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10 Days

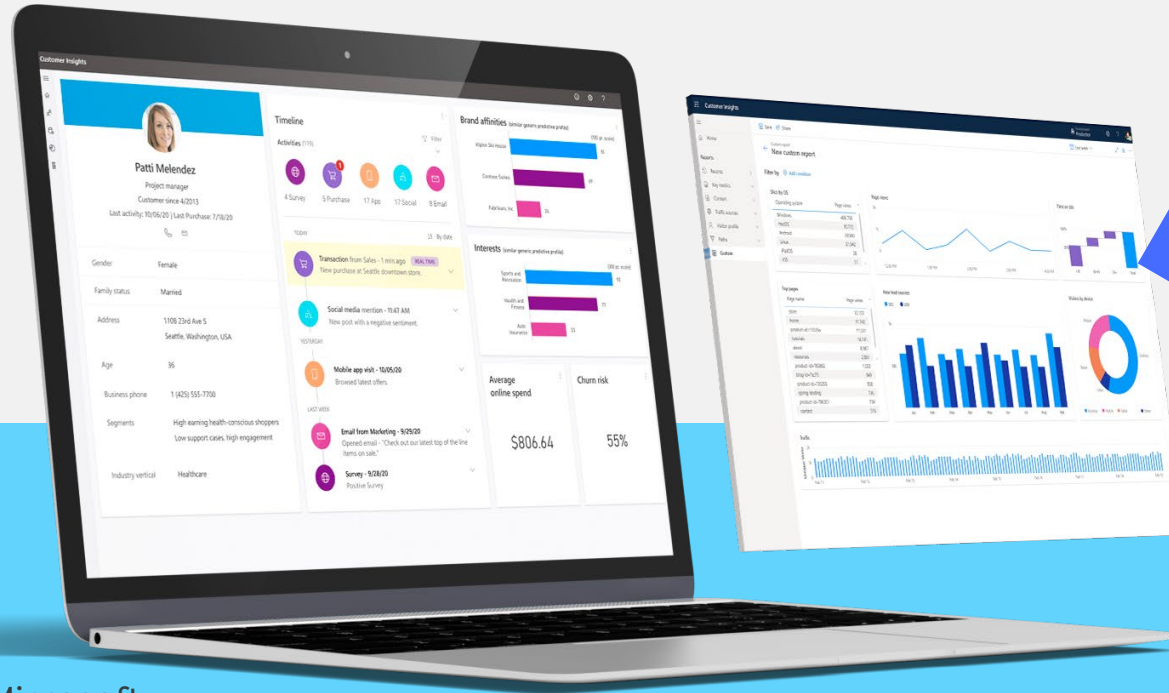**10-Day Customer Insights PoC**

29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

Customer Insights PoC

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10-Day Customer Insights PoC

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With this 10-day proof of concept, Prodware (Microsoft partner with the largest CI project in Europe) will provide a DEMO of the Customer Insights product adapted to the needs and requirements of your business. Transform, map and unify dispersed data with simple processes and without the need for advanced technical knowledge. Raise the analytical potential of your Knowledge about transactions, omnichannel. **Optimize results through insights tailored to your business**

Adapt & expand

Optimize with KPIs and key segments

Unified 360 customer vision

Enrich data with AI

Outcome | Unify your data from different sources with a 360° customer visualization

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Unify your data sources and create a 360 customer profile without the need for great technical knowledge. Identify behaviour patterns and enrich your data through AI technology. Expand or customize the potential of segments and metrics thanks to Power Platform, Microsoft Power BI and Azure technology.

Shipments

Patients

Support case

Service requests

Planograms

Orders

Forecast

Accounts

Trade promotion

Device data

Equipment maintenance

Merchandise

Opportunities

![prodware logo]

Ingest, transform and merge your data without the need for programming and enrich it with the potential of AI

Ingestion

Bring Customer and activity data from all source

Mapping and matching

Identify and understand profile data from transactional and observational sources

