

Customer 360

Fit-for-purpose 360° views of customers to deliver delightful experiences at every touchpoint

Customers expect you to be intimately familiar with their needs and past behavior to deliver outstanding experiences. Scattered and siloed customer data have traditionally made this hard to achieve.

Now, with a data fabric, you can:

- connect data from disparate sources to establish a single, trusted, 360-degree view
- hyper-personalize interactions, determine more accurate next-best offers
- gain an advantage in fraud detection while maintaining privacy compliance

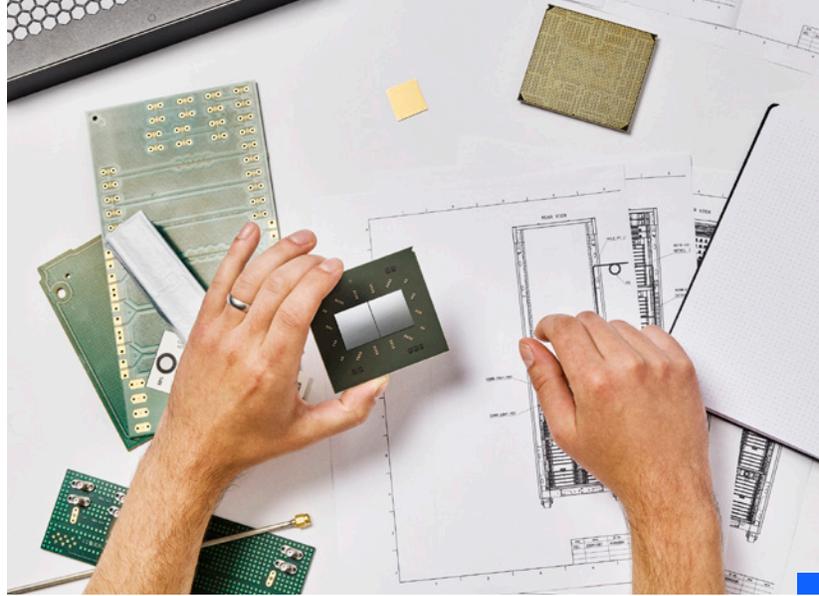
Get the full picture

To learn more about a customer 360 approach read our latest ebook, which covers this data fabric use case, alongside client examples and more in-depth product information.

You can also schedule time with a data fabric expert at your convenience.

[Read the ebook](#) →

[Talk with an expert](#) →



Key capabilities

Data discovery

Find relevant assets quickly and at scale based on recommendations with intelligent data cataloging and bring together siloed data through data virtualization or ETL tools.

Entity resolution using graph technology

Align disparate data entries for the same customer, even when some information may be misspelled, transposed or similarly misaligned. Utilize ML-powered probabilistic matching technology to automate entity matching, optimize de-duplications, and ensure data quality.

Governance

Protect data while managing compliance and audit-readiness. Maintain client trust with active policy management and dynamic masking of sensitive data through a data catalog, allowing teams to access, curate, categorize, and share data, knowledge assets, and their relationships, wherever they reside.

Self-service

Link data from multiple sources in a self-serve yet compliant manner with a comprehensive metadata glossary, governance rules, and data virtualization. Enable visualization and analysis of the relationships between customers and their data attributes to expand the ways in which a single customer entity can be created.