



# Optimize Customer Engagement Using Connected Data, In-Line Analytics, and Intelligent Orchestration with RedPoint Global on the Microsoft Azure Cloud

## MICROSOFT AZURE PARTNER PROFILE: RedPoint Global

RedPoint helps enterprises optimize customer engagement and deliver on their brand promise. The RedPoint Customer Engagement Hub enables organizations to unify data and create a single view of customers, determine next best actions through automated analytics, and orchestrate the customer experience across touch points, data sources, and channels.

### RedPoint Customer Engagement Hub

#### Cross-Channel Engagement



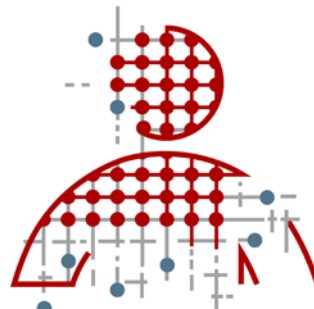
Orchestrate web, SMS, mobile apps, POS, ad tech, Internet of Things, call center, social, direct mail, email and other channels to optimize customer lifetime value. RedPoint provides an open, agile approach that enables organizations to easily integrate their existing engagement systems and 3<sup>rd</sup> party MarTech, AdTech and other interaction technologies.

#### Real-Time Interactions



Deliver highly personalized and contextually relevant engagement in real-time. Use advanced analytics, machine learning, and decision management strategies to fuel automated and scalable interactions in digital channels. Eliminate the need for manual segmentation with self-training models. Leverage a variety of tactics, such as A/B/n and goal-based optimization.

#### Customer Data Platform



Develop a single customer view to drive personalized interactions across the enterprise. Create progressive customer profiles that integrate all available data and expand when you interact with your customers. Link households, devices, and identities easily across touchpoints to drive engagement and better business outcomes.

#### Big Data & Analytics



Seamlessly work across Big Data/Hadoop and traditional environments to integrate data and effortlessly migrate from data flow design to production at scale. Deliver improved results by flipping the 80/20 rule: reduce data prep costs by 80 percent so you can spend more time developing models and deliver outstanding customer engagement.

### WHAT OUR CUSTOMERS ARE SAYING

"RedPoint has really become a strategic partner of ours. Without their commitment to ensuring our success, we definitely wouldn't be where we are today." – Andrew Heltzel, Director of Marketing and CRM, Xanterra Parks and Resorts

### LEARN MORE

For more information, please visit [www.redpoint.net](http://www.redpoint.net) or email [dan.renner@redpoint.net](mailto:dan.renner@redpoint.net).

# Microsoft Azure

Microsoft Azure is an open and flexible cloud platform that enables you to quickly build, deploy, scale, and manage applications across a global network of Microsoft data centers. You can build applications using multiple languages, tools, and frameworks.



## KEY USE CASES

### WEB APPLICATIONS

Build anything from lightweight websites to multi-tier cloud services that scale up as your traffic grows.

### CLOUD STORAGE

Rely on geo-redundant cloud storage for backup, archiving, and disaster recovery.

### BIG DATA & HPC

Get actionable insights from your data by taking advantage of a fully compatible enterprise-ready Hadoop service.

### MOBILE

Accelerate your mobile app development by using a backend hosted on Microsoft Azure. Scale instantly as your install base grows.

### MEDIA

Create, manage, and distribute media in the cloud – everything from encoding to content protection to streaming and analytics support.

### FLEXIBLE APPLICATION MODEL

Microsoft Azure provides a rich set of application services, including SDKs, caching, messaging, and identity. You can write applications in .NET, PHP, Java, node.js, Python, Ruby, or using open REST protocols. This is all part of Microsoft's promise to let you build using any language, tool, or framework.

### ALWAYS ON, ALWAYS HERE

Build resilient applications with automatic operating system and service updating, built-in network load balancing, and geo-redundant storage. Microsoft Azure also proudly delivers a 99.95% monthly SLA. You can rely on decades of experience in data center operations and trust that everything Microsoft Azure offers is backed by industry certifications for security and compliance.

### DATA CENTER WITHOUT BOUNDARIES

Microsoft Azure makes it easy for you to integrate your on-premises IT environment with the public cloud. Migrate your virtual machines to Microsoft Azure without the need to convert them to a different format. Use the robust messaging and networking capabilities in Microsoft Azure to deliver hybrid solutions, and then manage your hybrid applications from a single console with Microsoft System Center.

### GLOBAL REACH

With data centers around the globe, a massive investment in data center innovation, and a worldwide Content Delivery Network, you can build applications that provide the best experience for users, wherever they are.

**Learn more:** [www.microsoftazure.com](http://www.microsoftazure.com)

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