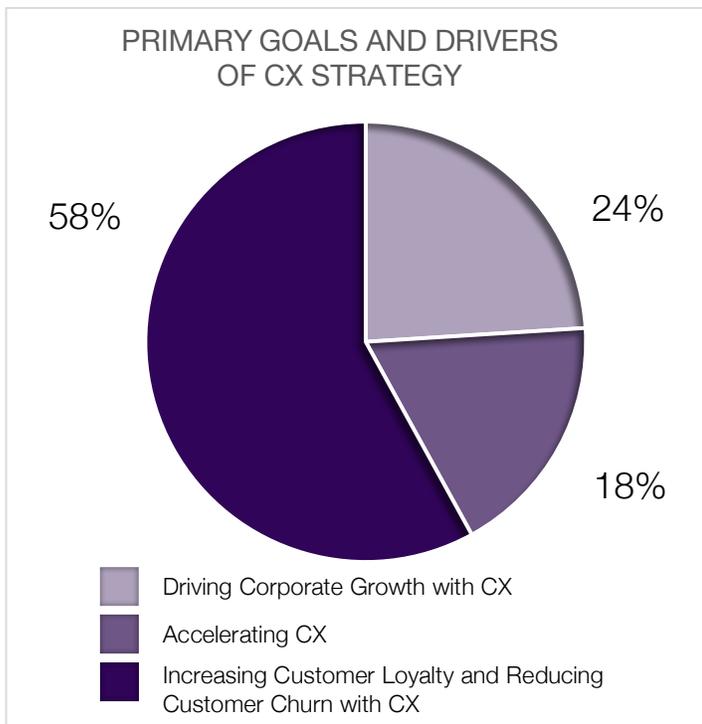


WHAT DOES DATA MANAGEMENT
HAVE TO DO WITH CX?

KNOWING THE CUSTOMER AND CAPTURING THE MOMENT

Companies are in a race to set themselves apart from the competition in a meaningful way. Pre-Internet and pre-cloud, beating the competition meant out-advertising them, out-spending them, out-maneuvering them, or getting to a certain demographic before they did.

Today – it means using data to connect with the customer on a meaningful level. Connection breeds loyalty, which breeds recurring revenue. A huge marketing or advertising budget won't help you much if you're not able to connect with your customer **IN THE MOMENT** – to capitalize on what the customer is doing **right now**.



Based on a survey of 200+ CX executives, DataStax found that enterprises are trying to achieve three strategic goals with their CX initiatives:

1. Improve customer loyalty and reduce customer churn
2. Drive corporate growth
3. Accelerate CX initiatives

To achieve these objectives you need technology that supports quick experimentation and that can then fail fast or scale fast.

Once you have the speed and agility to adapt, you need be able to handle scale. Enterprises are gathering an unprecedented amount of data about their customers but struggling with operationalizing it and positively affecting customer experience. Today's business world is cluttered with cloud applications being used by a distributed workforce and customer base on myriad devices, and the ability not just to handle big data but to **contextualize** it in real time for actionable, loyalty-producing insights is going to mark the difference between companies that survive and those that don't.

WHAT DOES THIS MEAN FOR YOU?

It means the time for your enterprise to get your CX engine revving is now, so you can gain an edge over your competition before they have a chance to catch on.

But where do you start? All good houses need a solid foundation, and in CX that foundation is the data layer.

HOW DATA MANAGEMENT PLAYS INTO CX

Understanding your customers and your interactions with them is the raw material for a world-leading customer experience. Being able to contextualize customer and other relevant data in real time and at scale becomes the foundational requirements to be **able to deliver** on that customer experience successfully.

Think of some companies you interact with every day – or almost every day. Companies like Google and Netflix are knocking it out of the park with customer experience. They have to deal with mountains of real-time data and millions of customers, and they handle it with ease, with every interaction being unique and personalized to that customer at that moment. This tailor-made interaction breeds trust and loyalty.

Great CX starts with data management because that's where the most granular customer and employee activity is happening. Whether you're B2B or B2C, every customer and employee "touchpoint" across your whole business, no matter the corporate silos – and their moment-to-moment activity on every device – is a **data point**. Every data point is an opportunity, but only if you have a technology platform powerful enough to integrate and contextualize all of those data points as they happen.

WHAT DOES DATASTAX BRING TO THE TABLE?

Once you understand that you need to start with data, then you can understand that you need to find the most powerful data platform available. More than 30% of the Fortune 100 companies, including Netflix, eBay, and Cisco, use DataStax for their data management.

Legacy data infrastructures keep data in silos, making real-time, comprehensive, 360-degree views of the customer impossible. These now-antiquated infrastructures are severely hindering CX initiatives for executives seeking enterprise-wide changes at all customer touchpoints.

DataStax's **CX Data Solution** is a data management platform built specifically to meet the demands of the "right now" economy, in which people expect excellent service in real time and demand a seamless, personalized experience in both personal and business interactions.

Specifically, you can power:

- **Customer 360** – A single, contextual view of the customer in real time for a seamless customer experience across all touchpoints. Think of a large healthcare provider with millions of customers and various insurance plans, hospitals and medical centers. The healthcare provider needs a powerful data platform to contextualize all of this data and allow patients/customers to have the best possible experience.
- **Real-Time Personalization** – Enhanced customer engagement via crucial feedback, a tailored experience, and instantly actionable insight. A large grocer such as Safeway uses this insight to recommend products to customers at just the right time, when they're in the store, and also to remind them of deals on products they usually buy.

With the power of Customer 360 and Personalization, you have the power to make every customer feel like your only customer, and that is CX at its best.



What Does Data Management Have To Do With CX?

