

Marketing Data Foundation with AWS

Flyer

Go Beyond Customer Data Platforms

Delivering amazing customer experiences begins with a complete and accurate profile of your customers. But why stop at merely collecting data? By preparing your data for platforms and AI, you can level up.

Imagine efficiently stitching together and organizing all your first-party data into a cohesive overview. This isn't just about collecting customer information; it's about setting up a strong marketing data foundation that meets all your potential activation needs.

By doing this, you can truly understand your customers and tailor your strategies to better engage them with an AI marketing strategy and an unparalleled brand experience.

Map Out the Brand Experience of Every Customer

Our Data Solution Features

- **Dynamic Schema for Customer Data**
Utilizes adaptable data structures that evolve with your business, keeping you aligned with the latest formats.

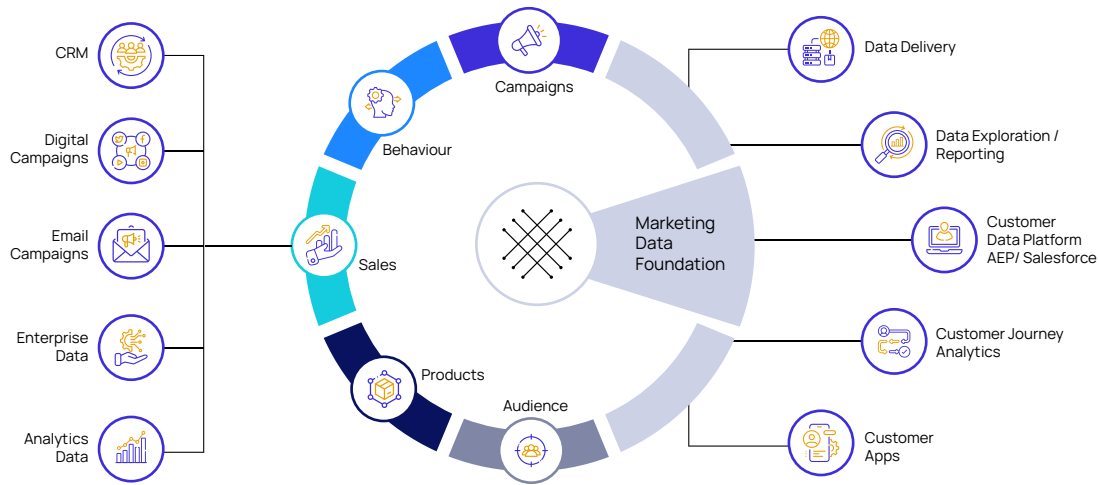
An Overview of the Data Foundation

Softcrylic has developed unique expertise in delivering marketing data foundation capabilities, leveraging AWS. The digital marketing solution gives clients a faster time to market while maximizing business impact and data utility.

- **Dynamic Relationship Evolution**
Continuously updates connections between data points to deliver real-time insights into customer behavior.
- **Automated Customer Profile Updates**
Leverages intelligent merging to eliminate duplicates and maintain accurate, unified customer profiles.
- **Daily Updates on Customer Profiles**
Refreshes customer data regularly to ensure you have the most current information for timely decision-making.
- **Flexible MarTech Platform Integration**
Supports seamless integration with a range of marketing technology tools to fit your unique strategy.
- **Graph-based Analytics**
Applies advanced visualizations to reveal hidden insights and relationships, enabling data-driven strategies.

A broad overview of the solution's capabilities

Understanding the components is crucial for enterprises looking for meaningful insights and next-generation digital marketing technology for new-age customer experiences.



Accurate Customer Graphs

The customer graph is optimized for handling complex relationships between data points, beneficial to AI for digital marketing. With identity stitching, the solution connects different identity attributes (like email, phone number, etc.) across various data sources. Graph databases excel at traversing these connections quickly and efficiently.

Graph Database Identity Resolution Benefits

Efficient Relationship Handling	Complex Pattern Matching	Natural Representation of Identity Data
Real-Time Querying	Multi-Tenancy Support	Solution Scalability

Make it Happen with AWS

Our Strategic Collaboration Agreement (SCA) with AWS reinforces our commitment to maximizing the potential of AWS cloud, data, AI, and apps with our trusted marketing IT consulting services.



2200+ AWS Certified
Consultants



Pipeline Automation
in Amazon S3



AWS Neptune
Identity Graph



3 Month
Implementation

One Strong Foundation, One-Stop Marketing Solution

Excited to dive into the world of AI for marketing and customer analytics? Let's chat about how we can elevate your strategies and truly understand your customers! Let us know at marketing@hexaware.com

About Hexaware

Hexaware is a global technology and business process services company. Every day, Hexawarians wake up with a singular purpose: to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With offices across the world, we empower enterprises to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at <https://www.hexaware.com>.

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