTS



WRITE TO US TO TRY A PROOF OF CONCEPT

www.plumb5.com

plumb5