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BIGDATA SPECIAL

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100 Most Promising Big Data Solution Providers

‘Big Data’ is no more a buzzword. Now that organizations have already put their wide arms around Big Data, the next impediment lies around, refining the data to bring out insightful and meaningful results. In the wake of such scenario, experts of the field predict trends such as linking System of Records (SOR) data with Big Data repositories to open the doors of organizational efficiency. With every bit of ‘0’ and ‘1’ being harnessed as meaningful “collections,” enterprises are sure to achieve complete utilization of their concrete information, and attain significant outcomes. Another trend that has gained notable traction is capitalization of cloud for storing invaluable sets of data. While majority of enterprises consider it as a risky venture owing to the concerns of system latency, few others embark upon it for the sake of business agility.

With myriad of such transformations looming in the air of technology, enterprises are confident to embrace innovative ways to hold together the regulations of corporate world, and

also ensure participating in the realm of Big Data. In order to uphold a fine balance, it has become critical for the CIOs to choose proper technology and select best vendors that are at the forefront of effectively tackling the impediments across the Big Data realm. To help them accomplish their objective, CIO Review presents “100 Most Promising Big Data Solution Providers 2015.”

A distinguished panel comprising of CEOs, CIOs, VCs, analysts including CIO Review editorial board has decided the top Big Data Solution Providers from over thousand companies. The companies featured in this list provide a look into how their products work in the real world, so that you can gain an extensive understanding of the solutions available and how they stand against competition. We believe this information will help you while you make Big Data strategies for your organization.

We present you CIO Review’s 100 Most Promising Big Data Solution Providers of 2015.



Company:
InfoTrellis Inc

Description:
Provides products and strategic consulting for the next generation of customer data management for omni-channel support

Key Person:
Mahmood Abbas
CEO & Co-Founder

Website:
www.allisight.com

InfoTrellis

Next Generation 360 Degree Customer View For Omni-Channel and Customer Journey

Moving beyond just experimentation, enterprises are now accepting big data as a significant business asset for better decision making. However, big data on its own provides no real value. It must be cleansed, integrated and governed. To help enterprises meet this need, InfoTrellis matches customer databases to big data for a trusted and comprehensive 360 degree customer view that is a critical component in supporting real-time omni-channel and analytics initiatives. Customers use a variety of touchpoints such as dot-com, web-chat, social, email, mobile, brick and mortar and more to transact with enterprises and for support. “InfoTrellis’ advanced contextual matching stitches all of this data together to support the customer journey across channels,” says Mahmood Abbas, CEO and Co-founder, InfoTrellis.

InfoTrellis’ AllSight ConnectID, a comprehensive big data application, provides big data analytics with a comprehensive and current customer view. With rich customer data, it helps enterprises personalize their offerings to enhance sales, profits, and customer satisfaction. “Imagine using Google-like searching to find customers and create segments in real-time to supporting marketing in response to some external event. Imagine a representative talking to a customer that had a web chat with a different agent only 5 minutes ago... and having the full context of that web chat to better and more efficiently support that customer,” states Abbas. “These are just two examples of what AllSight ConnectID delivers.”

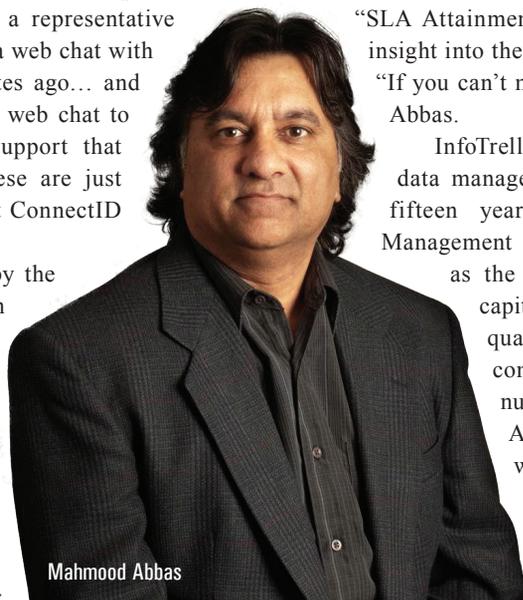
This is all made possible by the product’s ability to adapt to an enterprise’s definition of a customer and its innovative contextual matching engine. It goes beyond using probabilistic matching on traditional data points like names and addresses and it brings many other data points like transaction data and unstructured in-

teraction data into its algorithms. “We look at what people say to you, when they say it, who they say it to, where they said it and even why they said it. This is why we refer to it as contextual matching and it is unique in the marketplace,” says Abbas.

“**InfoTrellis’ advanced contextual matching stitches all of this data together to support the customer journey across channels**”

“You cannot trust metrics on BI reports or results of using big data in general if you don’t trust the data itself. AllSight ConnectID was built from the ground up with data quality and data governance as a key requirement. It provides reports and dashboards on the data including “Data Quality Analysis Trends”, “Match Metrics Trends”, “Data Change Trends”, “SLA Attainment” reports and more. This provides great insight into the data so that it can be properly governed. “If you can’t measure it then you can’t manage it,” says Abbas.

InfoTrellis has a very strong heritage in customer data management. They were the original architects fifteen years ago for a customer Master Data Management (MDM) product that is still recognized as the leader by industry analysts. They have capitalized on their data integration, data quality and data governance disciplines combined with experience partnering with numerous Fortune 500 companies to create AllSight ConnectID. “Any organization that wants to be serious about supporting omni-channel needs ConnectID. It is the only viable solution that can connect the data combined with analytics to support the customer journey.” **CR**



Mahmood Abbas