

## Customer OneView

A single view of your customers

Customer touchpoints are commonly spread across multiple, disparate systems throughout the entire sales cycle. To gain a 360 degree, single view of a customer is either impossible or requires extensive manual intervention.

Implementing the Customer OneView Solution can provide the necessary foundation for marketers to exploit up-sell and cross-sell opportunities, and optimise their channel investments.



- Improved Customer Visibility
- Deeper insight to customer behavior
- Identify more marketing opportunities
- More relevant offers to customers
- Better tracking of campaign conversions across product and channel

### Establish a Single View

- Bring together customer details from multiple sources
- Keep customer information current
- Segment quickly and efficiently to target more effectively

### 360 degree view of Customer

### Gain Deeper Insight

- Predict future demand
- Build a clearer picture of customer behavior and lifestyle
- Know your customers better and address their specific needs

### Better understand buyer behaviour

### Up-sell and Cross-Sell

- Target multi-channel marketing at the right time
- Market the right product when you know your customer is ready
- Recognize the up-sell and cross-sell opportunities before they arise

### Predict the Opportunity

"The solution we implemented on Azure has relayed the foundation for us and for the first time we are able to have a single view of our customer."

- Branko Ceran, Chief Information Officer, NSW Cancer Council

# Customer OneView built on Microsoft Azure allows for a rapid and future proof solution to gain 360° insight.



## Data Governance

- Disparate customer data is cleansed and matched to create a single source of truth
- Improved Customer Data Stewardship managed with SQL Server Master Data Services



## Cloud Infrastructure

- Elastic costs compared to an on-premises solution
- Azure provides more convenient Customer reference hub across cloud and on-premises systems
- Supports Hybrid and Cloud-Only implementation

### Our promise to you

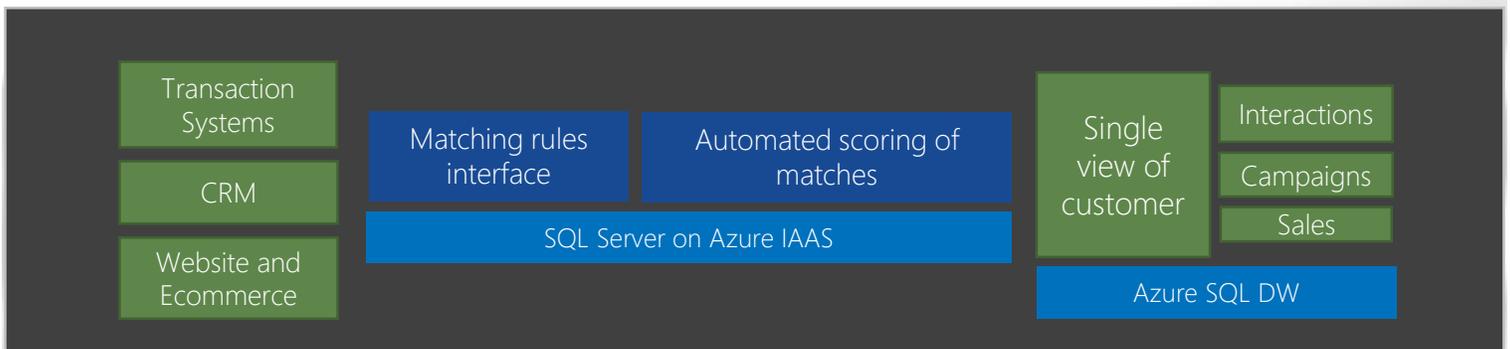
Customer OneView enables a coherent view of your customer base.

### An offer to get you started

BizData will deliver a streamlined engagement comprising of a;

- Cloud platform installation
- Data governance processes
- Configuration of automated data sourcing of transactional systems
- Development of customer matching business rules
- Consolidated activity view across each single customer enterprise wide.
- Data quality management report suite

Get Started from  
\$90,000



## Tangible Benefits / Desired Outcomes

- Single, unified and governed view of your entire customer base
- Deeper behavioural insight into each individual customer
- Capability to better predict and meet customer demand at the right time

## Why BizData?

BizData is an internationally award winning Data Analytics Agency. We specialise in rapid delivery of Artificial Intelligence, Big Data and Business Intelligence solutions, leveraging Microsoft and Open Source technology. BizData is widely recognised for excellence in innovation and implementation of customer solutions that spearhead a data-driven culture for everyone.