THE DATASTAX SOLUTION

As stated above, you need a data platform designed specifically to handle the extraordinary availability and performance demands of cloud applications. But you also need services and training, without which you will be like the owner of a yacht that has no GPS system.

The **CX Data Solution** brings the leading always-on data platform and world-class best practices and training from experts who have helped build and implement some of the largest real-time data architectures in the world to our customers.

By aligning industry-leading data technology with CX application design expertise, DataStax customers can accelerate their time to market with reduced risk and increased flexibility for their critical CX initiatives.



WHY YOUR LEGACY TECHNOLOGIES WON'T WORK ANYMORE

Older databases technologies had their moment, and we'll admit that it was a good one. In fact these databases from companies like Oracle are still quite valuable in certain use cases. But the last 5 years have brought one very important big change to the world of data - a new set of applications with ever increasing customer interactions. We call these applications 'cloud applications', and they require and process torrents of data that can't safely or reliably be integrated and contextualized via a traditional database.



And that's because, to be successful and useful, cloud applications need to be:

- Contextual: They collect information about users with every touch and correlate that and other relevant information.
- Always on: They run constantly and are never down.
- Operational in real time: They operate with zero lag or delay.
- Distributed: They are supported by multiple systems and operate globally.
- Scalable: They can continue to function well as their user volume increases.



If cloud applications need to be all of the above, then your data technology needs to be powerful enough, scalable enough, distributed enough, to be able to support all of the above.

HOW DATASTAX IS POWERING GREAT CX IN REAL LIFE

Transforming your customer experience is a journey, but once you realize the potential ROI and the unchangeable direction of technology as a whole, you will see that it's a journey that must be taken. That said, it doesn't need to be a difficult trip. For inspiration, we invite you to see how others have done it before you using DataStax technology.

MEDIA & ENTERTAINMENT



The Challenge: Netflix needed to provide increasingly personalized viewing recommendations to its 83 million streaming members, and its legacy database technology was failing.

The Choice: After switching to DataStax Enterprise, Netflix was able to put customer experience at its core and can now capture every precious detail of each customer's viewing habits and process the information of millions of streaming viewers in real time, allowing for unprecedented insights and personalized experiences.

HEALTHCARE

ONE OF AMERICA'S LARGEST HEALTHCARE GROUPS

The Challenge: This healthcare provider has a mandate to improve customer satisfaction and provide a single, connected view to their patients no matter which hospital functions they interacted with.

The Choice: This 72-year-old healthcare industry stalwart is driving a 'one company' initiative for delivering a better customer experience to its 11 million-plus members. With DataStax, it now has the capability to have a comprehensive, contextual view of individual member journeys across all siloed hospital functions and regions in real time.

FINANCIAL SERVICES



The Challenge: Macquarie Group wanted to drive digital transformation initiatives to enhance customer experience across a variety of customer-focused channels and also to make itself more human and intuitive than a traditional brick and mortar bank by providing real-time personalization.

The Choice: Using DataStax, Macquarie is living up to its slogan, "Digital banking designed for you" by powering its world-class consumer banking app with "insights", where customers can see where and how they've spent their money, "oversights", where customers can set up their budgets, and "foresights", where customers can set up alerts based on how well they are staying on budget.

RETAIL



The Challenge: eBay needed to deliver a personalized and engaging customer experience to its diverse and passionate community of individual buyers and sellers. It was hampered by the rapid growth of its data and its inability to search and analyze data at extreme scale and in real time for personalization.

The Choice: DataStax enabled eBay to power highly accurate and personalized search results. One of the keys to eBay's extraordinary success is its ability to turn the enormous volumes of data it generates into useful insights for its customers.



What Does Data Management Have To Do With CX?



WHO IS DATASTAX?

The world is exploding with data. This digital transformation is happening faster than we can imagine, and it's infusing every moment, every customer interaction, with rich potential.

Today's customers are the same as the applications they're using: highly distributed, hyper-connected, and always on. To be able to support this kind of information dispersion and scale, and thus gain top-line growth and faster time to market, enterprises are having to rethink the entire technology infrastructure on which they're building and deploying mission-critical cloud applications and move to a more modern platform that puts data at the center of their organization.

Chances are you use DataStax every day. We are the data platform behind apps that deliver an amazing customer experience for Netflix, Sony, eBay, and many more. We have more than 400 employees and 500 customers, including 30% of the Fortune 100. Built on the unique architecture of Apache Cassandra™, DataStax Enterprise is the always-on data platform that has been battle-tested for the world's most innovative, global applications.

We are the data management experts, and we understand the importance of data for capturing the moment. We are DataStax, and we are the power behind the moment.

To learn how YOU can use our technology to power your own CX initiatives, contact us at cx-exec@datastax.com.

About DataStax

It starts with a human desire, and when a universe of technology, devices and data aligns, it ends in a moment of fulfillment and insight. Billions of these moments occur each second around the globe. They are moments that can define an era, launch an innovation, and forever alter for the better how we relate to our environment. DataStax is the power behind the moment. Built on the unique architecture of Apache Cassandra™, DataStax Enterprise is the always-on data platform and has been battle-tested for the world's most innovative, global applications.

With more than 500 customers in over 50 countries, DataStax provide data management to the world's most innovative companies, such as Netflix, Safeway, ING, Adobe, Intuit, and eBay. Based in Santa Clara, Calif., DataStax is backed by industry-leading investors including Comcast Ventures, Crosslink Capital, Lightspeed Venture Partners, Kleiner Perkins Caufield & Byers, Meritech Capital, Premji Invest and Scale Venture Partners. For more information, visit DataStax.com/customers or follow us on @DataStax.

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