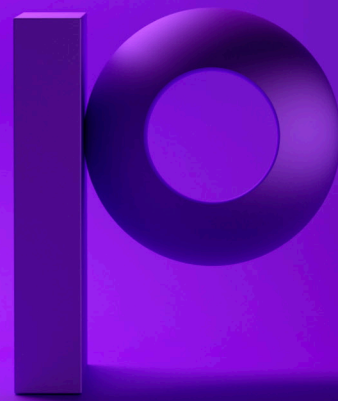




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# Spectrum Context Graph

## Don't let data overwhelm you

Today's customer data has greater volume, variety, velocity and complexity than ever before. Customers expect immediacy, relevance and a more seamless experience with every interaction. But you simply can't keep pace using a rigid relational database.

Solve your complex customer data challenges with the first solution that uses the power of Knowledge Graphs to create accurate, actionable customer centric views.

## Discover a shareable, multi-dimensional view of your customers

### Bring valuable data to life

Organizations once valued their customers in terms of their net worth. Now, it's in terms of their networks. See how customers are connected to other people, places and things. Spectrum Context Graph helps identify high-value customers across all your business divisions, so you can market products that will motivate them to buy.

### See what you've been missing

The Spectrum platform delivers a next generation approach to data quality and data integration in a single solution. Incorporate social, spatial and predictive analytics that add context, validate entities and reveal complex relationships. You'll improve decision making by visualizing customer data as well as customer networks.

### Access, connect and deploy

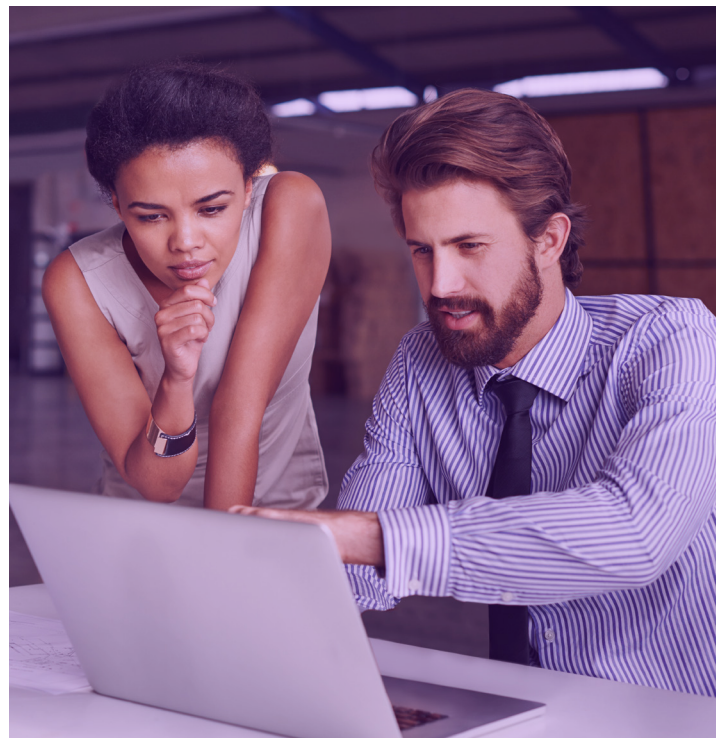
Using powerful NoSQL technology, Spectrum shares data from back-office systems, platforms and front-end business applications and third-party data sources.

- Uncover hidden relationships
- Understand influencers and brand ambassadors
- Detect non-obvious relationships
- Facilitate compliance to constantly evolving Data Privacy & AML regulations

## Future-proofed

Innovative Knowledge Graphs deploy vital information faster and more cost-effectively:

- A multi-dimensional view of customers
- High-performance queries on complex, connected data
- No pre-defined schema needed to models complex, hierarchies and many-to-many relationships



## Reap the power of the Spectrum Technology Platform and Context Graph

### Greater speed

- One thousand times faster than SQL lookups
- No pre-defined schema

### Greater scope

- Widest variety of data and domain types
- Spatial and predictive
- Network analysis of social, mobile and cloud data

### Power up in no time

An SOA-based architecture lets you access out-of-the-box services and solutions or create custom data flows. Compose both batch jobs and real-time services through the intuitive user-interface, then publish through a “one-click” process to integrate with external systems. You can even set up event triggers that push insight and intelligence throughout your enterprise.

### Data you can trust

Data degrades quickly and new data is generated at a staggering rate, so complete accuracy is a must for analysis. Spectrum ensures your data is accurate, then adds the real-world context needed for flexible, agile modeling.

Our information- quality features include:

- Rules and algorithm-based matching
- Match-rule analysis
- Best-of-breed record creation
- Open parser, allowing grammar definition by country and language
- Identity matching algorithms with global name variation data
- Transliteration
- CASS, SERP, AMAS, SNA, UPU standards-based global address verification
- Extensive data enrichment: Targusinfo, D-U-N-S® Number Append, Experian® Truvue, Oracle® Watchlist Screening, tax jurisdiction, and location-based services

### Performance, scalability and availability

- Map-reduce based implementation for large-batch processing
- Horizontal and vertical scaling run-time instance configuration across functions
- Hot back-up support
- Full ACID-compliance
- In-memory caching of large reference datasets

### Advanced information governance

Using the Data Stewardship module, Spectrum integrates human decisions directly into the automation process for closed-loop processing. The platform provides business stewards with direct ownership and oversight over their data assets to ensure compliance with data governance policies.

Stewardship features include:

- Business rules-driven monitoring
- Browser-based access
- Dashboard-view of issues, tasks and quality
- View, edit, comment, and approve records

### Specifications

- Supports both analytical and operational requirements and can be used for consolidated, registry, co-existence, or centralized implementations
- Various APIs and web services support integration with the most popular ESBs or Middleware technologies as well as connectors for popular CRM and ERP systems, such as SAP® technology and Oracle®

Precisely helps deliver accuracy and relevance in the connected and borderless world of commerce. The Spectrum Technology Platform is a modular solution designed to help our clients manage data, understand customers and drive superior business outcomes.