Merging

Consolidate data into a single customer profile with source lineage

Enrichment

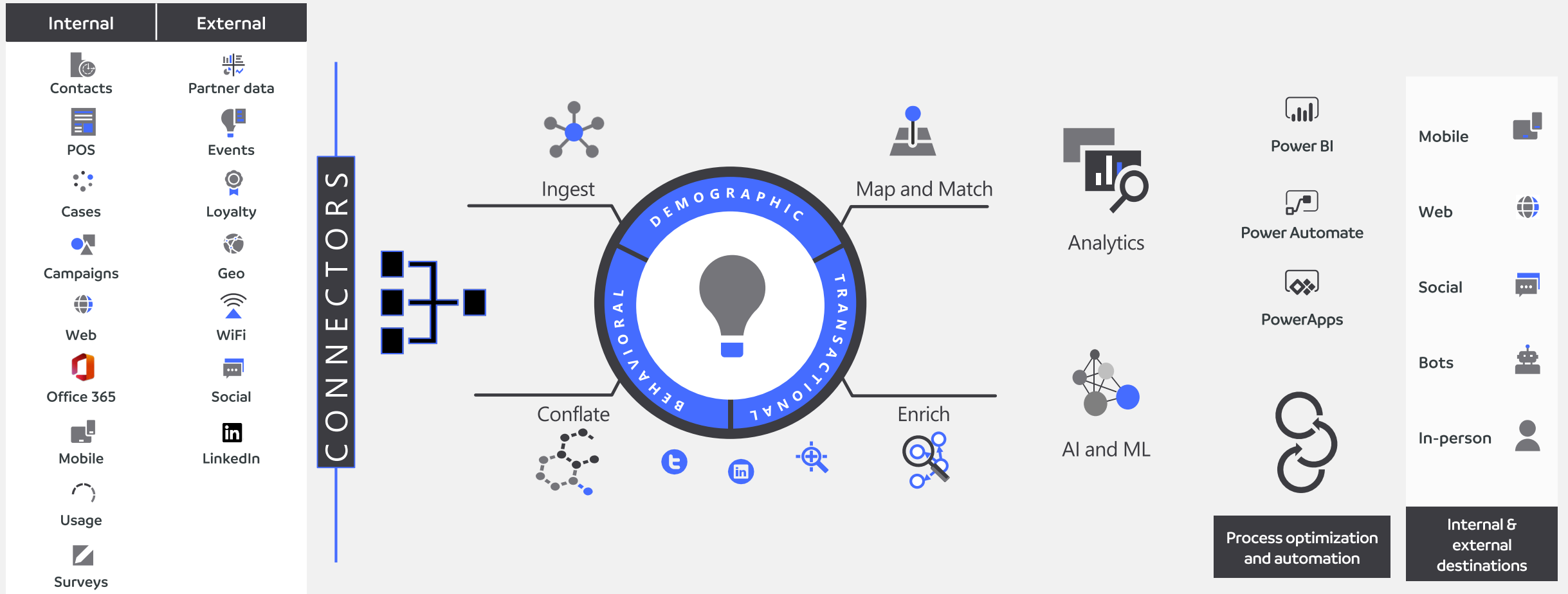Enrich profiles using AI models and proprietary signals from Microsoft

Insights

Derive insights that automate and optimize processes

Action

Leverage insights across all channels of engagement with connectors and APIs

Customer Insights

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Internal	External
Contacts	Partner data
POS	Events
Cases	Loyalty
Campaigns	Geo
Web	WiFi
Office 365	Social
Mobile	LinkedIn
Usage	
Surveys	

CONNECTORS

Ingest

Map and Match

Conflate

Enrich

DEMOGRAPHIC

TRANSACTIONAL

BEHAVIORAL

Analytics

AI and ML

Power BI

Power Automate

PowerApps

Process optimization and automation

Mobile

Web

Social

Bots

In-person

Internal & external destinations

Data -------- Unification -------- Insights -------- Action

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10-Day Customer Insights PoC

Deliverables

- ✓ Creation of agreed metrics and segments

- ✓ 30-day DEMO environment with explanatory sessions

- ✓ Design document of the proof of concept

- ✓ Power BI report

10 Day Customer Insights PoC

1 2 3 4 5 6 7 8 9 10

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Day 1 Preworkshop

Day 2-8 Workshop

Day 9 Workshop

Day 10 Workshop

Day 1
Preworkshop

Polling via conference to identify sources, requirements and metrics to create

Identify license models

Walk through the solution explaining its potential

Creation of the plan and design document

Confirmation and verification of origins

10 Day Customer Insights PoC

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1 2 3 4 5 6 7 8 9 10

Day 1 Preworkshop

Day 2-8 Workshop

Day 9 Workshop

Day 10 Workshop

Day 2-8 Workshop

| Data model | Map, Match, Merge process of the data | Creation of the 360 customer profile & Visualization | AI models, Intelligence & Prediction (churn rate, Life Time Value) | Creation of business measures, customer measures and attributes | Segment creation |

