



**HUDI** digital  
humanism

*"If you change the way you see the world, you can change the world you see"*

**Satya Nadella – Ceo Microsoft**

At HUDI, our work and research are aimed at managing and valorization data and the design of new models that represent a starting point for delivering solutions that can innovate the way of doing business.

## WORKSHOP

### A way to success

Find out how HUDI can help in our 8-hours workshops.

**FSI companies can cut across legacy infrastructure silos and turn large amounts of internal and external data into market and consumer insights.**

**HUDI can help FSI to turn out the data in information useful to build more personalized experiences and relationships that ultimately grow client loyalty and share of wallet.**



**Microsoft Dynamics 365  
Customer Insights**

- ❖ **Trusted relationships:** use trusted platform to meet higher standards of data security and compliance. FSI need to increase customer lifetime, value customer satisfaction and loyalty
- ❖ **Bring together transactional and observation data:** merge data of online platforms for transactions and other services, social media for sentiment tracking, email for communication as well as pre-sales and customer service tools to have a single Data Customer Card
- ❖ **Predict your customers financial needs, goals and behaviors:** enrich profiles with first and third party data on credit rating, household income, life events and affinities for brands and interests
- ❖ **Identifying key segments:** Understand customers by identifying key segments like high net worth customers, high spenders customers with propensity for loans and customers that are likely to churn

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