

# Capability Checklist for an Enterprise Customer Data Platform

The data explosion has created many opportunities to adapt your business to meet the needs of your customers. A few big players, such as Amazon, Uber and Netflix, who have successfully harnessed that data are outperforming in their ability to deliver a great customer experience, faster and cheaper. The gap between those who have achieved a data-driven, customer-centric business and those who have not is growing rapidly. The tricky part to closing that gap is unifying your data from disparate silos in a way that is relevant, timely and actionable. The enterprise customer data platform (CDP) solves your data problem so you can focus on your business.

At this stage you no longer need convincing of the need for an enterprise CDP - you're considering which CDP to select. This enterprise CDP checklist offers you a handy guide of the most important capabilities to look for during your evaluation.

## The Data Challenge

So why is harnessing customer data so difficult? The answer in the simplest form is that customer data is everywhere.

The customer journey intersects numerous teams throughout a company and the extended business network. And these interactions come via a wide array of channels including point of sale (PoS), websites, mobile, custom apps and the internet of things (IoT). This leaves most companies with information about customers stored in many different places. This information is not brought together or shared across the organization, leading to a disjointed and negative customer experience.

## The Enterprise Customer Data Platform

An enterprise CDP brings all your data together for a single, actionable view of your customer. It empowers you to gain valuable insights in order to better know your customers, engage in meaningful ways along the entire customer journey and measure your success. An enterprise CDP gives you the ability to track, manage and automate processes that create a personalized customer experience without the need for heavy lifting from IT. An enterprise CDP must be flexible, customizable, scalable and secure to handle the complexity of a global organization and deliver a competitive advantage.

## The Business Use Case

Selecting the right enterprise CDP brings to life a valuable asset that crosses departmental silos and serves the entire company. Once you have the power of a single, complete view of your customer and the capability to utilize complex segmentation and analysis within your business activities, the use cases and your return on investment multiply exponentially. Get started by selecting a use case as a proof of concept. An understanding of how you want to use your data will speed your time to value.

Here are some of the most common use cases that Treasure Data [customers](#) achieve with our enterprise CDP.

- Identify your best customers for targeted marketing
- Upsell and increase retention
- Enhance product features for better engagement
- Grow customer lifetime value (CLTV)
- Increase revenue of website or in-store traffic
- Enhance customer profile and segmentation for more effective marketing
- Develop a customer loyalty app

## The Enterprise CDP Checklist

It's easy to get lost in the myriad of available features, many of which may not be relevant to your use case. Let's look at the **must-have capabilities** for an enterprise CDP to become a company asset that can drive true competitive advantage.

- **Unify** your data into a complete, holistic view of your customer
- **Analyze** your data for greater insights and effective segmentation
- **Act** based on data-driven decisions to personalize the customer experience
- **Trust** in a flexible, secure and scalable platform that meets enterprise requirements

## Unify your data into a single, complete view of your customer

### The Importance of Schemaless Ingestion

Schemaless ingestion collects raw, event level data without defining the tables in advance and conforms to schema changes made at the data source, letting you capture data you didn't know existed. This significantly reduces the effort to add new data sources or data types. For example, a mobile app is updated and now collects additional information. You don't manage that app and are unaware of the change. Without schemaless ingestion, a CDP might discard the information collected in the new fields - or your ingestion might fail outright. In either case, you lose information. Schemaless ingestion makes sure your CDP always captures foreseen and unforeseen raw event data on "what happened" so you can go back and capture value from that data later.

The important consideration here resides in the definition of complete and the quality of profile creation. You want data to work for you instead of you working to define your data.

- Integrate with all your data sources, including PoS, IoT, web, SaaS, mobile, and offline -- in batch and streaming -- for omni-channel marketing.
- Collect data from different sources with ease using schemaless ingestion.
- Retain all your raw data from all your sources, for a complete lifetime picture of your anonymous and identified users throughout their customer journey.
- Match identity across devices, such as mobile, computers, connected cars, and appliances.
- Automatically enrich data profiles as new data arrives.
- Stitch together multiple identities and complex customer profiles with a robust workflow and unification logic.
- Enable the addition of new data sources without relying on IT.

## Analyze for greater insights

Seek a CDP that makes more, deeper and richer data available for analysis. You want the ability to ask any questions without limitations of scale or data history. And with artificial intelligence and machine learning you can build out unique scenarios for refined data exploration.

- Analyze raw, event level data to uncover information you didn't know existed.
- Maintain a persistent view over the life of the customer--ninety days is insufficient.
- Measure campaign effectiveness with multi-touch attribution based on sophisticated artificial intelligence algorithms.
- Utilize machine learning to build business intelligence scenarios that are specific to your business in order to enact extensive data exploration and reporting.
- Leverage a built-in data store that can be available to you for any type of query using SQL or Spark.

## Dynamic Profile Segmentation

Customer behaviors and the ways you want to represent your customer do not fall neatly into a template. Dynamic profile segmentation enables you to model complex customer interactions that cannot be pre-defined, allowing you to better know your customer. These segments can be automatically updated to optimize your personalized marketing campaigns.

## Act upon data-driven decisions

Data and analysis produce value only when put into action in a timely fashion. You need the flexibility to massage that data for powerful customer segmentation that directs your personalized marketing campaigns. Generating those personalized offers mandates an automated workflow to update and adapt your customer segmentation without manual intervention.

- Model unique and complex customer segments with automated updates for greater campaign effectiveness.
- Define new segments as needed without technical support.
- Execute on personalized, omni-channel engagement in real-time.
- Define custom business metrics to direct actions.
- Generate, deploy and automate predictive scoring models that give you the advantages of machine learning in a friendly user interface.
- Work seamlessly with existing marketing tools of your preference.

## Continuous Data Integration

Personalized engagement in real-time requires continuous data integration: a seamless, end-to-end flow of data that enables two-way communication in real-time. The key capabilities required for continuous data integration include a strong integration library, schemaless ingestion, unification logic and workflow.

What could be considered the secret sauce to delivering personalized engagement depends on the core data management foundation.

## Trust in a powerful core data foundation

Your success and time to value hinges on the scalability, flexibility, security and performance of the core data foundation.

- Proven scalability to ingest billions of events and tens of petabytes of data every day.
- Continuous data integration: a streaming end-to-end flow of data that can provide two-way communication in near real-time.
- Professional services for customization to manage complexity and deliver on unique requirements.
- Encrypted data at rest and in transit.
- Security credentials and governance practices to meet enterprise compliance.
- Secure authentication method, preferably OAuth, to protect that data from outside attacks.

## Get Started Today

Only the Treasure Data enterprise Customer Data Platform handles the scale, security, and complexity required by a global enterprise in a way that empowers business decision makers to deliver a superior customer experience and creates a unique competitive advantage. We empower you to better know your customers, engage in meaningful ways along the entire customer journey, measure your success and grow your business.

See for yourself by checking out our [customer success stories](#). Then [contact us](#) for a demonstration to get started on your path to success.