

Single Customer View Accelerator with Azure ML

A comprehensive, customised and cloud-based SCV solution that can help you create a unified and accurate view of your customers across multiple data sources and deliver personalised, relevant experiences to your customers.

Overcome problems with your customer data quality, consistency and completeness due to having multiple customer databases from different systems, channels and departments. Take advantage of the opportunity to improve your customer service, marketing, sales and analytics by gaining a holistic and reliable view of your customers and their needs, preferences and behaviours.

Our highly specialised team of data engineers and data scientists will help you match and deduplicate your customer data across multiple sources, create a unique common identifier, link all records for the same customers, and publish your SCV data.



"Empower your customer engagement initiatives with Single Customer View Accelerator, matching and deduplicating your customer data across multiple sources to create a single, trusted, consistent, enriched record for each customer."

UNIFY AND ENRICH CUSTOMER DATA

- Extract, prepare and profile your customer data from various sources
- Apply algorithms such as fuzzy matching, unique individual signatures, record linkage and entity resolution to identify and merge duplicate customer records
- Manually review potential matches to improve the solution's accuracy and refine classification models

ENABLE CUSTOMER ENGAGEMENT

- Create a lookup table to link your existing systems and databases using a common identifier
- Link all records for the same customers across and within multiple systems to help understand changes to their circumstances and behaviours
- Deliver personalised, relevant experiences to your customers based on a holistic view of their data

OPTIMISE CUSTOMER DATA QUALITY

- Build, train, deploy and automate your SCV solution using Azure Machine Learning
- Implement tools to monitor and improve your data quality and solution performance
- Use the customer graph to highlight data quality issues and customer behaviours

Why Microsoft Azure?

Be future-ready

Continuous innovation from Microsoft supports your development today, and your product visions for tomorrow. With 1,000+ new capabilities in the past year, you can build on the latest advancements in AI, blockchain, Kubernetes, containers, and databases to keep you ahead of the curve.

Our enterprise grade analytics solution outperforms the competition, costs less, and is fully compatible with your existing development, BI, and data-science tools.

Operate hybrid seamlessly

On-premises, in the cloud, and at the edge—we'll meet you where you are. Integrate and manage your environments with tools and services designed for hybrid cloud.

Enhance security, simplify access, and set smart policies across your different environments with a single-identity platform trusted by 90% of enterprises globally.

Build on your terms

You have choices. With a commitment to open source and support for all languages and frameworks, build and deploy how you want to. Take advantage of the full-featured, integrated development environments with built-in support Visual Studio and Visual Studio Code, the most popular IDEs trusted by 15M+ developers.

We embrace open source, drive innovation through collaboration, and contribute back to the community.

Trust your cloud

Get security from the ground up, backed by a team of experts, and proactive compliance trusted by enterprises, governments, and startups.

With a \$1B+ investment in security R&D and 3,500 cybersecurity experts, security is foundational for Azure.



Microsoft Azure is an ever-expanding set of cloud computing services to help your organization meet its business challenges. With Azure, your business or organization has the freedom to build, manage, and deploy applications on a massive, global network using your preferred tools and frameworks.

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