10 Day Customer Insights PoC

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ **9** ⑩

Day 1 Preworkshop

Day 2-8 Workshop

Day 9 Workshop

Day 10 Workshop

Day 9 Workshop

Example of exporting the segments to other platforms

Example of connection with Power BI

Creation of embedded Microsoft Power BI charts

Example of connection with Dynamics for Marketing

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- 1.300 Employees
- 13 Countries
- +175 M Turnover
- +19.000 Customers
- Listed on ALTERNEXT (ALPRO)

prodware españa

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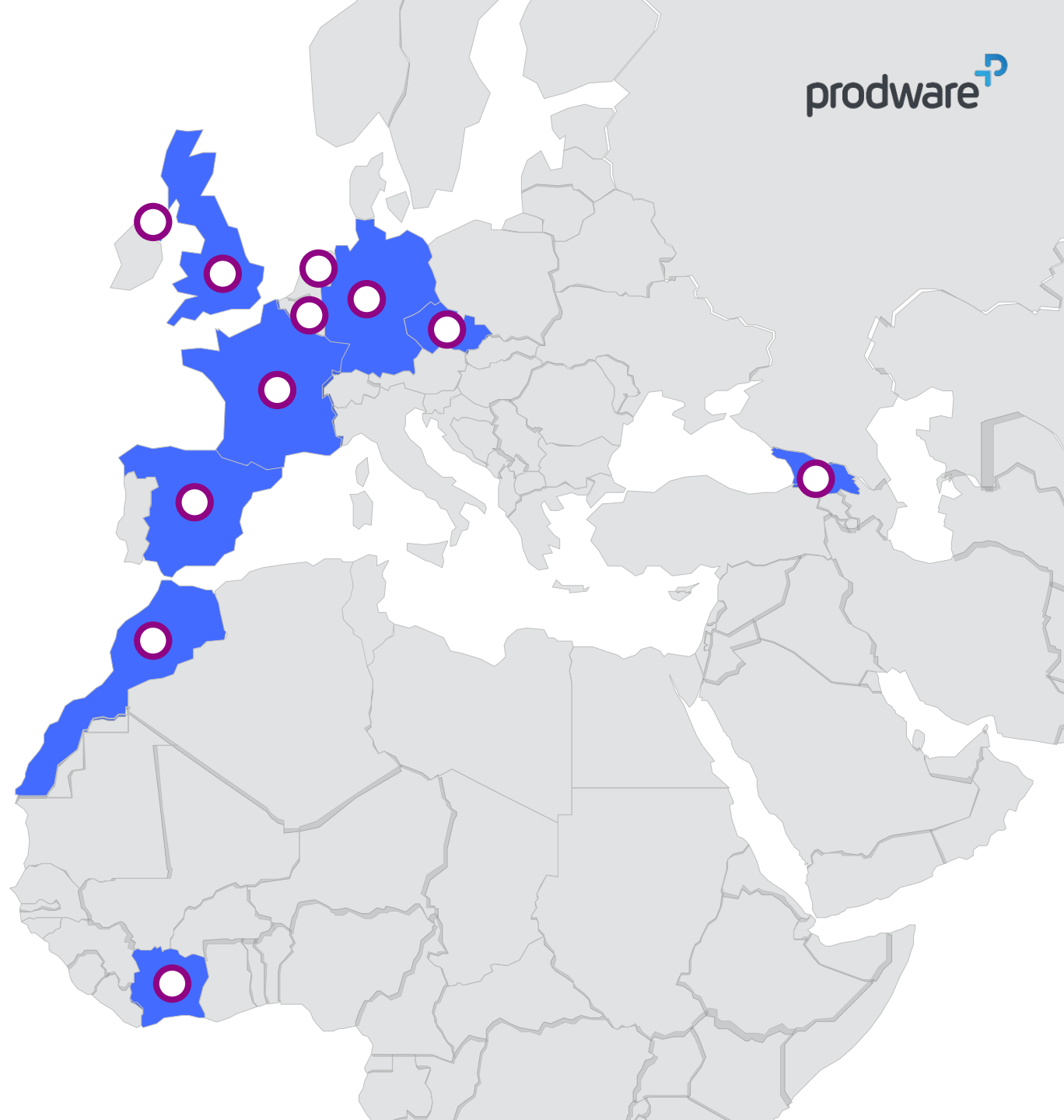
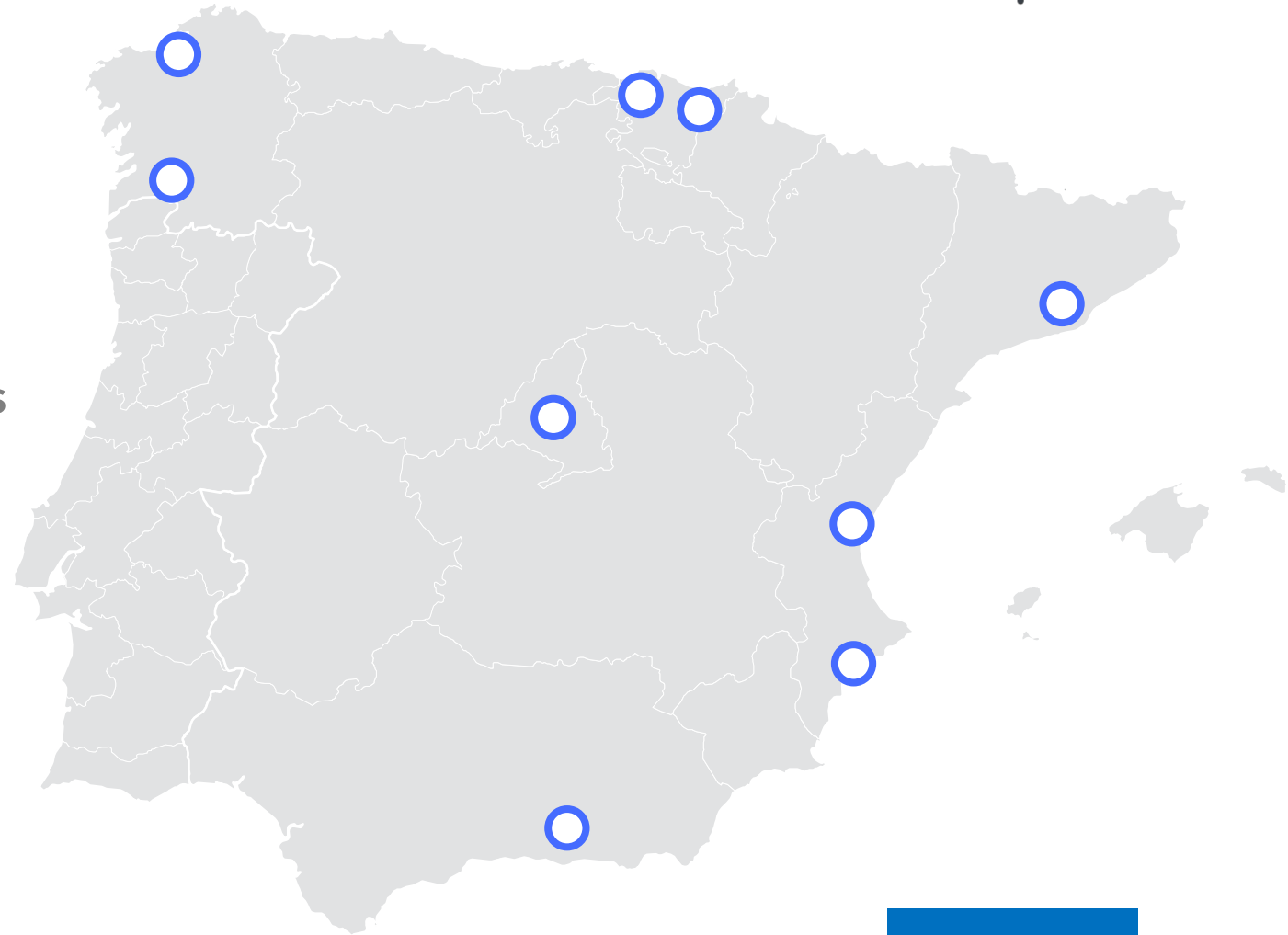**300** Employees

9 Branches

+30 M Turnover

+500 Clients

+300 Microsoft Certifications

Microsoft Partner
Microsoft

Gold Cloud Business Applications
Gold Cloud Platform
Gold Cloud Productivity
Gold Data Analytics
Gold Data Platform
Gold Datacenter
Gold Enterprise Resource Planning
Gold Small and Midmarket Cloud Solutions
Gold Windows and Devices
Gold Application Development
Gold Application Integration
Gold Project & Portfolio Management
Silver Collaboration and Content
Silver DevOps
Silver Security
Silver Enterprise Mobility Management

2020/2021 INNERCIRCLE
for Microsoft Business Applications

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Demand forecasting
MEJOR SOLUCIÓN Y PROPIEDAD INTELECTUAL
2020
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